

**MULTIPLE STAKEHOLDERS' PERCEPTIONS OF THE IMPACTS OF A  
CARNIVAL IN CAPE TOWN**

by

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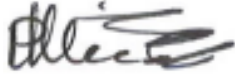
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## DECLARATION

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**Date**

## **ABSTRACT**

Carnival events have become significant factors in tourism development and marketing initiatives of most destinations. The developments, in threefold, economic, socio-cultural and environmental experienced by host communities of tourism attractions and resorts result in the emergence of carnival events as critical destination products. The current research found that the selected stakeholders, particularly residents, businesses and event attendees' perceptions are often overlooked although they are directly impacted by carnival events, especially when they reside (for residents and businesses) in close proximity to the event location. In addition, tourism businesses operating in the Green Point area, the place where the carnival parade takes place, were included in this study to ascertain their views about the Cape Town Carnival. In most cases, successful carnival events are underpinned by community support as well as the visitors or attendees to the event; therefore, it is crucial to examine stakeholders' perceptions towards such events.

The aim of this study was to determine how selected stakeholders (residents, businesses, and event attendees) perceive an annual cultural event, the Cape Town Carnival, hosted in a Cape Town suburb. It also sought to establish the overall value of this event following a triple bottom-line approach (economic, socio-cultural, and environmental). This investigation explored the perceptions and experiences of the residents, businesses, and event attendees in Green Point in relation to the carnival, as well as highlighting the positive and negative aspects of their experience. The research primarily adopted quantitative research approach by using three survey questionnaires (residents, businesses and event attendees) with both closed and open-ended questions. The data were analysed using SPSS version 24 and the findings were visually presented by the use of frequency tables and charts. The general findings indicated that the selected stakeholders were in favour of the Cape Town Carnival to continue being hosted in the Green Point area, although there were some issues that were viewed as the negative impacts of hosting this event. The study's findings show that the event is perceived positively by the stakeholders even though some had reservations to the idea of the event continuing in the area. Community involvement and enhancing safety and security during event period were some of the recommendations that could see the event continuing flawlessly. The study notes the importance of event organisers to understand the three stakeholders since they contribute to the success of the event. However, even though there are many benefits that are likely to accrue to residents, businesses and event attendees associated with hosting an event of this magnitude, one should not overlook the negative impacts that are potentially connected to such a hosting since this informs how the stakeholders perceive the event.

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## TABLE OF CONTENTS

<b>DECLARATION</b> .....	<b>ii</b>
<b>ABSTRACT</b> .....	<b>iii</b>
<b>ACKNOWLEDGEMENTS</b> .....	<b>iv</b>
<b>DEDICATION</b> .....	<b>v</b>
<b>LIST OF FIGURES</b> .....	<b>x</b>
<b>LIST OF TABLES</b> .....	<b>xi</b>
<b>GLOSSARY</b> .....	<b>xii</b>
<b>CHAPTER ONE INTRODUCTION AND BACKGROUND TO THE STUDY</b> .....	<b>1</b>
<b>1.1 Introduction to the study</b> .....	<b>1</b>
<b>1.2 Clarification of basic terms and concepts</b> .....	<b>3</b>
1.2.1 Carnival .....	3
1.2.2 Cultural events .....	3
1.2.3 Event impacts .....	3
1.2.4 Local or community events .....	3
1.2.5 Perceptions .....	3
1.2.6 Stakeholders .....	4
<b>1.3 Background to the research problem</b> .....	<b>4</b>
<b>1.4 The problem statement</b> .....	<b>5</b>
<b>1.5 Main research questions</b> .....	<b>5</b>
<b>1.6 Study aim and objectives</b> .....	<b>6</b>
<b>1.7 Motivation for the study</b> .....	<b>6</b>
<b>1.8 Research design and methodology</b> .....	<b>7</b>
1.8.1 Literature study .....	7
1.8.2 Research population .....	7
1.8.4 Data collection method .....	8
1.8.5 Data analysis and presentation of findings .....	8
<b>1.9 Ethical considerations</b> .....	<b>8</b>
<b>1.10 Delineation of the research</b> .....	<b>9</b>
<b>1.11 Significance of the research</b> .....	<b>9</b>
<b>1.12 Expected outcomes, results and contributions of the research</b> .....	<b>9</b>
<b>1.13 Structure of the dissertation</b> .....	<b>9</b>
<b>1.14 Chapter summary</b> .....	<b>10</b>
<b>CHAPTER TWO LITERATURE REVIEW AND THEORETICAL FRAMEWORK</b> .....	<b>11</b>
<b>2.1 Introduction</b> .....	<b>11</b>
<b>2.2 Overview of tourism and events</b> .....	<b>12</b>
2.2.1 Definition of tourism .....	13
2.2.2 Definition of events .....	14
2.2.3 Definition of carnival events .....	20
<b>2.3 Conceptual framework</b> .....	<b>23</b>
2.3.1 Stakeholder analysis .....	24

2.3.2	Types of stakeholders.....	25
2.3.3	Local community involvement.....	25
<b>2.4</b>	<b>Definition of event impacts.....</b>	<b>30</b>
2.4.1	Impacts of cultural events in South Africa.....	31
2.4.2	Economic impacts.....	33
2.4.3	Socio-cultural impacts.....	35
2.4.4	Environmental impacts.....	36
<b>2.5</b>	<b>Cultural events in South Africa.....</b>	<b>37</b>
2.5.1	Types of cultural events hosted in South Africa.....	38
2.5.2	Impacts of the CTC (2010-2016).....	43
<b>2.6</b>	<b>Chapter summary.....</b>	<b>46</b>
<b>CHAPTER THREE RESEARCH DESIGN AND METHODOLOGY.....</b>		<b>47</b>
<b>3.1</b>	<b>Introduction.....</b>	<b>47</b>
<b>3.2</b>	<b>Research questions revisited.....</b>	<b>47</b>
<b>3.3</b>	<b>Validity and reliability of the study.....</b>	<b>48</b>
<b>3.4</b>	<b>Research design and methods.....</b>	<b>49</b>
3.4.1	Research population.....	49
3.4.2	Sample and sampling method.....	50
<b>3.5</b>	<b>The study area.....</b>	<b>54</b>
3.5.1	Justification of the use of the study area.....	55
<b>3.6</b>	<b>Methods of data collection.....</b>	<b>55</b>
3.6.1	Research instruments and data collection.....	56
3.6.2	Secondary sources of data.....	56
3.6.3	Pilot study.....	56
3.6.4	Primary sources of data.....	57
<b>3.7</b>	<b>Method of data analysis.....</b>	<b>60</b>
3.7.1	Statistical analysis.....	60
<b>3.8</b>	<b>Ethical considerations.....</b>	<b>60</b>
<b>3.9</b>	<b>Limitation of the study.....</b>	<b>61</b>
<b>3.10</b>	<b>Chapter summary.....</b>	<b>62</b>
<b>CHAPTER FOUR FINDINGS.....</b>		<b>63</b>
<b>4.1</b>	<b>Introduction.....</b>	<b>63</b>
<b>4.2</b>	<b>Profile of attendees.....</b>	<b>63</b>
4.2.1	Racial category.....	63
4.2.2	Gender classification.....	64
4.2.3	Age categories.....	64
4.2.4	Level of education.....	65
4.2.5	Occupation categories.....	65
4.2.6	Monthly income.....	66
4.2.7	Event spending patterns of respondents.....	68
4.2.8	Did the respondents visit Cape Town specifically for the CTC.....	69

4.2.9	Province from which attendee respondents came.....	70
4.2.10	Number of nights stayed over in CT area by the attendee respondents .....	71
<b>4.3</b>	<b>Attendance patterns .....</b>	<b>72</b>
4.3.1	Stakeholders' attendance of the CTC in previous years: Event attendees .....	72
4.3.2	Stakeholders' attendance of the CTC in previous years: Residents .....	72
4.3.3	Stakeholders' attendance of the CTC in previous years: Businesses .....	73
4.3.4	Number of times attended by the stakeholders in previous years and including year 2016 ..	73
<b>4.4</b>	<b>Location preferences.....</b>	<b>75</b>
4.4.1	Change location, or discontinue event: Event attendees .....	77
4.4.2	Change location, or discontinue event: Residents.....	78
4.4.3	Change location, or discontinue event: Businesses .....	79
4.4.4	Stakeholders' view if they were going to attend the CTC in the future .....	80
<b>4.5</b>	<b>Motives for attending the CTC.....</b>	<b>80</b>
4.5.1	Motives for attending the CTC: Event attendees .....	80
4.5.2	Motives for attending the CTC: Residents .....	81
4.5.3	Motives for attending the CTC: Businesses.....	82
<b>4.6</b>	<b>Impacts and perceptions of the 2016 CTC .....</b>	<b>82</b>
4.6.1	Impacts of the 2016 CTC on the event attendees .....	83
4.6.2	Impacts of the 2016 CTC on residents .....	85
4.6.3	Impacts of the 2016 CTC on businesses .....	88
<b>4.7</b>	<b>Problems experienced.....</b>	<b>90</b>
4.7.1	Suggestions to address problems experienced.....	93
<b>4.8</b>	<b>Chapter summary .....</b>	<b>96</b>
<b>CHAPTER FIVE CONCLUSIONS AND RECOMMENDATIONS.....</b>		<b>97</b>
<b>5.1</b>	<b>Introduction .....</b>	<b>97</b>
<b>5.2</b>	<b>Conclusions.....</b>	<b>97</b>
5.2.1	Conclusion: Objective Two .....	97
5.2.2	Conclusion: Objective Three.....	97
5.2.3	Conclusion: Objective Four.....	99
5.2.4	Conclusion: Objective Five .....	99
5.2.5	Conclusion: Objective Six .....	100
<b>5.3</b>	<b>Recommendations.....</b>	<b>100</b>
<b>5.4</b>	<b>Limitations of the study .....</b>	<b>102</b>
<b>5.5</b>	<b>Future research direction.....</b>	<b>102</b>
<b>5.6</b>	<b>Concluding remarks .....</b>	<b>103</b>
<b>REFERENCES.....</b>		<b>104</b>
<b>APPENDICES .....</b>		<b>118</b>
<b>APPENDIX A: PERMISSION LETTER FROM GREEN POINT RATEPAYERS AND RESIDENTS ASSOCIATION (GPRRA) .....</b>		<b>119</b>
<b>APPENDIX B: CPUT ETHICAL CLEARANCE LETTER.....</b>		<b>120</b>
<b>APPENDIX C: INFORMED CONSENT LETTER .....</b>		<b>121</b>
<b>APPENDIX D: INVITATION TO PARTICIPATE.....</b>		<b>122</b>



<b>APPENDIX E: QUESTIONNAIRE FOR RESIDENTS .....</b>	<b>123</b>
<b>APPENDIX F: QUESTIONNAIRE FOR BUSINESSES.....</b>	<b>126</b>
<b>APPENDIX G: QUESTIONNAIRE FOR EVENT ATTENDEES .....</b>	<b>129</b>
<b>APPENDIX H: VISUALS FROM THE CARNIVAL .....</b>	<b>132</b>
<b>APPENDIX I: CARNIVAL MAP .....</b>	<b>143</b>
<b>APPENDIX J: LETTER FROM GRAMMARIAN.....</b>	<b>144</b>

## LIST OF FIGURES

Figure 2.1: The portfolio approach .....	15
Figure 2.2: Event tourism at the nexus of tourism and event studies .....	23
Figure 2.3: CTC structure .....	43
Figure 2.4: City of Cape Town budget allocation for periods 2014/15 – 2018/19 .....	45
Figure 3.1: The CTC route in Green Point .....	54
Figure 4.1: Monthly income of event attendees .....	67
Figure 4.2: Did the respondents visit Cape Town specifically for the CTC .....	69
Figure 4.3: Province from which attendee respondents came .....	70
Figure 4.4: Western Cape Province: Regions of origin .....	71
Figure 4.5: Event attendees' attendance of the CTC in previous years .....	72
Figure 4.6: Residents attendance of the CTC in previous years .....	73
Figure 4.7: Businesses attendance of the CTC in previous years .....	73
Figure 4.8: Event attendees' number of times attended in previous years .....	74
Figure 4.9: Residents' number of times attended in previous years .....	75
Figure 4.10: Number of times attended by businesses in previous years .....	75
Figure 4.11: Event attendees in favour of the CTC being hosted in the Green Point area .....	76
Figure 4.12: Residents in favour of the CTC being hosted in the Green Point area .....	76
Figure 4.13: Businesses in favour of the CTC being hosted in the Green Point area .....	77
Figure 4.14: Event attendees view of the CTC being hosted in another location or discontinued .....	77
Figure 4.15: Residents' view of the CTC being hosted in another location or discontinued .....	78
Figure 4.16: Businesses' view of the CTC being hosted in another location or discontinued .....	79
Figure 4.17: Road closure to allow the event to proceed in Green Point area .....	92
Figure 4.18: Roads barricaded awaiting the start of the 2016 CTC parade .....	93
Figure 4.19: Residents' suggestions to address problems .....	94
Figure 4.20: Event attendees' suggestions to address problems .....	95
Figure 4.21: Businesses' suggestions to address problems .....	95
Figure H1: Researcher (kneeling) with some of the 2016 CTC participants .....	132
Figure H2: Some of the 2016 CTC event performers after procession .....	132

## LIST OF TABLES

Table 2.2: Positive impacts of events on local communities .....	31
Table 2.3: Negative impacts of events on local communities .....	32
Table 2.1: Numbers at glance - the economic impact of the 2017 CTC .....	46
Table 3.1: Population and sample size .....	54
Table 3.2: Distribution of questionnaires .....	58
Table 4.1: Racial classification of the respondents .....	63
Table 4.2: Gender of the respondents .....	64
Table 4.3: Age of the respondents .....	64
Table 4.4: Age of the respondents, >70 .....	65
Table 4.5: Level of education of the respondents .....	65
Table 4.6: Occupation of the respondents .....	66
Table 4.7: Occupation of the respondents – Other specify .....	66
Table 4.8: Monthly income of the respondents (attendees: >R50 000 specify .....	67
Table 4.9: Expenditure patterns of the respondents .....	69
Table 4.10: If no, respondents had to indicate the primary reason for visiting CT.....	70
Table 4.11: Countries from where attendee respondents come: Outside SA borders .....	71
Table 4.12: Suggested locations for the CTC by event attendees.....	78
Table 4.13: Suggested locations for the CTC by residents.....	79
Table 4.14: Suggested locations for the CTC by businesses .....	79
Table 4.15: Stakeholders' future attendance of the event .....	80
Table 4.16: Level of importance for reasons that motivated event attendees to attend the CTC.....	81
Table 4.17: Level of importance for reasons that motivated residents to attend the CTC.....	81
Table 4.18: Level of importance for reasons that motivated businesses to attend the CTC .....	82
Table 4.19: Event attendees: Perceptions of the economic impacts of the CTC.....	84
Table 4.20: Event attendees: Perceptions of the social impacts of the CTC.....	84
Table 4.21: Event attendees: Perceptions of the environmental impacts of the CTC .....	85
Table 4.22: Residents: Perceptions of the economic impacts of the CTC.....	86
Table 4.23: Residents: Perceptions of the social impacts of the CTC .....	87
Table 4.24: Residents: Perceptions of the environmental impacts of the CTC .....	87
Table 4.25: Businesses: Perceptions of the economic impacts of the CTC .....	88
Table 4.26: Businesses: Perceptions of the social impacts of the CTC .....	89
Table 4.27: Businesses: Perceptions of the environmental impacts of the CTC .....	89
Table 4.28: Did respondents face any problems linked to the CTC event.....	90
Table 4.29: Problems faced by event attendees.....	90
Table 4.30: Problems faced by residents.....	91
Table 4.31: Problems faced by the businesses .....	91
Table 4.32: Do respondents have any suggestions to address problems .....	93

## GLOSSARY

<b>Terms/Acronyms/Abbreviations</b>	<b>Definition/Explanation</b>
CBD	Central Business District
CoCT	City of Cape Town
CPUT	Cape Peninsula University of Technology
CT	Cape Town
CTC	Cape Town Carnival
DAC	Department of Arts and Culture
FIFA	<i>Fédération Internationale de Football Association</i>
GDP	Gross Domestic Product
GPCID	Green Point City Improvement District
GPRRA	Green Point Residents and Ratepayers Association
MCQP	Mother City Queer Project
MGE	Mzansi Golden Economy
NGOs	Non-Governmental Organisation
OECD	Organisation for Economic Co-operation and Development
SA	South Africa
SACO	South African Cultural Observatory
SPSS	Statistical Package for Social Sciences
TBL Impacts	Triple Bottom Line impacts
UNWTO	United Nations World Tourism Organisation
V&A	Victoria and Alfred Waterfront
VIP	Very Important Person

# CHAPTER ONE

## INTRODUCTION AND BACKGROUND TO THE STUDY

### 1.1 Introduction to the study

One of the fastest growing segments of tourism globally is that of events (Slabbert & Viviers, 2013:623). Getz (2008:403) indicates that the staging of events has become an important motivator for tourism and has contributed to the development and marketing of most tourist destinations around the world. Getz further notes that the role and impacts of planned events within tourism have been well documented in academia and are of increasing importance for destination competitiveness. A number of researchers agree that for one to easily understand the impact of events, events need to be considered from various dimensions, which include their size and content (Allen, O'Toole, Harris & McDonnell, 2005:12; Getz, 2005:16; Getz, 2008:407; Getz, Svensson, Peterssen & Gunnervall, 2012:48). These authors further categorised events into:

- Mega-events (such as the FIFA World Cup, Olympic Games, Commonwealth Games);
- Hallmark events (such as the Rio Carnival);
- Major events (such as the Euro Games, Confederations Cup, *Oktoberfest*, ABSA Cape Epic Mountain Bike race, Jazz Festival); and
- Local or community events (such as the Cape Town Carnival [CTC], the McGregor Wine Festival, Good Food and Wine Festival, Suidoosterfees, Victoria Falls Carnival).

Buch, Milne and Dickson (2011:311) purported that cultural events, particularly carnival events, are in most cases organised to enable local communities to celebrate cultural identities. Buch *et al.* further highlights that the growing economic significance of tourism has resulted in a rise in the number of researchers and policymakers placing greater emphasis on cultural events due to their perceived contribution to the destination marketing mix. The staging of cultural events such as carnival events has become an integral part of tourism destination marketing due to awareness and image benefits (Mules & Faulkner, 1996; Hermann, du Plessis, Coetzee & Geldenhuys, 2013; Mair & Whitford, 2013). Ritchie (1984:6) looked at the impacts of events from both a positive and negative angle, including economics, tourism/commercial, physical, socio-cultural, environmental, psychological and political aspects. Fredline and Faulkner (2000:763) noted that events can be considered as additions to a region or a country's wealth of attractions and hence are instrumental in augmenting both the range of markets relevant to the destination and its critical mass of attractions.

Getz (2008:403) highlighted the important roles that cultural events such as carnivals and festivals play, such as community building, urban renewal, cultural development, and fostering national identities. In support of the above, Esu, Arrey, Basil and Eyo (2011:336) acknowledge the importance of cultural events as powerful destination branding tools and their use in

destination marketing, which results in tourist attraction. In addition, events can be used to extend the tourist season, hence addressing industry seasonality and leading to a steady economic and social contribution of the events to the local community (Butler, 2011:5). Furthermore, several studies underscore other important positive impacts often associated with the staging of events, many of which may directly benefit the local population, such as the development of facilities and infrastructure, entertainment and social opportunities, and a sense of pride and identity (Getz, 1997; Shone & Parry, 2005; Hermann *et al.*, 2013; Bason, Cook & Anagnostopoulos, 2015). A study on host community perceptions of the impact of events by Fredline, Deery and Jago (2006) revealed that the Grand Prix and the Melbourne Moomba Festival in Australia were perceived as having substantial community level benefits, with few negative impacts. Some of the benefits suggested included the creation of employment opportunities and social capital type benefits such as the promotion of good values and giving residents an opportunity to have fun with their families and friends (Fredline *et al.*, 2006:23), but do come at a high cost to the ratepayers.

Fredline and Faulkner (2000:764) summarise that events may have positive or negative impacts on residents. A host community that is positively affected will enhance tourists' experiences and contribute to the destination's attractiveness. Therefore, the quality of life and equity outcomes within a community will have a significant bearing on resident and business perceptions. In particular, an event planning and management organisation sensitive to community needs is an important component of sustainable tourism development and events (Fredline & Faulkner, 2000:764). However, the feasibility of event management and planning approach ultimately depends upon how effectively the impacts of tourism and events are monitored and understood.

Events, regardless of their size, are important to the host destinations and the broader surrounding areas, and this necessitates the need to understand the impacts of these events and their value and contribution to the communities. The current study focuses on multi-stakeholders (residents, event attendees, and business owners/managers) to ascertain their perceptions regarding an annual cultural event hosted in Cape Town. The event analysed in this study, the CTC, has been hosted for the past eight years and its popularity has increased with each year; the CTC is discussed in section 2.5.1.5 on page 42. According to Phillips (2016), the CTC has attracted a large number of spectators, including local residents, tourists, and businesses. It is aimed at showcasing and celebrating the diversity of South Africa (Phillips, 2016).

Since the same words or phrases in a study may have different meanings to people, particularly if they are from various study fields (Camden-Carroll Library, 2017), it is therefore important to clarify the basic terms and concepts used in the study. To afford a better

understanding of this current dissertation, the following section presents the basic terms and concepts used.

## **1.2 Clarification of basic terms and concepts**

The terms and concepts presented hereunder are referred to throughout the study and having a clear understanding of each one is important in successfully completing this dissertation. In addition, presenting these basic terms and concepts enables the reader to understand what the researcher was trying to bring forth.

### **1.2.1 Carnival**

Bakhtin (1965:73) states that carnivals are 'Rabelaisian' in nature, whereby participants and spectators are released from the constraints of everyday life to engage in sensuous, hedonistic, and licentious pleasure. Most cultures celebrate carnivalesque events such as festivals, market fairs, and harvest celebrations. Carnival comes from the Latin word, *carnivale*, meaning "farewell to the flesh" and essentially refers to "a period of celebration of the body, of physical abandon where licentiousness, hedonism, and sexual excess are expressed to music, dancing, masquerading, and feasting" (Nurse, 1999:664).

### **1.2.2 Cultural events**

According to Getz (2007:31), cultural events are defined as "solemn or joyous events that have cultural meaning" and either present a particular expression of culture or aim to represent the cultural expressions of specific groups.

### **1.2.3 Event impacts**

Fredline and Faulkner (2001:106) define event impacts as the effects and implications of how the event impinges on local residents' quality of life and reactions thereto. Since impacts inform perceptions, this dissertation examined how the event affected the stakeholders who formed part of the study. For this study, only three levels of impacts were examined; being economic, social, and environmental impacts.

### **1.2.4 Local or community events**

According to CoCT (2008:8), a local or community event is defined as "an event that is hosted locally and entices local visitors" and is hosted within a locality and is of interest to the local community.

### **1.2.5 Perceptions**

Perception can be described as "the mental interpretation and integration of physical sensations produced by stimuli from the external world" (Longman Dictionary, 1984).

### 1.2.6 Stakeholders

Freeman (1984:71) describes a stakeholder as any individual or organisation that has a direct or indirect interest or stake in the activities of a particular organisation. In the current study, the stakeholders included residents of the study area, businesses operating within the study area and the spectators of the CTC.

### 1.3 Background to the research problem

Cultural events, especially carnivals, have become a significant factor in the tourism development initiatives of most destinations (Esu, 2015:39). Getz (2008:403) reports that the roles and impacts of planned events within tourism are well documented and becoming increasingly important for destination competitiveness. Bowdin, Allen, O'Toole, Harris and McDonnell (2008:71) argue that the economic and socio-cultural developments experienced by host communities of tourism attractions and resorts have led to the emergence of events as important destination products.

Getz (1997) established that some events are staged at a particular time of the year, which attracts an audience when a large number of tourists are not normally visiting the area, therefore boosting tourism at the destination. Esu *et al.* (2011) report that cultural events stimulate the local economy, "showcase" the region to the world, and promote potential tourism and business activity.

A number of studies (Dwyer, Mellor, Mistilis & Mules, 2000a; Shone & Parry, 2005; Arcodia & Whitford, 2007) confirm the existence of both positive and negative impacts of cultural and carnival events. On the positive side, locals accrue the direct benefits, which may include jobs, infrastructure, entertainment facilities, social opportunities, and a sense of pride and identity in case of a major event. Adversely, local communities may suffer because of the staging of local events, for example, increased crime rate, noise, littering, anti-social behaviours which may be borrowed, prostitution and other negative impacts of events.

In light of the above, Tichaawa and Bama (2012:23) established the importance of analysing and understanding stakeholders' perceptions of an event as a vital component in assessing the overall value of the event. In particular, Ntloko and Swart (2008:80) supported the importance of hosting of carnival events on community as an effort to understand the different ways in which local residents react to the hosting of the event and to examine the reasons for their reactions.

Bob and Swart (2009:47) argue that the perceptions of residents and businesses are frequently overlooked although they are often directly affected by events such as carnival events, especially when they reside in close proximity to the event location. It is for this reason that the



residents and businesses situated in close proximity to Green Point were the focus of this study.

Delamere (2001:28) noted that an investigation into the awareness of event impacts and of residents', businesses' and event attendees' perceptions towards these impacts may enable action that could lead to a reduction of unwanted disruption of local community life, thereby encouraging a balance between social and economic development.

#### **1.4 The problem statement**

It is of great importance that event organisers understand how various stakeholders perceive an event in an area, as well as the impacts of an event, since this helps in assessing the overall value, objectives, and success of the event. The majority of research (Ntloko & Swart, 2008; Bob & Swart, 2009; Banjo, 2011; Tichaawa & Bama, 2012; Hermann *et al.*, 2013) in the field of tourism and events has been conducted on sport tourism events and to the knowledge of the researcher, to date little research has been conducted on the impacts of carnival events from the perspective of multi-stakeholders. Despite the increasing literature on local events, scant research had been conducted on comparisons of multiple stakeholder groups. To the knowledge of the author, no study has combined the three stakeholder groups in one study. It is important to note that the CTC would undoubtedly create benefits for the community and for the economy as a whole. However, even though there are many benefits that are likely to accrue to residents, businesses and event attendees associated with hosting an event of this magnitude, the negative impacts of such a hosting should not be ignored. Such challenges include a lack of involvement from local residents and businesses, congestion, road closures, crime, and overcrowding. These might cloud the perceptions and experiences of local residents, businesses, and event attendees.

In light of the above, it was deemed necessary to conduct a study of stakeholders' perceptions and to determine the impacts on the residents, businesses and event attendees' with regard to Green Point's hosting of the CTC.

The core problem is a knowledge gap relating to limited research into the impacts of carnival events and specifically the lack of studies on multi-stakeholder perceptions. To address the above research problem, the following research questions were formulated.

#### **1.5 Main research questions**

The following research questions were framed to determine the impacts of the CTC and achieve the objectives of the study:

- Who are the visitors to the event?

- What were the Green Point stakeholders' (residents, businesses and event attendees) perceptions and experiences of the CTC?
- What were the main economic, socio-cultural and environmental impacts of the CTC on the Green Point stakeholders' (residents, businesses and the event attendees)?
- Were the Green Point residents, businesses and event attendees in support of the CTC?
- Were there any measures and recommendations to maximise the benefits from hosting future carnivals in Cape Town?
- Were there any measures and recommendations to minimise the problems from the hosting of future carnivals in Cape Town?

## **1.6 Study aim and objectives**

The aim of the study was to determine the perceptions of residents, businesses and event attendees of the impacts of the CTC to establish the overall value of the carnival from multiple dimensions, such as the economic, socio-cultural, and environmental impact perspectives. This investigation explored the perceptions and experiences of the residents, businesses, and event attendees in Green Point in relation to the carnival and highlighted the positive and negative aspects of their experience. The main objectives of the study were to determine stakeholders' (residents, businesses and event attendees) perceptions of the impacts of the CTC. The study was guided by the following objectives:

- To profile the event attendees;
- To determine Green Point stakeholders' (residents, businesses and event attendees) perceptions and experiences of the CTC;
- To examine the economic, socio-cultural and environmental impacts of the CTC among the Green Point stakeholders' (residents, businesses and event attendees);
- To examine the level at which Green Point stakeholders (residents, businesses and event attendees) support the hosting of the CTC;
- To determine measures and recommendations to maximise the benefits from the hosting of future carnivals in Cape Town; and
- To determine measures and recommendations to minimise the problems of hosting future carnivals in Cape Town.

## **1.7 Motivation for the study**

Previous studies have mainly focused on single stakeholder perceptions of the impacts of carnival events (Fredline & Faulkner, 2000; Arcodia & Whitford, 2007; Esu *et al.*, 2011; Pappalepore, 2014; Mmom & Ekpenyong, 2015). However, little research exists on the impacts of a carnival event in Cape Town even though the CTC has shown significant growth since its inception. Therefore, there was a need to assess the impacts of the carnival from a multiple stakeholder perspective, which included residents, businesses, and event attendees in the Green Point suburb where the event takes place. This study could be useful in the formulation of decisions for the event owners and organisers, based on the comparison of perceptions of the residents, businesses, and event attendees who are the key stakeholders in this event.

## **1.8 Research design and methodology**

According to Jennings (2010:24), a research design is the plan from which research participants are obtained and information is processed. Creswell (2013:3) defines the research approach or design as “plans and procedures for research that span the steps from broad assumptions to detailed methods of data collection, analysis, and interpretation”. Creswell (2013:12) further defined research designs as “the types of enquiry within qualitative, quantitative, and mixed methods approaches that provide specific direction for procedures in a research design”.

The study primarily adopted a quantitative research approach, described by Creswell (2013:4) as being framed in terms of using numbers. Questionnaires containing mostly closed-ended questions but with some open-ended questions, were used to collect subjective primary data, as this method of primary data collection is common in social sciences (Clark, Riley, Wilkie & Wood, 1998:91). Creswell (2013:4) opines that the main assumption of this form of survey is the combination of open-ended and closed-ended questions, which provides a more complete understanding of a research problem than having only one type of question. For the purpose of this study, the questionnaires were directed to the Green Point residents, business managers (including owners) and event attendees.

### **1.8.1 Literature study**

The literature study was based on information searches, collecting relevant information mainly from journal articles, books, Internet websites, and previous students' theses and dissertations. The key words for this research included perceptions, stakeholders, event impacts, carnival, local or community events, and cultural events. Through these sources and key words a literature analysis and review was done, looking at the impacts of carnival events on the residents, businesses and event attendees, and the reasons why it is very important to consider all these events stakeholders when planning carnival events.

### **1.8.2 Research population**

The target population for the current study were three stakeholder groups, being local residents, businesses operating within the Green Point area where the carnival procession starts and ends, and event attendees coming to watch the parade. The total population was determined using the event's previous figures obtained from the CTC reports as well as relevant City of Cape Town (CoCT) reports. Green Point residents, businesses, and event attendees are the main stakeholders in this Carnival event, and enjoy the benefits and share the costs of the occasion.

### 1.8.3 Sample and sampling method

For the purposes of this study, it was decided to sample only the event attendee population on site before and during the event period. Event attendees were sampled using a spatially-based systematic purposive sampling technique. The whole event area, stretching from Cubana to the Cape Town Stadium (CTC procession route), was divided into sections. Fieldworkers were assigned to all the sections, thus ensuring that the entire event area was covered. Event attendees were selected systematically and fieldworkers ensured that the attendees had not been interviewed before. A probability spatially-based stratified random sampling method was used for the residents and convenience sampling, which places reliance on available subjects, was utilised to obtain business data.

### 1.8.4 Data collection method

Structured survey questionnaires were used to explore the levels of awareness and perceptions of the impacts of the CTC, among the Green Point residents, businesses, and event attendees. Empirical surveys were administered using a spatially-based stratified random sampling method on residents, a convenience sampling method was applied to businesses, and a spatially-based systematic purposive sampling technique was used for event attendees. Three different questionnaires served as the measuring instrument (see Appendices E, F, and G). Each questionnaire was structured similarly to facilitate a comparison of the results from the different stakeholders.

### 1.8.5 Data analysis and presentation of findings

The collected data were analysed using Statistical Package for Social Sciences (SPSS) software (version 24) whilst the open-ended questions were examined using a constant comparative method and presented on word-clouds, indicating conceptual categories. Tables and graphs were presented to illustrate the findings that were revealed, analysed, and interpreted.

## **1.9 Ethical considerations**

Ethical considerations were taken into account, and both verbal and written consent was required for participation (see Appendix C). The respondents were at no time forced to answer questions, as their participation was both voluntary and confidential. Data were only collected from respondents who were 18 years and older. The researcher requested permission from the Green Point Residents and Ratepayers Association (GPRRA) to conduct the survey and a support letter to confirm access to the event attendees and residents (see Appendix A). In addition, permission to proceed with the study was sought and granted by CPUT's Faculty of Business and Management Sciences Ethics Committee and an ethics certificate was issued (see Appendix B).

### **1.10 Delineation of the research**

This study was limited to the study aim, objectives, and questions of the defined research. The target population was limited to 397 event attendees, 383 residents and 201 businesses operating in the Green Point area where the event was hosted. For the event attendees, only attendees who were at the event location specifically to watch the 2016 CTC procession were included in the sampling frame. Regarding residents, these were limited to only those staying in the suburb of Green Point and it excluded visitors who were staying on a short-term basis. Therefore, fieldworkers had to screen respondents before commencing with the survey process. Likewise, only businesses operating in the Green Point area were sampled.

### **1.11 Significance of the research**

This study contributes to the existing body of research and offers additional viewpoints on the impacts of hosting carnival events, and how stakeholders (residents, businesses, and event attendees) perceive such impacts. The research compared the perceptions of residents, businesses, and event attendees on the impact of the CTC. This study thus fills a research gap by addressing the under-studied aspects of carnival events in general and particularly the CTC. The study provides important information that should be considered for destination marketing and positioning strategies when analysing the impacts of carnival events. The study could be useful to event organisers as a guide to evaluate the perceptions of residents, businesses, and event attendees when hosting the carnival, as they are the major stakeholders being affected by such event.

### **1.12 Expected outcomes, results and contributions of the research**

The perceptions of the residents, businesses, and event attendees on the impacts of the CTC are expected to vary as these stakeholders have different goals, expectations, and benefits from the event. In terms of contribution to the body of knowledge, the current study could expand the knowledge base on carnival event impacts on the communities in which they are staged.

### **1.13 Structure of the dissertation**

The study comprises five chapters and follows the van Aswegen (2010) format guide for CPUT postgraduate dissertations. This CPUT guide explains how dissertations should be presented and how to cite the consulted sources when compiling the study. The theoretical outline of the academic content in this study reflects a practical development of the research, as presented next.

The current chapter (Chapter One) introduces the research and highlights important issues such as the impacts of hosting the CTC. It provides a brief explanation of the selected

stakeholders' (residents, businesses, and event attendees) perceptions of the impacts of the carnival event. The chapter states the problem statement, study aim, research questions, and objectives of the study. It also presents important research elements that introduce the reader to the study, such as the significance of the study, clarification of basic terms and concepts, ethical issues, research design, and delimitation of the study.

Chapter Two reviews various literature sources, which aim to provide an overview of tourism and events, as well as the theories and related concepts that form the basis of the study. The stakeholder analysis is explained as the main concept that underpins the study and a brief discussion is given in relation to the social exchange theory. The review of literature is crucial as it helps in identifying authoritative research presented by various researchers in attempting to respond to the research questions (Webster & Watson, 2002). Various sources of secondary data are reviewed and this includes journal articles, newspaper articles, government publications, and books.

Chapter Three focuses on the research design and methodology applied in gathering data for the study. The methods and tools used to gather data and the sampling procedure and data analysis is discussed.

Chapter Four provides an analysis and interpretation of the data that were sourced from the event attendees, residents and businesses. The results are presented in the format of frequency tables, pie and bar charts, as well as histograms and text. In addition, the researcher used word clouds and in some cases textual excerpts from the transcripts of participants' responses to the open-ended questions contained in the survey instrument.

Chapter Five presents the key findings of the research, proposes recommendations, outlines the limitations of the study, and proposes a direction for future research.

#### **1.14 Chapter summary**

This study aims to determine how the impact of the CTC event is perceived by selected stakeholders (event attendees, residents and business owners/managers). In this chapter, the purpose of the study has been articulated together with other relevant aspects which set up the study, including research objectives, research questions, significance of the study, ethics, and the study design and how the dissertation will be presented. The following chapter presents literature as well as the study's theoretical framework.

## **CHAPTER TWO**

### **LITERATURE REVIEW AND THEORETICAL FRAMEWORK**

#### **2.1 Introduction**

The first chapter provided the background to the study, supported by relevant literature. This chapter reviews literature on studies of previous carnival and cultural events. The purpose of the chapter is to establish a theoretical framework of carnival events and to define the relevant key terms, the definitions, and the terminology through the review of relevant literature. This chapter also aims to provide an overview of tourism and events, and community events in general, as well as to highlight Cape Town's hosting of events, in particular. The chapter is divided into three sections, namely (a) the overview of tourism and events, (b) the conceptual framework (c) the national or South African perspective of cultural events and tourism and the impacts thereof, focusing on the CTC and other cultural events in South Africa. The review of literature helps to identify various convincing research to achieve the current study's objectives.

This chapter discusses the hosting of the CTC, which has grown in popularity over the past few years, with special reference to the potential impacts of the event on the tripartite stakeholders (residents, businesses, and event attendees) in the Green Point area. The study was undertaken across the triple bottom line (TBL) of responsible tourism, meaning economically, socially, and environmentally. It highlighted the significance of the CTC as well as the challenges that were faced in hosting this cultural event.

According to Gursoy and Kendall (2006:606), for a community event to be successful there needs to be an understanding and participation of all stakeholders in the process. Gursoy and Kendall further highlighted the importance of local governments, policymakers, and organisers to appreciate the level of community support of the proposed event, and to understand the basis of both support and opposition. This is supported by Slabbert and Viviers (2013:623), who proposed that events aim to provide unique experiences to both tourists and residents and the communities in which events take place. It is therefore important to determine host communities' perceptions of the impacts of events to enhance community support.

Slabbert and Viviers (2013:623) report that the staging of events such as carnival events can be beneficial to the host community and result in positive impacts that often include the stimulation of the local economy and promotion of the region. Fredline and Faulkner (2001:105) noted that the host community, especially the residents and businesses, had an important stake in events held in its town or city, although communities are often overlooked. Slabbert and Viviers (2013:624) support the view that host communities are often not actively involved in the festival management process and therefore do not convey the authority they might have.

It is further argued that the local community is one of the most important role players in determining the success of an event (Fredline & Faulkner, 2001:105). Therefore, event organisers should involve communities when planning for events. Ntloko and Swart (2008:80) argue that the impacts of tourism events on the host community must be considered in an effort to understand the different reactions of local residents to the hosting of events and the reasons for their reactions. Slabbert and Viviers (2013:625) note the importance of determining the impacts of events on the community as well as identifying the differences in perceptions based on economic and socio-cultural characteristics and event behaviour. The following section offers an overview of tourism and events as well as providing definitions

## **2.2 Overview of tourism and events**

Tourism is a global phenomenon that has shown substantial growth over the years and has become an important economic development tool for both developed and developing countries (Esu *et al.*, 2011:333). For South Africa, the tourism industry continues to play an important role for the economy. Looking at the latest South Africa's Tourism Satellite Account report, which provides an indication of tourism's contribution in terms of spending, employment and its impact on the country's gross domestic product (GDP), the figures are encouraging. In 2012, tourism direct GDP contribution was R93.5 billion and a year later, in 2013, it recorded R103.6 billion (Statistics South Africa [SSA], 2015). The South African government recognised the importance of the tourism sector for its potential to reshape and grow the economy through the creation of employment. This is confirmed by the government effort that led to the creation of a standalone National Department of Tourism whose mandate is to "facilitate conditions conducive to sustainable tourism growth and development for South Africa" (South Africa. National Department of Tourism [SA NDT], n.d.).

Tourism and events are inseparable as they both contribute to economic growth and as such, South Africa realises the importance of growing the country's business events sector in order to increase the contribution of tourism to the country's GDP (South African Tourism [SA Tourism], 2017). Current figures (2017) show that tourism contributes approximately 3% directly to GDP and creates about 700 000 direct and indirect jobs (SA Tourism, 2017). However, SA Tourism (2017) notes that the indirect impact of tourism in South Africa is far higher, approximately 9% of the GDP, if one considers the feeder industries such as agriculture, transport and communication, and infrastructure development.

Event tourism is viewed as a global phenomenon with massive growth potential (Esu *et al.*, 2011:334; Alive2Green, n.d.). Most events have impacts on the economy, community, and the environment. Amongst other impacts of events, they enhance the quality of life for local residents, drive tourists to an area, offer opportunity to showcase favourable community brands and image to various stakeholders including the media, business community and



visitors and further generate economic impact that translates into jobs (direct and indirect), tax revenues, and improved infrastructure developments (Alive2Green, n.d.). Events usually include business meetings, festivals, government interventions, exhibitions, sporting events, and entertainment. The event management practice of planning and producing events creates opportunities for job creation and economic growth, hence their planning and production is essential to any events destination.

### 2.2.1 Definition of tourism

Although tourism lacks a common definition, according to the United Nations World Tourism Organisation (UNWTO) (2005:1), it can be defined as:

The activities of travellers taking a trip to a main destination outside his or her usual environment, for less than a year, for any main purposes (business, leisure, visiting friends or relatives, health, religion or other personal purposes) other than to be employed by a resident in the country or place visited.

The definition provided by the World Bank stipulates the length of time for the travel as well as delineates the activities conducted at the visited places. The World Bank (2005:369) defines tourism as:

...activities of people travelling to and staying in places outside their usual environment for no more than one year for leisure, business, and other purposes not related to an activity remunerated from within the place visited.

It is important to note that the CTC event mostly attracts day visitors and hence important to clarify who those are. The World Bank (2005) defines a day visitor as someone who does not spend the night in a collective or private accommodation in the place visited. This can be expanded to international day visitors who visit destination without spending a night in the country visited. Likewise, a domestic same day visitor is a domestic visitor who does not spend the night in the place visited, they visit and return back to where their trip originated from.

Sharma (2004:163) defines tourism primarily as a social activity involving people travelling from one place to another. However, this definition could be lacking since it only emphasises people's movement from one point to the other, a change in geographical location (both locally and internationally), and their interaction with the place and other people. It is further indicated that tourism is an activity involving individuals who travel within their country or internationally and who interact with different people and places (Sharma, 2004:163). Furthermore, Candela and Figini (2012:19) note that the tourism phenomenon starts in the tourist's place of residence when the planning of the trip and spend happens. Thereafter follows the actual trip to the destination, where the tourist expects accommodation, entertainment, amenities, and leisure activities. Candela and Figini (2012:30) further argue that in terms of the purpose of visit, it is possible to distinguish between leisure, business, health or visiting friends and family, whereas border-crossing trips motivated by paid jobs, study (such as attending college or university), or

migration are not included in international tourism. In support of the proposed definitions for tourism, George (2007:13) describe it as multi-disciplinary in nature, encompassing and overlapping a number of disciplines such as sociology (social impacts of tourism), anthropology (cultural impacts of tourism and the relationships of tourists and locals), economics (economic impacts of tourism), and other relevant subject areas.

### 2.2.2 Definition of events

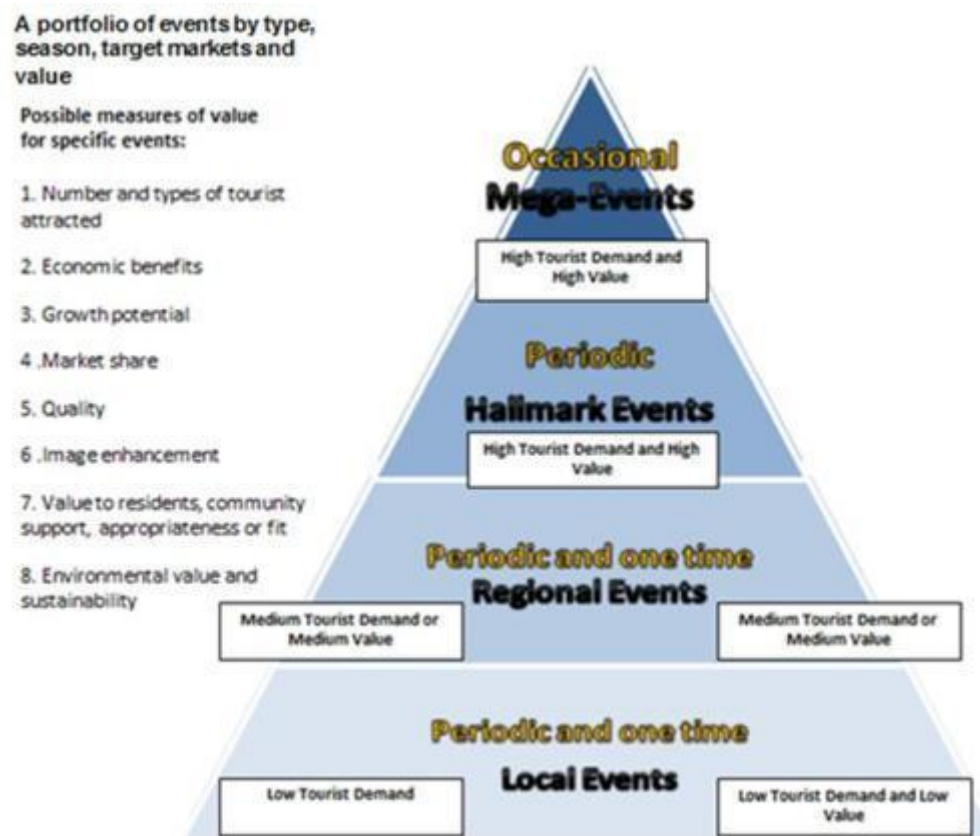
Getz (2008:403) describes event management as a fast growing professional field in which tourists constitute a potential market for planned events, and the tourism industry has become a vital stakeholder in their success and attractiveness. Getz (2008:403) further argues that although events are important factors in the success of tourism, not all events need to be tourism oriented. When adopting a marketing orientation for events, the potential negative impacts associated with events need to be understood so that ways to mitigate them could be devised (Fredline, Jago & Deery, 2003:24). Events are important motivators of tourism and figure prominently in the development and marketing plans of most destinations such as South Africa, and specifically Cape Town (Getz, 2008:403).

Planned events are spatial temporal phenomena and each is unique because of interactions among the setting, people, and management systems, including design elements and the programme (Getz, 2008:404). The uniqueness of events varies from festivals and other celebrations such as entertainment, recreation, political and state, scientific, sport and arts events, business, and corporate affairs such as meetings, conventions, fairs, and exhibitions, as well as those in the private domain such as weddings and parties, and social events for affinity groups (Getz, 2008:404). All these events are created to fulfil a certain purpose in the community.

According to numerous authors (Allen *et al.*, 2005:12; Getz, 2005:16; Getz, 2008:407; Getz *et al.*, 2012:48; Getz & Page, 2016:596), events can be described in terms of context such as size, form and content. These authors further categorised events into mega events, hallmark events, regional events, and local or community events. The CTC event is considered a local or community event and attracts thousands of people from the Green Point suburb as well as nearby areas who come and spend the day enjoying the processions. Figure 2.1 presents a portfolio and category of events based on type, season, target market, and value as highlighted by Getz and Page (2016:596).

Based on the portfolio approach presented in Figure 2.1, the size of an event is a major factor that determines how an event is categorised, as well as the frequency of its hosting. The top of the pyramid resembles the mega events, which are highly valued but less frequently hosted in a destination. As depicted in Figure 2.1, mega events have a high tourist demand and high value in terms of the large number and types of tourists attracted to the destination, high

economic costs to the host nation, high rate of growth potential, high market share, greater quality of the hosted event, and great destination image enhancement. It is also illustrated that mega events give the highest value to residents, communities, support, appropriateness, or fit, as well as encouraging environmental value and sustainability in the hosting destination.



**Figure 2.1: The portfolio approach** (Getz & Page, 2016:596)

Getz (2010:15) describes events as unique forms of tourist attractions, ranging in scale from mega-events such as the Olympics, to small community festivals or programmes of recreational events at parks. Events cover a range of planned sporting, cultural, lifecycle, political, and business occasions (Thibault & Quarterman, 2011:73). The following subsections present a description of event categories as per the portfolio approach explained above.

### 2.2.2.1 *Category of events*

Events usually provide potential revenues derived from attendees (ticketed events), and provide opportunities for entertainment, leisure, and social interaction for community members and visitors (Hernández-Mogollón, Folgado-Fernández & Duarte, 2014:91). The main role of an event manager is therefore to maximise event revenue and boost tourism, which is important for the local economy. The next section presents a discussion on the major categories of events.

### 2.2.2.1.1 Mega events

Allen *et al.* (2005:13) defined mega events as “those events that are so large that they affect whole economies and reverberate in the global media and they include the Olympic Games, the FIFA World Cup, and World Fairs”. On the other hand, Hermann *et al.* (2013:25) describe mega events as major one-time or recurring events of limited duration that take place at different locations. In support of the above description of mega events, Getz (2005:17) established that because of the scale of these events they do not take place on a regular basis but take place at least once a year somewhere in the world. Roberts (2004:108) argued that what leads to some events being categorised as ‘mega’ is that they are discontinuous, out of the ordinary, international, and large. Mega events have international significance and are typically organised by a combination of national, international, and non-governmental organisations (Roche, 2000; Getz, 2005; Horne & Manzenreiter, 2006). Roche (2000:1) further described mega events as large-scale cultural events that have dramatic character and mass popular appeal. In addition, Hiller (1998:51) and Persson, Andersson and Sahlberg (1998:17) describe a mega event as a short-term event of fixed duration with a high profile nature. Such events are capable of generating ‘cause effect relationships’, such as an increase in tourism, urban infrastructural improvement, the building of the host community image at an international level, and tangible benefits of civil pride (Persson *et al.*, 1998:17).

In conceptualising mega events, it is important to note that it has the ability to attract visitors (same day and overnight visitors) who contribute to the economy from their spending patterns. In most cases, overnight visitors have a higher spend on visiting attractions, use of facilities and services including accommodation, restaurants and many others (UNWTO, 2015). On the other hand, same-day visitors or day visitors visit the destination for less than one night (Statistics South Africa, 2010:ii), and they do not need accommodation at the place visited. The spend for day visitors or excursionists as they are sometimes called is mostly on food and drinks, entrance fees for attractions and transport to the place among other expenses.

Many countries around the world have devoted their efforts to host large-scale events for several reasons, such as to boost their image as tourism destinations, to promote investment, and to gain benefit from the associated economic impacts (Getz, 2005; Hall & Page, 2009; Briedenhann, 2011). Hermann *et al.* (2013:26) report that South Africa has been host to events that fall into this category, such as the 1995 Rugby World Cup, the 2003 Cricket World Cup, and the 2010 FIFA World Cup. Large events have a large impact footprint and the beneficiaries of these impacts, such as the host cities and countries, include a number of resident stakeholders (Hermann *et al.*, 2013:26). Therefore, for any mega event to be successful, the participation of various stakeholders in the event organising process is of the utmost importance. Gursoy and Kendall (2006:607) and Ntloko and Swart (2008:87) note that local governments, event organisers and policy makers should take into account the views of

residents and ensure that those residents support the event. In addition, community involvement is vital since the hosting of mega events often requires a significant investment in human, physical, and economic resources by the host community (Haxton, 1999:117).

#### 2.2.2.2.2 Hallmark events

Ritchie and Beliveau (1974:14) define the term 'hallmark events' in the following terms:

Cyclical demand in the leisure, recreation, and travel markets is a major factor contributing to low productivity and low returns on investment among the suppliers of goods and services to these markets. One strategic response to 'the seasonality problem,' which has had varying degrees of success in different regions, is termed hallmark event. Such events, built around a major theme, serve to focus tourism and recreational planning on a particular period of the year.

A decade later Ritchie (1984:2) elaborated on hallmark events, addressing their economic, physical, socio-cultural, psychological, and political impacts, and defining them as follows:

Major one-time or recurring events of limited duration, developed primarily to enhance the awareness, appeal, and profitability of a tourism destination in the short and/or long term. Such events rely for their success on uniqueness, status, or timely significance to create interest and attract attention.

The success of hallmark events relies on uniqueness, status, and the ability to attract attention. These events include the carnival events, festival events, Jazz Festival, and many others. In support of the above definition, Getz (2005:16) describes a hallmark event as an event that possesses such significance in terms of tradition, attractiveness, quality, or publicity, that the event provides the host venue, community, or destination with a competitive advantage. However, Hall's (1989:263) definition for hallmark events incorporates the key consideration of international stature:

...are major fairs, expositions, cultural and sporting events of international status which are held on either a regular or a one-off basis. A primary function of the hallmark event is to provide the host community with an opportunity to secure high prominence in the tourism market place.

Getz *et al.* (2012:48) opine that hallmark events occupy an important place in any destination's portfolio of events, and they take on additional meaning as permanent institutions within communities. If a hallmark event is to be sustainable, it has to deliver clear benefits to residents and sustain the support of all key stakeholders (Getz *et al.*, 2012:48). Frost (2012:77) categorised hallmark events as traditional cultural events and pop-cultural events such as carnivals, dance parties, and pop music festivals. Getz *et al.* (2012:51) further stress that hallmark events play a major role as they serve to implement the overall event-tourism goals, and enhance tourist experiences such as satisfying and appealing for repeat visits. Hallmark events enable destinations to create a better image of the event to potential tourists as being unique and appealing to first time visitors, hence reinforcing and building the destination's

brand image (Getz *et al.*, 2012), especially if they are held annually as they add to the calendar of activities and hence impact on responsible tourism.

#### 2.2.2.2.3 Regional or local events

According to Getz (2008:408), local or regional events are rooted in one place and appeal mostly to local community members and residents. Allen *et al.* (2005:14) describe regional or local events as those events that are capable by scale and media interest of attracting significant visitor numbers, media coverage, and economic benefits. Janniskee (1996:404) described regional or local events as those family fun events that are considered owned by a community because of volunteer services from the host community. Regional or local events are popular because they employ public venues such as streets, parks, and schools and are produced at the direction of local government agencies or non-government organisations such as service clubs, public safety organisations, or business associations (Janniskee, 1996:404). Getz (2008:407) proposed that regional or local events, occupying the base levels of the portfolio pyramid as indicated in Figure 2.1 are problematic from a tourism perspective. Getz notes that some of the regional or local events have tourism potential that can be developed through investment, whilst some of the local events are not in the interests of tourism. Regional or local events are primarily community or culturally oriented, therefore greater emphasis should be placed on preserving cultural authenticity and local control should be practised whenever tourism goals are attached to local and regional events (Getz 2008:407).

#### 2.2.2.2.4 Festivals

Festivals, both local and international, are being used increasingly as instruments for promoting tourism development and boosting economies of various hosting destinations (Okech, 2011). This is often revealed by the level of public assistance that is often available to them (Chen, Lee & Lin, 2012). To host festivals and events at local communities is a typical tourism development strategy (Slabbert, Viviers & Erasmus, 2013). They attract tourists into the tourism destination, create tourism-related jobs, and disseminate economic benefits throughout the tourism destination (van Zyl, 2006:152). Additionally, festivals and local events provide recreational opportunities and pleasant visitor experiences for local residents, affecting local residents' quality of life (Slabbert & Viviers, 2013:625). The lack of an understanding about festivals and local events may hinder tourism marketers and community leaders from utilising them as a strategic way to improve residents' quality of life (Saayman, 2011:110).

Festivals have numerous benefits, which could be one of the reasons justifying why regions commit resources to host them. These benefits include addressing seasonality issues in tourism, growing visitor numbers, promoting a city, region, or destination hosting them, establishing a favourable image, job creation, fostering social cohesion, and providing local residents with the opportunity to experience something that they might otherwise never have

experienced (Saayman, 2016:2). According to Saayman (2016:1), a festival is an event that celebrates a unique feature of an individual community. This can be a once-off or recurring spectacle. Therefore, one gets a variety of festivals such as arts, music, agricultural, wine, food, and religious, to name but a few, which are generally unique to a region or destination.

One of the ultimate benefits of organising and hosting festival events is that they support various entrepreneurs by giving them the opportunity to host events, market, and sell their products (Saayman, 2016:1). Saayman (2016:2) calls these entrepreneurs '*artpreneurs*' or '*eventpreneurs*'. Festivals also provide opportunities for the emergence of creative industries and if South Africa as a nation is committed to growing entrepreneurs and creating many jobs, then there is need for the development of a sound strategy that is aimed at growing the event industry segment (SA NDT, n.d.).

Presenza and Iocca (2012:26) posited that even though events and festivals management gives rise to different generic concepts and methods, festivals and events occupy a specific sub-group. In treating festivals as a unique sub-group, Presenza and Iocca (2012:26) suggest that many festivals are focused on traditional community celebrations, largely organic, which can be spontaneous.

Festival events are an important component of the tourism product offering and some of the festivals in South Africa are internationally renowned, for example the Cape Town International Jazz Festival, Grahamstown Festival, Knysna Oyster Festival, Klein Karoo National Arts Festival, and the Hermanus Whale Festival. Saayman (2016:1) notes that South Africa has an opportunity to position more festivals on the international calendar of events and this has substantial advantages for the nation. The most important aspect of festivals is that they should continue to offer unique experiences.

Visser (2005:169) audited the festivals on offer in South Africa and concluded that although they cover a wide range of themes, three clusters dominate. The dominant clusters comprised agricultural-related festivals, including general agricultural produce, wine and specialised foods, festivals that focus on the arts (performing, visual and a combination thereof), and festivals that focus on a combination of both arts and agriculture, as well as general trade festivals combined with entertainment, often targeted at family audiences.

The Western Cape is home to most festivals dedicated to the visual and performing arts, including jazz festivals (Visser, 2005:170-171). Visser (2005:159) states that research has been conducted on predominately two types of festivals in South Africa—those that are supported and developed by local authorities (with specific objectives in mind) and those that are not linked to local government interventions/were not conceived as a vehicle for local economic development or as a place marketing strategy. Van Zyl (2008:129) reports that planned events, such as festivals and art festivals, are common occurrences in South Africa

and their growth is well-documented in tourism literature. These festivals and events face increasing competition in the market place, with 211 identified by Visser (2005:160) on the annual events calendar.

Because of the competitive market nature of the events industry, it is imperative that festivals undertake a long-term plan to ensure sustainability. Van Zyl (2008:129) opines that unfortunately many festivals and events, especially the medium to smaller ones, are probably conducted without the benefit of a marketing plan or positioning strategy, and such arts festivals will not survive in the long term. The arts festivals and events that succeed in attracting audiences are those with proper marketing and positioning strategies. Successful arts festivals can best define and satisfy festival attendees' requirements in the context of the ever-changing market environment. Thus, according to van Zyl (2008:130), a festival's success depends largely on its marketing and the right marketing mix, then communicating the festival, and ultimately positioning and branding the arts festival strategically in the market.

### 2.2.3 Definition of carnival events

According to Amanatidis (1998:127), a carnival event is a creative space for multiple expressions and reflections in the everyday realm and has its own level of social reality. To further explain the definition of carnival events, Nurse (1999:664) notes that the word carnival comes from the Latin word *carnivale*, meaning 'farewell to the flesh', and essentially refers to "...period of celebration of the body, of physical abandon where licentiousness, hedonism and sexual excess are expressed to music, dancing, masquerading and feasting". Arcodia and Whitford (2007:3) further elaborated that the carnivals of the Middle Ages provided an occasion for mass celebration during which "...normal course of social life was turned upside down as participants in the carnival would engage in the mockery of public officialdom". Amanatidis (1998:127) described carnival as "a creative space for multiple expressions and reflections on the everyday realm" and has its own level of social reality.

Bakhtin (1984:87) however, argued that the carnival event is in fact revolutionary in that it makes people engage in a process of confronting issues pertaining to class, gender, and race and where people from the lower classes could release pent-up frustration. Arcodia and Whitford (2007:4) state that during the mid-1850s in Britain, carnivalesque fairs were considered out of date, in contrast to the carnivals of Latin America and the Caribbean, which have evolved into dynamic expressions of cultural and racial identity and regional harmony. Pardy (1991:19) believed that contemporary carnivals are not only vehicles for celebrating, enhancing or preserving local culture and history but arguably facilitate the development of social capital.

Furthermore, events such as carnival events have become an increasingly "significant component of destination marketing" (Getz, 2008:403) and are often used to increase visitation



and reduce seasonality of tourist flow (Higham & Hinch, 2003:181). Carnival events include the Cape Town Carnival, Rio Carnival, Calabar Carnival, the Victoria Falls Carnival, and many more. That the increasing appeal of events such as carnival events has an additional element in the tourism destination marketing mix, is evident throughout the world (Getz, 1992:753; Hall, 1995:387). Getz (1989:128) reported that cultural events are rapidly increasing in popularity as a means of attracting attention to particular cultures. The following subsection highlights the relationship between carnival events and tourism.

#### *2.2.3.1 The relationship between carnival events and tourism*

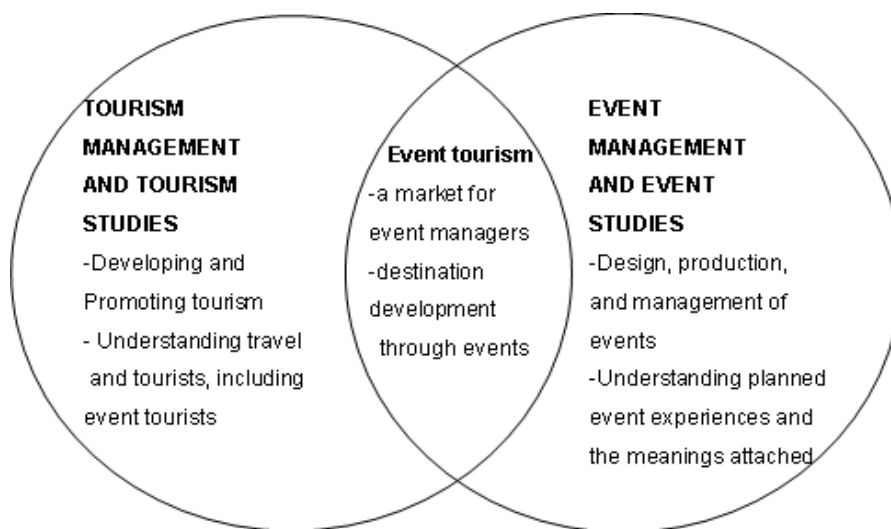
One of the most significant developments in tourism studies over the past decade is the vast range of activities and events that have been incorporated into tourism (Cornelissen, 2005:137). According to Uysal and Xianping (2008:71), event tourism was one of the fastest growing sectors of the tourism industry, which itself is considered as the world's largest industry. Tassiopoulos (2005:13) claims that events in South Africa have a long history and many cities today place emphasis on the utilisation of events to market themselves as tourist attractions and destinations. Therefore, in recent times events have become part of the marketing and developmental plans of most destinations (Getz, 2007:61), especially if the visitors stay overnight to become tourists. In his further research, Getz (2008:403) indicates that destination managers have identified the significance of adding events to enhance their attraction portfolio, which is aimed at providing a level of differentiation in an increasingly competitive tourism market. However, specific reference is made to events and tourism, two activities that have been viewed traditionally as being separate from tourism. Cornelissen (2005:683) reported there is a growing body of literature that explores the linkages between tourism and events.

As reported by Getz (2008:403) and Getz and Page (2015:1), events play a major role as an important motivator of tourism and figure prominently in the development and marketing plans of most destinations. Getz and Page (2015:1) further elaborated that events (such as the carnival events) are both animators of destination attractiveness but more fundamentally, key marketing propositions in the promotion of places, given the increasingly global competitiveness to attract visitor spending. In support of the above, events of this nature have resulted in the growth of the tourism industry for many destinations.

Event tourism has become established in both the tourism industry and research community, so that subsequent growth of this sector can only be described as spectacular. Event tourism has become a fast growing professional field in which tourists constitute a potential market for planned events (Getz, 2008:403). In this regard, the tourism industry has become a vital stakeholder in the event's success and attractiveness. Getz (2008:403) further notes that events have other important roles to play in society, for example, community-building, urban

renewal, cultural development and fostering national identities and therefore tourism is not the only partner or proponent. Leiper (1990:371) and his analogy of the tourism system supported that events have become a core element of the destination system where accommodation, attractions, transport, and ancillary services are utilised. This has resulted in the provision of infrastructure for hallmark events and other important events hosted in tourism destinations. Connell, Page and Meyer (2015:285) indicate that improved infrastructure has enabled destinations' offerings, thereby expanding the tourism potential and capacity of destinations beyond a narrow focus on leisure-based tourism. Connell *et al.* (2015:285) further note the uniqueness of planned events as "spatial temporal phenomenon" from interactions among the setting, people, management systems such as design elements, and the programme. According to Getz (2008:403), event tourism is the applied field of study and area of professional practice devoted to the design, production, and management of planned events such as carnivals, festivals and other celebrations, entertainment, recreation (political and state), scientific, sport, and arts events. Getz further noted that some events are for public celebration such as "community festivals and carnivals". Community festivals and carnivals typically contain a large variety of activities in their programme that are aimed at fostering civic pride and social cohesion, while others are planned for purposes of competition, fun, entertainment, business, or socialising for example, the FIFA World Cup and Olympic Games (Getz, 2008:403).

From the tourism perspective, event tourism is defined from both a demand and supply perspective (Getz, 2008:403). The demand side approach incorporates an assessment of the value of events in promoting a positive destination image, place marketing in general, and co-branding with destinations. On the other hand, the supply side facilitates the destinations in developing and promoting events of all kinds to meet multiple goals, such as to attract tourists (especially in the off-peak seasons) and to serve as a catalyst (for urban renewal, and for increasing the infrastructure and tourism capacity of the destination), which is a function of the CTC. In addition, the supply side fosters a positive destination image and contributes to general place marketing (including contributions to fostering a better place in which to live, work and invest), and to animate specific attractions or areas. Getz (2008:406) further opined that there is a great interrelationship between events and tourism consisting of both the marketing of events to tourists and the development and marketing of events for tourism and economic development purposes. Figure 2.2 below depicts the set of interrelationships occurring at the nexus of tourism and events studies:



**Figure 2.2: Event tourism at the nexus of tourism and event studies** (Getz, 2008:406)

#### 2.2.4 Definition of perceptions

George (2003:577) defines perceptions as “a process by which individuals select, organise and interpret information to create a meaningful picture of the world”. Welman, Kruger and Mitchell (2005:166) add that perceptions are a way of looking at the practical world. According to the social exchange theory, residents form events perceptions based on what is expected to occur (Ap, 1990:615; Lindberg & Johnson, 1997:407; Gursoy, Jurowski & Uysal, 2002:85). Based on this theory, Allen, Hafer, Long and Perdue (1993:29) posit that locals are likely to take part in an exchange if there is a belief that the benefits from so doing will outweigh the costs, and will be inclined to support future development in the community. Residents, businesses, and event attendees’ perceptions are likely to be derived from the knowledge, value systems, and experiences with similar events as the social representations theory suggests (Moscovici, 1982:29). The following section provides the conceptual framework of this study.

### 2.3 Conceptual framework

According to Lester (2005:460), the conceptual framework of a research study can best be described as “...skeletal of justification...” which guides and shape the study by putting applicable arguments together and provides a critical in-depth discussion about them. Veal (2006:54) notes that a conceptual framework involves the concepts used in a research project and the relationships between them. The conceptual framework enables the researcher to answer the proposed research questions, thereby achieving the study’s objectives. For this particular research study, the stakeholder analysis and the social exchange theory provide the basis for understanding the impacts in relation to the hosting of carnival events in a community.

### 2.3.1 Stakeholder analysis

Freeman (1984:71) describes a stakeholder as any individual or organisation that has a direct or indirect interest or stake in the activities of a particular establishment. Donaldson and Preston (1995:68) refined this definition, stating that to be identified as a stakeholder, the group or individual must have a legitimate interest in the organisation. Jones (2014:33) indicated that in order to achieve a sustainable event, all stakeholders and event decision makers should be actively engaged, participating in change-making behaviour and committed to reaching sustainability goals together. According to Reed, Graves, Dandy, Posthumus, Hubacek, Morris, Prell, Quinn and Stringer (2009:1935), stakeholder analysis has frequently been overlooked, yet a systematic, critical, and sensitive approach to stakeholder analysis is essential. To implement stakeholder management, Freeman (1984:57) elaborated that it requires the tourism planners to have a full appreciation of all the persons or groups who have interests in the planning process, delivery, and/or outcomes of the tourism service. Freeman (1984:58) further emphasised that organisations and planning bodies must look carefully at the various types of persons or groups which affect or are affected by the tourism service to maintain a balanced relationship among all the stakeholders, which is important in the Green Point area.

Reed *et al.* (2009:1935) emphasised the importance of understanding an individual with a stake in an initiative, and understanding the nature of their claims and inter-relationships with each other, for example, can the appropriate stakeholders be effectively involved in events management and decision making. De Lopez (2001:48) indicated the importance of understanding and predicting the behaviour and actions of stakeholders and devising strategies to ethically and effectively deal with them. Donaldson and Preston (1995:85) indicated that not all stakeholders need to be equally involved in the decision-making process, but it does require that all interests are identified and understood. Failure to identify the interest of even a single primary stakeholder group may result in the failure of the process (Clarkson, 1995:93).

According to Crosby, Kelley and Schaefer (1986:171), stakeholder participation is an effort to put a representative group of the public in dialogue with public officials so that the officials get the reactions of the public themselves on a particular subject. Carmin, Darnall and Mil-Homens (2003:531) and Crosby *et al.* (1986:171) emphasise that stakeholder involvement should begin with identifying a diverse group of people in the community and informing them about the issues and topics. Based on the information that the stakeholders are given, they should be allowed to make recommendations that are assumed the most appropriate for the community (Crosby *et al.*, 1986:171).

### 2.3.2 Types of stakeholders

Clarkson (1995:97) classified stakeholders as primary and secondary. Primary stakeholders have elevated levels of interactivity and are integral to the survival of the organisation, whereas secondary stakeholders, although they can affect and be affected by the focal organisation, are not indispensable to its continuity (Clarkson, 1995:97). Thus, a stakeholder refers to a person or group not only owning shares in an enterprise but affected by or having an interest in its operations, such as the employees, customers, and local community (Dictionary.com, n.d:2). Freeman (1984:46) elaborated that an organisation is characterised by its relationships with various groups and individuals, including employees, customers, suppliers, governments, and members of the communities.

Jones (2014:33) classifies event stakeholders into internal and external stakeholders. According to Jones (2014:34), internal stakeholders include the staff, the manager and temporary crew, while the external stakeholders include contractors, suppliers, local municipal authorities, government regulators, community groups, local businesses, the general public neighbours, NGOs, media, sponsors, funding bodies, and participants. Jones (2014:35) maintains that the following questions should be asked as a first step when identifying stakeholders with regard to the sustainability of related activities, impacts, and outcomes:

- Will they be affected?
- Can they contribute to the solution?
- Will they have an opinion or express concerns?
- Will they have an opinion that will be shared publicly?
- Do they regulate our actions?
- Do we have a legal obligation to them?
- Will they hinder us in meeting our goals?

Some stakeholders might have competing interests whilst some may have difficulty in voicing their opinions or actively engaging with the event organisation because they may originate from vulnerable communities (Jones, 2014:35). However, this research study is focused on the external stakeholders—the residents, businesses and event attendees—who are affected because of the CTC being hosted in the Green Point area.

### 2.3.3 Local community involvement

Jones (2014:44) notes that the local community's acceptance of the event can contribute significantly to its success. If the event attracts a large number of people to an area, the day-to-day life of people in the area is likely to be disrupted. For example, traffic congestion, public transport schedules could be affected, access to the area (with some streets closed), noise, and waste are potential areas of conflict. In this regard, Jones (2014:44) established the importance of consulting with the local community on greening of the event and sustainability policies that may be able to pre-empt some of the potential negative impacts. Jones (2014:44) further states that some events are community-centred and have cultural cohesion at their

core. Therefore, these events will naturally reach out to and engage the participation of the local community as they are inherently for that community. Meeting or communicating with people in the local community to discuss how the event could affect them or how they may benefit from it is an important aspect to sustainable performance. In other words, this is an aspect to report on if the event has positive economic or social impacts in the area and offers a positive and rewarding experience in the lead-up to the event, during the event, and after the event has left the community (Jones, 2014:44). Jones (2014:44) further argues that the following factors should be considered for the successful hosting of an event in a local community:

- Enable access to community assets, if the event could take them out of action for the event period (for example, an event fencing off a local park and cycle paths usually accessed by the local community);
- Offer compensation and alternatives if access to community assets is impeded;
- Invite local community groups to be part of event activities;
- Donate to local community groups in exchange for volunteer support;
- Allow a voice for local campaigns, causes or activities at the event to encourage participation;
- Align community groups with various event activities or services, such as welcome desk, cloakroom, information stalls or program sales;
- Offer discounted or VIP tickets or access for residents located adjacent to the event location;
- Offer 'local' event entry prices to those living in the same postcode as the event;
- Offer discount ticket prices for group purchases from community groups;
- Align with causes, campaigns or activities and set up donation of ticket price or event profit to these groups;
- Offer priority employment for event workforce to local residents;
- Engage with local contractors, product and service providers as a first priority;
- Set up a priority tender route for local providers;
- Offer discounted vendor pitches or exhibition spaces to local businesses;
- Identify and address any cultural or religious sensitivity pertinent to the event or its activities, timing or location;
- Invite local businesses into event's activities if the event will impinge on custom due to competition or access; and
- Offer compensation or alternative profit-making opportunities.

The following section offers an overview of the social exchange theory, which has been adopted by many researchers to evaluate the community's perceptions towards the hosting of events in a destination.

#### *2.3.3.1 Social exchange theory and the stakeholders' perceptions*

The social exchange theory proposes that individuals interact with other individuals because they are expecting benefits to be derived from this relationship (Rocha, 2012:41). A number of studies have employed the social exchange theory as a theoretical foundation for interpreting the underlying relationship between perceived impacts of tourism, benefits and support extended by residents (Turco, Riley & Swart, 2002; Kim, Gursoy & Lee, 2006; Ohmann, Jones

& Wilkes, 2006; Choi & Murray, 2010; Lee, Kang, Long & Reisinger, 2010). According to Ap (1992:668), the social exchange theory is a general sociological theory concerned with understanding the exchange of resources between individuals and groups in an interaction situation. Ap (1992:668) notes that the purpose of the exchange is to minimise costs and to maximise benefits, with people weighing the potential benefits and risks of social relationships. Andereck, Valentine, Knopf and Vogt (2005:1061) purported that people engage in an interaction process where they seek something of value, be it material, social, or psychological. From a sustainable perspective, events affect local communities mainly on three levels, namely socio-cultural, environmental, and economic (Slabbert & Viviers, 2013:624). According to Andereck *et al.* (2005:1058), Arcodia and Witford (2007:12) and Yu, Chancellor and Cole (2011:59), the socio-cultural impact might be positive and include aspects such as improved community services and cultural facilities as well as the encouragement of cultural activities. Slabbert and Viviers (2013:626) further argue that if the host community perceives a positive exchange resulting from an event, its members will develop positive attitudes towards the event. Likewise, if the community as a whole feel that they do not benefit or there is no exchange, their attitudes could be negative towards the event.

Perceptions about the exchanges can differ in that an individual who perceives a positive outcome will evaluate the exchange in a different way than an individual who perceives it negatively (Gursoy *et al.*, 2002:81). Therefore, the social exchange process model considers that social relations involve an exchange of resources among social actors and that social actors seek to obtain mutual benefit from the exchange relationship (Ap, 1992:669). From a tourism perspective, the social exchange theory describes an individual's perceptions and attitudes toward the tourism industry, and the subsequent level of support for its development will be influenced by his or her evaluation of resulting outcomes in the community (Andereck *et al.*, 2005:1061).

Andereck *et al.* (2005:1061) further established that exchanges must occur to have tourism in a community but residents must develop and promote it, and then serve the needs of the tourists. In this regard, it is of great importance to note that some community residents reap the benefits, while others may be negatively impacted. Therefore, the social exchange theory suggests that people should evaluate an exchange based on the costs and benefits of that exchange (Andereck *et al.*, 2005:1061). An individual that perceives benefits from an exchange is likely to evaluate it positively, whilst the one that perceives costs is likely to evaluate it negatively. Thus, residents perceiving that they benefit from tourism are likely to view it positively, while those that do not will view it negatively (Ap, 1992). However, the primary motive for initiating exchange, from the residents' perspective, is to improve the community's levels of social and economic well-being. Residents' perceptions and attitudes are predictors of their behaviour towards tourism or a cultural event (Andereck *et al.*, 2005:1061).

Slabbert and Viviers (2013:627) note that event organisers need to understand the social exchange taking place in the community, based on the three kinds of impacts (socio-cultural, economic and environmental), leading to positive or negative perceptions. If indicators show that the event is generating more costs than benefits, communities and organisers should seriously reconsider hosting the event (Slabbert & Viviers, 2013:627).

A study conducted on the Cape Town International Jazz Festival by Saayman and Rossouw (2011) shows that it is not simply the existence of an exchange that is important, but it is also the nature and value that influences attitudes and perceptions. Hence, traditional social exchange theory would hold that if people were employed in tourism, they would be expected to have a positive attitude towards the industry (Ap, 1992). However, if the employment experience were negative, then this would shape their attitude and result in a negative attitude towards the industry as a whole (Wall & Wood, 2005:440). The social exchange theory explains that residents seek benefits in return equal to the benefits they offer such as resources provided to tourism developers, tour operators, and tourists. What residents offer additionally in this exchange includes their support for appropriate development, being hospitable, and tolerating the inconveniences created by tourism such as pollution, traffic congestion, and queuing for services (Wall & Wood, 2005:440).

The social exchange theory could be beneficial to community leaders and event organisers. It helps them to become more aware of the needs and priorities of the community, capacitating them to better respond to community concerns and collaborate to maintain an appropriate balance between the social, economic, and environmental impacts that emanate from events such as carnivals (Slabbert & Viviers, 2013:627). This will assist in sustaining the long-term success of any event or development happening in the community.

#### 2.3.3.2 *Community perceptions of cultural events*

According to Banjo (2011:416), local residents or the community play a key role in the planning and operation of cultural events and they are the ones most affected. In addition, Fredline (2006:135) highlights that local residents often form an influential group and the success of events largely depends on the support and involvement of the local community. According to a number of researchers, though events have taken into consideration the economic implications of the hosting, residents' perceptions have often been neglected during events planning (Turco, Swart, Bob & Moodley, 2003; Ohmann *et al.*, 2006; Swart, Bob & Arrey, 2008). Therefore, community perceptions about a cultural event are essential to the success of the event and its sustainability. According to the social exchange theory of Ap (1990:615), Gursoy *et al.* (2002:85), and Lindberg and Johnson (1997:407), residents form event perceptions based on what is expected to occur. Based on this theory, Allen *et al.* (1993:29) posit that locals are likely to take part in an exchange if there is a belief that the benefits from so doing will outweigh the costs, and will be inclined to support future development in the community.



Therefore, residents and businesses' perceptions are likely to be derived from their knowledge, value systems and experiences with similar events as the social representations theory suggests (Moscovici, 1982:29). The importance of the role played by the perceptions of local residents in the planning and implementation of events originates in the fact that large-scale events tend to have both direct and indirect impacts (socio-cultural, environmental, and economic) on residents (Jeong & Faulkner, 1996:5). In addition, Turco *et al.* (2003:227) note that without resident and local business support, several sanctions may be imposed by the community. Such sanctions may include:

- Loss of local support for the organisations and authorities promoting the event;
- Unwillingness to partake in the event or in the tourism industry;
- A lack of word-of-mouth promotion of the event; and
- Hostility towards visitors, manifested in respect of overcharging, rudeness and indifference displayed towards them (Turco *et al.*, 2003:227).

Ohmann *et al.* (2006:137) state that events have several impacts on the community within which they are held. Moreover, Bob and Majola (2011:388) indicate that community support for an event depends on several factors, such as:

- Perceived opportunities and benefits;
- Perceived costs and inconveniences;
- Sources of information;
- Geographical or spatial proximity to the event and event related activities;
- Interest in the event and identification with the event theme; and
- The extent and nature of community involvement and participation in the planning processes.

The above aspects have been examined by several researchers, including Ritchie and Aitken (1984), Deccio and Baloglu (2002), Fredline (2004), and Kim *et al.* (2006). An important point made in scholarly literature on community perceptions is that economic considerations linked to the hosting of an event are prominent, particularly employment opportunities. Waitt (2003:197) and Cornelissen and Maennig (2010:103) confirm that perceived social issues such as community pride and international recognition are among the more widespread benefits for host communities, rather than economic gains. However, Waitt (2003:197) further argues that the significance of events in addressing social issues diminishes if these benefits are not sustained after the event. In this regard, the main costs of the event or personal inconveniences such as traffic congestion and noise disturbances, as well as broader impacts such as increased prices and a heavier tax burden remain in the community members' minds if they are not taken into consideration.

In South Africa, a number of studies have considered residents' perceptions regarding the hosting of events, particularly sporting events, in the host communities (Zhang, 2007; Ntloko & Swart, 2008; Swart *et al.*, 2008; Swart & Bob, 2009). According to Turco *et al.* (2003:227), the hosting of events should include consideration of the perceptions of the local residents. If

residents are involved in the planning processes of events in their communities, it dispels any resentment that might be felt towards the events and tourism growth in the future (Turco *et al.*, 2003:227). Bob and Majola (2011:389) are also of the view that residents' concerns and attitudes should be addressed by the event organisers and the government sector that invest significant resources in the hosting of the event.

Viviers and Slabbert (2012) argue that it is important to keep in mind that different members of the community have different value systems, which underpin the ways in which the community members interpret phenomena in the world around them. It is therefore reasonable to assume that within a community setting many different attitudes would exist regarding the relative merits of hosting events and festivals.

Information about the consequences and impacts of tourism from the host's perspective is therefore an important factor that needs to be considered in planning. Mangia, Canonic, Toraldo and Mercurio (2011) state that irrespective of how tourism is introduced and developed in a community, residents are important players who can influence the success or failure of the local industry. They may contribute to the wellbeing of the community through their participation. However, Cudny, Korec and Rouba (2012) believe that residents may be instrumental in discouraging the industry by opposing it or exhibiting hostile behaviour toward tourists. Heightened tension and community divisiveness can occur because of tourism development and pitting tourism supporters against non-supporters (Loots, Ellis & Slabbert, 2011). Furthermore, tension between residents and tourists can occur. People will often feel stressed over the new, increasingly hectic community and personal pace of life (Lee, 2013). In developing and attracting tourism to a community, the goal is to achieve outcomes that best balance benefits and costs for all stakeholders, particularly residents, tourists, and the industry (Lee, 2013).

Saayman (2011:112) argues that to handle this type of situation, research into perceptions and attitudes can help planners. If different profiles of groups within a particular community are known, pertinent development strategies can minimise any potential negative effects and maximise the overall population's support for such alternatives, while allowing identification of those groups most likely to disagree with these strategies. Thus, Snyman (2014:9) argues that it is clear that a positive environment will influence the communities' attitudes and perceptions positively.

## **2.4 Definition of event impacts**

According to Fredline and Faulkner (2001:106), event impacts are the effects and implications of how the events affect local residents' quality of life and their reactions thereto. Fredline and Faulkner (2002:121) note that residents are likely to re-evaluate the event impacts after the

event. If there is a disparity between pre- and post-event perceptions, residents modify these perceptions and consequently develop attitudes towards hosting an event in the future (Fredline & Faulkner, 2002:122). In cases where the outcomes fall below the reference point of residents, the event will likely generate negative impacts, while outcomes above the reference point of residents will generate positive impacts. Hermann *et al.* (2013:26) stress the importance of measuring the local residents' perceptions of the event to identify the tangible and long-lasting benefits. Bob and Swart (2009:48) highlight that the event organisers should measure the value and success of an event based on the impacts it has on the residents, since residents are the people affected the most before, during, and after the event. Hermann *et al.* (2013:26) also point out that if residents' perceptions are not measured in terms of the impacts, a phenomenon known as the failure of support for tourism development may occur.

#### 2.4.1 Impacts of cultural events in South Africa

Table 2.2 provides a generic indication of the positive impacts of events on host communities as highlighted by several authors. According to Banjo (2011:417), the staging of local events has recently become a significant component of destination branding due to awareness and image benefits. Arcodia and Whitford's (2007:1) study on festival attendance and the development of social capital indicated that cultural events are emerging worldwide as a growing and vibrant sector of the tourism and leisure industries and are seen to have significant impacts on a destination or host community. Langen and Garcia (2009:3) add in support that cultural festivals and major cultural events (such as carnivals) have grown over the years and the impacts of these events have increasingly come under the scrutiny of funders, policy-makers and planners. Various studies report that small-scale events have a variety of potential impacts, including economic, socio-cultural and environmental impacts (Ntloko & Swart, 2008; Banjo, 2011; Daniels & Swart, 2012; Tichaawa & Bama, 2012; Bason *et al.*, 2015). However, it is important to note that impacts are not always positive but can be negative as well, or have a positive effect on one dimension while having a negative effect on another (Bason *et al.*, 2015).

**Table 2.2: Positive impacts of events on local communities**

<b>Sphere</b>	<b>Impact</b>	<b>Source</b>
<b>Socio-cultural</b>	Urban revival and production of ideas	Preuss (2006)
	Enhancement of local quality of life through urban regeneration	Ohmann <i>et al.</i> (2006)
	Cultural exchange between tourists and local residents	Kim <i>et al.</i> (2006)
	Preservation and development of local culture and natural resources	
	Civic pride, community unity and a sense of positive atmosphere	Bull and Lovell (2007)
<b>Economic</b>	Improvement of welfare through increased employment	Preuss (2006)
	Promotion of tourism	Fredline and Faulkner (2000)

	Skills development and cash injections for local businesses	Jago, Dwyer, Lipman, van Lill and Vorster (2010)
	Increased public spending for sport	Ntloko and Swart (2008)
	Development of companies and organisations directly or indirectly serving the event	Lamberti, Noci, Guo and Zhu (2010)
<b>Environmental</b>		
	Maintenance and improvement of existing infrastructure	Fredline and Faulkner (2000)
	Tourism infrastructure development	Malfas, Theodoraki and Houlihan (2004)

**Source:** Hermann *et al.* (2013:27)

A number of researchers (Getz, 1997; Buch *et al.*, 2011; Esu *et al.*, 2011; Bladen, Kennell, Abson & Wilde, 2012; Esu, 2015) concur that event impacts are twofold, the positive and the negative, which are associated with the hosting of the events. The positive impacts encompass aspects such as the development of facilities and infrastructure, entertainment and social opportunities, and a sense of pride and identity brought about by playing host to a carnival event (Fredline & Faulkner, 2000).

The staging of events also comes with outcomes which are unfavourable — the negative impacts to the communities which host them. Fredline (2000:9) claims that any event that attracts large numbers of visitors to a relatively small area is likely to create some problems such as noise, crowding, traffic and disruption. The negative impacts that are associated with the hosting of events are presented in Table 2.3 below.

**Table 2.3: Negative impacts of events on local communities**

<b>Sphere</b>	<b>Impact</b>	<b>Source</b>
<b>Socio-cultural</b>	Loss of permanent visitors	Preuss (2006)
	Creation of temporary tourism	Preuss (2006)
	Increased levels of criminal activity	Ohmann <i>et al.</i> (2006)
	Noise, overcrowding and traffic congestion	Fredline and Faulkner (2000)
	Rowdy, poor behaviour and hooliganism	Deery and Jago (2010)
	Vandalism and property damage	Dwyer <i>et al.</i> (2000a)
	Only some people benefit from the event	Ntloko and Swart (2008)
<b>Economic</b>		
	Creation of ' <i>temporary</i> ' employment	Fredline and Faulkner (2000)
	Increased prices due to increased demand	Deery and Jago (2010)
	Waste of taxpayer's money	Ntloko and Swart (2008)
	Increased cost of living	Malfas <i>et al.</i> (2004)
Many economic benefits for a few with few benefits for the masses	Desai and Vahed (2010)	
<b>Environmental</b>		
	Litter, overcrowding and parking problems	Fredline and Faulkner (2000)

**Source:** Hermann *et al.* (2013:28)

Like the positive impacts, the negative impacts of events have three facets, which are socio-cultural, economic, and environmental. Each category is explained in detail in the following sections.

## 2.4.2 Economic impacts

According to Ntloko and Swart (2008:81), events need to be assessed from an economic point of view such that governments and local authorities may justify the hosting of events based on profitable contribution to the host economy. Turco *et al.* (2002:53) describe economic impact as the net change in a host economy directly attributed to an event or operation. In addition to the above description, Saayman and Saayman (2004:630) defined economic impact as the net economic change in a host community that results from spending attributed to a cultural event. The economic spin-offs from an event stem from the expenditure of tourists or event attendees and organisational spending in preparation for the event (Saayman & Rossouw, 2008:2). Such expenditure gives rise to benefits such as the creation of jobs, the boosting of income, and re-spending within the economy (Turco *et al.*, 2002). Andreck (1995:79) further categorised event impacts and described economic impacts as those elements such as tax revenue, increased jobs, additional income, tax burdens, inflation, and local government debt. The following subsection discusses the economic benefits and cost of hosting carnival event in a country or destination.

### 2.4.2.1 Positive economic impacts

Fredline (2000:61) established that major events stimulate the local economy and showcase the region to the world, promoting potential future tourism and business activity. Higham and Hinch (2003:177) argued that events could stimulate the planning to improve amenities and business activities in a city or region, improve a city or region's position in the market, increase the aggregate number of visitors a city or region attracts, and reduce seasonality of tourist visits. One of the main positive economic impacts of carnival events is the expenditure by visitors, accompanying persons, organisers, delegates, sponsors, and media (Dwyer *et al.*, 2000a:179). Dwyer *et al.* (2000a:179) further note that the proportion of expenditure which represents an injection of 'new money' into an area is relevant to the calculation of the economic impacts. Andersson and Lundberg (2013:100) suggest that a common approach is to describe the financial inflow from tourists to the country, region, or destination as an impact of an event. It is, however, of great importance to monitor the financial flow, which is referred to as the direct economic impact, and measures of injections of 'new money' that is normally based on surveys of visitor expenditure linked to the event (Andersson & Lundberg, 2013:100). It must be noted with the carnival that a limited inflow of income is the case as the majority of the attendees are local day visitors. Dwyer *et al.* (2000a:179) and Arcodia and Whitford (2007:8) agree that the newly injected money into the economic system associated with the hosting of an event usually results in additional income, generation of employment, and government revenue through income taxation. More so, several resident attitude studies have generally reported positive attitudes, such as improved economic quality of life, increased employment opportunities, and improved standard of living (Long, Perdue & Allen, 1990;

McCool & Martin, 1994; Gilbert & Clark, 1997). Arcodia and Whitford (2007:7) note that events have the potential to boost the economy in local regions due to their ability to provide various opportunities for positive tourism and commercial outcomes. As Fredline (2000:8) points out, the hosting of an event may provide free publicity for an area as a tourism destination, the value of such publicity may be imputed as advertising expenditure saved. Furthermore, the importance of measuring the economic impacts has been acknowledged by many scholars (Barclay, 2009; Fourie & Santana-Gallego, 2011; Andersson & Lundberg, 2013; Taks, Chalip & Green, 2015).

Despite the economic benefits highlighted above, community events such as carnival events are viewed as costly affairs. If they are not properly planned and managed, they could lead to significant costs, which are discussed next.

#### *2.4.2.2 Negative economic impacts*

The hosting of events could result in negative economic impacts. Gursoy and Kendall (2006:609) assert that events are likely to cause price inflation and increases in local taxes to finance the facilities required to host the event. The hosting of these events could also result in the mismanagement of public funds by organisers, which could potentially exacerbate the negative economic impacts. Furthermore, the jobs generated from hosting events in most cases are temporary in nature and voluntary, therefore these jobs are insecure and less sustainable (Pillay & Bass, 2008:342), but are welcome in areas of high unemployment. Usually, events cause a temporary increase in construction jobs and low-paying service sector employment (Gaffney, 2010:17).

At every stage of the event production some of the income is lost from the economy through leakages in the form of expenditure on imports and taxes (Holmes, Hughes, Mair & Carlsen, 2015:65). Another recognised impact of events relates to inflation, which is the increase of prices due to increased demand and other factors. Events tend to increase the demand for products and services and hence cause price increases (Matheson, 2006:9). For example, accommodation units and other businesses in the hospitality industry tend to charge inflated prices during an event period. This usually discourages visitors from visiting during hallmark events, thus negatively affecting tourism and the economy.

Lastly, it is important to emphasise that concerning the spending of tourists, the full assessment of the economic impact of such expenditure should take into consideration other aspects, including the indirect and induced effects, leakages of expenditure from the local economy, and displacement and opportunity costs (Fletcher, 1998:130).

### 2.4.3 Socio-cultural impacts

Carnival events have varying socio-cultural impacts on their host communities, with the intensity of the impact varying from one community to another. Olsen and Mervin (1977:41) describe social impacts as changes in the structure and function of patterned social ordering that occur in conjunction with an environmental, technological or social innovation, or alteration. In support of this, Matheson and Wall (1982) view the social impacts as the changes in the quality of life of the residents of a tourist destination. The latter description indicates the relationship between social implication and tourism, but fails to explain why social impacts occur and does not provide details regarding those changes that occur in the residents' quality of life. At present, (2018), the term 'socio-cultural impact' used in the academic discourse relates broadly to any "outcomes (planned or otherwise)" which change the "quality of life" or the perceived cultural value for the event's host community and its participants (Fredline *et al.*, 2003:26; Wood, 2009:175). Dwyer *et al.* (2000a:187) define socio-cultural impacts as intangible impacts as they are difficult to quantify in an objective way. It is very important to note that events have social benefit effects and thus, governments and local authorities use them as a means of acquainting citizens with other parts of their country and building appreciation for their homeland (Saayman, 2004). Andereck (1995:79) describes socio-cultural impacts as those such as resurgence of traditional crafts and ceremonies, increased intercultural communication tolerance and understanding, increased crime rates, and changes in traditional cultures.

#### 2.4.3.1 Positive socio-cultural impacts

Dwyer *et al.* (2000a:187) categorised positive socio-cultural impacts into community development, civic pride, and event product extensions. Community development may be in the form of increased investment in facilities that can be used by the community before and after an event, hence creating positive perceptions of the event to the community. Dwyer *et al.* (2000a:188) also stated that communities playing host to a hallmark event may experience a sense of pride in their city or region and experience enhanced social and cross-cultural interaction. Esu *et al.* (2011:336) report that carnival events for example the Oktoberfest in Germany provide an opportunity for local communities to develop and share their culture by exchanging experiences and information, thereby creating a sense of value and a belief by individuals in the community. Esu *et al.* (2011:336) further reports that events give tourists the opportunity to see how local communities celebrate their culture and how this affects community development. Hosting carnival events also enables visitors and host community interaction, which provide visitors with vibrant and valuable cultural experiences.

Having discussed the social benefits, the following section analyses the possible negative impacts of hosting carnival events.

#### 2.4.3.2 *Negative socio-cultural impacts*

According to Getz (1997:43), badly managed events can have a significant negative effect on the social life and structure of communities. Esu *et al.* (2011:338) indicates that some of the negative effects include loss of amenities owing to noise or crowds, resentment of inequitable distribution of costs and benefits, and inflation of goods and services that can upset housing markets and impacts most severely on low-income groups. Hosting a carnival event may result in negative socio-cultural impacts such as traffic congestion, crime, litter, noise, overcrowding, property damage, and vandalism (Dwyer *et al.*, 2000a:188). Negative impacts result in communities losing trust in carnival events and create negative perceptions towards the hosting of any future events. Bad tourist behaviour is another negative socio-cultural impact associated with hosting events. Tourists are often inclined to discard many of the social norms that regulate their behaviour in their daily lives when they travel away from home (Kibicho, 2012:106). For example, some tourists tend to relax their dress code, they display loose sexual morals, or indulge in illegal drug consumption and heavy drinking. These behaviours may bring them into direct conflict with the host population, or it may undermine the local traditions or customs of the host country. It is therefore important that event organisers take note of these negative impacts and devise strategies to minimise such.

The final category of impacts of carnival events, as described in the current study, is environmental impacts. These are analysed and presented in the following section.

#### 2.4.4 *Environmental impacts*

Holmes *et al.* (2015:79) indicate that planned events are hugely diverse in terms of type, size, duration, location, time of year, theme, and focus. The potential environmental impacts of events are equally diverse in terms of scale, type, and effect. Holmes *et al.* (2015:79) noted some of the potential environmental impacts such as transport and traffic congestion, crowds of attendees which could result in trampling which leads to vegetation loss, soil compaction and erosion, infrastructure and construction, energy use, resource consumption, and waste production. Gursoy and Kendall (2006:609) and Holmes *et al.* (2015:79) report that the hosting of events could create negative environmental impacts on the physical and natural environment such as air pollution, water pollution, litter and waste, vegetation trampling, congestion and crowding, and the destruction of natural, cultural or historical resources

However, the hosting of events could also have positive environmental impacts such as urban renewal and nature conservation resulting from direct management actions associated with the event or a demonstration effect (Holmes *et al.*, 2015:79), following the reduce, re-use, repair and recycle principle.



## 2.5 Cultural events in South Africa

According to Getz (2008:4), cultural tourism refers to cultural celebrations such as festivals, carnivals, religious events, and the arts and entertainment in general, mainly concerts and theatrical productions. Arcodia and Whitford (2007:1) agree that most cultures celebrate events such as festivals, market fairs, and harvest celebrations. However, most cities and villages are enthusiastic to share their customs, natural or built environments, and local produce with visitors through the staging of events such as carnivals (McKercher & Du Cros, 2002:260). Festival tourism has become a key feature of tourism development strategies in many towns and cities and now forms an integral part of their urban redevelopment and economic development planning (van den Berg, van der Borg & van der Meer, 1995; Law, 1996). In South Africa, cultural events and their links to urban tourism development are starting to emerge as an important aspect of urban development thinking (Turco *et al.*, 2003).

Thomas (2004:4) notes that cultural events are used as an aid in place marketing, extending tourist seasons, generating revenue for different levels of government and generally having a positive impact on the local economy through generation of income, supporting existing businesses, and encouraging new small, medium and micro enterprise development. O'Sullivan and Jackson (2002:327) contend that cultural tourism can contribute to increased organisational activity in a locality, bringing improved leadership, positive impacts on local accountability, stimulation of better public-private cooperation, and leading to the investment of profits back into the community. It was further argued that the development of a cultural event was not solely about income generation but also the celebration of community and to raise location awareness that could potentially generate future tourist flows (Falassi, 1987; Janniskee & Drews, 1998).

Furthermore, the role of cultural events and urban environment has been acknowledged in the research field. Cultural events tourism leads to environmental improvements in events hosting locations (Janniskee, 1996:393). These events have resulted in environmental preservation and conservation that has long been recognised (Mathieson & Wall, 1982). As a festival becomes established, there is increased motivation and money for community improvement projects such as redeveloping downtown areas, preserving and restoring historic buildings, renovating old theatres, constructing parks and community centres, planting trees, paving streets, and installing holiday decorations (Janniskee, 1996:398; Gahr, 2004:235).

The following section explores some of the cultural events hosted in South Africa and more specifically, the Grahamstown Festival, Klein Karoo National Arts Festival, the Cape Town Minstrel Carnival, Mother City Queer Project (MCQP) and the Cape Town Carnival. A question remains, however, as to who is responsible for this funding.

### 2.5.1 Types of cultural events hosted in South Africa

The South African government's commitment to grow the economy through events is shown by the creation of a separate national department responsible for arts and culture. The Department of Arts and Culture (DAC) embarked on a strategy to reposition the country's cultural aspects, including arts, culture and heritage (Department of Arts and Culture [DAC], n.d.). The DAC plays an important role in the management of arts and cultural events, including heritage events, and its mandate is governed by government programmes of action for social cohesion, job creation, and to enhance the social and economic development of the country. The government, through relevant departments, assists local organisations in hosting events in communities. More specifically, the DAC seeks to provide more opportunities for arts organisations and artists to perform and showcase their work (DAC, n.d.). While promoting the hosting of events across the country, the DAC seeks to reduce dependency on financial assistance from government, lessen insecurity in the events sector, and allow for better planning by the sector (DAC, n.d.). The DAC manages a number of arts and cultural events in South Africa. The following sections briefly discuss selected major cultural events hosted in South Africa.

#### 2.5.1.1 *The National Arts Festival in Grahamstown*

Grahamstown has been associated with carnivals and festivals for more than 180 years after the British immigrants established the tradition of celebrating landmark anniversaries on a grand scale (National Arts Festival, 2015:1). According to Lankester (2014:1), the National Arts Festival is an important event on the South African cultural calendar and one of the biggest annual celebrations of the arts on the African continent. The event is held annually from the last days of June to early July in the small town of Grahamstown in the Eastern Cape, and it runs for 11 days. The festival is a significant cultural driver for Grahamstown and the Eastern Cape Province. Past research reveals that by 2013 the festival had contributed an estimated annual revenue of R349.9 million to the economy of Grahamstown and residents indicated that the event is part of what makes their town special (Lankester, 2014:1). The study further confirmed that visitors from outside the province spend an additional R27.3 million in the province before and after they attend the event. In addition to this, the festival contributes an estimated R90 million per annum to the GDP of Grahamstown through direct and indirect spending, job creation and other tourism activities in the area (Moore, 2015:1).

Looking at the sources of its funding options, less than 10% of the Grahamstown Festival income comes from ticket sales (National Arts Festival, 2015). The performing artists at this event are normally paid from the proceeds generated by ticket sales. In trying to supplement funds to run the event, the organisers also get funding from various organisations, including corporate sponsors and public entities such as the government and the National Lottery, amongst others.

Van Zyl (2013:27) notes that festivals such as the National Arts Festival encourage audience spending by tourists and this is a financial injection into the area. Most spending activities by locals on tickets and associated services result in the recirculation of local money. Van Zyl further indicates that the festival brings good publicity and builds the image of the host destination. Local residents benefit by being able to visit the theatre or attend a concert and this gives them the opportunity to see productions that would not be staged if they had to rely wholly on the local market (van Zyl, 2013:27). Furthermore, the National Arts Festival creates employment for local residents.

#### *2.5.1.2 Klein Karoo National Arts Festival*

The Klein Karoo National Arts Festival is an annual event held over the Easter holiday of March/April in the South African town of Oudtshoorn (Kitshoff, 2004:237). According to Saayman, Kruger and Erasmus (2012:25), Oudtshoorn attracts more than 1 000 artists in approximately 200 productions and exhibitions during the duration of the festival. The main aim of the festival is to promote the arts in Afrikaans (Hauptfleisch, 2001:173) and to have a positive impact on the host community by using the festival as a mass tourism attraction (Kitshoff, 2004:237). The event has managed to surpass other festivals of its kind in South Africa in terms of number of visitors, making it one of the most popular arts festivals in the country. According to Kitshoff (2004:237), the idea for this festival was conceived in 1974 and was meant to serve two main purposes. These two purposes were to establish a cultural and linguistic haven for Afrikaans speakers of all groups and races in a post-apartheid South Africa, and to give the host community of Oudtshoorn a financial injection by using the festival as a mass tourism attraction. Kitshoff (2004:237) further indicates that the event has grown beyond the festival founders' imagination, as ticket sales climbed from just over 30 000 in 1995, to approximately 170 000 in 2004. The Klein Karoo National Arts Festival can be described as a combined arts festival, which attempts to satisfy all types and tastes of individuals (Kitshoff, 2004:238). The event offers visitors a wide variety of art forms such as visual arts, performance art and music, music theatre, classical music, and a healthy dose of institutionalised backtrack-aided Afrikaans music (Kitshoff, 2004:238).

Kitshoff (2004:238) further reports that the festival is regarded as one of the most important sources of income and exposure for artists. This event empowered the community of Oudtshoorn through the selling of arts and crafts to the visitors and short-term employment opportunities were created for the residents of Oudtshoorn. On average, visitors to the festival spend four days and three nights in Oudtshoorn, and an average of R4451.23 per group during the arts festival (Saayman *et al.*, 2012:73). According to van Wyk, Saayman and Rossouw (2013:134), a report on the spending pattern of visitors who attended the 2010 Klein Karoo National Arts Festival showed that an estimated amount of R47 252 259 was spent at the event. Some of the sectors that benefited from this expenditure included accommodation, food

and restaurants, liquor, transport, stall purchasers and parking (van Wyk *et al.*, 2013:134). This event generated an estimated 62% of both short-term and permanent jobs for the residents of Oudtshoorn every year (van der Merwe & Human, 2008:83).

#### 2.5.1.3 *The Cape Town Minstrel Carnival*

According to Visser (2005:162), the Cape Town Minstrel Carnival, also known as the Coon Carnival, is one of the oldest festivals in South Africa and is held annually on the 2<sup>nd</sup> of January. The Cape Minstrel Carnival is popularly known as *Tweede Nuwe Jaar*, meaning second New Year, which celebrates the emancipation of the slaves (South African History Online, 2017). The event is Cape Town's longest-running street party, tracing back to old slave traditions during the days of the Cape Colony. The carnival was established in the mid-nineteenth century (Visser, 2005:162). The Minstrel Carnival is an expression of an identity-based festival that celebrates the emancipation of the Malay people from slavery in South Africa and has historically acted as a challenge to white cultural and political supremacy over the so-called coloured community (Martin, 2000; Pollack, 2004). The carnival includes performance groups from local communities dressed as minstrels and waving parasols, dancing and singing all the way from Zonnebloem, formerly known as District Six, through the City Centre. The carnival also illustrates the social cohesion of the coloured community and its identity from the slavery period. The event creates temporary jobs due to the annual nature of the event.

According to Cape Town Magazine (n.d.), the carnival has created a number of jobs for local residents, among which are tailors and dressmakers who work for months in preparation for the event. The event has also created employment opportunities for the informal traders setting up shops along the carnival route. The revenue generated stays within the community, hence reducing poverty levels (Cape Town Magazine, n.d.).

#### 2.5.1.4 *Mother City Queer Project (MCQP)*

Hattingh (2009:29) expressed Cape Town's ascendance as one of the top pink destinations in the world that has occurred gradually over the past 17 years (since the first democratic elections in 1994). The Mother City Queer Project, commonly referred to as MCQP, is an annual event on the Cape Town gay calendar (SA NDT, 2016:5). Since its establishment in 1994, the event has evolved into the country's largest themed dress-up party providing gays and lesbians an opportunity to express their pride (SA NDT, 2016:5). Party-goers old and young, local and international, as well as gay and straight, are able to unleash their creativity and each year the venue moves to a space that complements the party theme (SA NDT, 2016:5). Hattingh (2009:30) reports that South Africa, and Cape Town specifically, are generally known in the international gay community as being gay-friendly with a gay-tolerant public. Visser (2003:181) noted Cape Town as being a well-established gay space with a

clustering of gay leisure facilities in De Waterkant that has consolidated its identity as Cape Town's 'gay village', for both South Africa and the African continent.

The first MCQP, which was themed 'The Locker Room Project' in 1994, described itself as a "mega-deluxe ultra-vivid, lush-galore fancy-dress sporty-art-party, which was designed to celebrate and showcase 'queer culture' in the Mother City of Cape Town" (Steyn, 2006:100). It was held at the River Club Golf and Conference Centre in Cape Town's student suburb of Observatory (Steyn, 2006:100). In addition to this, Steyn (2006:114) indicated that the first MCQP in 1994 was a "timely celebration of the unexpected constitutional recognition of the right to sexual orientation difference".

The MCQP is a themed *carnavalesque* costume party that is held annually, on a single night in December, since 1994 (Hattingh, 2009:2). Over the years, the event embraced themes such as 'The Locker Room', 'Farm Fresh', 'Kitsch Kitchen', 'It's a Circus' and 'Lights, Camera, Action' and its venues have ranged from the Ratanga Junction Theme Park to the Castle of Good Hope, the Cape Town City Hall and Grand Parade. According to Steyn (2006:10), the event began as a celebration of South Africa's constitutional recognition of the right to sexual differences in the form of a location-specific small scale 'art party', patronised by friends and peers of organiser and founder, André Vorster, and artist Andrew Putter.

Strydom, Saayman and Saayman (2006:89) opine that one of the main aims of a festival (such as the MCQP) is to boost the local tourism industry's economy. Ian McMahon, the director and founder of the MCQP, predicted that the festival could one day provide Cape Town with a financial injection comparable to the R651-million Mardi Gras, which is a huge annual public gay parade in Sydney, Australia (Hattingh, 2009:2). The MCQP study conducted by Hattingh, Spencer and Venske (2011:391) reported that the event created a lot of entertainment and employment opportunities for the local residents (some permanent but mostly temporary) and it generated revenue through visitors and local expenditure in different sectors of the tourism industry. According to Rogerson and Visser (2005:69), Cape Town was billed as the second largest 'gay capital' in the world, voted as being one of the 'top three travel destinations' and 'number one in terms of value for money' gay destination. The key reason why the gay community is deemed to be of special interest to the tourism industry is that gay couples are said to have higher levels of education and higher average incomes than straight (heterosexual) couples that have no children and therefore gays have a higher discretionary income (Hattingh, 2009:2).

The highest expenditure was on accommodation, food and restaurants, clubbing, recreational drugs, as well as entertainment and alcoholic beverages for locals (Hattingh *et al.*, 2011:393). Hattingh *et al.* (2011:393) further indicated that the average total individual spend of visitors at the festival was estimated at R7 785, while locals spent R1 848 per person. Comprehensively,

the total expenditure from all visitors exceeded five million and was at R5 402 790, with R2 857 008 coming from locals. Based on these statistics, it can be seen that cultural events such the MCQP, which attracts huge crowds, have a greater economic and social impact on the community and the country's economy in general. There is little doubt that the MCQP has a meaningful impact on the economy of Cape Town.

#### *2.5.1.5 Cape Town Carnival*

The CTC was born in March 2010 after its founders visited the Rio Carnival. The carnival was introduced as a way to create space for Cape Town communities to meet their social needs (Jafta, 2013:9). The CTC aims to strengthen institutional and family competencies. The whole process of carnival preparation provides for skills transfer, entrepreneurial talent discovery and development, and many more activities, which it is hoped will lead to social cohesion in the long term (Jafta, 2013:9).

The first annual CTC was held in Long Street, Cape Town among the electrifying festivities that characterised the hosting of the 2010 FIFA World Cup tournament (CTC, 2015:1). It is estimated that 11 000 people attended the event in 2010 and since its introduction, the spectator crowds at the carnival event have increased to over 50 000 (CTC, 2015:1). The event is held annually in March and attracts a huge crowd. However, the carnival was relocated to the Fan Walk, Green Point and now proceeds down the Fan Walk, Somerset Road and to Main Road Green Point. The street party and parade celebrates diversity, creativity, and cultural understanding through vibrant dance routines and impressive costumes (Cape Town Magazine, 2015:1).

The carnival has the potential to expand creatively and logistically, as well as to provide many opportunities for creative expression, job creation, skills development, social cohesion, and economic development (Cape Town Magazine, 2015:1). The carnival parade strives not only to celebrate diversity but also promotes cultural understanding and acceptance with a great display of various cultures from all over the Western Cape. Furthermore, the entire event encourages residents to participate in displaying their heritage and pride in a city as diverse as the Mother City (Cape Town Magazine, 2015:2).

According to the CTC (2015:1) the long-term visions of the CTC are:

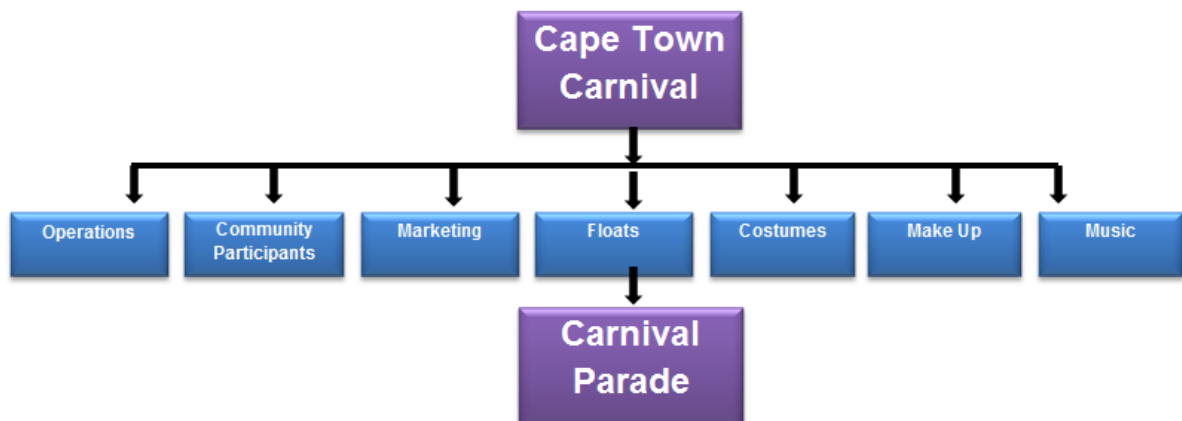
- To create a carnival which showcases and celebrates the diversity of South Africa and which puts the carnival on the international tourism calendar;
- To provide opportunities for community participation in arts and culture and create a significant hub for the clothing, costume and set-building industries in the Western Cape;
- To create employment and training opportunities in costume, float design and production as well as large event logistics;
- To create an environment of social cohesion where tourists and locals can experience the glamour and creativity of the carnival throughout the year, and

- To develop a programme called 'carnival world', which will be a training and production hub for design, costume creation, float building, dance training, music development and major event production.

#### 2.5.1.5.1 CTC structure and operations

According to Jafta (2013:10), the carnival is governed by a board of trustees, with a skeleton full-time operational team. The operational year is split into quarters. In the first quarter (commencing in April of the year preceding the CTC) the staff complement is reduced drastically to three core people, with preparatory workshops including trustees and key staff. In the second quarter, the staff complement increases, with part-time input from key people like the creative director and heads of departments to deliver concepts, designs, strategies and budgets. Thereafter, there is a steady increase in input until the end of the year, with large-scale production taking place in the first quarter of the year. During this time approximately 2 700 people are actively engaged in carnival activity.

The work of the CTC is structured into several divisions, as indicated in Figure 2.3 below, each yielding opportunities for job creation, skills transfer, enterprise development, innovation, and collaboration with a number of stakeholders.



**Figure 2.3: CTC structure** (Jafta, 2013:10)

#### 2.5.2 Impacts of the CTC (2010-2016)

According to Jafta (2013:11), an independent impact assessment of the CTC conducted by Equity Solutions in 2011 was the first to offer information regarding the carnival event. This study pointed out the contribution of the event to the local economy, for example job creation, allowing for skills transfer and gaining of work experience (Jafta, 2013:11). The event created income from the vendors situated within the parade locale and restaurants in the surrounding vicinity. During the years 2010, 2011, and 2012 the income generated was R5.2 million, R6.8 million and R13 million respectively (Jafta, 2013:11). According to the CTC annual review

report for 2016, the average expenditure per event attendee was R330 and the overall expenditure was R10.1 million (CTC, 2016:12).

Jafta (2013:11) further indicated that the event generated employment opportunities for local residents. In the years 2010, 2011 and 2012 this event created 250, 242 and 777 jobs respectively, which were both full time and temporary jobs. However, the 2016 CTC annual review report indicated that 986 jobs were created due to the direct impact of the budget and funding that was available for the event (CTC, 2016:17). These jobs included costume production, float building and event logistics and 60% of these jobs were filled by the youth. This helped to reduce unemployment rates, especially among the youth in South Africa. The carnival project has achieved sustainable growth and has contributed significantly to employment creation. Employment creation has reduced problems such as poverty, crime, violence, gangsterism, substance abuse, loss of dignity and morale, and disengagement, which stifles attempts to build social cohesion (CTC Report, 2016). Equity Solutions (2011) examined the CTC brand as a cultural and social bonding experience. Equity Solutions (2011:30) concluded that:

- Culture, history and memory can successfully be used to build cohesion, create employment and training opportunities and generate an interest in the arts;
- The organisation does contribute to raising the city's cultural profile and visibility, and the carnival can become a significant contributor to local tourism and the local economy;
- The carnival fosters economic development;
- The carnival's celebration of history through cultural displays resonates with people, which stimulates a sense of belonging, and
- For the organisers of the carnival this contributed to a strong branding process as well as the improved wellbeing of local residents.

Equity Solutions (2011:32) further reported that the carnival has enormous potential for job creation and social inclusion but it is only through sustainable funding and support that the carnival will achieve its real potential

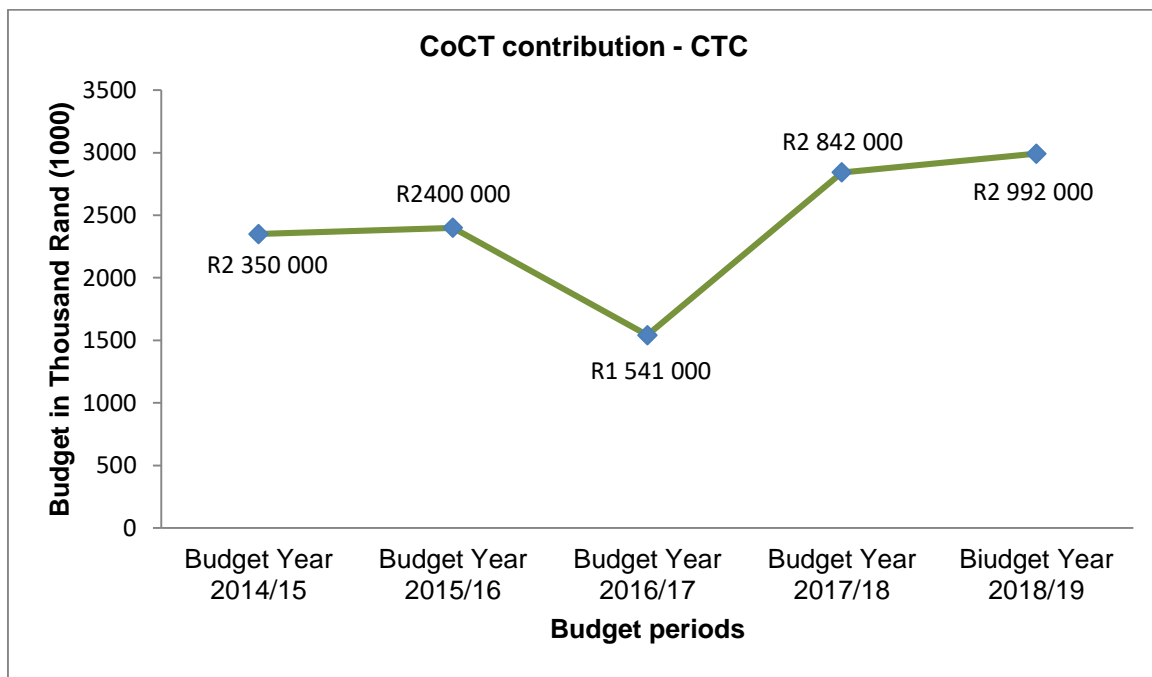
The 2016 CTC offered unique opportunities for creative talent and presented opportunities for skills development such as construction, designing and lighting facilities (CTC, 2016:18-22). The CTC annual review suggested a number of local economic development opportunities offered by the event, such as entrepreneurial and small business development through the procurement of services from small enterprises (CTC, 2016:24). The report further indicated that the CTC has the potential to become an iconic Cape Town event, capable of attracting foreign and local tourists to the City (CTC, 2016:26).

Like any other cultural event, the CTC draws thousands of visitors who come to watch as performers showcase their skills. These visitors are attracted from different parts of the country and even beyond South Africa, for example foreign countries including Zimbabwe, China, Australia, Canada and the USA (CTC, 2016). The 2017 CTC event attracted an estimated



44 900 spectators and the majority (55.0%) of them were South Africans, while the rest were from foreign countries (South African Cultural Observatory [SACO], 2018). It is undoubted that the carnival event appeals to both locals and foreign visitors. While the CTC noticeably attracts a good crowd to the street procession and plays an increasingly important role in training, development and providing an outlet for arts and culture-related industries, the direct impact of the event is of great benefit to a number of stakeholders including residents, businesses and those who attend the event.

The CTC is considered a national flagship event and is part of the DAC's Mzansi Golden Economy (MGE) (CoCT, n.d). The MGE is a South African government strategy that aims to increase and enhance the economic contribution of the arts (SACO, 2018). In 2012/2013, the CTC included over 1 500 performers from 47 communities and was attended by an estimated 55 000 people, creating over 800 jobs (DAC, 2014). The core of the event created 150 jobs, of which 76% were opportunities for young people, across a wide range of creative, technical, marketing, and events management areas (DAC, 2014). In addition, DAC (2014) indicates that 642 additional jobs were created through the suppliers to the festival.



**Figure 2.4: City of Cape Town budget allocation for periods 2014/15 – 2018/19** (Researcher's construction, adapted from CoCT, n.d.)

For the 2017 CTC event, the financial year 2016/2017 had a sponsorship valued at R2.7 million which was approved by the CoCT (CoCT, n.d). The City's commitment to supporting homegrown events is shown in their support in the form of sponsorship. In 2015, Cape Town Municipality contributed R2 350 000 towards the carnival event. In 2016, 2017 and 2018 the City's contribution towards the CTC event was R2 400 000, R1 541 000 and R2 842 000 respectively (CoCT, n.d). There has been growth in the sponsorship from the City (except a decrease in the 2016/17 period) which shows continued support from the City to promote local

events (see Figure 2.4). The 2019 CTC (financial year 2018/2019) already has sponsorship approval valued at R2 991 689 from the CoCT (CoCT, n.d).

According to SACO, which is the creative economy think tank and research unit of the DAC, the 2017 CTC had a significant impact on the economy, generating revenue in excess of R41 million (SACO, 2018). The increasingly popular CTC seems to be generating astounding economic and social benefits for the City of Cape Town and creative industries, together with social cohesion and stimulation of the creative economy (SACO, 2018). Table 2.1 provides a summary of the impacts of the 2017 CTC.

**Table 2.1: Numbers at glance - the economic impact of the 2017 CTC**

<b>2017 - Cape Town Carnival</b>	
Economic impact on the economy of Cape Town	R41.14 million
Average spent per person	R441
Number of attendees	44 900
Attendees locals versus international	55% vs 45%
Average length of stay	5.6 nights
Non-locals, first round net spending	R13.8-million
Rated the atmosphere 'great'.	80.0%

**Source:** SACO (2018:1)

However, it can be argued that the figures by SACO on the impacts are for marketing purposes and to justify sponsorship for the continuation of the event. The carnival event in Cape Town is a local event and mostly attracts local visitors who come to watch. Most of these come from Cape Town's suburbs and other locations in the Western Cape Province. SACO's claims that the 2017 CTC event attracted almost the same number of locals and international visitors (55% versus 45%) may be viewed as an overestimation.

## **2.6 Chapter summary**

This chapter reviewed various literature sources to provide an overview of tourism and events, the relationship between carnival events, tourism and hallmark events in general. It discussed the conceptual framework around the theories and concepts (stakeholder analysis and the social exchange theory) used by many researchers, as well as highlighting Cape Town's hosting of events, in particular. This chapter focused on providing a global and national perspective of carnival events, tourism, and their impacts. The next chapter provides a detailed overview of the research design and methodology of the current study.

## **CHAPTER THREE**

### **RESEARCH DESIGN AND METHODOLOGY**

#### **3.1 Introduction**

The previous chapter provided an overview of tourism and events, the relationship between carnival events, tourism and hallmark events, the stakeholder and the social exchange theory, and impacts of carnival events. It also highlighted Cape Town's hosting of cultural events.

The CTC has been publicised as a great celebration of African identity, diverse communities, and the transformation power of creativity. This event has been structured to portray the lasting benefits, not only anticipated to remain within the City of Cape Town, but to benefit the entire diverse country of South Africa through employment creation (Cape Town Carnival, 2016:17). The focus of the current study is on determining the perceptions of residents, businesses, and event attendees of the impacts of the CTC to establish the overall value of the carnival from a multi-dimensional perspective encompassing economic, socio-cultural, and environmental aspects.

This chapter presents the research design and the methodology that was used in conducting the study. The different aspects dealt with include the survey population, methods adopted, data collection, and analysis of the collected data. Furthermore, the chapter discusses the sample size and sampling procedures, and identifies the respondents in the study.

#### **3.2 Research questions revisited**

A research question is an enquiry into the problem to be addressed and it is therefore focused on the content of the topic of interest (Tharenou, Donohue & Cooper, 2007:5). Based on Graziano and Raulin's (1993:15) assertions, a research question can be described as follows:

- A statement about the expected relationship between variables;
- A question, and
- It implies the possibility of an empirical test.

Tharenou *et al.* (2007:5) further note that an empirical test is where data are gathered specifically to test the research question. As indicated in Chapter One, the research questions for the current study sought to determine the perceptions of Green Point residents, businesses operating within the Green Point area, and the 2016 CTC spectators of the impacts of the CTC. This was to establish the overall value of the carnival from multiple dimensions such as the economic, socio-cultural and environmental impact perspectives. The following questions guided the research:

- Who are the visitors to the event?

- What were the selected Green Point stakeholders' perceptions and experiences of the CTC?
- What were the main economic, socio-cultural and environmental impacts of the CTC among the selected Green Point stakeholders?
- Were the Green Point residents, businesses and event attendees in support of the CTC?
- Were there any measures and recommendations posed to maximise the benefits from the hosting of future carnivals in Cape Town?
- Were there any measures and recommendations posed to minimise the problems from the hosting of future carnivals in Cape Town?

### **3.3 Validity and reliability of the study**

Measures of validity and reliability in research relate to the instruments used to collect data during the research. According to Wellman *et al.* (2005:71), validity is the extent to which the research findings accurately represent what is really happening in the study situation, while reliability is concerned with the findings of the research, and relates to the credibility of the findings. Tharenou *et al.* (2007:151) describe validity in terms of the degree of confidence that a researcher can have in inferences drawn from scores and the confidence that a researcher can have in the meaning attached to scores. It is, however, important to understand that a measure cannot be valid unless it is reliable but a measure can be reliable but not valid (Tharenou *et al.*, 2007:15). Babbie and Mouton (2001:122) assert that the measures of criterion-related content and construct validity should be specifically defined for the research, while Neuman and Krueger (2003:61) suggest the use of a pre-test pilot survey and replication to guarantee the reliability of the research.

Tharenou *et al.* (2007:150) defined reliability as “the ratio of the true score variance” to the experimental score variance since each measured score is composed of a “true score and measurement error”. To further simplify this definition, Tharenou *et al.* (2007:150) explained the variance as the mean of the squared deviations from the mean and the standard deviation as the square root of the variance. If there is random measurement error the measure has less than perfect reliability, and if a measure's reliability is too low it cannot be used in research. It is therefore encouraged that reliability must be tested each time an instrument is used to generate scores for a sample (Tharenou *et al.*, 2007:15).

In this study, the format of the questionnaires used was adapted from previous studies on stakeholder perceptions (Tosun, 2002; Swart & Bob, 2009; Tichaawa & Bama, 2012). To ensure reliability, a pilot study was undertaken to allow for the identification of errors and for ratification prior to the administering of the actual questionnaire. The team of fieldworkers was trained by an experienced fieldworker on how to administer the questionnaires.

### **3.4 Research design and methods**

A research design is a master plan that specifies the methods and procedures for collecting and analysing the needed information (Zikmund, Babin, Carr & Griffin, 2013:64). Tharenou *et al.* (2007:16) described research design as an overall plan or structure that is used to answer the research question hence the researcher needs to ensure that the design chosen is appropriate for the particular research question that seeks to be answered. Research design provides a framework or plan of action for the research such as design techniques (survey or experiment), the sampling methodology and the schedule as well as cost of the research (Zikmund *et al.*, 2013:64).

The main types of research design include experimental and quasi-experimental designs, correlational field study (survey) designs, case study designs and action research designs. For this study, the correlational field study (survey) design was implemented to conduct the study. Tharenou *et al.* (2007:16) describe correlational field study design as a study based on survey data conducted in the field (for example, within an organisation with people) in which the relationships between one or more dependent variables and one or more independent variables are examined. In other words, the current study adopted the descriptive or quantitative research design. The study primarily adopted quantitative research methods to collect the data for analysis. Bryman (2003:1) suggested that quantitative research is typically taken to be exemplified by the social survey and by experimental investigations. Tharenou *et al.* (2007:17) emphasise that quantitative analyses are more appropriate for questions involving how many or how much, that is, questions of incidence and measurement, and these are basically numerical data. Quantitative analysis is best used when the aim is to test theoretical predictions with precise measures of variables (Yilmaz, 2013).

The tool used to collect data for the current study was a structured survey instrument. A survey questionnaire is one of the main methods of data collection that embodies the features of quantitative research to be explored (Bryman, 2003:11). The survey capacity for generating quantifiable data on large numbers of people who are known to be representative of a wider population to test theories or hypotheses is viewed by many practitioners as a means of capturing many of the ingredients of a science (Bryman, 2003:11). For this study, the questionnaires were administered to Green Point residents, business managers and the 2016 CTC attendees.

#### **3.4.1 Research population**

Research population refers to that aggregation of elements from which the sample is actually selected (Babbie, 2015:193). The target population in this study included all local residents and businesses situated and operating from the Green Point area as well as the event attendees at the 2016 CTC. Green Point is a middle class suburb located at the foot of Signal

Hill, which is a key geographical landmark in Cape Town. Specifically, the area lies between the Victoria and Alfred Waterfront (V&A) and Signal Hill on the Main Road that continues to Sea Point from the CBD. Green Point is a community set-up with narrow villa-lined streets, sidewalk cafes and fashionable shops (SA Venues, 2016). Most of the houses are Victorian architectural style with balconies and railings, as well as renovated original features of this period. In terms of the demographic profiles of the area, it is historically a white residential area, located a few minutes away from Cape Town's central business district (Bob & Swart, 2009). Green Point was the focus of this study as it is the only area where the CTC is hosted. Green Point residents, businesses, and event attendees are vulnerable to the impacts of the carnival as they host the event, and as the key stakeholders, are liable to experience the main impacts of the CTC.

#### 3.4.2 Sample and sampling method

According to Dawson (2002:47), sampling refers to the process of choosing a smaller and more manageable number of people to take part in a study. If a sample is chosen carefully using the correct procedure, it is then possible to generalise the results to the whole of the research population (Veal, 1997:205; Dawson, 2002:47; Tharenou *et al.*, 2007:21). Moreover, the ability to generalise the findings of a study to the population from which the sample originated is an important aspect of external validity (Tharenou *et al.*, 2007:21). It is therefore important that if a sample is not representative, the researcher should be able to indicate how it differs from that population or justify why the approach was used (Tharenou *et al.*, 2007:21). Tharenou *et al.* (2007:21) further note that the sample needs to be of sufficient size to have adequate power to discover the relationships in quantitative analyses. Veal (1997:209) suggested that sample size should be determined by the following three criteria:

- The required level of precision in the results;
- The level of detail in the proposed analysis; and
- The available budget.

The level of precision is mainly to determine the extent to which the findings from a sample precisely reflect the population (Veal, 1997:209). There are two broad types of sampling approaches, being probability and non-probability sampling. The probability sampling approach indicates that each member of the population has a known, non-zero chance of being selected, whilst in non-probability sampling there is greater chance of the researcher selecting some members from the population for inclusion in the study than others (Tharenou *et al.*, 2007:54-55). The external validity of a study (generalisability) is much stronger when probability sampling is conducted, as opposed to a non-probability sampling approach (Tharenou *et al.*, 2007:54). Probability sampling methods include simple random sampling, systematic sampling, and stratified sampling whilst the non-probability sampling techniques are convenience, quota, judgement, and snowball sampling.

The current study employed both probability and non-probability sampling approaches.

The following section discusses the sample and sampling method for each individual stakeholder group (residents, businesses, and event attendees), the available sampling frame and the dispersion of the population, as well as budget considerations.

#### 3.4.2.1 *Green Point residents*

To determine the sample size for the Green Point residents, the study used the database for the 2011 CoCT census for the suburb of Green Point, as this was easily accessible to the researcher. According to the CoCT (2011:2) statistical report, the population of Green Point was 9 301. However, the target population of the study only included residents who reside within a two kilometre radius from where the event begins and finishes (distance from the event procession route). The study focus area was approximately two thirds of the whole spatial area; hence the resident population was adjusted accordingly to 6 200. The CTC parade starts from Somerset Road, turns into the Main Road in Green Point and proceeds all the way into the Cape Town Stadium.

The sample size was established by using a spatially based stratified random sampling method. Spatially-based implies that the entire geographic area under study has been surveyed. According to Clark *et al.* (1998:77), Tharenou *et al.* (2007:55), and O’Gorman and MacIntosh (2014:155), a basic form of sampling, such as a spatially-based stratified random sampling method, involves the selection of elements from a population, in relation to which all elements in the population have an equal, non-zero chance of being selected. The sample frame ensured that all strata (age, gender, occupation type, managerial level) were well represented in the sample (Welman *et al.*, 2005:62; Tharenou *et al.*, 2007:55). The subjects for the study were then selected randomly from each stratum. Tharenou *et al.* (2007:55) highlighted that a spatially-based stratified random sampling method is most appropriate when subjects within each stratum are homogenous but are different from subjects in other strata.

According to Isaac and Michael (1981:82), with an adjusted total population size of 6 200 residents, a 95% confidence level is achieved when a sample of 383 respondents is selected. However, only 318 residents participated in the current study. Face-to-face interviews with residents were conducted within a two-week period after the 2016 CTC. Residents were interviewed in homes situated on both sides of the street. Every third residence was approached and a questionnaire was administered to only one respondent per residence. In the case of unwillingness to participate in the survey, the next available residence was approached.

Some of the challenges experienced during data collection were the unwillingness of some residents to participate, and because the survey was conducted during the day, many residents

were not at home. Some residents would not open gates for the research team and some would only indicate their unwillingness to participate through the intercom. In these instances, the fieldworkers would approach the next residence with an available house owner. It was thought that many residents spent their days at the Green Point Park stadium area, the fan walk and at the gym. Therefore, instead of going strictly door-to-door, fieldworkers surveyed residents at such locations. Before commencing the survey, potential respondents were screened and asked if they were resident in the Green Point area. If they were, and once the fieldworkers confirmed their willingness to participate, the survey proceeded.

#### 3.4.2.2 *Green Point businesses*

To determine the sample size for the businesses operating in the Green Point area, a sample was chosen based on the database that was accessed through the Green Point City Improvement District (GPCID), which reflected all the business categories operating in the area. The database showed that there were approximately 400 businesses servicing the area, including restaurants, accommodation establishments, media companies, interior decorators, art and craft shops, music and entertainment, tour operators, a travel agency, service stations, and others. In addition, the researcher conducted a physical count of the businesses servicing the Green Point area. However, this method was not effective as some of the businesses were located inside residential buildings and shopping malls, therefore the researcher had to get access into the complex first and physically count the businesses. In total, 243 businesses were physically counted and recorded by the researcher. These included both travel and hospitality-related companies and those not related to the tourism and hospitality industry. For the purpose of this study, 400 businesses servicing the Green Point area were targeted.

A convenience sampling method was used to obtain a representative sample of each businesses category in the Green Point area. According to Tharenou *et al.* (2007:55), in convenience sampling (accidental or haphazard sampling) the researcher selects the subjects based on their availability or because they are convenient. This sampling technique may provide a large sample at a low cost but it is difficult to generalise beyond the sample as there is no way to guarantee that the sample is representative (Tharenou *et al.*, 2007:55).

Isaac and Michael (1981:82) report that with a total population size of 400 businesses, a 95% confidence level is achieved when a sample of 201 businesses is randomly selected. However, for this study only 107 businesses participated in the administered surveys. Business owners and/or managers were interviewed at their operational locations on both sides of the carnival route.

Surveys were administered on all businesses whose owners or managers were available and willing to participate. However, in cases where the business owner or manager was not available or unwilling to participate, the fieldworker approached the next business. To avoid



duplication, the team had to record on their lists (from the database) which businesses had been approached. If a respondent did not have time to complete the survey at the time of fieldworker's visit, the questionnaire was left with the respondent for collection later after completion. The fieldwork team obtained business cards from these companies and the researcher made follow up calls to remind them to complete the survey. Some completed questionnaires were physically collected, while in other instances the business owners emailed a scanned copy of the completed survey to the researcher.

#### 3.4.2.3 *Event attendees*

To determine the sample size for the event attendees of the CTC, a sample was chosen from the 2015 CTC database. Phillips (2016:1) recorded that an estimated 55 000 spectators attended the 2015 parade. The CTC organisers anticipated an even greater turnout in 2016, as the event continued to establish itself as an iconic community-driven event in the Mother City and in South Africa. The population was sampled on site at the event, using a systematic spatially-based sampling technique. This technique is 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  $k^{\text{th}}$  item in a population after the first item is selected at random from the first  $k$  items" (Pepe, n.d:1). Fieldworkers were placed at specific locations along the carnival procession route and systematic spatially-based sampling was conducted to ensure that all attendees were sampled.

According to Isaac and Michael (1981:82), with a total population of 55 000 event attendees (2015 CTC event attendance data), a 95% confidence level will be achieved when a sample of 397 event attendees is selected. However, for this study 480 event spectators participated in the survey. The number of administered surveys even exceeded the targeted sample size, which was ideal for more representativeness of the findings, achieving a 97.3% confidence level (Raosoft, 2004).

The entire event procession area, stretching from Cubana to the Cape Town Stadium, was divided into sections. Fieldworkers were assigned to various sections as determined by the fieldwork supervisor and researcher, to ensure that all sections of the procession route were covered. Event attendees were selected systematically. Fieldworkers ensured that there was no duplication of surveying attendee respondents and that they had not been interviewed before. Different groups of event spectators and individuals were approached. If a group of spectators was travelling together, only one person was chosen to participate as some groups were composed of 4 to 10 people. From spectators who were travelling as couples only one was chosen to participate in the study.

Before administering questionnaires, the fieldworkers asked individuals a screening question to determine whether the person was a spectator and not a participant in the carnival. The

reason for this was to ensure that the correct respondents were targeted as the study was focused on spectators and not those participating in the event. If the individual was not willing to participate in the survey, the next available event spectator was approached. Table 3.1 below summarises the population size and confidence level of reliability of data from the chosen sample size from the selected stakeholders (Green Point residents, businesses, and event attendees).

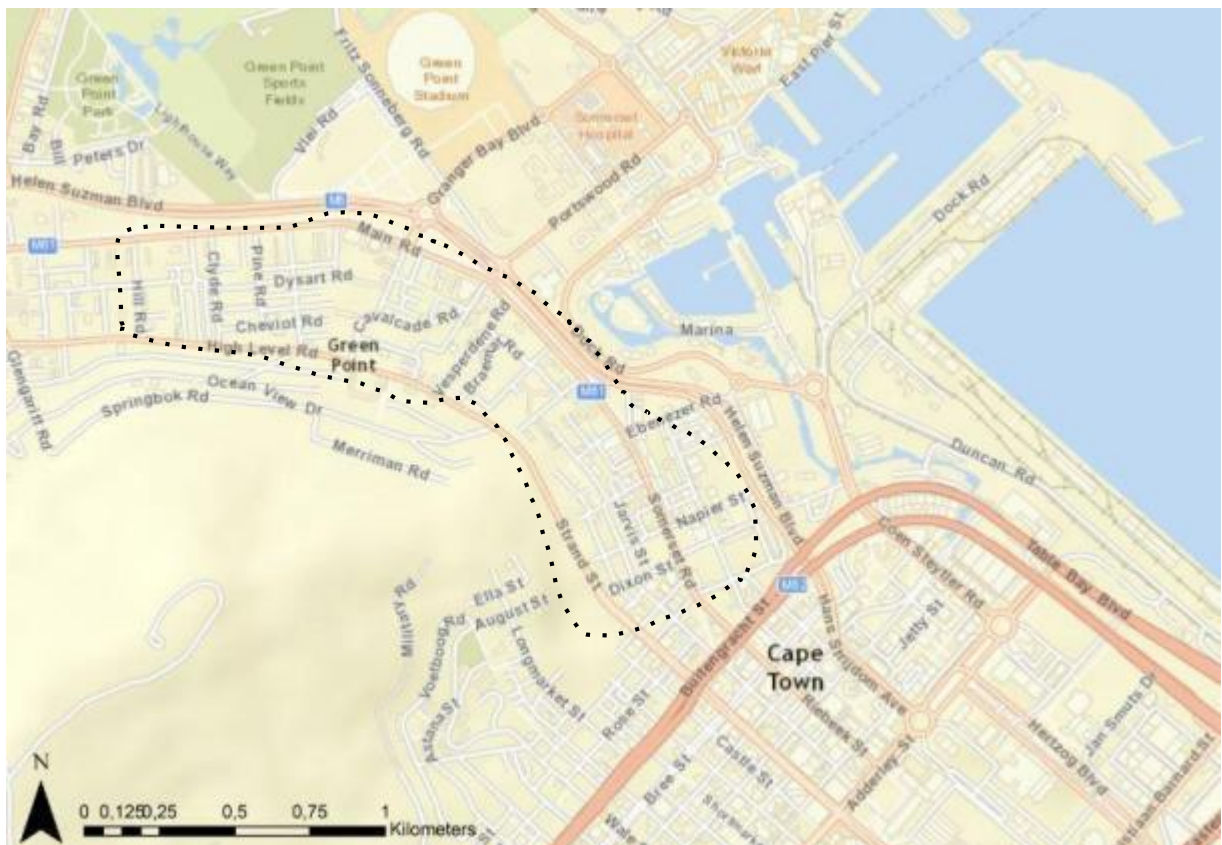
**Table 3.1: Population and sample size**

Stakeholders	Population size	Confidence level	Sample size
Residents	6 200	95%	383
Businesses	400	95%	201
Event attendees	55 000	95%	397

### 3.5 The study area

The study was conducted on three CTC stakeholder groups—event attendees, residents and businesses operating within a two-kilometre radius from the CTC’s procession route in Green Point. The study encompassed the whole event area, which stretched from where Somerset Road begins, proceeding into Dock Road and continuing to where the street joins with Main Road. Furthermore, the study area extended up to Strand Street, High Level Road and ended in Hill Road in Green Point.

The carnival route is shown in Figure 3.1 below.



**Figure 3.1: The CTC route in Green Point** (Cape Town Carnival, n.d.)

The CTC was relocated from Long Street to Green Point in 2011. The carnival is currently staged along the Green Point Fan Walk, proceeds down the Fan Walk, along Somerset Road and then into Main Road, Green Point (Cape Town Magazine, 2015:1). The Green Point area is at the periphery of Cape Town city centre and wedged between Table Bay, Sea Point, and the Victoria and Alfred Waterfront. Green Point comprises businesses, accommodation establishments, private residences, religious sites, and various social and sporting clubs (CoCT, 2010).

The study area for the current research was guided by the CTC route maps for the years 2013 and 2017, which are similar, and were obtained from the CTC website (Cape Town Carnival, 2015:1). The CTC route map indicates the starting point of the carnival parade, the carnival performance launch point, the carnival parade performing down Somerset Road and the parade end point. Appendix I shows the CTC route, services and amenities on the route including restaurants, bars, toilets, medics, vending stations, the viewing stands, areas where road closures were and information points.

### 3.5.1 Justification of the use of the study area

The study area was the suburb of Green Point, which is home to the CTC and where it has been hosted for the past seven years. The Green Point area is the only place in Cape Town that hosts this annual community carnival party where the vibrant diversity of Cape Town and South Africa is showcased. The event brings together more than 50 community groups to Green Point and the Fan Walk, displaying spectacular floats, giant puppets and extravagant costumes to spectators who come from various parts of Cape Town and beyond (Let's Go, 2017).

The Green Point area accommodates a number of businesses and many residences, housing thousands of people. The area offers residents diverse public amenities, including private and public medical care, a community health centre, public and private schools, and a number of shopping malls. Green Point neighbours the Cape Town's suburbs of Mouille Point, Bo-Kaap and De Waterkant, is located centrally to the north-west of the Cape Town CBD, and within close proximity of the Atlantic Coastline (Smith, 2011). Green Point is renowned for being the seaside suburb with wide open green fields used by residents and the general public for relaxation. The various sports fields, clubs and the Metropolitan Golf Course in the area provide ideal leisure spots for people to unwind.

## 3.6 Methods of data collection

Data collection is a central aspect of any type of empirical research study. Inaccurate data collection methods usually influence the results of a study and ultimately leads to invalid results (University of Wisconsin-Eau Claire, n.d.). It is therefore imperative for the researcher to adopt

realistic data collection methods, which are consistent and lead to achieving the study's objectives as well as sufficiently answering the research questions.

### 3.6.1 Research instruments and data collection

The main instrument for primary data collection in the current study was questionnaires, which were administered to the selected stakeholder groups. A breakdown of how the questionnaires were distributed to residents, businesses, and event attendees is discussed in the subsequent subsections.

### 3.6.2 Secondary sources of data

The theoretical framework of the study was derived from a literature review, which was conducted in relation to different studies on residents, businesses and event attendees' perceptions of the impacts of cultural events hosted in communities. The literature review was based on information searches, collecting relevant information mainly from journal articles, books, Internet websites, and previous students' theses and dissertations. The key words used to obtain relevant information and literature for this research were perceptions, stakeholders, event impacts, carnival events, hallmark events and cultural events. A review of literature from the various sources was conducted, focussing mainly on perceptions regarding the hosting of cultural events, including carnivals, festivals, and even sports events. The literature review included the impacts of carnival events from a multi-stakeholder perspective and this information was useful in the development of the survey instrument for the study.

### 3.6.3 Pilot study

A pilot study is a small-scale research project that collects data from respondents similar to those to be used in the full study (Zikmund *et al.*, 2013:63). Before the actual research was conducted, questionnaires were tested to ensure the validity of the study. According to Clark *et al.* (1998), any attitudinal research method has to display both reliability and validity. Clark *et al.* contend that the concept of validity indicates whether the measurement truly reflects what the researcher intends to measure. Neuman and Krueger (2003:179) suggest the use of pre-test, pilot surveys, and replications to ensure the reliability and validity of a study. Accordingly, prior to the actual survey, ten pilot questionnaires for each stakeholder-group were administered among the fellow Masters students in the Tourism Department, allowing the researcher to ascertain the average time that it would take to complete each questionnaire. In addition, the researcher took three surveys for each stakeholder group to the actual respondents to check whether the survey instrument would be easy to administer during the surveying period. Based on the feedback received, the questionnaires were adjusted to resolve a few problems that were encountered during the pilot phase of the study.

### 3.6.4 Primary sources of data

The primary source of data was a questionnaire survey. Three survey instruments were designed for each selected stakeholder group. A detailed outline of the survey instrument (questionnaires) used in the study is presented in the next section.

#### 3.6.4.1 *The questionnaire*

Questionnaires are one of the most widely used instruments in data collection during social science research. The basic objective of such a questionnaire is to obtain facts and opinions about a phenomenon from a group of people who are informed on the particular issue (Veal, 1997:145; de Vos, 1998:153; de Vos, Strydom, Fouché & Delpont, 2006:166). Remenyi (2011:92) defines a questionnaire as:

... data or evidence collecting device that consists of a list or series of specific questions which when answered by an appropriate informant or group of informants will help lead a researcher to a greater understanding of the research questions and provide insight into possible answers.

Remenyi (2011:93) further describes a questionnaire as a measuring instrument and the process of using a questionnaire is referred to as conducting a survey. To further elaborate on this description, Tharenou *et al.* (2007:102) describe questionnaires as usually conducted for asking questions to ascertain people's thoughts and feelings on issues, events, and behaviours. Tharenou *et al.* (2007:102) add that questionnaires are highly structured instruments composed of pre-set standardised questions and because of their structure, questionnaires are used where the aim is to generate quantitative data from a large sample, particularly to test research questions or hypotheses. Tharenou *et al.* (2007:102) state that questionnaires can be used in any research design. Bryman (2004:73) describes questionnaires in terms of the respondents and argues that they are the instruments completed by the respondents themselves (self-administered questionnaires).

Questionnaires are relatively easy to use, inexpensive, and are often the most feasible way of measuring unobservable constructs such as attitudes, values, preferences, intentions, and personalities (Moorman & Podsakoff, 1992:63; Remenyi, 2011:93). As highlighted earlier, questionnaires are commonly associated with correlational field study (survey) designs or descriptive research studies (Tharenou *et al.*, 2007:102). Tharenou *et al.* (2007:102) further state that questionnaires can be administered by hand or conducted on-line or by email. According to Wellman *et al.* (2005:174), the use of questionnaires in previous studies on the topic or a related topic should provide input during the formulation of the questionnaire design process. For this study, the researcher consulted a number of questionnaires from previous studies on the perceptions of residents, event attendees, and businesses. This guided the researcher on what questions to include in the questionnaire. The final survey instrument was adapted specifically to suit the study's research questions and achieve research objectives.

Structured survey questionnaires were used to collect data from the selected stakeholders (residents, see Appendix E; businesses, see Appendix F; and event attendees, see Appendix G). These three different questionnaires were the measuring instruments. All questionnaires were similar in structure for ease of comparison of results from the different stakeholders.

The questionnaires in the study included both open- and closed-ended questions. The closed-ended questions were multiple-choice questions which required the respondents to select and tick the box of their response. For the open-ended questions, the respondents had to give their opinions by answering in their own words. A total of 1 100 questionnaires were distributed over a period of two weeks (from 12 March to 26 March 2016). A breakdown of the number of questionnaires received back from the different stakeholder groups is presented in Table 3.2 below.

**Table 3.2: Distribution of questionnaires**

Stakeholder	Targeted sample	Sample received back
Residents	400	318
Businesses	201	107
Event attendees	397	480
<b>Total</b>	<b>1 101</b>	<b>905</b>

*NB: Please note that the targeted sample was determined to cater for unusable surveys, therefore, the researcher had to target more*

Different methods were used to administer the questionnaires among the three different stakeholders. The following section provides a discussion on the questionnaires which were developed for each stakeholder group and the different methods that were used on each individual stakeholder.

#### 3.6.4.1.1 The residents' questionnaire

The residents' questionnaire was divided into three sections. Section A ascertained the demographic profile information of the residents impacted by the hosting of the CTC and included questions to determine their gender, age, occupation, monthly income and education level. Section B explored residents' behaviours and perceptions of the CTC and included questions to determine the reasons that motivated them to attend the event and how they knew about this event. In addition, Section B of the survey intended to ascertain residents' awareness of the CTC. Van Winkle-Kyle and Woosnam (2014:23) assert that carnivals contribute to a sense of community because they build connectivity and a relationship between recreation, arts, and culture. Van Winkle-Kyle and Woosnam further claim that events such as carnivals contribute to a sense of community because they provide a sense of belonging, support, empowerment, participation, and safety which could shape their perceptions of the hosting of such events in their community. Various questions relating to the residents' support of the CTC and its host location were included in the questionnaire. Section C explored the economic, socio-cultural and environmental impacts of the CTC. The main impacts of the carnival were measured on a 5-point Likert scale, where numbers were used to represent the

responses, for example 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree and 5 = strongly agree.

#### 3.6.4.1.2 The business questionnaire

Like the residents' survey, the business questionnaire was divided into three sections. Section A ascertained the profile of the businesses impacted by the hosting of the CTC and included questions to determine the type of business, period of existence, industrial classification, and the profit generated per month. Section B explored the businesses' behaviour and perceptions of the CTC and included questions to determine the reasons that motivated them to attend or support the event, and how they knew about this event. This section also explored the businesses' general awareness of the CTC, various aspects relating to the businesses' support of the CTC and its host location. Section C explored the impacts of the CTC, including the economic, socio-cultural and environmental impacts. A 5-point Likert scale was used to measure the level of agreement with each impact statement.

Initially, the researcher emailed 158 businesses that were on the database provided by the CTC organisers. The researcher sent the emails to them a few days before the event, outlining the aim of the study and how it would benefit businesses, the event organisers and the community at large. The researcher sent follow-up emails a day after the event, requesting the businesses to complete the attached questionnaires, evaluate the event and to give their opinions on how the event could be improved to benefit the businesses and the community. However, from these 158 businesses only seven responded. Some indicated unwillingness to participate because they were no longer operating in the Green point area.

The fieldworkers did a follow up visit to these businesses two days later to remind them to complete the questionnaires. If the businesses did not have enough time to respond immediately, a copy of the questionnaire was left with them for completion and it would be collected at a later stage. Some of the challenges experienced were the unwillingness of some businesses to participate, some businesses informed the fieldworkers that the manager was not available to complete the questionnaire, and some mentioned that they were too busy to complete the questionnaire because of attending to their clients. In addition, businesses kept losing their questionnaires even though the fieldworkers gave them duplicate copies each time they passed by. As indicated in Table 3.2 above, a targeted sample of 201 surveys were distributed among the Green Point businesses and 107 fully completed surveys were received back (> 50% response rate).

#### 3.6.4.1.3 The event attendee questionnaire

The event attendees' questionnaire was structured similarly to that of the residents and businesses. Section A ascertained the demographic profile information of the event attendees present at the CTC and included questions to determine gender, age, occupation, monthly

income and education level. Section B explored event attendees' behaviour and perceptions of the CTC and included questions to determine the reasons that motivated them to attend the event and how they knew about this event being hosted. Various questions relating to the event attendees' support of the CTC and its host location were included in the questionnaire. Section C explored the economic, socio-cultural and environmental impacts of the CTC. The main impacts of the carnival were measured on a 5-point Likert scale, with the same numerical identifying numbers from one to five indicating level of agreement to each impact statement.

A spatially-based systematic sampling technique was used to collect data from the event attendees on the day of the event only, 12 March 2016. The surveys were conducted during the course of the event whereby the fieldworkers walked along the carnival route administering surveys face-to-face to event spectators. Some of the challenges experienced included unwillingness of some event attendees to participate in the study as they indicated that they were trying to concentrate on the event and did not want to be disturbed. However, despite this great challenge the fieldwork team managed to get a very high response rate to the surveys. As indicated in Table 3.2 above, 500 surveys were distributed to event attendees and 480 fully completed and usable questionnaires were returned. Only 20 incomplete surveys were rejected.

### **3.7 Method of data analysis**

Data analysis is a process that strives to reduce and make sense of the huge amounts of collected data or information, often from different sources (The Open University, n.d:15). Data analysis sheds light on a research question and enables the researcher to interpret the data.

#### **3.7.1 Statistical analysis**

Data analysis is defined as “the process of inspecting, cleaning, transforming and modelling data to highlight useful information, suggesting conclusions, and supporting decision making” (Welman *et al.*, 2005:17). The data obtained from the questionnaires was captured and analysed on SPSS software (version 24). Open-ended questions were examined using a constant comparative method and presented as word clouds, indicating concepts frequently mentioned. In addition, tables and graphs were presented to illustrate the findings, which were analysed and interpreted. The data from the three selected stakeholders were combined to give an overall view of the impacts of CTC.

### **3.8 Ethical considerations**

In conducting this study, the researcher acknowledged and abided by the ethical norms which guide research. Voluntary participation is whereby participants agree to participate freely without being forced (Research Methods Knowledge Base, 2006). In addition, participants signed an informed consent letter, confirming that they had been fully informed of all aspects



of the study. Informed consent means that participants have adequate information regarding the research, and have the power of free choice to withdraw at any time (Speziale, Streubert & Carpenter, 2011:61).

Another important aspect that was considered is confidentiality, which is assuring participants that information provided will not be disclosed to anyone who is not directly involved in the study (Research Methods Knowledge Base, 2006). Respondents should not be affected negatively by the research, nor suffer any psychological, physical, financial or emotional harm. The last ethical issue observed in this study was anonymity whereby the researcher ensured that the participants remained anonymous throughout the study. Babbie (2013:65) stresses that a research project guarantees anonymity when the researcher cannot identify a given response with a given respondent.

In ensuring the integrity of the current study and in line with research ethics, permission was obtained from the Green Point Residents and Ratepayers Association (GPRRA) (see Appendix A). In addition, the Cape Peninsula University of Technology granted ethical approval (see Appendix B) for the study to proceed. Permission was sought from the respondents and they were required to sign informed consent letters (see Appendix C). By signing the consent letter, respondents agreed to participate in the survey. The consent letter specified that all information obtained would remain strictly confidential, and also informed respondents that were free not to answer any questions that made them feel uncomfortable and that they could withdraw from the study at any stage.

### **3.9 Limitation of the study**

The major limitation of the study was the financial challenge to sponsor the data collection phase as the researcher was unable to access research funding. However, the study results did contribute to the body of knowledge. This could have negatively influenced reaching the targeted sample sizes, especially with businesses and residents. The researcher had to reduce the number of surveys because of a limited personal budget. Another major limitation of the study was the lack of existing data on the impacts of the CTC on Green Point residents, businesses and event attendees, which made it difficult to determine an accurate sample size for the research. To calculate an estimated sample size for the study, the researcher had to use the database for the Green Point suburb census (CoCT, 2011), GPCID and the CTC database. Lack of commitment from business owners to participate in the research resulted in only a small sample size being achieved. Many residents were not at home during the data collection period, resulting in a small sample size being achieved. Data collection was conducted during the day and possibly some residents were at work. However, the fieldworkers used their initiative to visit the Green Point Park where they found a number of Green Point residents spending leisure time.

### **3.10 Chapter summary**

This chapter presented an overview of the research design and methodology employed in this study. The different aspects dealt with include the survey population, methods adopted, data collection, and analysis of the data using SPSS software. Furthermore, the chapter discussed the sample size and sampling procedures, and identified the respondents, being the residents and businesses in the Green Point area, and visitors attending the CTC event. The questionnaires contained both open-ended and closed-ended questions. Stratified random sampling and convenience sampling methods were used.

The following chapter, Chapter Four, presents the findings of the study in relation to the study objectives stated in Chapter One.

## CHAPTER FOUR

### FINDINGS

#### 4.1 Introduction

Chapter Three of this study presented an analysis and synthesis of the study's research design and methodology. The methods adopted involved the use of three structured survey instruments administered to selected stakeholders of the 2016 CTC event in the Green Point area. Fieldwork was conducted over a two-week period stretching from the 12<sup>th</sup> to 26<sup>th</sup> of March 2016. The respondents were sampled across the event area, following the sampling methods discussed in the previous chapter. In total, 905 valid and usable surveys were collected from the stakeholders. More precisely, 480 event attendees, 318 residents, and 107 business owners participated in the study, giving a response rate of 92.3%. The responses were captured and analysed using SPSS version 24 software.

Chapter Four presents the findings, analyses and discussions of the responses that were obtained from the survey instruments. To permit a better understanding of the responses, the research results were analysed in relation to the predefined research objectives and questions as previously outlined in Chapter One. In some instances, tables and figures were used to illustrate the study's findings. To present the foundation for the discussion of the study's findings, the following section details the key findings of the study in relation to the demographic profile of the respondents.

#### 4.2 Profile of attendees

The following subsections present the demographic profiles of the attendee respondents. The generic aspects examined included race, gender, age, level of education, monthly income, and employment/occupation status of the respondents. In profiling the attendees, the study intended to identify from where the respondents came (province or outside SA) and their length of stay in Cape Town if they were not local.

##### 4.2.1 Racial category

The racial classification of the respondents was an aspect for fieldworkers to note rather than asking the respondents. Since most of the attendees at the CTC event are mainly locals, it was important to determine the historical racial categories of the respondents to see what groups need to be targeted more in terms of the event marketing.

**Table 4.1: Racial classification of the respondents**

<b>Racial classification</b>	<b>Event attendees (in %, n=480)</b>
White	26.0
African	54.8
Coloured	18.8
Indian	0.4

In total, 480 event attendees participated in the study. Table 4.1 above illustrates that more than half (54.8%) of the respondents were African, 26.0% were white, 18.8% were Coloured and only a very small proportion (0.4%) of the respondents were Indian.

From the study data, it appears that carnival events, particularly the CTC, appeal more to Africans than to other racial groups of people. However, the event has grown over the years, gaining popularity and attracting, hopefully, a diverse racial classification.

#### 4.2.2 Gender classification

In terms of the gender of the respondents, there was a minor difference between the number of male and female attendees. The attendee data shows that the majority (52.8%) of the respondents were males, whereas 47.7% were females. Table 4.2 represents the gender split of the attendees.

**Table 4.2: Gender of the respondents**

<b>Gender</b>	<b>Event attendees (in %, n=480)</b>
Male	52.8
Female	47.2

#### 4.2.3 Age categories

The respondents were asked to indicate their current age. The responses were captured in seven different categories, as presented in Table 4.3 below.

**Table 4.3: Age of the respondents**

<b>Age</b>	<b>Event attendees (in %, n=480)</b>
< 21yrs	9.4
21-30yrs	28.5
31-40yrs	23.3
41-50yrs	20.8
51-60yrs	11.9
61-70yrs	4.0
> 70yrs	2.1
<b>Average Age</b>	<b>34.8 years</b>

The 2016 CTC was mostly attended by spectators between the ages of 21-30 years (28.5%). This result may reflect that the carnival offers activities that attract this particular age category. The ages of the balance of carnival-goers were 31-40 years (23.3%), 41-50 years (20.8%) and 51-60 years (11.9%). The smallest categories by age were 9.4% (below 21 years), 4.0% (61-70 years), and lastly, senior citizens above 70 years of age constituted only 2.1% of the respondents.

Table 4.4 below depicts the findings for event attendees over 70 years of age.

**Table 4.4: Age of the respondents, >70**

Age >70 Specify	Frequency	(In %, n=480)
71 years	3	0.6
73 years	2	0.4
75 years	2	0.4
77 years	1	0.2
78 years	2	0.4

The age range of event attendees was 18 to 78 years with an average age of 34.8 years.

#### 4.2.4 Level of education

The event attendees were asked to indicate their educational background. Table 4.5 below illustrates the education level of event attendees. Most attendees (28.5%) had a certificate or diploma as their highest qualification. This was followed by those who had completed secondary education studies (26.3%), 18.1% possessed a postgraduate degree, whilst 14.8% of the respondents had completed an undergraduate degree. Those who had partial primary education constituted 6.0% of the respondent base, whereas 2.9% had no formal education. This finding could suggest that most visitors to carnival events are educated (with at least secondary education) and have professional careers with a greater likelihood of a disposable income.

**Table 4.5: Level of education of the respondents**

Level of education	Event attendees (in %, n=480)
Post- graduate degree	18.1
Undergraduate degree	14.8
Certificate/ diploma	28.5
Secondary completed	26.3
Primary completed	7.7
Partial primary	6.0
No formal education	2.9

#### 4.2.5 Occupation categories

The event attendee data as presented in Table 4.6 below shows that the event was mostly attended by professionals who constituted 19.4% of the respondents. This was followed by the student respondent group constituting 17.3%. The event provided students and learners an opportunity for entertainment and socialisation. It is assumed that the carnival 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) states 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.

**Table 4.6: Occupation of the respondents**

<b>Occupation</b>	<b>Event attendees (in %, n=480)</b>
Professional	19.4
Student/Learner	17.3
Skilled	17.1
Self employed	8.8
Business person	7.1
Retired	6.9
Unemployed	5.6
Sales or marketing person	5.0
Other	5.0
Home executive	3.1
Artisan/technician	2.5
Unskilled	2.3

The findings show that 17.1% of event attendee respondents were skilled, followed by those who were self-employed (8.8%), and business people (7.1%). The smallest groups of event attendees were the retired (6.9%), unemployed (5.6%), sales or marketing personnel (5.0%), home executive (3.1%), artisan or technician (2.5%), and finally the unskilled (2.3%). These numbers also reflect lower levels of disposable income within these occupation groups. A few (24 event attendees), constituting 5.0% of the respondents, indicated that they fell under the 'other' occupational group and they were further prompted to specify the nature of those occupations. The results for the 'other' occupations are presented in Table 4.7 below. It is noted that some of the respondents specified the occupations that fell within the categories shown in Table 4.6 above, however, some of the responses were merged in the data cleaning phase.

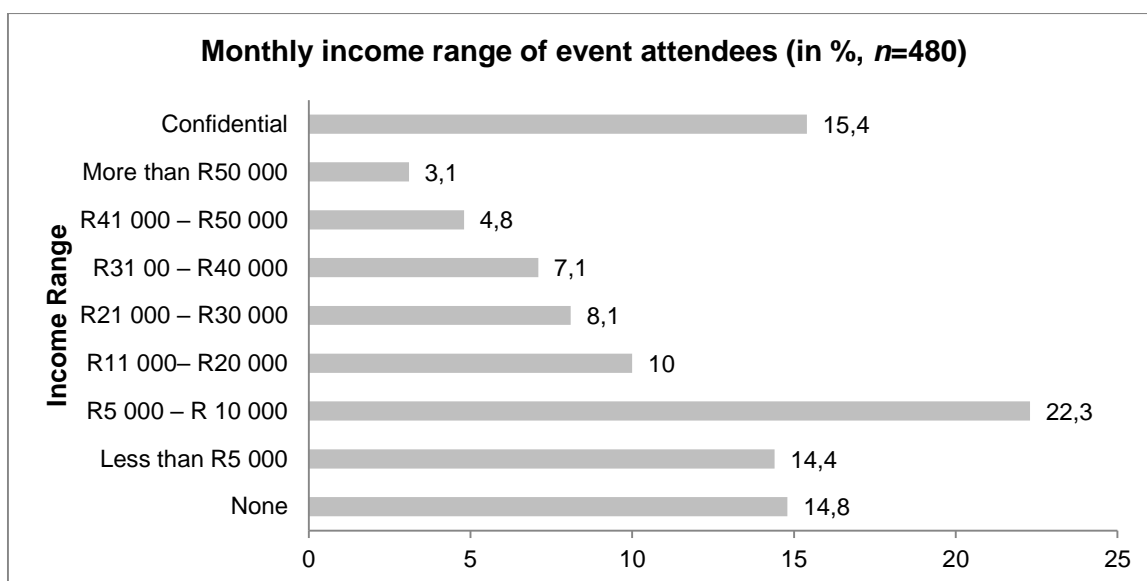
**Table 4.7: Occupation of the respondents – Other specify**

<b>Occupation</b>	<b>Event attendees, Other specify (in %, n=480)</b>
Casual for the day	0.4
Hospitality co-ordinator	0.4
Housewife	0.4
Maintenance supervisor	0.4
Manager	1.3
Pensioners	0.4
Personal assistant	0.4
Security officer	0.4
Sport fan	0.4
Supervisor	0.2
Truck driver	0.2

#### 4.2.6 Monthly income

The respondents were asked to indicate what their monthly income was before tax and deductions were applied. Information regarding respondents' monthly income is important in setting ticket prices for the event. These results are presented in Figure 4.1 below. The monthly income for the event attendees ranged from R0 to R100 000, which indicates a large income disparity in the country. However, the average monthly income of the respondents was R3 653. Such figures reveal that most (22.2%) event attendees had an income range of R5 000 to R10 000, while 15.4% declared that their income was confidential and could not be

disclosed by even stating an income range. The findings also show that 14.8% of the respondents did not earn any income, which could mean being unemployed or being students.



**Figure 4.1: Monthly income of event attendees**

Those who earn less than R5 000 per month constituted 14.4% of the event attendees base, R11 000 to R20 000 (10.0%), R21 000 to R30 000 (8.1%), and R31 000 to R40 000 (7.1%). Relatively few respondents were in the category of R41 000 to R50 000 (4.8%), while only 3.1% were above the R50 000 income level. This low level of income was expected, noting that a large number of students and learners participated in the study. As presented above, 3.1% of the respondents stated that their income was above R50 000 per month and they were further requested to specify the amounts. Of the 3.1%, only 2.1% of the respondents specified their exact income while others declined to respond despite indicating that their monthly income was above R50 000. The results for those who disclosed their exact income are presented in Table 4.8 below.

**Table 4.8: Monthly income of the respondents (attendees: >R50 000 specify)**

Income	Frequency	Event attendees (in %, n=480)
R52 000	1	0.2
R54 000	1	0.2
R55 000	4	0.8
R57 000	1	0.2
R60 000	1	0.2
R63 000	1	0.2
R100 000	1	0.2

As indicated in Table 4.8 above, four attendee respondents indicated that they earned R55 000 per month, constituting 0.8% of those that participated in the study. The study also showed that 0.2% of attendee respondents earned salaries of R52 000, R54 000, R57 000, R60 000, R63 000 and R100 000. This result shows the huge income disparity amongst the respondents.

#### 4.2.7 Event spending patterns of respondents

This section highlights the spending patterns of event attendee respondents. Event attendees were asked whether they had spent money at the carnival or if they were planning to do so. The respondents were asked to specify their expenditure at the event on transport, food, beverages, accommodation, souvenirs, parking, and tickets, as well as to indicate the number of tickets they had purchased for the event. The following sub-section illustrates the spending patterns by the selected stakeholders.

##### *4.2.7.1 Event attendees' expenditure*

The results illustrated that the highest average expenditure by the event attendees was on accommodation. Of the 480 respondents who participated in the survey, only 28 (5.8%) indicated that they required accommodation since they were not local residents and had travelled from areas outside of Cape Town. Some respondents had travelled from the West Coast, the Cape Winelands, some from other provinces, while some had come from beyond South Africa's borders. The amount spent on accommodation by the event attendees ranged from R500 to R60 000, with an average spend per respondent of R14 628.57. The high average cost of accommodation could reflect on those who travelled in groups, so their figures would be high.

The event attendees' high expenditure was also spent on transportation, which included road, rail, and air transportation to and from Cape Town where the event was hosted. Only 216 respondents (45.0%) indicated that they had used transport to come to the event and the amount of money that was spent on transportation ranged from R10 to R16 000, based on the distance travelled. The lowest costs were incurred by respondents who came from the surrounding Cape Town suburbs and had used public transport from suburbs such as Woodstock, Claremont, Milnerton, the Cape Flats — Khayelitsha, Gugulethu, Langa — just to mention a few. Those who reflected the highest transportation expenditure had travelled from outside of Cape Town. The study shows that an average amount of R718.02 was spent on transport by the event attendees.

Event attendees spend on souvenirs ranged from R20 to R2 000. Twenty-five respondents (5.2%) indicated that they purchased souvenirs at the event and the average expenditure on souvenirs was R691.20. The respondents were asked to indicate the amount of money they had available to buy food items and 286 respondents (59.6%) indicated they had between R10 to R10 000. An average amount of R464.92 was recorded among those who indicated their expenditure on food items. Among the event attendees, only 22 respondents (4.6%) indicated that they had purchased the tickets to attend the event. In total 27 tickets were purchased and the prices ranged from R100 to R700, with an average expenditure of R308.18 per respondent. The event attendees also indicated that from R10 to R3 500 was spent on beverages. Forty-



one spectators, constituting 42.9% of the respondents, indicated that they spent R100 on beverages with an average spend of R220.54. The least expenditure by the event attendees was recorded on paid parking. Most of the respondents indicated that they made use of public transport whilst a few used private cars as well as rented cars to get to the event venue. Ninety-one respondents (19.0%) indicated that they spent on average R51.59 on parking and this ranged from R10 to R600.

Table 4.9 below depicts the average expenditure per respondent per category at the 2017 CTC.

**Table 4.9: Expenditure patterns of the respondents**

<b>Attendees spent (in %, n=480)</b>		
<b>Expenditure item</b>	<b>Average spent</b>	<b>%</b>
Food	R464.92	59.6
Tickets	R308.18	4.6
Beverages	R220.54	42.9
Transport	R718.02	45.0
Parking	R51.59	19.0
Souvenirs	R691.20	5.2
Accommodation	R14 628.57	5.8
<b>Tickets purchased</b>		<i>3 tickets average</i>

According to SACO (2018), an average expenditure of R441 was spent by the event attendees at the 2017 CTC. This was a generalised figure and was not categorised by SACO into areas of expenditure.

#### 4.2.8 Did the respondents visit Cape Town specifically for the CTC

The researcher asked the attendee respondents to indicate whether they came to Cape Town specifically to attend the CTC. The findings are presented in Figure 4.2 below. It illustrates that the overwhelming majority (85.5%) of respondents visited Cape Town specifically for the carnival event. Only 14.5% of the respondents indicated that they visited Cape Town for other reasons but merely attended the carnival event because it was taking place while they were in town.



**Figure 4.2: Did the respondents visit Cape Town specifically for the CTC**

The respondents who visited Cape Town for other reasons were asked to indicate what those reasons were. The results to this question are presented in Table 4.10 below. The findings

reveal that 30.9% came for holiday purposes, 27.3% visited friends and relatives (VFR), 20.0% were on business trips, whilst 21.8% of the respondents indicated that they came for 'other' reasons.

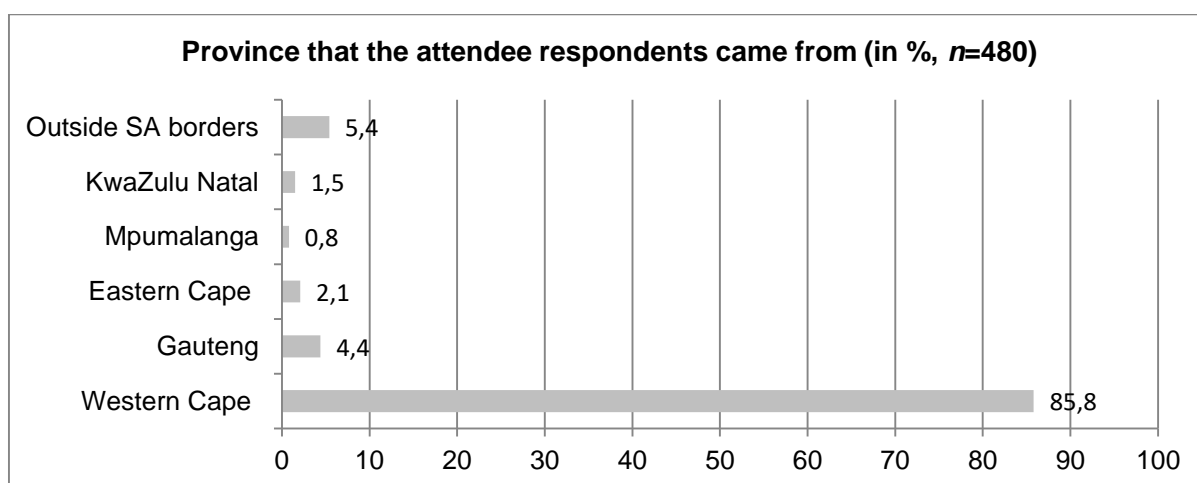
**Table 4.10: If no, respondents had to indicate the primary reason for visiting CT**

Reasons for visiting Cape Town	Attendees (in %, n=480)
Holiday	30.9
Business	20.0
Visiting Friends and Relatives (VFR)	27.3
Other	21.8

In order to discover what the 'other' reasons were, the respondents were requested to indicate those reasons. Responses revealed that some of the attendees were in Cape Town for study purposes (2.3%), some for work (0.6%), and a few were participating in volunteer programmes (0.4%).

#### 4.2.9 Province from which attendee respondents came

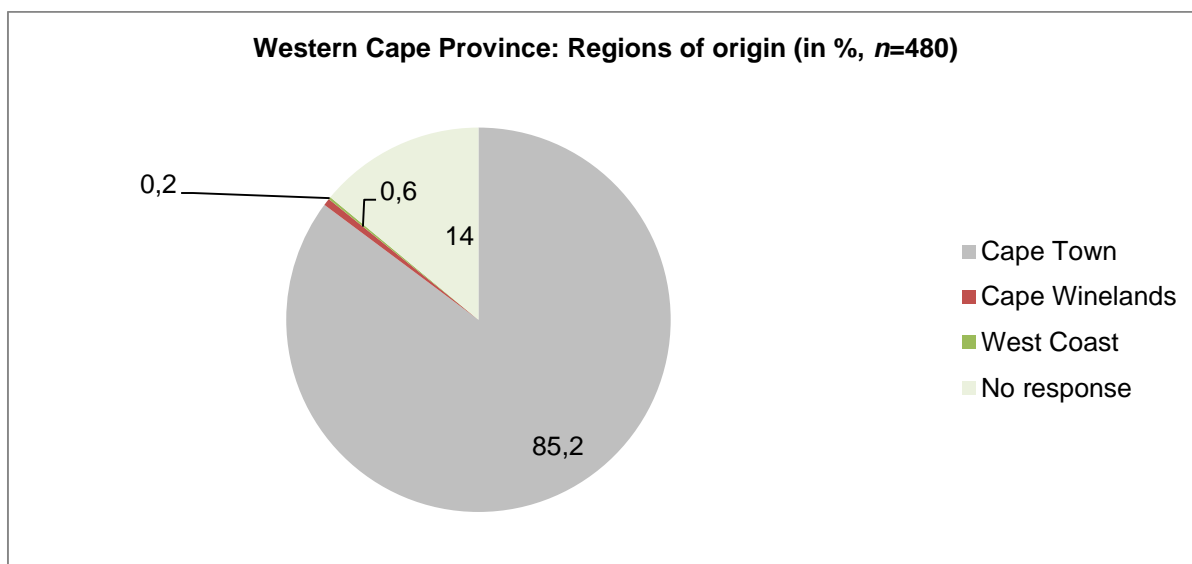
Among the visitors who came for the 2016 CTC event, the overwhelming majority (85.8%) indicated that they were from the Western Province, with the least number of respondents from Mpumalanga Province (0.8%). Gauteng Province reflected 4.4% and the Eastern Cape Province had 2.1% of the respondents. Only seven respondents (1.5%) indicated that they came from Kwa-Zulu Natal Province whilst 24 respondents (5.4%) were spectators who came from outside of South Africa's borders. Figure 4.3 below presents the findings for attendees' province of origin.



**Figure 4.3: Province from which attendee respondents came**

Each year, the CTC event inspires the City of Cape Town to create, build and play together as well as bring thousands of visitors who come as spectators to this event. As noted from the study's findings, the 2016 CTC event attracted thousands of spectators who came from various parts of South Africa, with some coming from outside South Africa's borders.

It can be seen from the findings that the majority of the 2016 CTC attendees were from the Western Cape Province. To be more specific, respondents were asked to indicate from what regions of the Western Cape they came. The results show that most (85.2%) respondents were from the Cape Town's surrounding areas or regions, followed by 0.6% from the West Coast, and 0.2% indicated that they were from the Cape Winelands, while 14.0% of the respondents did not respond to the question. Figure 4.4 presents these results.



**Figure 4.4: Western Cape Province: Regions of origin**

Those who indicated that they came from outside South Africa's borders were further prompted to state from which countries they came. The results for the country of origin of the respondents are presented in Table 4.11 below.

**Table 4.11: Countries from where attendee respondents come: Outside SA borders**

Country of origin	Frequency	Attendees (in %, n=480)
Australia	2	0.4
France	2	0.4
Germany	3	0.6
Ghana	2	0.4
Singapore	2	0.4
Turkey	2	0.4
United Kingdom	4	0.8
USA	4	0.8
Zimbabwe	5	1.0

#### 4.2.10 Number of nights stayed over in CT area by the attendee respondents

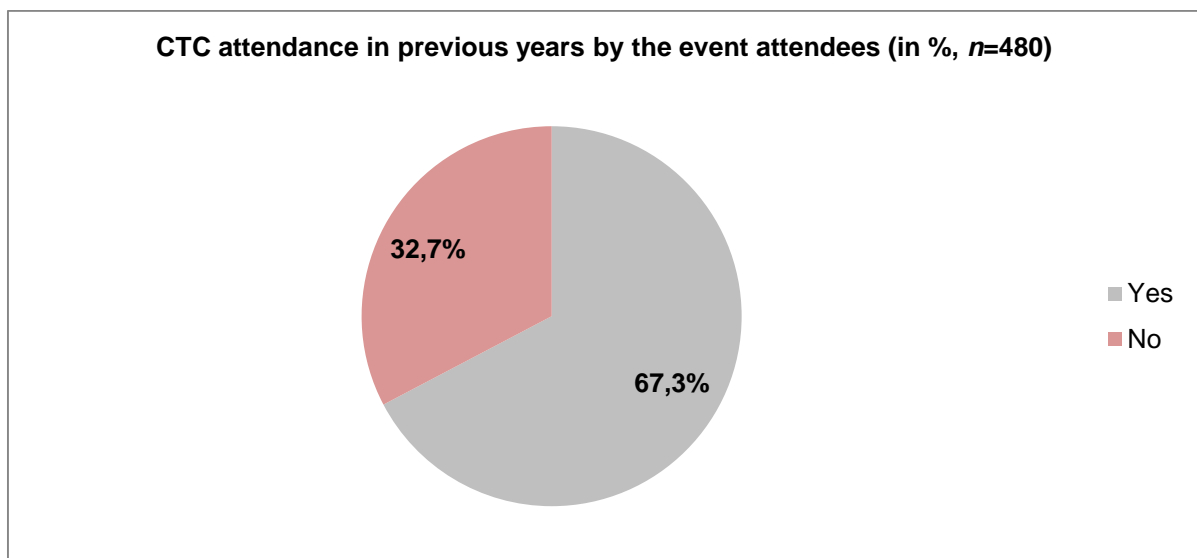
The respondents were asked to indicate the number of nights they stayed in Cape Town especially those who were coming from other places outside the event location. The results indicate that the number of nights the respondents stayed in Cape Town range from one night to a year. Those who indicated that they stayed for more than three months were on holiday, working, or were volunteers. The average nights stayed by the attendees was four nights.

### 4.3 Attendance patterns

The next section highlights the attendance patterns of the stakeholders and examines the behaviour and perceptions of the three selected stakeholders in the study. Direct experience of an event provides stakeholders with information on which to base their perceptions, with such information being more directly under the control of the individual than other sources (Fredline, 2000). Thus, an awareness of the level of previous participation of respondents in carnival events is critical to understanding their perceptions of the 2016 CTC hosted in the Green Point area. All the respondents who participated in this study were aware of the CTC. The results regarding such attendance are analysed and presented in the subsequent sections.

#### 4.3.1 Stakeholders' attendance of the CTC in previous years: Event attendees

To determine the level of attendance of the event attendees at previous CTC events, respondents were asked whether they had attended any previous CTCs. Figure 4.5 indicates the results that were obtained in response to the question, which reflects a significant disparity between responses 'yes' and 'no'. More than half (67.3%) of the event attendees indicated that they had attended the CTC before, compared to 32.7%, who reported that they were attending the CTC for the first time.

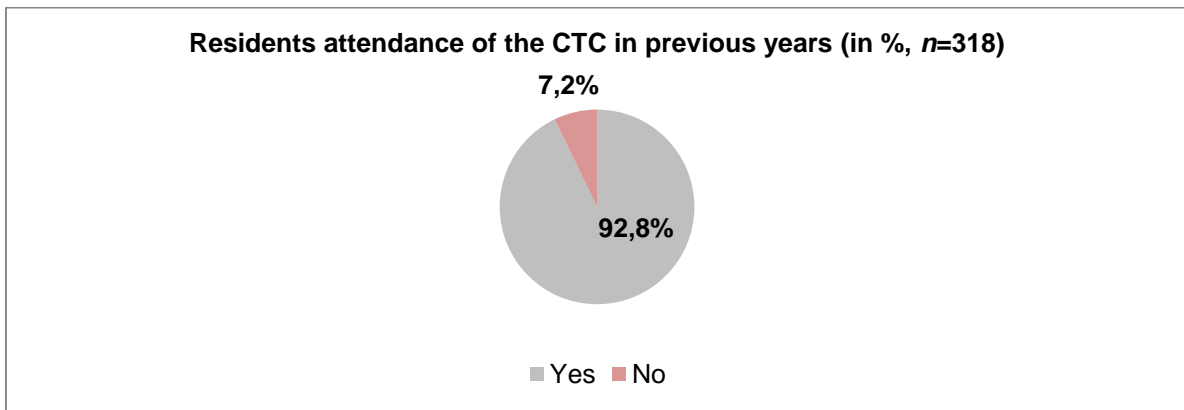


**Figure 4.5: Event attendees' attendance of the CTC in previous years**

#### 4.3.2 Stakeholders' attendance of the CTC in previous years: Residents

Figure 4.6 presents findings regarding whether the Resident respondents had attended the CTC in previous years or if it was their first time. The results show an overwhelming majority of resident-respondents (92.8%) indicating that they had attended previous CTCs whilst only 7.2% of the respondents were attending the event for the first time. Of the 92.8% who indicated

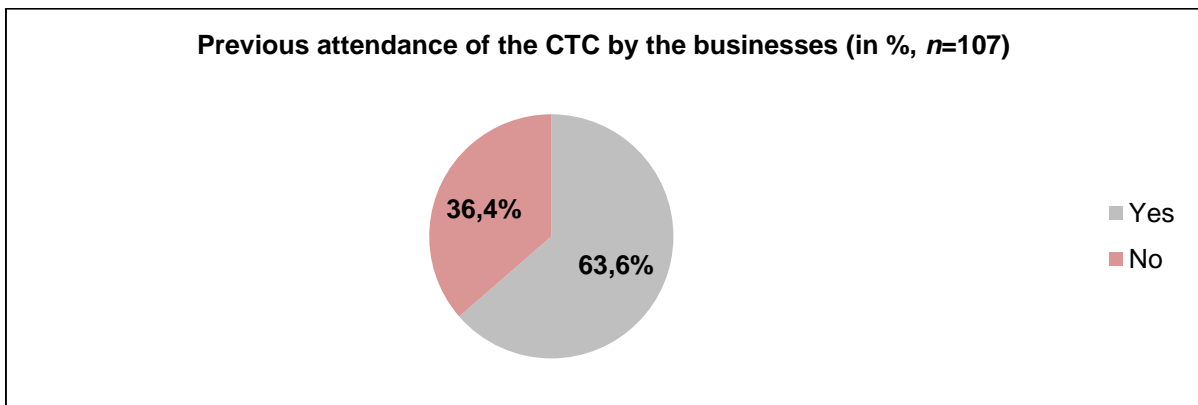
that they had attended the CTC in previous years, 22.4% had attended once, 32.0% twice, whilst 45.6% had attended more than three times.



**Figure 4.6: Residents attendance of the CTC in previous years**

#### 4.3.3 Stakeholders' attendance of the CTC in previous years: Businesses

Business owners/managers who participated in the study were asked to indicate if they had attended previous CTC events. The responses are presented in Figure 4.7 below and show that more than half (63.6%) of the respondents had attended the event previously. It was also noted that less than half (36.4%) of the respondents were attending the 2016 event for the first time.



**Figure 4.7: Businesses attendance of the CTC in previous years**

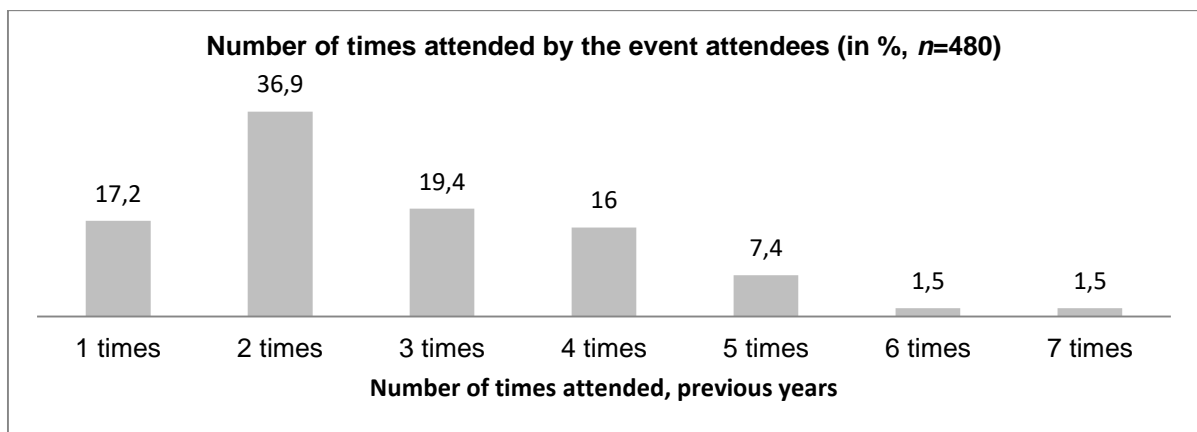
#### 4.3.4 Number of times attended by the stakeholders in previous years and including year 2016

Research suggests that individual behaviours and perceptions can be influenced by their knowledge of a phenomenon (Som, Marzuki, Yousefi & Abu Khalifeh, 2012:39). In this respect, those who have attended an event are assumed to have some background knowledge of the event and hence their perceptions would be shaped by the extent of their knowledge. In trying to discover whether the respondents were attending the carnival event for the first time or had attended previous CTC events, the researcher asked them to indicate the number of times

they had attended the event. This information would show whether the number of times they had attended the event is related to their perceptions of various aspects of the event.

#### 4.3.4.1 Number of times attended in previous years: Event attendees

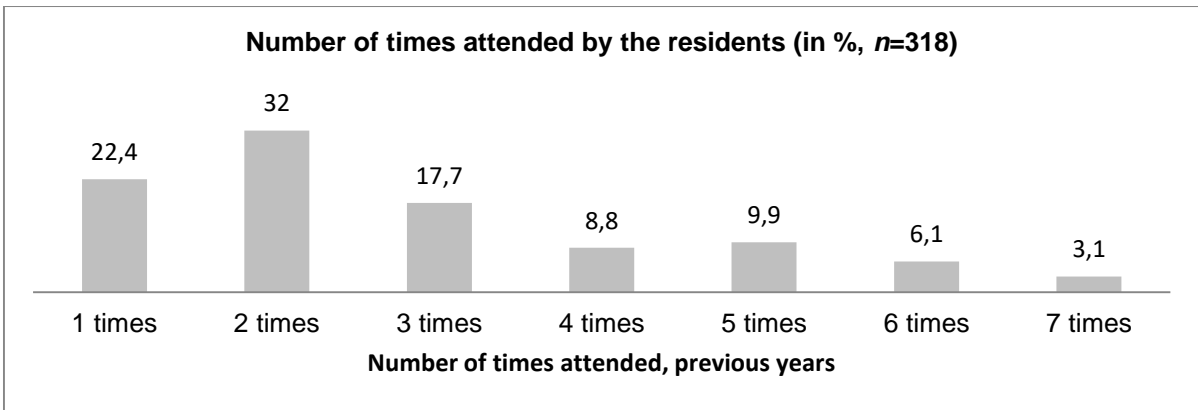
In order to determine the frequency of attendance by the event attendees at previous CTC events and including the year 2016 carnival, respondents were asked the number of times they had attended the carnival before. Figure 4.8 represents the results obtained in response to this question, which reflects that 36.9% had attended the carnival twice, followed by those who had attended three CTC events (19.4%), and those who were attending for the first time (17.2%). Relatively few respondents indicated that they had attended four CTC events (16.0%) and 7.4% had attended five events. Finally, respondents who were attending their sixth or seventh event each reflected 1.5%. These results indicate that the event attendees were regular supporters of the event.



**Figure 4.8: Event attendees' number of times attended in previous years**

#### 4.3.4.2 Number of times attended in previous years: Residents

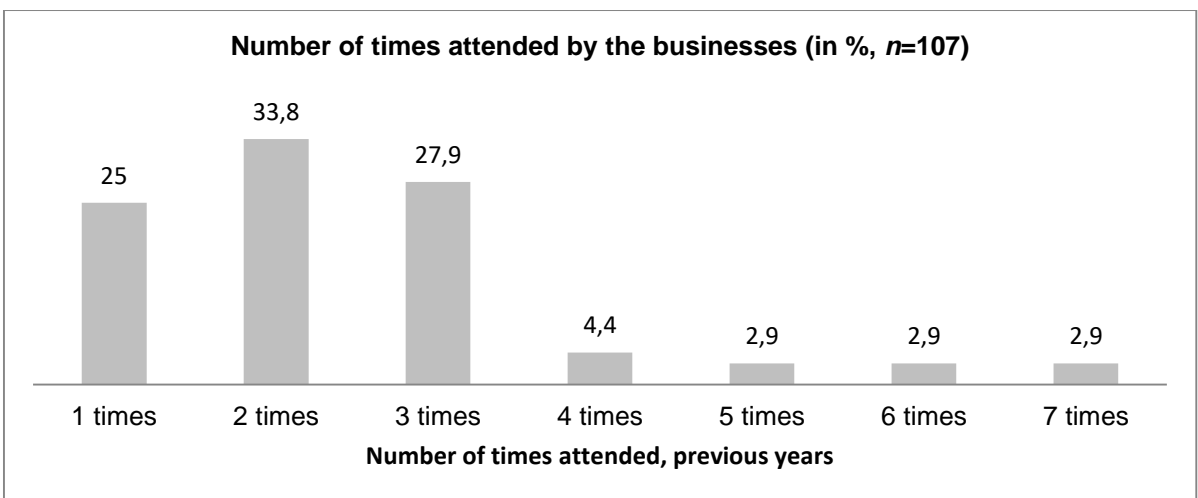
As indicated in Figure 4.9 below, 32.0% of residents indicated that they attended two previous CTC events, whilst 22.4% were attending the event for the first time, and 17.7% had attended three times. Relatively few resident respondents had attended five times (9.9%), four times (8.8%), six times (6.1%), and 3.1% of residents had attended the CTC seven times. These results indicate that the residents of Green Point are supportive of the event as shown by their attendance and participation.



**Figure 4.9: Residents' number of times attended in previous years**

#### 4.3.4.3 Number of times attended in previous years: Businesses

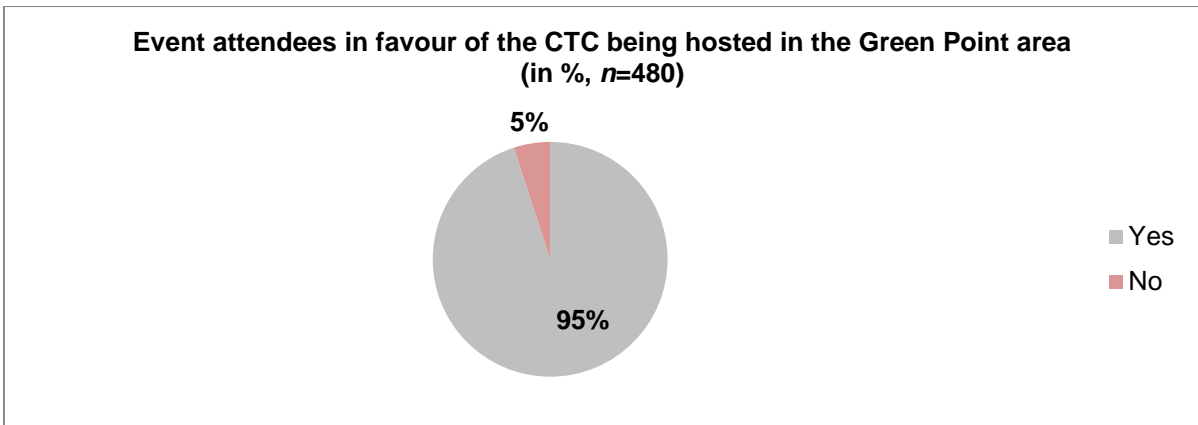
As illustrated in Figure 4.10 below, the highest proportion of businesses (33.8%) indicated that they had attended two previous CTCs, 27.9% of the business respondents had attended the carnival three times, and 25.0% were attending the carnival for the first time. Relatively few respondents indicated that they had attended the event four times (4.4%), and those who attended the event five, six and seven times shared the same percentage of 2.9%. These results indicate that businesses in Green Point are supportive of the event and it is gaining in popularity.



**Figure 4.10: Number of times attended by businesses in previous years**

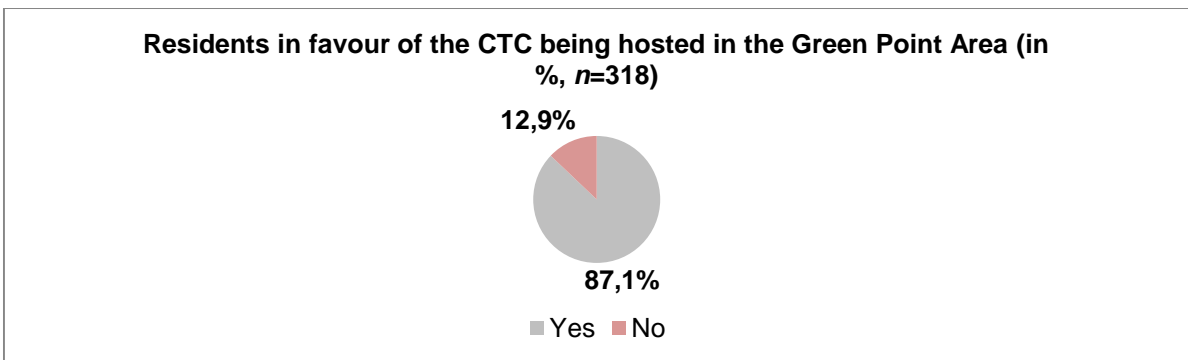
## 4.4 Location preferences

The event attendees were requested to indicate whether they were happy with the CTC being hosted in Green Point area. An overwhelming majority (95.0%) indicated 'yes', whereas only a few respondents (5.0%) favoured the carnival being hosted elsewhere, or to be discontinued altogether, as presented in Figure 4.11 below. This result indicates that event attendees are happy and supportive of the Green Point location, since the CTC was relocated from Long Street in 2012.



**Figure 4.11: Event attendees in favour of the CTC being hosted in the Green Point area**

Green Point residents were asked if they were in favour of the CTC being hosted in their area. Figure 4.12 below illustrates that the majority (87.1%) indicated 'yes', whereas only a few resident respondents (12.9%) favoured the carnival being hosted elsewhere or to be discontinued. This result suggests that Green Point residents are in support of the event continuing in their area, which could be an indication that benefits from the event are being realised.

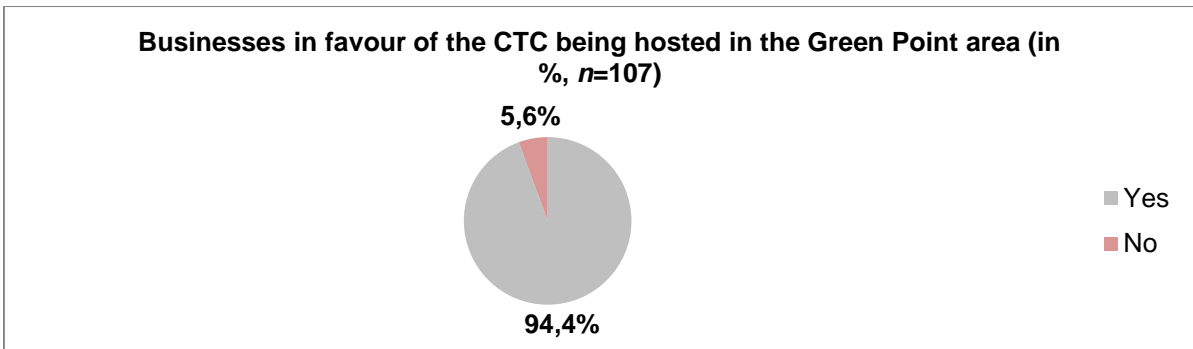


**Figure 4.12: Residents in favour of the CTC being hosted in the Green Point area**

As can be seen from Figure 4.13 below, the majority of businesses (94.4%) indicated that they were happy with the carnival event being hosted in the Green Point area as this increased their daily revenue even though it was a one-day annual event. However, a relatively few (5.6%) indicated that they were not in favour of the CTC being hosted in the Green Point area and preferred that the carnival should be hosted somewhere else or be discontinued altogether.

It is clear that the majority of stakeholders (residents, businesses and attendees) were happy with the carnival event being hosted in the Green Point area. However, a small percentage of the stakeholders were of the view that the event should be relocated or be discontinued altogether. The reasons for having the event relocated were mainly related to the negative impacts of the event. These reasons are discussed later in the dissertation.



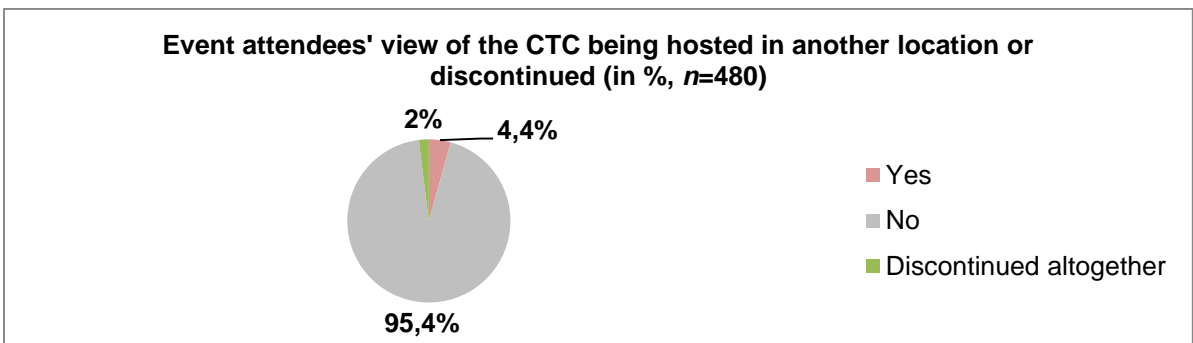


**Figure 4.13: Businesses in favour of the CTC being hosted in the Green Point area**

The following subsection presents findings for the proposed locations if the event was to be hosted elsewhere besides the Green Point area.

#### 4.4.1 Change location, or discontinue event: Event attendees

The event attendees were requested to express their views on whether the CTC should be hosted in another location in Cape Town rather than the Green Point area, or be discontinued altogether. The results indicated that an overwhelming majority (95.4%) indicated no, meaning that they did not want the carnival to be moved to another location but should remain in Green Point as a host location. Only a few (4.4%) were happy to have the event moved to another location, and 2.0% indicated that the event should be discontinued altogether. Figure 4.14 below presents the findings on whether the event location should be changed or the event be discontinued altogether.



**Figure 4.14: Event attendees view of the CTC being hosted in another location or discontinued**

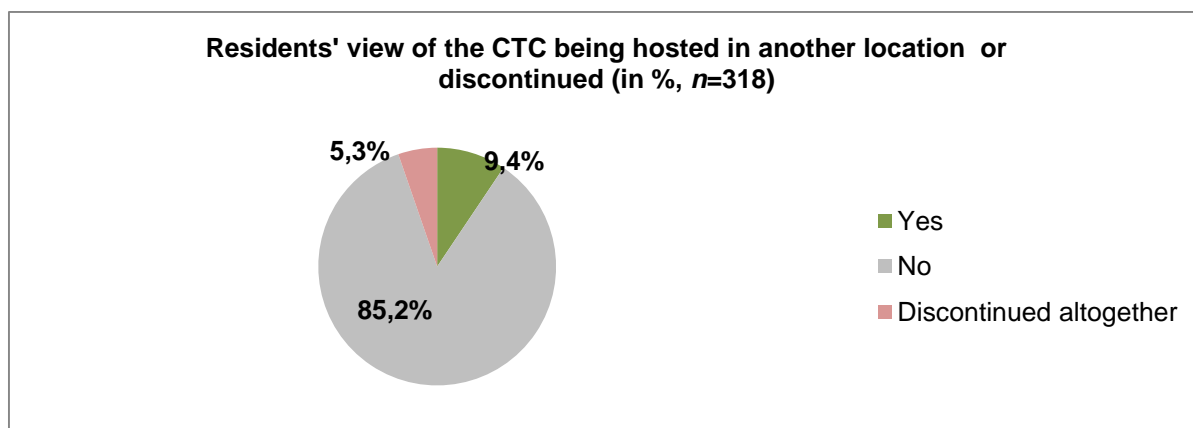
Those who indicated that the CTC event should be hosted elsewhere (21 respondents), were then prompted to suggest locations to where the carnival should be moved. Their responses are tabulated in Table 4.12. The top location suggested was Cape Town CBD (2.1%). Of those who favour the CTC being hosted in another location, 10 respondents preferred the Cape Town CBD, with areas such as District 6, Adderley Street, Grand Parade and Strand Street also being mentioned. Further locations suggested were the Cape Town townships (0.8%), with Khayelitsha and Nyanga also featuring within the responses.

**Table 4.12: Suggested locations for the CTC by event attendees**

Suggested venue/Location	Frequency	Percent (n=21)
<i>Other areas in Cape Town</i>		
Athlone Stadium	1	0.2
Blouberg	2	0.4
Kensington	1	0.2
Kuils River	2	0.4
Rylands	1	0.2
<i>Cape Town CBD</i>		
Cape Town CBD	6	1.3
District 6	1	0.2
Adderley Street	1	0.2
Parade	1	0.2
Strand Street in town (CPT)	1	0.2
<i>Cape Town Townships</i>		
Khayelitsha	2	0.4
Nyanga	2	0.4

#### 4.4.2 Change location, or discontinue event: Residents

The resident respondents were asked whether they were happy to have the CTC hosted in the Green Point area, should it be hosted at another location in CT other than the Green Point area, or discontinued altogether. The findings show that the majority (85.2%) of the respondents still favoured Green Point as a location for the CTC, while 9.4% indicated that they wanted a different location and 5.3% wanted the event to be discontinued altogether (see Figure 4.15 below).



**Figure 4.15: Residents' view of the CTC being hosted in another location or discontinued**

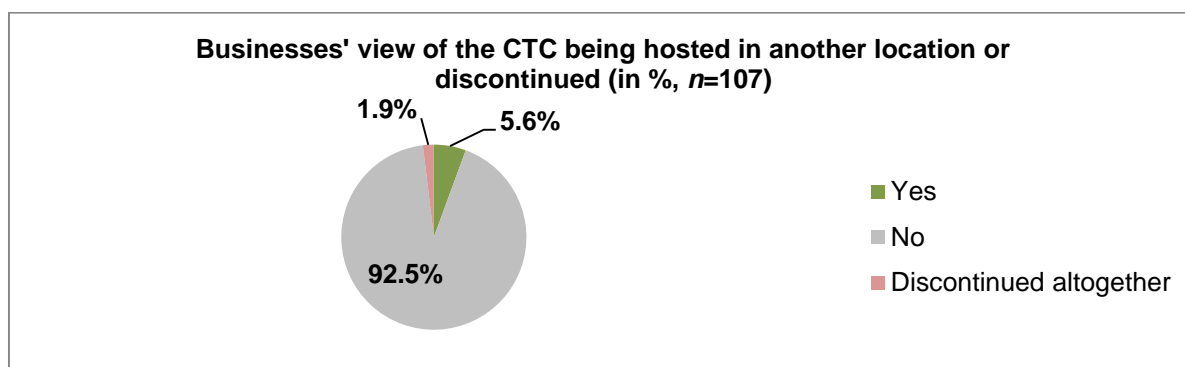
Those who indicated that the CTC should be hosted elsewhere (30 respondents) were prompted to specify the locations to which they wanted the carnival to be moved. Their responses are tabulated in Table 4.13 below. The top three locations which emerged from the responses were Cape Town CBD (23.3%), Waterfront (20.0%) and Civic Centre (16.7%). It is clear that of those who favour the CTC being hosted in other locations, most (14 respondents) preferred the Cape Town CBD, the Civic Centre, and Long Street.

**Table 4.13: Suggested locations for the CTC by residents**

Suggested venue/Location	Frequency	Percent (n=30)
Cape Town CBD	7	23.3
Waterfront	6	20.0
Civic Centre	5	16.7
Camps Bay	2	6.7
Long Street	2	6.7
Stellenbosch	2	6.7
Khayelitsha	1	3.3
Kraaifontein	1	3.3
Newlands	1	3.3
Northern Suburbs	1	3.3
Townships	1	3.3
Wellington	1	3.3

#### 4.4.3 Change location, or discontinue event: Businesses

Business owners and managers were asked whether they were happy that the CTC should be hosted in another location in Cape Town rather than the Green Point area, or discontinued. The findings show that an overwhelming majority (92.5%) of the business owners/managers still favoured Green Point as a location for the CTC, while 5.6% indicated that they wanted a different location and 1.9% wanted the event to be discontinued altogether (see Figure 4.16 below).

**Figure 4.16: Businesses' view of the CTC being hosted in another location or discontinued**

Of the businesses who indicated that the CTC should be moved to another location, they were prompted to suggest another venue. The Cape Town Stadium was suggested by 2 respondents. Locations such as Cape Town CBD, Grand Parade or Long Street all constitute Cape Town CBD, hence the results show that an alternative venue for the carnival event would be Cape Town CBD. The responses are tabulated in Table 4.14 below.

**Table 4.14: Suggested locations for the CTC by businesses**

Suggested venue/Location	Frequency	Percent (n=6)
Cape Town CBD	1	0.9
Cape Town Stadium	2	1.9
Grand Parade or Long Street	1	0.9
Grand Parade	1	0.9
Long Street	1	0.9

#### 4.4.4 Stakeholders' view if they were going to attend the CTC in the future

The stakeholders were asked whether they would attend future carnival events. Almost all the attendee respondents (99.0%) indicated that they would attend, whilst only 1.0% indicated that they would not attend future CTC events. Residents were asked whether they would attend future carnival events in their area and the majority (89.3%) indicated yes, while 10.7% responded in the negative. Among the business owners/managers respondents, the majority (88.8%) indicated that they would consider attending the CTC event in the future, but 11.2% indicated that they would not. The results are presented in Table 4.15 below.

**Table 4.15: Stakeholders' future attendance of the event**

Attendees (in %, n=480)		Residents(in %, n=318)		Businesses (in %, n=107)	
Yes	No	Yes	No	Yes	No
99.0%	1.0%	89.3%	10.7%	88.8%	11.2%

Reasons for not attending future CTC events included personal reasons and concerns about the negative impacts associated with the event, such as overcrowding, increased crime, price increases and pollution. This result suggests that the majority of stakeholders (event attendees, residents and businesses) are supportive of the event hence their desire to attend future editions.

#### 4.5 Motives for attending the CTC

##### 4.5.1 Motives for attending the CTC: Event attendees

In trying to determine the perceptions of event attendees, respondents were asked to show their level of agreement with a range of statements relating to the reasons that motivated them to attend the CTC event. According to literature sources, many studies noted that peoples' motivations differ when they attend carnival events and such motivations are based on the desire to socialise, family togetherness, escape, novelty, excitement and cultural exploration (Maeng, Jang & Li, 2016:18).

To simplify the understanding of the explanations, a Likert-type scale measurement was used to establish the degree of responsiveness of event attendees as to what motivated them to attend the CTC. Responses were merged, for example 'not important at all' and 'less important' to make a 'not important' result, whereas 'important' and 'extremely important' making an 'important' result, from the highest to the lowest for easy reporting. Eventually, the descriptions had three options, which were 'not important', 'neutral' and 'important'. The findings are further presented in relation to economic, social and environmental impacts of carnival events. Table 4.16 below indicates the level of importance for the reasons why event attendees participated in the event.

**Table 4.16: Level of importance for reasons that motivated event attendees to attend the CTC**  
(in %, n=480)

Motives for attending the CTC	Not important	Neutral	Important
The event portrays the authenticity of South African culture	3.1	18.1	78.8
It enables the local communities to feel more proud of their culture	1.2	9.0	89.8
It reminds me to value the diverse cultures in South Africa	2.3	12.3	85.4
It creates entertainment and social opportunities	1.7	9.8	88.6
It makes locals feel good about themselves and their community	0.8	10.0	89.2
It is an exciting event to experience	0.4	10.4	89.1
It provides an opportunity to meet new people	3.2	14.2	82.7
Provides an opportunity to have fun	1.7	9.2	89.2
Provides an opportunity to spend time with family and friends	1.9	8.8	89.4
For nostalgic reasons	10.2	22.7	67.1
I attend because of the atmosphere of the event	3.3	12.5	84.1
The event increased interaction between locals and tourists	2.3	13.5	84.2
The event created more job opportunities for locals	4	12.3	83.8
It is a sociable event	1.2	11.5	87.3
The carnival is a unique experience	1.4	12.9	85.6
The event gives the local people a chance to be with people who are enjoying themselves	1.9	9.0	89.2
Enables locals to experience new cultures from the diversity of South Africa	4.6	7.9	87.5

The respondents considered all the statements important for motivations in determining their reasons for attending the carnival event. Most reasons were rated from neutral to important, which suggests that the event attendees perceived the event positively, hence their support and willingness to attend future events.

#### 4.5.2 Motives for attending the CTC: Residents

In trying to determine the perceptions of residents, respondents were asked to show their level of agreement with a range of statements relating to the reasons that motivated them in attending the CTC event. Table 4.17 presents the findings of the motives for attending the carnival event, which was rated on a Likert-type scale measurement.

**Table 4.17: Level of importance for reasons that motivated residents to attend the CTC** (in %, n=318)

Motives for attending the CTC	Not important	Neutral	Important
The event portrays the authenticity of South African culture	13.6	33.8	52.7
It enables the local communities to feel proud of their culture	13.6	27.8	58.5
It reminds me to value the diverse cultures in South Africa	10.7	28.0	61.3
It creates entertainment and social opportunities	8.2	27.8	63.9
It makes locals feel good about themselves and their community	7.9	25.9	66.2
It is an exciting event to experience	7.9	25.6	66.5
It provides an opportunity to meet new people	7.3	21.0	71.7

Provides an opportunity to have fun	10.4	19.2	70.4
Provides an opportunity to spend time with family and friends	9.7	18.2	72.0
For nostalgic reasons	10.0	22.6	67.3
I attend because of the atmosphere of the event	11.1	21.8	67.1
The event increased interaction between locals and tourists	10.7	18.9	70.5
The event created job opportunities for locals	11.3	17.7	71.0
It is a sociable event	9.2	16.1	74.7
The carnival is a unique experience	9.1	19.2	71.7
The event gives the local people a chance to be with people who are enjoying themselves	9.1	18.9	72.0
Enables locals to experience new cultures from the diversity of South Africa	6.9	21.4	71.7

#### 4.5.3 Motives for attending the CTC: Businesses

In trying to determine the perceptions of businesses, respondents were asked to show their level of agreement with a range of statements relating to the reasons that motivated them in attending the CTC event. The results are presented in Table 4.18 below.

**Table 4.18: Level of importance for reasons that motivated businesses to attend the CTC (in %, n=107)**

Motives for attending the CTC	Less important	Neutral	Important
The event increases turnover (revenue) for the business	25.2	25.2	49.5
The carnival is a unique experience	13.8	20.6	62.6
Selling traditional products to tourists and visitors	30.8	26.2	43
The event portrays the authenticity of South African culture	15.8	22.4	61.6
The event instils a sense of pride and identity among the community	13	18.7	68.2
It enables the local community to feel proud of their culture	12.2	19.6	68.2
It reminds me to value the diverse cultures in South Africa	13.1	23.4	63.6
The event creates entertainment and social opportunities	15.3	14.3	70.5
For nostalgic reasons	19	44.8	36.2
I attend because of the atmosphere of the event	15.5	18.4	66
It is a sociable event among employees	21.5	28.0	50.4
Enables employees to have funny	23.8	26.7	49.5
To spend time with family and friends	19.6	21.5	58.9
The event created job opportunities	18.6	30.8	50.5
It reduces poverty level among the community	23.4	32.7	43.9
It attracts future business to the area	22.4	21.5	56.1

#### 4.6 Impacts and perceptions of the 2016 CTC

In trying to determine the perceptions of the stakeholders, respondents were asked to show their level of agreement with a range of statements relating to the impacts of the CTC. Literature from previous studies confirms that locals were likely to participate in an event if they perceived that the benefits from doing so would outweigh the costs involved, with a further inclination to support future development in their community (Lorde, Greenidge & Devonish, 2010:5). Gursoy, Kim and Uysal (2004:173) suggested that cultural events are accompanied by public good aspects that far surpass entertainment and revenue generation, as they provide

a specific time and place within which families can show their commitment to mix with other people. This study further indicated that family commitment to participate in an event clearly demonstrates them as being an active member of the community or a good citizen (Gursoy *et al.*, 2004:173). By spending money at an event, families could involve other families in a mutually enjoyable activity that builds trust and sense of obligation, which encourages families to develop strong relationships with other families.

Apart from the advantages of hosting events, problems such as traffic congestion because of increased tourist arrivals at a particular destination can often lead to competition in terms of space (Okpoko, Okonkwo & Diminyi, 2008:85). However, Okpoko *et al.* (2008:71) indicate that this might be because of inadequate carrying capacity, which ultimately leads to traffic congestion.

Okpoko *et al.* (2008:71) further note that pollution is another problem facing the staging of carnival events. Okpoko *et al.* believe that an increase in the number of tourists also leads to the increase in the use of automobiles and other forms of transport that burn fuel to generate movement. The increase in the number of tourists during a carnival brings causes air pollution, noise pollution, and the environment becomes littered with rubbish. An increase in the prices of commodities is another challenge that was noted because of hosting events in a city or community. Events bring about an increase in the prices of commodities because the demand is usually high. For example, there will be an increase in transportation fare, water and food. According to Okpoko *et al.* (2008:73), tourism places pressure on the available natural resources consumed by the local residents, such as energy, food, and other basic raw materials.

#### 4.6.1 Impacts of the 2016 CTC on the event attendees

In order to determine the impacts of the CTC on the event attendees, respondents were asked to show their level of agreement with a range of statements relating to how the event impacted on their lives and the community in general. Event attendees' perceptions of the TBL impacts of the CTC are presented, including on economic, social and environmental aspects. The responses were grouped with the 'strongly agree' and 'agree' categories merged and the 'strongly disagree' and 'disagree' categories merged, to provide the levels of agreement from the highest to the lowest for easy reporting.

##### 4.6.1.1 *Economic impacts of the 2016 CTC on the event attendees*

Results in Table 4.19 below indicate that 76.9% of event attendees agreed that the event is good for the economy as it created jobs and that the event is good for local business as it increased turnover (90.2%). In addition to this, the event attendees (86.5%) also agreed that the event attracted tourists to the area and that the event brought increased media coverage

of the area (83.7%). However, event attendees had mixed views on the event being referenced as a waste of public money and 39.0% agreed, 13.8% were neutral, while 47.3% disagreed.

The results reflect event attendees' awareness of the potential economic impacts of the CTC. Once local residents become more involved in an event, it is contended that their knowledge of the potential costs and benefits associated with events may lead to a decline in the level of disagreement between inhabitants and event organisers (Ntloko & Swart, 2008:90). The event attendees had mixed views on the statement that the event resulted in increased prices for items such as food and transport and 51.1% agreed, 22.7% remained neutral, while 26.3% disagreed.

**Table 4.19: Event attendees: Perceptions of the economic impacts of the CTC (in %, n=480)**

Statements	Disagree	Neutral	Agree
The event is good for the economy as it created jobs	3.6	19.6	76.9
The event is good for local business (increased turnover)	2.1	7.7	90.2
The event attracted tourists to the area	2.1	11.5	86.5
The event gave increased media coverage for the area	1.2	15.0	83.7
The event was a waste of public money	47.3	13.8	39.0
The event increased the price of items such as food and transport	26.3	22.7	51.1

#### 4.6.1.2 Social impacts of the 2016 CTC on the event attendees

As shown in Table 4.20 below, the majority of the event attendees (85%) agreed that the carnival event has made locals feel proud of their City and their community, while 2.7% disagreed and 12.3% were neutral. The results further illustrate that the highest percentage of event attendees (87.5%) agreed that the event provided an opportunity to have fun with family and friends, the event provided an opportunity to meet new people (82.3%), the event increased entertainment opportunities for locals (85.4%), and that the event increased interaction between locals and tourists (79.0%). However, apart from the benefits that the event added to the attendees' social life, the results in Table 4.20 indicate that the event attendees had mixed views on the statement that the event disrupted the lives of local residents and created inconvenience - 40.4% disagreed, 30.5% agreed and 29.2% remained neutral.

**Table 4.20: Event attendees: Perceptions of the social impacts of the CTC (in %, n=480)**

Statements	Disagree	Neutral	Agree
The event made locals feel proud of their city and their community	2.7	12.3	85.0
The event provided an opportunity to have fun with family and friends	1.2	11.3	87.5
The event provided an opportunity to meet new people	2.5	15.2	82.3
The event increased entertainment opportunities for locals	1.7	12.9	85.4
The event increased interaction between locals and tourists	3.9	17.1	79.0
The event disrupted the lives of local residents and created inconvenience	40.4	29.2	30.5
The event increased crime	44.6	31.3	24.2
Unruly behaviour of visitors because of excessive drinking or drug use	42.5	31.7	25.8

In addition to this, the results indicate that most of the event attendees did not agree with the statement that the event increased crime (44.6%), 24.2% agreed, while 31.3% were neutral.



On the statement that the event led to unruly behaviour of visitors because of excessive drinking or drug use, 42.5% disagreed, 25.8% agreed, and 31.7% were neutral.

#### 4.6.1.3 Environmental impacts of the 2016 CTC on the event attendees

The results in Table 4.21 below indicate that most event attendees (41.8%) agreed that the carnival event caused traffic congestion and parking difficulties but 35.2% disagreed with this statement, and 22.9% remained neutral. However, 38.8% disagreed that the event denied local residents access to public facilities such as roads and/or public transport because of closure or overcrowding, 32.1% agreed with the statement, and 29.2% were neutral. The results in Table 4.21 further illustrate that the event attendees had mixed views on the statement that the event created excessive noise, with 43.8% who disagreed, 28.5% who agreed, and 27.7% remaining neutral. This can be interpreted as event attendees consider noise as part of the carnival atmosphere which creates an entertaining and memorable experience. Furthermore, the results indicate that the event resulted in excessive littering, with 36.9% who agreed with the statement, 35.4% who disagreed and 27.7% were neutral.

**Table 4.21: Event attendees: Perceptions of the environmental impacts of the CTC (in %, n=480)**

Statements	Disagree	Neutral	Agree
The event caused traffic congestion and parking difficulties	35.0	22.9	41.8
The event denied local residents access to public facilities such as roads and/or public transport because of closure or overcrowding	38.8	29.2	32.1
The event created excessive noise	43.8	27.7	28.5
The event resulted in excessive littering	35.4	27.7	36.9

#### 4.6.2 Impacts of the 2016 CTC on residents

In order to determine the impacts of the CTC on the residents, respondents were asked to show their level of agreement with a range of statements relating to how the event impacted on their community. Event attendees' perceptions of the TBL impacts of the CTC are presented, including economic, social and environmental impacts. Gursoy *et al.* (2004:173) suggest that events such as cultural events are likely to generate economic benefits for the local community, serve to build community cohesiveness, and generate social incentives for residents and businesses. However, besides creating benefits, these events are also likely to create problems or costs for the local community (Gursoy *et al.*, 2004:173).

##### 4.6.2.1 Economic impacts of the 2016 CTC on residents

Results in Table 4.22 below indicate that the majority of residents (63.5%) agreed that the event is good for the economy as it created jobs, while 30.2% remained neutral on this notion. A significant number of residents (63.2%) agreed that the event is good for local business as it increased turnover but 31.1% were neutral. The majority of residents (60.5%) agreed that the event attracted tourists to the area, while 33.2% were neutral. On the statement that the event gave increased media coverage for the area, 51.2% agreed and 34.3% were neutral.

Residents had mixed views about the event being referred to as a waste of public money, as 47.2% agreed, 30.7% disagreed and 22.2% remained neutral. Furthermore, most residents (49.8%) agreed with the statement that the event increased the price of items such as food and transport but 21.4% disagreed and 28.7% remained neutral. Interestingly, Jeong and Faulkner (1996:7) reported that cultural events generate costs such as increases in prices of goods and services as they charge exorbitant prices during the hosting of such events.

**Table 4.22: Residents: Perceptions of the economic impacts of the CTC (in %, n=318)**

Statements	Disagree	Neutral	Agree
The event is good for the economy as it created jobs	6.3	30.2	63.5
The event is good for local business (increased turnover)	5.6	31.1	63.2
The event attracted tourists to the area	6.3	33.2	60.5
The event gave increased media coverage for the area	14.5	34.3	51.2
The event was a waste of public money	30.7	22.2	47.2
The event increased the price of items such as food and transport	21.4	28.7	49.8

#### 4.6.2.2 Social impacts of the 2016 CTC on residents

As shown in Table 4.23 below, most of the residents (53.5%) agreed that the carnival event made locals feel proud of their city and their community but 10.3% disagreed and 36.2% remained neutral on this statement. The results also indicated that most of the event attendees agreed with the statement that the event provided an opportunity to have fun with family and friends (56.9%), the event provided an opportunity to meet new people (63.1%), the event increased entertainment opportunities for locals (63.8%), and that the event increased interaction between locals and tourists (59.8%). In support of the above results, Rao (2001:93) indicates that events such as cultural events have public benefits beyond merely generating revenue because they provide a place where local community members can get together and participate in mutually enjoyable activities. Moreover, in support of the above statement, Gursoy *et al.* (2004:177) indicate that events such as cultural events and special events create more social benefits than the social costs incurred, and event organisers do not perceive these events as activities that create social problems within the community. Cultural events also play an important role in creating trust and cohesiveness among community members (Chwe, 1998:67).

Although most of the residents were in agreement on the positive social impacts of the CTC, they also indicated serious concerns about the negative impacts of the event. Table 4.23 below indicates that 50.5% of the residents agreed with the statement that the event disrupted the lives of local residents and created inconvenience, while on the other hand 14.5% disagreed and 35% remained neutral on the statement. In addition, the results indicate that 44.3% of event attendees agreed that the event increased crime, while 22.6% disagreed and 33% were neutral. The event attendees were also asked to indicate if the event had led to unruly behaviour of visitors because of excessive drinking or drug use. The results indicate that 41.9%

of respondents agreed with the statement, while 20.8% disagreed and 37.4% remained neutral.

**Table 4.23: Residents: Perceptions of the social impacts of the CTC** (in %, n=318)

Statements	Disagree	Neutral	Agree
The event made locals feel proud of their city and their community	10.3	36.2	53.5
The event provided an opportunity to have fun with family and friends	7.2	35.8	56.9
The event provided an opportunity to meet new people	8.2	28.7	63.1
The event increased entertainment opportunities for locals	8.2	28.0	63.8
The event increased interaction between locals and tourists	11.7	28.5	59.8
The event disrupted the lives of local residents and created inconvenience	14.5	35.0	50.5
The event increased crime	22.6	33.0	44.3
Unruly behaviour of visitors because of excessive drinking or drug use	20.8	37.4	41.9

#### 4.6.2.3 Environmental impacts of the 2016 CTC on residents

The results in Table 4.24 below illustrate that most of the residents (46.1%) agreed that the carnival event caused traffic congestion and parking difficulties, while 18.2% disagreed with this statement and 35.6% remained neutral. Supporting literature by Jeong and Faulkner (1996:7) revealed that the hosting of cultural events results in increased levels of crowding in shops and streets, traffic congestion, and parking problems. In addition to this, several studies have reported that residents perceive that increases in traffic congestion and pressure on local services are two of the major problems created by tourism activities such as carnival events (Ritchie, 1988; Keogh, 1990; Long *et al.*, 1990; Prentice, 1993; Jurowski, Uysal & Williams, 1997; Gursoy *et al.*, 2002; Tosun, 2002). Hence, the current study has indicated that these problems are the major negative environmental impacts pinpointed by the community residents. The results also indicate that 45% agreed with the statement that the event denied local residents access to public facilities such as roads and/or public transport because of closure or overcrowding, while 19.2% disagreed and 35.8% were neutral.

The results in Table 4.24 further illustrates that the event attendees had mixed views about the statement that the event created excessive noise, of which 44.8% agreed with this statement, 18.3% disagreed, and 36.9% remained neutral. Furthermore, the results indicate that the event resulted in excessive littering, with the majority of respondents (44.1%) in agreement with the statement, while 17.3% disagreed, and 38.7% were neutral.

**Table 4.24: Residents: Perceptions of the environmental impacts of the CTC** (in %, n=318)

Statements	Disagree	Neutral	Agree
The event caused traffic congestion and parking difficulties	18.2	35.6	46.1
The event denied local residents access to public facilities such as roads and/or public transport because of closure or overcrowding	19.2	35.8	45.0
The event created excessive noise	18.3	36.9	44.8
The event resulted in excessive littering	17.3	38.7	44.1

### 4.6.3 Impacts of the 2016 CTC on businesses

To determine the impacts of the CTC on businesses, respondents were asked to indicate their level of agreement with a range of statements relating to how the event impacted on the community in which they operated. Business perceptions of the TBL impacts of the CTC are presented, including economic, social, and environmental aspects.

#### 4.6.3.1 Economic impacts of the 2016 CTC on businesses

Table 4.25 below shows that the majority (67.3%) of the businesses agreed with the statement that the event attracts tourists to the area, and that the event is good for local business as it increased their turnover (65.4%). Interestingly, Gursoy *et al.* (2004:173) reveal that generally the majority of businesses support cultural events if they provide incentives for businesses to get involved in the community because they provide promotional opportunities for businesses. In addition, a large number of businesses indicated that the event attracted future business to the area (61.9%) and that the event is good for the economy as it creates jobs (57.9%). Furthermore, a significant number of businesses agreed that the event gave increased media coverage for the area (59%).

**Table 4.25: Businesses: Perceptions of the economic impacts of the CTC (in %, n=107)**

Statements	Disagree	Neutral	Agree
The event is good for the economy as it creates jobs	7.5	34.6	57.9
The event is good for local business (increases turnover)	13.0	21.5	65.4
The event attracted tourists to the area	1.9	30.8	67.3
The event attracted future business to the area	7.7	30.5	61.9
The event gave increased media coverage for the area	7.6	33.3	59.0
The event was a waste of public money	52.4	27.2	20.4
The event led to increases in the price of items such as food and transport	26.6	36.2	37.2

A significant number of businesses remained neutral on the statement that the event led to increases in the price of items such as food and transport, while a large number of businesses disagreed with the statement. Regarding the statement that the event was a waste of public money, 52.4% disagreed, 27.2% were neutral and 20.4% agreed with the statement.

#### 4.6.3.2 Social impacts of the 2016 CTC on businesses

Table 4.26 below shows that the majority of the businesses surveyed in the current study agreed that the event provided an opportunity to have fun with family and friends (83.2%) and that the event increased entertainment opportunities for locals (81.3%). In addition, 78.5% shared the same views and agreed with the statements that the event made locals feel proud of their city, Cape Town, and that the event made locals feel good about themselves and their community. These results further indicate that the majority of the businesses surveyed agreed that the event provided an opportunity to meet new people (74.7%), that the event made locals

feel proud of their residents in the Green Point area (68.3%), that the event increased interaction between locals and tourists (68.2%), and that the community benefited directly from the event (59.8%).

**Table 4.26: Businesses: Perceptions of the social impacts of the CTC (in %, n=107)**

Statements	Disagree	Neutral	Agree
The event made locals feel proud of their city, Cape Town	0.9	20.6	78.5
The event made locals feel good about themselves and their community	1.9	19.6	78.5
The event made locals feel proud of their residents, Green Point Area	3.7	28.0	68.3
The event provided an opportunity to have fun with family and friends	0.9	15.9	83.2
The event provided an opportunity to meet new people	1.8	23.4	74.7
The event increased entertainment opportunities for locals	1.9	16.8	81.3
The community benefited directly from the event	12.2	28.0	59.8
The event increased interaction between locals and tourists	0.9	30.8	68.2
The event disrupted the lives of local residents and created inconvenience	28.9	28.0	43.0
The event increased crime	28.6	48.6	22.8
The event was associated with some people who behaved inappropriately because of excessive drinking or drug use	23.4	36.4	40.2

A large number of businesses remained neutral on the statement that the event increased crime (48.6%), and that the event was associated with people who behaved inappropriately because of excessive drinking or drug use (36.4%). However, a significant number of businesses disagreed with the statement that the event disrupted the lives of local residents and created inconvenience (28.9%). In general, the above findings indicate that the majority of the businesses agreed that positive social impacts flowed from the event, while a few were neutral and a few disagreed that the event had negative social impacts. Hence, it can be concluded that businesses were in support of the carnival event.

#### 4.6.3.3 Environmental impacts of the 2016 CTC on businesses

Table 4.27 below illustrates that the majority of the businesses surveyed shared the same view and agreed with the statement that the event caused traffic congestion and parking difficulties (67.6%). A large number of businesses were neutral on the statement that the event resulted in excessive littering (34.6%), and a significant number of businesses disagreed with the statement that the event created excessive noise (30.8%). In response to the statement that the event denied local residents access to public facilities such as roads and/or public transport because of closure or overcrowding, 57% agreed, 28% remained neutral, and 15% disagreed.

**Table 4.27: Businesses: Perceptions of the environmental impacts of the CTC (in %, n=107)**

Statements	Disagree	Neutral	Agree
The event caused traffic congestion and parking difficulties	9.6	22.9	67.6
The event denied local residents access to public facilities such as roads and/or public transport because of closure or overcrowding	15.0	28.0	57.0
The event created excessive noise	30.8	27.1	42.1
The event resulted in excessive littering	27.1	34.6	38.3

#### 4.7 Problems experienced

The following section assesses whether the residents, event attendees and businesses in the Green Point area faced any problems due to the event being hosted in the area. Among the event attendees, 13.3% indicated that the event did create problems for them and 86.7% were not negatively affected by the event. Of the resident respondents, 33.0% indicated that the event created problems for them while 67.0% felt that they did not face any problems due to the event being hosted in Green Point area. However, 48.6% of the businesses responded that the event did create problems whilst 51.4% indicated that the event did not create any problems for them. It is apparent that not many of the attendee and resident respondents experienced problems, unlike businesses where the split was almost equal. Table 4.28 below presents the findings regarding whether or not the respondents encountered problems caused by the CTC event.

**Table 4.28: Did respondents face any problems linked to the CTC event**

<b>Respondents</b>	<b>Yes</b>	<b>No</b>
Event attendees (in %, n=480)	13.3	86.7
Residents (in %, n=318)	33.0	67.0
Businesses (in %, n=107)	48.6	51.4

Even though some attendees indicated that the event did create problems, 47.3% were in support of the event. As shown in Table 4.29 below, 0.6% of the event attendees indicated that some people misbehaved and 1.0% felt that there was lack of respect among the event attendees. A major problem experienced by the event attendees was that of road closures in the area, indicated by 7.1%, while 7.3% indicated that there was limited parking space for those who were attending the event.

**Table 4.29: Problems faced by event attendees (in %, n=480). Multiple responses**

<b>Problems experienced</b>	<b>Total (in %)</b>
People were misbehaving	0.6
Lack of respect among the event attendees	1.0
Road closures in the area	7.1
Limited parking space	7.3
Unruly behaviour of visitors	1.0
Inability of police to manage and control crowds	0.2
People swearing	1.0
Littering everywhere	5.6
Stampede	0.8
People were drunk	2.7
Other	20.0

Of the event attendees who experienced problems, 0.2% indicated that the police were unable to manage and control crowds, 2.7% mentioned people getting drunk, people swearing (1.0%), littering everywhere (5.6%) and stampedes (0.8%). The category “Other” (20.0%), included

such problems as the long waiting time for the event to start, the noise factor, too few bars for people to utilise, not enough parking tickets available for those who wanted to park their cars, many people smoking which resulted in air pollution, and a poorly organised event with excessive waiting periods between displays.

From examining the data on problems encountered by residents, it is clear that they encountered more problems than other stakeholders did (attendees and businesses). As indicated in Table 4.30 below, 19.8% of the respondents identified limited parking space as a major problem, as well as road closures in the area (11.3%) which impeded the Green Point residents from driving from one place to another and forcing them to make detours (see Figures 4.17 and 4.18).

**Table 4.30: Problems faced by residents** (in %,  $n=318$ ). Multiple responses

<b>Problems experienced</b>	<b>Total (in %)</b>
People were misbehaving	8.2
Shoplifting	3.1
Lack of respect among the event attendees	6.6
Road closures in the area	11.3
Limited parking space	19.8
Unruly behaviour of visitors	5.3
Inability of police to manage and control crowds	1.9
People swearing	11.0
Littering everywhere	11.0
Stampede	4.1
People were drunk	12.9
Other	1.8

Further problems encountered by residents (see Table 4.30) included drunken behaviour (12.9%) which resulted in people swearing at each other (11.0%), the police were unable to manage and control the crowds (1.9%), and people were littering everywhere (11.0%). Poor police control also resulted in stampedes (4.1%) among the event attendees. There was a lack of respect among the event attendees (6.6%), people were misbehaving (8.2%), and shoplifting (3.1%). Problems indicated under “Other” (1.8%) included under-age drinking of alcohol, noise, pick-pocketing and people fighting.

Table 4.31 lists the problems business owners/managers experienced from the event. Of the interviewees, the highest number (35.5%) indicated road closures in the area (see Figure 4.17) and limited parking space (34.6%) as being the greatest problems.

**Table 4.31: Problems faced by the businesses** (in %,  $n=107$ ). Multiple responses

<b>Problems experienced</b>	<b>Total (in %)</b>
People were misbehaving	6.5
Shoplifting	9.3
Lack of respect among the event attendees	0.9
Road closures in the area	35.5

Limited parking space	34.6
Unruly behaviour of visitors	10.3
Inability of police to manage and control crowds	4.7
People swearing	1.9
Littering everywhere	8.4
Stampede	1.9
People were drunk	12.1
Other	4.6

Some of the problems encountered by the businesses were shoplifting (9.3%), misbehaviour of people (6.5%), and the lack of respect among the event attendees (0.9%). In addition, (4.7%) indicated that the police were unable to manage and control crowds, with people littering everywhere (8.4%) and drunken individuals (12.1%) swearing at people (1.9%). Furthermore, 12.1% indicated that stampeding was the other main problem because of overcrowding. Under “Other”, 4.6% of the businesses indicated problems such as muggings among their customers and excessive noise levels resulting in complaints from guests in the accommodation establishments located in the area. Some businesses indicated a failure to reach daily sales targets due to the high noise level scaring away potential customers.



**Figure 4.17: Road closure to allow the event to proceed in Green Point area (Photograph by researcher)**





**Figure 4.18: Roads barricaded awaiting the start of the 2016 CTC parade** (Photograph by researcher)

#### 4.7.1 Suggestions to address problems experienced

The following section discusses suggestions to address the problems experienced from the CTC being hosted in the Green Point area. Table 4.32 below indicates that 30.8% of event attendees had suggestions to address the problems but 69.2% could offer no suggestions, despite having acknowledged that there were problems caused by the carnival event.

Of the resident respondents, 43.8% had suggestions to address the problems whilst 56.2% did not have any suggestions. Furthermore, 36.5% of the businesses had suggestions to address the problems experienced due to the hosting of the event but 63.5% had no suggestions.

**Table 4.32: Do respondents have any suggestions to address problems**

Respondents	Yes	No
Event attendees(in %, n=480)	30.8	69.2
Residents (in %, n=318)	43.8	56.2
Businesses(in %, n=107)	36.5	63.5

In trying to address the identified problems, the respondents were asked to offer suggestions and their responses are presented in the form of a word cloud (see Figure 4.19 below). The residents offered a number of suggestions and these included the need of having more parking areas to accommodate the vehicles of the large numbers of fans. Some residents were concerned about the drunken behaviour of some people, which included swearing, and suggested that alcohol be restricted during the period of the event. In addition, residents

suggested increased visible policing during the event, educate people on waste management (no littering and more bins), reducing noise levels, not allowing children at the event for fear of them getting lost or hurt by drunken people fans, and informing and monitoring the event attendees on the “dos and don’ts” of the area. However, despite these problems, respondents were still keen to support the event.



**Figure 4.19: Residents’ suggestions to address problems**

The event attendees were asked to give suggestions on how to address the problems caused by the hosting of the carnival. Figure 4.20 below clearly indicates that most of the event attendees were worried about their safety, hence they suggested that there should be more security and police visibility during the event. It appeared that most of the event attendees were not aware of the event and were only informed by their friends a day before the event, hence it was suggested that the event organisers should advertise the event more vigorously than before. It was suggested that the event should be well publicised on different media platforms to attract spectators. Most of the event attendees were concerned about inadequate parking, therefore it was suggested that future CTC events should ensure that there is sufficient parking available for both public and private vehicles. In addition to the above, some of the event attendees suggested that the event should involve local residents in activities such as event planning and staging. This would encourage local residents to support future carnival events hosted in the Green Point area. It was also noted that the event should create job opportunities for local residents. Road closures were a concern to the event attendees and it was suggested that organisers of future events should investigate alternative routes to avoid traffic congestion. However, despite the problems and concerns, the majority of the respondents were in support of the event.



**Figure 4.20: Event attendees' suggestions to address problems**

Figure 4.21 below visually depicts some of the suggestions made by the businesses to address the problems encountered because of the carnival. Most of the accommodation establishments situated along the carnival route complained about noise levels that affected the hotel guests. It was suggested that security and police should try to reduce noise levels even though noise could be the reason why many people attend the event. Road closures (see Figures 4.17 and 4.18) were also a concern for most of the businesses as this created inconvenience to their clients visiting their shops along the Green Point carnival route. It was suggested that the event organisers should ensure there are alternative routes for business clients and guests of accommodation establishments on the carnival route.



**Figure 4.21: Businesses' suggestions to address problems**

It was further suggested that security and police visibility should be increased, especially in and around Cape Quarter Mall where many businesses are situated, as well as along the entire carnival route. High police and security visibility would prevent crime, littering and poor behaviour. The businesses suggested that there should be more waste bins along the carnival route to reduce the littering problem.

Most of the businesses experienced parking shortages because parking areas had been filled by event attendees. It was suggested that the event organisers should ensure more parking spaces for the event attendees to prevent them using designated parking that is specifically meant for the businesses operating in the area, or a better public transport system for the duration of the event should be considered. In addition to the above, it seemed that most of the businesses were not aware of the forthcoming event and hence were not prepared. It was suggested that event organisers should strenuously publicise the CTC on different media platforms to increase awareness among all the stakeholders.

In summary, all the stakeholders had similar suggestions on how to address the problems caused by the event. The main problems identified included inadequate security and police visibility and insufficient parking. Suggestions common to all stakeholders included increased publicity to raise event awareness, reduction of noise levels, and increased resident involvement.

#### **4.8 Chapter summary**

In this chapter the researcher presented the findings, analysis and discussion of the responses that were received from the questionnaires. The results were graphically displayed in graphs, tables and word cloud. Emanating from these results, conclusions are drawn and recommendations made, as contained in the final chapter, Chapter Five.

## **CHAPTER FIVE**

### **CONCLUSIONS AND RECOMMENDATIONS**

#### **5.1 Introduction**

This chapter draws from the findings reported in Chapter Four to draw conclusions and make recommendations for future research into the impacts of carnival events. The limitations of the study are also discussed. The conclusions are drawn relevant to the predefined objectives of the study.

#### **5.2 Conclusions**

The current study has showed an almost fair distribution of attendees in terms of their gender, with males slightly higher than female attendees. In terms of the historical racial categories of the respondents, the study established that the most dominant race to the 2016 CTC event was the African. Interestingly, the carnival event is regarded as a local event but with the power of attracting various types of visitors. The study's findings show that attendees from other South African provinces and those from other countries were in attendance. However, the event was mostly attended by those from the Western Cape Province. The following subsections presents conclusions for objective two to objective six which were the key objectives of the study. A brief summary in conclusion to objective one has been presented in the current section.

##### **5.2.1 Conclusion: Objective Two**

- *The following conclusion was drawn relevant to objective two, namely to determine Green Point's residents', businesses' and event attendees' perceptions and experiences of the Cape Town Carnival*

The above objective was met. The results indicate that the event attendees, residents and businesses were all in support of the CTC being hosted in the Green Point area since its relocation from Long Street in 2012. Their perceptions of the event were positive and the results show that an overwhelming majority (95%) were in favour of the CTC being hosted in the Green Point Area, while only 5% disagreed and felt that the CTC should be hosted elsewhere in Cape Town. Based on these results, the conclusion is that the stakeholders have positive perceptions of the CTC and that it should continue to be hosted in Green Point.

##### **5.2.2 Conclusion: Objective Three**

- *The following conclusion was drawn relevant to objective three, namely to examine the economic, socio-cultural and environmental impacts of the CTC on the Green Point residents, businesses and event attendees*

Based on the literature review, various studies reported that small-scale events have a variety of potential impacts, including economic, socio-cultural and environmental impacts (Ntloko & Swart, 2008; Banjo, 2011; Daniels & Swart, 2012). These authors further indicated that impacts are not always positive but can be negative as well, or have a positive effect on one dimension (e.g. economic) while having a negative effect on another (e.g. environmental or socio-cultural). In support of the above, Fredline (2000:9) opined that any event which attracts large numbers of visitors to a relatively small area is likely to create problems with noise, crowding, traffic congestion, and disruption. In the current study, the researcher deemed it important to investigate the various impacts of the CTC to determine the level of community support for the event. The findings confirm that the Green Point residents, businesses, and event attendees supported the CTC as it created positive benefits for their community.

The study indicated that the majority of residents, businesses, and event attendees agreed that the event had benefited the community economically. Furthermore, most of the respondents agreed that the event was good for the economy as it created jobs and increased turnover for local businesses. The respondents also highlighted that the event had attracted tourists to the area. However, despite the positive economic benefits, the respondents were concerned that the event had increased the price of items such as food and transport within the community.

The results in the previous chapter indicate that overall the respondents agreed that the event had positive social impacts on the community. The majority of respondents were in agreement that the event increased entertainment opportunities for locals, provided an opportunity to meet new people, increased interaction between locals and tourists, and that the event provided an opportunity to have fun with family and friends. However, the respondents also highlighted that the event had created problems for the community in that the event increased crime in the area where the event was hosted and that the event resulted in unruly behaviour of visitors because of excessive drinking or drug use.

In terms of the environmental impacts of hosting the CTC and based on the results in the previous chapter, the majority of the residents and businesses agreed that the event created problems for the community. Most of the respondents highlighted that the event caused traffic congestion and parking difficulties, caused excessive littering, created excessive noise, and denied local residents access to public facilities such as roads and/or public transport because of closure or overcrowding. However, it was interesting that the event attendees greatly supported the event. In their opinion the event did not create excessive noise, and the very reason why they attended the event was to enjoy the noise and the vibe of the event.

### 5.2.3 Conclusion: Objective Four

- *The following conclusion was drawn relevant to objective four, namely to examine the level at which Green Point's residents, businesses and event attendees support the hosting of the CTC*

Slabbert and Viviers (2013:623) highlighted the importance of determining host-communities' perceptions of the impacts of events to enhance community support. Gursoy and Kendall (2006:606) proposed that for a community event to be successful there should be an understanding and participation of all stakeholders in the process, hence event support from all the stakeholders. In addition, Fredline and Faulkner (2002:117) acknowledge that residents are likely to support the hosting of an event within their community if they feel that they own the event and that related benefits, as opposed to costs, will accrue to them. In light of the above findings, the researcher concurs with Fredline and Faulkner (2002) above confirms that all the respondents who participated in this study were aware of the CTC and were all in support of the event. An overwhelming majority of residents (92.8%), businesses (63.6%), and event attendees (67.3%) indicated that they had attended previous editions of the CTC. In addition, the majority residents (89.3%), businesses (88.8%), and event attendees (99%) indicated that they would be involved in future editions of the CTC.

### 5.2.4 Conclusion: Objective Five

- *The following conclusion was drawn relevant to objective five, namely to determine measures and recommendations to maximise the benefits from the hosting of future carnivals in Cape Town*

The study met this objective. The results in Chapter Four confirm that the residents, businesses, and event attendees were all in support of the CTC being hosted in the Green Point area. However, the majority of the respondents suggested measures and made recommendations on how to maximise the benefits from hosting the carnival. Dwyer *et al.* (2000b:35) provide a summary of tangible costs and benefits of events. Small scale events have a variety of potential impacts, including economic, socio-cultural and environmental impacts. However, based on this analysis the residents, businesses, and event attendees were approached to share their ideas on how the event could be improved in the future through maximising the benefits to the community.

The suggestions included the safety and security of event attendees and local residents of Green Point area. The respondents indicated that police visibility should be improved to prevent hooligans disrupting the event and stealing from people. Another suggestion was that the event should start and finish earlier to increase the safety of children who attend the event. Some respondents raised the concern that children under the age of 18 years were involved in drinking and drug abuse during the event, and stressed that very strict measures should be

put in place to control this situation. It was also suggested that there should be more refuse bins to minimise littering and environmental pollution. Respondents suggested that the event organisers should ensure more parking facilities are available during the event to avoid traffic congestion and overcrowding of vehicles in public spaces. The event organisers should involve the community in event planning and allow them to share their views and concerns about the event being hosted in their community; this would enhance community development.

#### 5.2.5 Conclusion: Objective Six

- *The following conclusion was drawn relevant to objective six, namely to determine measures and recommendations to minimise the problems from the hosting of future carnivals in Cape Town*

A number of measures and recommendations were suggested by the respondents to minimise the problems of hosting the carnival. It is widely recognised that events have the power to impact on a socio-cultural, economic, and environmental level on their host destination and within the affected community (Swart & Smith-Christensen, 2005). Events are usually evaluated from an economic perspective and largely driven by the needs of government and tourism agencies to justify the staging of special events based on their economic contribution to the host economy. However, proper planning and taking cognisance of both management and impacts of events, could result in the maximisation of positive impacts and minimisation of negative impacts. It is critical that the impacts of events are managed effectively so that benefits accrue not only to select stakeholders but to the host community as a whole (Tiyce & Dimmock, 2000:222). Most of the residents, businesses, and event attendees suggested that police visibility should be increased along the carnival route to minimise crime during the hosting of the event. This could improve the safety and security of both event spectators and event participants. In addition, increased police patrols in the car parks would ensure the safety of event attendees' vehicles.

Furthermore, the respondents suggested measures and made recommendations to minimise the problems arising from hosting the event. It is crucial that the community must be involved in the planning and organisation of the event. If the host community is aware of the event, particularly the community in close proximity to the event, visitors could expect better host/guest relations. It is of paramount importance that the organisers of the event get buy-in from residents to host a successful event and hence minimise problems arising during the course of the event.

### 5.3 Recommendations

The recommendations presented in this chapter emanate from the research findings established in the previous chapter. The recommendations will assist the event organisers of the CTC to improve future events in the Green Point area. This study was aimed at determining



the perceptions of the Green Point residents, businesses and event attendees of the impacts of hosting the CTC in the Green Point area. Based on the arguments stated in Chapter Two, and the subsequent discussions and presentation of the key findings from the questionnaire survey, the following recommendations are made to the relevant organisers of the event.

According to Reed *et al.* (2009:1935), a systematic, critical, and sensitive approach to all stakeholders should be taken during event planning to achieve a sustainable and enduring event. Freeman (1984:57) emphasised the need for all event planners to have a full appreciation of all the persons or groups who have interests in the planning process, delivery, and outcomes of the event. An event should not benefit only a few stakeholders but should benefit all interested parties. The current study indicates that community involvement is an important factor to be considered in achieving a sustainable event and this is supported by Gursoy and Kendall (2006:606). Underscoring the above, Jones (2014:44) argues that the local community's acceptance of an event can contribute significantly to its success. If the event attracts a large number of people to an area the day-to-day life in that area is likely to be disrupted by traffic, public transport, access, noise, and waste, which are potential areas of conflict (Jones, 2014:44). It is recommended strongly that the community should be involved in event planning. This will instil confidence in the community and encourage a positive attitude towards the event being hosted in the Green Point area. Most residents felt that the CTC only benefited a select few individuals, which supports the recommendation of community involvement and that no event should be planned in isolation.

This study identified some negative economic, social, and environmental impacts of hosting the CTC. From the results presented in the previous chapter, it is recommended that the event organisers should increase the police presence at the event to reduce crime and enhance the safety of event participants and attendees. Furthermore, it is recommended that community awareness campaigns should be prioritised prior to the event. Most of the residents were not aware of the event being hosted in the Green Point area, as they were not informed in advance and this caused inconvenience to them such as road closures and parking problems. During these awareness campaigns, community and event attendees should be informed of alternative routes to be used during the road closures in the area and people should be encouraged to use public transport when attending the event to avoid parking problems. The event organisers should also ensure that enough parking is available to park both private and public transport vehicles used by event participants and event attendees.

Based on this study, it is recommended that a longitudinal study should be conducted due to the event being hosted annually. This could assist the event organisers in future planning and indicate the limitations and strengths of hosting the event in the Green Point area. In addition, this could enable the event organisers to evaluate if the community is still in support of the

event. Because the current study was limited to the three stakeholders (residents, businesses, and event attendees), it is recommended that future studies should consider adding more stakeholders, such as event organisers, event participants, volunteers, event sponsors, and the government. This would enable researchers to deliver a more complete assessment of the impacts of the CTC from different dimensions.

#### **5.4 Limitations of the study**

There were several obstacles encountered which hindered the execution of this study. These limitations are explained below.

Firstly, the initial targeted samples for the residents and the businesses were not all attained and this is regarded as a limitation of the study. The fieldworkers found that many Green Point residents were not available during the day and therefore did not participate in the study. In addition, some residents were unwilling to participate because of security and personal reasons. Some of the Green Point businesses declined to participate in the survey as they felt that their businesses did not benefit from the hosting of the event. They also felt that they were vulnerable to crime such as theft and pick-pocketing in their shops.

Secondly, lack of funding for the data collection phase of the research was a limitation.

Lastly, a significant limitation of the study was the lack of existing data on the impacts of the CTC on the selected stakeholders, which made it difficult to identify an accurate sample size for the research.

#### **5.5 Future research direction**

The present study provides a basis for future research into the perceptions of stakeholders of the impacts of the CTC. This would establish the overall value of the carnival from multiple dimensions such as the economic, socio-cultural and environmental impact perspectives. Future studies should be expanded and consider more stakeholders, since event planning and execution involves several, event participants, volunteers, event sponsors, and the government agents. The current study only examined three stakeholders. However, surveying more stakeholders would provide a broader perspective of perceptions of the event and this could improve the future planning and execution of the event. Fredline (2004) asserts that because the perceptions of residents often change over time and are based on their experiences during an event, a pre- and post-event survey should be conducted to allow for a better comparison and a more refined understanding of responses. Therefore, due to the change in perceptions over time, it is recommended that longitudinal and comparative studies should be conducted in order to assess the perceptions and to compare the impacts of hosting

the CTC event in the Green Point area. Future studies on events should extract specific direct and indirect costs, and not just offer a total cost.

## **5.6 Concluding remarks**

This study ascertained the perceptions of residents, businesses and event attendees of the impacts of the CTC in order to establish the overall value of the carnival from economic, socio-cultural and environmental impact perspectives. Furthermore, the study aimed to evaluate the contribution towards the growth and sustainability of event tourism in the Green Point area, and how local residents, established businesses, and event attendees benefitted from the event, if at all. Involvement levels in event participation and related activities were found to be significantly high. The study also explained the roles that such stakeholders would play in the event planning.

Recommendations were made to the 2016 CTC event organisers and relevant stakeholders that the opinions of all parties should be considered and embedded within the strategic planning and management of the event. This would generate a positive impact from hosting the event. The outcome of the research elucidated the importance of understanding stakeholder perceptions and their contribution towards a successful event. Each stakeholder may have a different perception of its impacts and therefore a thorough evaluation should be considered.

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## **APPENDICES**

**APPENDIX A:** PERMISSION LETTER FROM GREEN POINT RATEPAYERS AND  
RESIDENTS ASSOCIATION (GPRRA)

**APPENDIX B:** CPUT ETHICAL CLEARANCE LETTER

**APPENDIX C:** INFORMED CONSENT

**APPENDIX D:** INVITATION TO PARTICIPATE

**APPENDIX E:** QUESTIONNAIRE FOR RESIDENTS

**APPENDIX F:** QUESTIONNAIRE FOR BUSINESSES

**APPENDIX G:** QUESTIONNAIRE FOR EVENT ATTENDEES

**APPENDIX H:** VISUALS FROM THE CARNIVAL

**APPENDIX I:** CARNIVAL MAP

**APPENDIX J:** GRAMMARIAN LETTER

**APPENDIX A: PERMISSION LETTER FROM GREEN POINT RATEPAYERS AND RESIDENTS ASSOCIATION (GPRRA)**



24 August 2015

TO WHOM IT MAY CONCERN

**PATIENCE MACHISA - FIELD WORK STUDY CAPE TOWN CARNIVAL 2016**

This letter serves to introduce:

Patience Machisa, a student from the Cape Peninsula University of Technology, a Masters Student, ref 211259551) who will be undertaking a research study during the 2016 Cape Town Carnival Event. The Title of the study is: "Multiple stakeholders' perceptions towards the impacts of a Carnival in Cape Town" for her Master's Thesis.

The aim of her study is to determine the perceptions of residents' and businesses' towards the impacts of hosting the Cape Town Carnival in order to establish the overall value of the carnival from a multiple dimensions such as the economic, socio-cultural and environmental impact perspectives. This investigation will explore the level of perceptions, attitudes, and experiences of the residents and businesses in relation to this carnival as well as highlighting the positive and negative aspects of their experience.

The GPRRA fully supports this initiative and we wish her the best of luck in her project and would ask you to assist her in her research if approached by her. Should you wish to contact Patience her Cell number is 084 638 2700, should you need more information, please feel free to her supervisors at Cape Peninsula University of Technology - Main Supervisor: Prof Jacobus Nicolaas Steyn ([steynj@cput.ac.za](mailto:steynj@cput.ac.za)) and Core Supervisor: Dr Bianca Manners ([mannersb@cput.ac.za](mailto:mannersb@cput.ac.za)).

Yours faithfully



JENNY MCQUEEN  
CHAIRMAN  
GPRRA

**GPRRA  
P O BOX 27156  
RHINE ROAD 8050**

Phone: 076 061 2371 (answering machine)  
Fax: 086 609 5310  
[bec@gprra.co.za](mailto:bec@gprra.co.za) [built environment committee]

[www.gprra.co.za](http://www.gprra.co.za)    [info@gprra.co.za](mailto:info@gprra.co.za) (for General inquiries)  
Postal address: GPRRA, P.O. Box 27156, Rhine Road, 8050  
[hec@gprra.co.za](mailto:hec@gprra.co.za) [human environment committee]

## APPENDIX B: CPUT ETHICAL CLEARANCE LETTER



P.O. Box 1906 • Bellville 7535 South Africa • Tel: +27 21 6801680 • Email: [sallefa@cpuf.ac.za](mailto:sallefa@cpuf.ac.za)  
Symphony Road Bellville 7535

Office of the Chairperson Research Ethics Committee	Faculty: BUSINESS
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At a meeting of the Research Ethics Committee on 17 February 2016, Ethics Approval was granted to MACHISA, PATIENCE (211259551), for research activities

Related to the MTech/DTech: MTech: TOURISM & HOSPITALITY MANAGEMENT  
at the Cape Peninsula University of Technology

Title of dissertation/thesis:	Multiple stakeholders' perception towards the impacts of a Carnival in Cape Town Supervisor: Prof JP Steyn & Dr B Manners
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Comments:

Decision: APPROVED

	17 February 2016
Signed: Chairperson: Research Ethics Committee	Date

Clearance Certificate No | 2016FBREC342

## APPENDIX C: INFORMED CONSENT LETTER



### Introductory letter for the collection of research data

**Ms. Patience Machisa** (student number 211259551) is registered for the MTech: Tourism and Hospitality Management (Research-Based) at CPUT. In order to meet the academic requirements of the university's Higher Degrees Committee (HDC) the student must acquire a consent letter to collect data from the participants/respondents who are residing in the study area. The dissertation is titled: *Multiple stakeholders' perception towards the impacts of a Carnival in Cape Town.*

#### Principal Supervisor:

Adjunct Prof JN Steyn

Department of Tourism and Events Management, CPUT

Email: [jnstevns@mweb.co.za](mailto:jnstevns@mweb.co.za) or [stevni@cput.ac.za](mailto:stevni@cput.ac.za)

I ..... (Name of participant)....., in my capacity as a resident or Business Owner/Manager in the Green Point area give consent in principle to allow the above mentioned student from CPUT, to interview me (*using a structured survey instrument*) as part of the stated MTech: Tourism and Hospitality Management research project. The student has explained to me the nature of his/her research and the nature of the data to be collected. I also confirm that GPRRA has notified me about this study.

This consents in no way commits any participant (Green Point residents and business owners/managers) to participate in the research, and it is expected that the student will get explicit consent from any participants. I reserve the right to withdraw this permission at some future time.

\_\_\_\_\_  
Participant's signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Researcher's signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Fieldworker's signature

\_\_\_\_\_  
Date

## APPENDIX D: INVITATION TO PARTICIPATE



TO WHOM IT MAY CONCERN

Dear Sir/Madam

I, Patience Machisa, am currently conducting research on the "multiple stakeholders' perceptions of the impacts of a Carnival in Cape Town", as part of the requirements for achieving a Masters in Technology Degree through the Cape Peninsula University of Technology. The main objective of the study is to determine residents', event attendees and business 'perceptions and experiences of the impacts of the Cape Town Carnival. I would like you to participate in the study by answering a questionnaire. The information collected will be used solely for the purposes of completing my master's dissertation and in future papers, journal articles and books that will be written by the researcher.

Your anonymity and confidentiality will be preserved at all times. Your personal details are not required for this study and in under no circumstances will your personal details be disclosed or referenced. Furthermore, your participation is entirely voluntary and you may withdraw your permission to participate in this study without explanation at any time. No written consent is necessary to participate in this study however verbal consent is required for you to proceed to complete the survey questionnaire.

Your assistance is highly valued in completing the relevant questionnaire. If there are any questions you may contact me or my supervisors.

My contact details are:	084 638 2700
My main supervisor (Prof. J.N. Steyn):	021 460 3932
My core supervisor (Dr B. Manners):	021 460 3058


Yours sincerely



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Ms Patience Machisa

# APPENDIX E: QUESTIONNAIRE FOR RESIDENTS



**Cape Peninsula  
University of Technology**

FACULTY OF BUSINESS AND MANAGEMENT SCIENCES  
DEPARTMENT OF TOURISM & EVENTS

OFFICIAL USE ONLY	
Date	12 March 2016
Location	Green Point
Name of event	Cape Town Carnival
Fieldworker name	

**STAKEHOLDER PERCEPTIONS OF THE IMPACTS OF A CULTURAL EVENT HOSTED IN CAPE TOWN**

**Screening Question:** Are you a Green Point resident or non-resident? If non-resident please exit the survey

**Section A: Demographic profile**

**1. What is your age?**

<input type="checkbox"/> <20years	<input type="checkbox"/> 21-30years	<input type="checkbox"/> 31-40years	<input type="checkbox"/> 41-50years	<input type="checkbox"/> 51-60years	<input type="checkbox"/> 61-70years	<input type="checkbox"/> >70years (please specify):
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**2. What is your gender?**  Male  Female

**3. What is your occupation?**

<input type="checkbox"/> Unemployed	<input type="checkbox"/> Student/learner	<input type="checkbox"/> Retired	<input type="checkbox"/> Skilled	<input type="checkbox"/> Unskilled	<input type="checkbox"/> Sales or Marketing person
<input type="checkbox"/> Professional	<input type="checkbox"/> Business person	<input type="checkbox"/> Self employed	<input type="checkbox"/> Artisan/ Technician	<input type="checkbox"/> Home executive	<input type="checkbox"/> Other (please specify):

**4. What is your monthly income range in Rands?**

<input type="checkbox"/> None	<input type="checkbox"/> Less than R5 000	<input type="checkbox"/> R5 001 – R 10 000	<input type="checkbox"/> R10 001– R20 000	<input type="checkbox"/> R20 001 – R30 000
<input type="checkbox"/> R30 001 – R40 000	<input type="checkbox"/> R40 001 – R50 000	<input type="checkbox"/> More than R50 000 (please specify):	<input type="checkbox"/> Confidential	

**5. Estimate how much you spend in (Rands) on the following items during the event.**

Tickets	<input type="text"/>	<b>R</b>	Transport (return)	<input type="text"/>	<b>R</b>	Food	<input type="text"/>	<b>R</b>	Beverages	<input type="text"/>	<b>R</b>
Accommodation (if applicable)	<input type="text"/>	<b>R</b>	Souvenirs	<input type="text"/>	<b>R</b>	Parking	<input type="text"/>	<b>R</b>	Other (please specify):	<input type="text"/>	<b>R</b>

**6. How many tickets have you purchased?** \_\_\_\_\_

**7. Current highest educational level**

<input type="checkbox"/> No formal education	<input type="checkbox"/> Partial primary	<input type="checkbox"/> Primary completed	<input type="checkbox"/> Secondary completed
<input type="checkbox"/> Certificate/ diploma	<input type="checkbox"/> Undergraduate degree	<input type="checkbox"/> Post graduate degree	<input type="checkbox"/> Other (specify):

**8. How far away is your residents or home from the Cape Town Carnival activities (in metres/kilometres)?**

<input type="checkbox"/> 0 - 250m	<input type="checkbox"/> 251m – 500m	<input type="checkbox"/> 501m – 750m	<input type="checkbox"/> 751m - 1km	<input type="checkbox"/> 1.1km – 1.25km	<input type="checkbox"/> 1.251km – 1.5km	<input type="checkbox"/> 1.501km –1.75km	<input type="checkbox"/> 1.751km – 2km
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**9. For how long have you lived in this area?** \_\_\_\_\_

**Section B: Residents' behaviour and perceptions**

This section explores the individual behaviour and perceptions regarding the hosting of the Cape Town Carnival in the Green Point area.

**10. Are you aware of the Cape Town Carnival?**  Yes  No

**11. Have you attended the Cape Town Carnival before?**  Yes  No

**12. If yes, how many times have you attended the Cape Town Carnival since its establishment including this year 2016?**

<input type="checkbox"/> 1 times	<input type="checkbox"/> 2 times	<input type="checkbox"/> 3 times	<input type="checkbox"/> 4 times	<input type="checkbox"/> 5 times	<input type="checkbox"/> 6 times	<input type="checkbox"/> 7 times
----------------------------------	----------------------------------	----------------------------------	----------------------------------	----------------------------------	----------------------------------	----------------------------------

**13. How did you hear about the Cape Town Carnival (CTC)?**

<input type="checkbox"/> CTC website	<input type="checkbox"/> CTC face book page	<input type="checkbox"/> Television	<input type="checkbox"/> Radio	<input type="checkbox"/> Word of mouth	<input type="checkbox"/> Other (please specify):
--------------------------------------	---	-------------------------------------	--------------------------------	--	--

**14. Are you in favour of the Cape Town Carnival being hosted in the Green Point area?**  Yes  No

**15. Should the Cape Town Carnival be hosted in another location in Cape Town rather than the Green Point area, or discontinued?**

<input type="text"/>
<input type="checkbox"/> No
<input type="checkbox"/> Discontinued altogether

**16. Will you be interested to attend the Cape Town Carnival in future?**  Yes  No

1

**APPENDIX E: Questionnaire for residents continued**

**17. Please Rate on the scale of importance the reasons that motivated you to attend the Cape Town Carnival.**

	Not important at all	Less important	Neutral	Important	Extremely important
The event portrays the authenticity of South African culture	1	2	3	4	5
It enables the local communities to feel more proud of their culture	1	2	3	4	5
It reminds me to value the diverse cultures in South Africa	1	2	3	4	5
It creates entertainment and social opportunities	1	2	3	4	5
It makes locals feel good about themselves and their community	1	2	3	4	5
It is an exciting event to experience	1	2	3	4	5
It provides an opportunity to meet new people	1	2	3	4	5
Provides an opportunity to have fun	1	2	3	4	5
Provides an opportunity to spend time with family and friends	1	2	3	4	5
For nostalgic reasons	1	2	3	4	5
I attend because of the atmosphere of the event	1	2	3	4	5
The event increased interaction between locals and tourists	1	2	3	4	5
The event created more job opportunities for locals	1	2	3	4	5
It is a sociable event	1	2	3	4	5
The carnival is a unique experience	1	2	3	4	5
The event gives the local people a chance to be with people who are enjoying themselves	1	2	3	4	5
Enables locals to experience new cultures from the diversity of South Africa	1	2	2	4	5

**Section C: Impacts of the Cape Town Carnival**

**18. Please indicate your level of agreement with the following statements concerning the Cape Town Carnival.**

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The event is good for the economy as it created jobs	1	2	3	4	5
The event is good for local business (increased turnover)	1	2	3	4	5
The event attracted tourists to the area	1	2	3	4	5
The event gave increased media coverage for the area	1	2	3	4	5
The event was a waste of public money	1	2	3	4	5
The event led to increase in the price of items such as food and transport	1	2	3	4	5
The event made locals feel more proud of their city and their community	1	2	3	4	5
The event provided an opportunity to have fun with family and friends	1	2	3	4	5
The event provided an opportunity to meet new people	1	2	3	4	5
The event increased entertainment opportunities for locals	1	2	3	4	5
The event increased interaction between locals and tourists	1	2	3	4	5
The event disrupted the lives of local residents and created inconvenience	1	2	3	4	5
The event caused traffic congestion and parking difficulties	1	2	3	4	5
The event created excessive noise	1	2	3	4	5
The event increased crime	1	2	3	4	5
Unruly behaviour of visitors because of excessive drinking or drug use	1	2	3	4	5
The event denied local residents access to public facilities such as roads and/or public transport because of closure or overcrowding	1	2	2	4	5
The event resulted in excessive littering	1	2	3	4	5

**Problems with the event**

**19. Did you experience any problems related to the event?**  Yes  No



**APPENDIX E: Questionnaire for residents continued**

**20. If yes, please specify by choosing one of the following statements. (Can choose more than one option).**

People were misbehaving	Inability of police to manage and control crowds
Shoplifting	People swearing
Lack of respect among the event attendees	Littering everywhere
Road closures in the area	Stampede
Limited parking space	People were drunk
Unruly behaviour of visitors	Other (please specify):

**21. Do you have any suggestions to address these problems?**     Yes     No

**22. If yes, please state your suggestions:**

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**23. What do you think can be done to reduce negative impacts on the residents in the future?**

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**24. What do you think can be done to increase positive impacts on the residents in the future?**

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**THANK YOU FOR YOUR PARTICIPATION! For queries contact the following:**

Ms Patience Machisa - 084 638 2700  
Prof Jacobus Nicolaas Steyn - 021 460 3932  
Dr Bianca Manners - 021 460 3058

# APPENDIX F: QUESTIONNAIRE FOR BUSINESSES

	FACULTY OF BUSINESS AND MANAGEMENT SCIENCES DEPARTMENT OF TOURISM & EVENTS	
	<b>OFFICIAL USE ONLY</b>	
	Date	12 March 2016
	Location	Green Point
	Name of event	Cape Town Carnival
	Fieldworker name	

**MULTIPLE STAKEHOLDERS' PERCEPTIONS ON THE IMPACTS OF THE CAPE TOWN CARNIVAL**

**Section A: Business profile**

**1. What type of business do you have?**

Accommodation	Bar/Club	Education institution	Interior	Petrol station
Information centre	Cosmetics	Financial services	IT infrastructure	Motor industry
Restaurant	Tour operator	Florist	Jewellery	Recruitment agencies
Travel agency	Trade and catering services?	Security	Liquor store	Research company
Asset management	Building contractors and suppliers	Transport	Media	Tourism company
Gym	Auctioneers	Immigration	Retail store	Other (please specify):

**2. How long has the business been operating in this location?**

0 – 1 year	2 – 5 years	6 – 10 years	11 – 20 years	>20 years (specify)
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**3. How far away is your business located from the Cape Town Carnival activities (in metres/kilometres)?**

0 - 250m	251m – 500m	501m – 750m	751m - 1km	1.1km – 1.25km	1.251km – 1.5km	1.501km – 1.75km	1.751km – 2km
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**4. What advertising did you use to promote your business for the Cape Town Carnival?**

None	TV	Radio	Street pole ads	Internet	Flyers	Bill Boards	Other, specify:
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**5. Did you employ more people for the Cape Town Carnival?**    Yes     No

**Section B: Business' behaviour and perceptions**

This section explores the business' behaviour and perceptions regarding the hosting of the Cape Town Carnival in the Green Point area.

**6. Are you aware of the Cape Town Carnival?**    Yes     No

**7. Have you attended the Cape Town Carnival before?**    Yes     No

**8. If yes, how many times have you attended the Cape Town Carnival since its establishment including this year 2016?**

1 times	2 times	3 times	4 times	5 times	6 times	7 times
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**9. How did you get to know about the Cape Town Carnival (CTC)?**

CTC website	CTC face book page	Television	Radio	Word of mouth	Other (please specify):
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**10. Are you in favour of the Cape Town Carnival being hosted in the Green Point area?**    Yes     No

**11. Should the event be located in another location in Cape Town rather than the Green Point area, or discontinued?**

Yes, please specify the location:
No
Discontinued altogether

**12. Will you be attending the Cape Town Carnival in the future?**    Yes     No

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**APPENDIX F: Questionnaire for businesses continued**

**13. Please Rate on the scale of importance the reasons that motivated you to attend the Cape Town Carnival.**

	Not important at all	Less important	Neutral	Important	Extremely important
The event increases turnover (revenue) for the business	1	2	3	4	5
The carnival is a unique experience	1	2	3	4	5
Selling traditional products to tourists and visitors	1	2	3	4	5
The event portrays the authenticity of South African culture	1	2	3	4	5
The event instils a sense of pride and identity among the community	1	2	3	4	5
It enables the local community to feel more proud of their culture	1	2	3	4	5
It reminds me to value the diverse cultures in South Africa	1	2	3	4	5
The event creates entertainment and social opportunities	1	2	3	4	5
For nostalgic reasons	1	2	3	4	5
I attend because of the atmosphere of the event	1	2	3	4	5
It is a sociable event among employees	1	2	3	4	5
Enables employees to have funny	1	2	3	4	5
To spend time with family and friends	1	2	3	4	5
The event created more job opportunities	1	2	3	4	5
It reduces poverty level among the community	1	2	3	4	5
It attracts future business to the area	1	2	3	4	5

**Section C: Impacts of the Cape Town Carnival**


**14. Please indicate your level of agreement with the following statements concerning the event.**

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The event is good for the economy as it creates jobs	1	2	3	4	5
The event is good for local business (increases turnover)	1	2	3	4	5
The event attracted tourists to the area	1	2	3	4	5
The event attracted future business to the area	1	2	3	4	5
The event gave increased media coverage for the area	1	2	3	4	5
The event was a waste of public money	1	2	3	4	5
The event led to increases in the price of items such as food and transport	1	2	3	4	5
The event made locals feel more proud of their residents, Green Point Area	1	2	3	4	5
The event made locals feel more proud of their city, Cape Town	1	2	3	4	5
The event made locals feel good about themselves and their community	1	2	3	4	5
The event provided an opportunity to have fun with family and friends	1	2	3	4	5
The event provided an opportunity to meet new people	1	2	3	4	5
The event increased entertainment opportunities for locals	1	2	3	4	5
The community benefited directly from the event	1	2	3	4	5
The event increased interaction between locals and tourists	1	2	3	4	5
The event disrupted the lives of local residents and created inconvenience	1	2	3	4	5
The event caused traffic congestion and parking difficulties	1	2	2	4	5
The event created excessive noise	1	2	3	4	5
The event increased crime	1	2	3	4	5
The event was associated with some people who behaved inappropriately because of excessive drinking or drug use	1	2	3	4	5
The event denied local residents access to public facilities such as roads and/or public transport because of closure or overcrowding	1	2	3	4	5
The event had a negative impact on the environment because of excessive litter	1	2	3	4	5
The event had a negative impact on the environment because of pollution	1	2	3	4	5
The event had a negative impact on the environment because of damage to natural areas	1	2	3	4	5

**APPENDIX F: Questionnaire for businesses continued**

Problems with the event	
<p>15. Did you experience any problems related to the Cape Town Carnival?    <input type="checkbox"/> Yes    <input type="checkbox"/> No</p>	
<p>16. If <b>yes</b>, please specify by choosing one of the following statements. (<u>Can choose more than one option</u>).</p>	
People were misbehaving	Inability of police to manage and control crowds
Shoplifting	People swearing
Lack of respect among the event attendees	Littering everywhere
Road closures in the area	Stampede
Limited parking space	People were drunk
Unruly behaviour of visitors	Other (please specify):
<p>17. Do you have any suggestions to address these problems?    <input type="checkbox"/> Yes    <input type="checkbox"/> No</p>	
<p>18. If yes, please state your suggestions:</p> <p>_____</p> <p>_____</p> <p>_____</p>	
<p>19. What do you think can be done to reduce negative impacts on the businesses in the future?</p> <p>_____</p> <p>_____</p> <p>_____</p>	
<p>20. What do you think can be done to increase positive impacts on the businesses in the future?</p> <p>_____</p> <p>_____</p> <p>_____</p>	
<p><b>THANK YOU FOR YOUR PARTICIPATION!</b> For queries contact the following:                      Patience Machisa, 084 638 2700 or Dr Bianca Manners, 021 460 3058</p>	

# APPENDIX G: QUESTIONNAIRE FOR EVENT ATTENDEES



Cape Peninsula  
University of Technology

FACULTY OF BUSINESS AND MANAGEMENT SCIENCES  
DEPARTMENT OF TOURISM & EVENTS

OFFICIAL USE ONLY	
Date	12 March 2016
Location	Green Point
Name of event	Cape Town Carnival
Fieldworker name	

**MULTIPLE STAKEHOLDERS' PERCEPTIONS ON THE IMPACTS OF THE CAPE TOWN CARNIVAL**

**Section A: Demographic profile**

1. What is your age?

<20years	21-30years	31-40years	41-50years	51-60years	61-70years	>70years (please specify):
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2 What is your gender?  Male  Female

3. Which province do you currently come from?

Western Cape	Gauteng	Eastern Cape	North West	Free State	
Mpumalanga	Northern Cape	KwaZulu-Natal	Limpopo	Outside SA borders (please specify country):	

3.1 If from Western Cape, please specify which district that you are coming from \_\_\_\_\_

4. Did you visit Cape Town specifically for the Cape Town Carnival?  Yes  No

5. Please indicate your primary reason for visiting Cape Town.

Holiday	Business	Visiting friends and relatives (VFR)	Shopping	Health/ medical	Other (please specify):
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6. How many nights do you stay over in Cape Town area? \_\_\_\_\_

7. What is your occupation?

Unemployed	Student/learner	Retired	Skilled	Unskilled	Sales or Marketing person
Professional	Business person	Self employed	Artisan/ Technician	Home executive	Other (please specify):

8. What is your monthly income range in Rands?

None	Less than R5 000	R5 000 – R 10 000	R11 000– R20 000	R21 000 – R30 000
R31 00 – R40 000	R41 000 – R50 000	More than R50 000 (please specify):	Confidential	

9. Estimate how much you spend in (Rands) on the following items during your visit.

Tickets	R	Transport (return)	R	Food	R	Beverages	R
Accommodation (if applicable)	R	Souvenirs	R	Parking	R	Other (please specify):	R

10. How many tickets have you purchased? \_\_\_\_\_

11. Current highest educational level

No formal education	Partial primary	Primary completed	Secondary completed
Certificate/ diploma	Undergraduate degree	Post graduate degree	Other (please specify):

**Section B: Event attendees' behaviour and perceptions**

This section explores the individual behaviour and perceptions regarding the hosting of the Cape Town Carnival in the Green Point area.

12. Are you aware of the Cape Town Carnival?  Yes  No

13. Have you attended the Cape Town Carnival before?  Yes  No

14. If yes, how many times have you attended the Cape Town Carnival since its establishment including this year 2016?

1 times	2 times	3 times	4 times	5 times	6 times	7 times
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15. How did you hear about the Cape Town Carnival (CTC)?

CTC website	CTC face book page	Television	Radio	Word of mouth	Other (please specify):
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16. Are you in favour of the Cape Town Carnival being hosted in the Green Point area?  Yes  No

17. Should the Cape Town Carnival be hosted in another location in Cape Town rather than the Green Point area, or discontinued?

Yes, please specify the location:
No
Discontinued altogether

**APPENDIX G: Questionnaire for event attendees continued**

18. Will you be attending the Cape Town Carnival in the future?  Yes  No

19. Please Rate on the scale of importance the reasons that motivated you to attend the Cape Town Carnival.

	Not important at all	Less important	Neutral	Important	Extremely important
The event portrays the authenticity of South African culture	1	2	3	4	5
It enables the local communities to feel more proud of their culture	1	2	3	4	5
It reminds me to value the diverse cultures in South Africa	1	2	3	4	5
It creates entertainment and social opportunities	1	2	3	4	5
It makes locals feel good about themselves and their community	1	2	3	4	5
It is an exciting event to experience	1	2	3	4	5
It provides an opportunity to meet new people	1	2	3	4	5
Provides an opportunity to have fun	1	2	3	4	5
Provides an opportunity to spend time with family and friends	1	2	3	4	5
For nostalgic reasons	1	2	3	4	5
I attend because of the atmosphere of the event	1	2	3	4	5
The event increased interaction between locals and tourists	1	2	3	4	5
The event created more job opportunities for locals	1	2	3	4	5
It is a sociable event	1	2	3	4	5
The carnival is a unique experience	1	2	3	4	5
The event gives the local people a chance to be with people who are enjoying themselves	1	2	3	4	5
Enables locals to experience new cultures from the diversity of South Africa	1	2	2	4	5

**Section C: Impacts of the Cape Town Carnival**

20. Please indicate your level of agreement with the following statements concerning the Cape Town Carnival.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The event is good for the economy as it created jobs	1	2	3	4	5
The event is good for local business (increased turnover)	1	2	3	4	5
The event attracted tourists to the area	1	2	3	4	5
The event gave increased media coverage for the area	1	2	3	4	5
The event was a waste of public money	1	2	3	4	5
The event led to increase in the price of items such as food and transport	1	2	3	4	5
The event made locals feel more proud of their city and their community	1	2	3	4	5
The event provided an opportunity to have fun with family and friends	1	2	3	4	5
The event provided an opportunity to meet new people	1	2	3	4	5
The event increased entertainment opportunities for locals	1	2	3	4	5
The event increased interaction between locals and tourists	1	2	3	4	5
The event disrupted the lives of local residents and created inconvenience	1	2	3	4	5
The event caused traffic congestion and parking difficulties	1	2	3	4	5
The event created excessive noise	1	2	3	4	5
The event increased crime	1	2	3	4	5
Unruly behaviour of visitors because of excessive drinking or drug use	1	2	3	4	5
The event denied local residents access to public facilities such as roads and/or public transport because of closure or overcrowding	1	2	2	4	5
The event resulted in excessive littering	1	2	3	4	5

**Problems with the event**

21. Did you experience any problems related to the event?  Yes  No

**APPENDIX G: Questionnaire for event attendees continued**

22. If **yes**, please specify by choosing one of the following statements. (Can choose more than one option).

People were misbehaving	Inability of police to manage and control crowds
Shoplifting	People swearing
Lack of respect among the event attendees	Littering everywhere
Road closures in the area	Stampede
Limited parking space	People were drunk
Unruly behaviour of visitors	Other (please specify):

23. Do you have any suggestions to address these problems?  Yes  No

24. If yes, please state your suggestions:

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25. What do you think can be done to reduce negative impacts on the residents in the future?

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26. What do you think can be done to increase positive impacts on the residents in the future?

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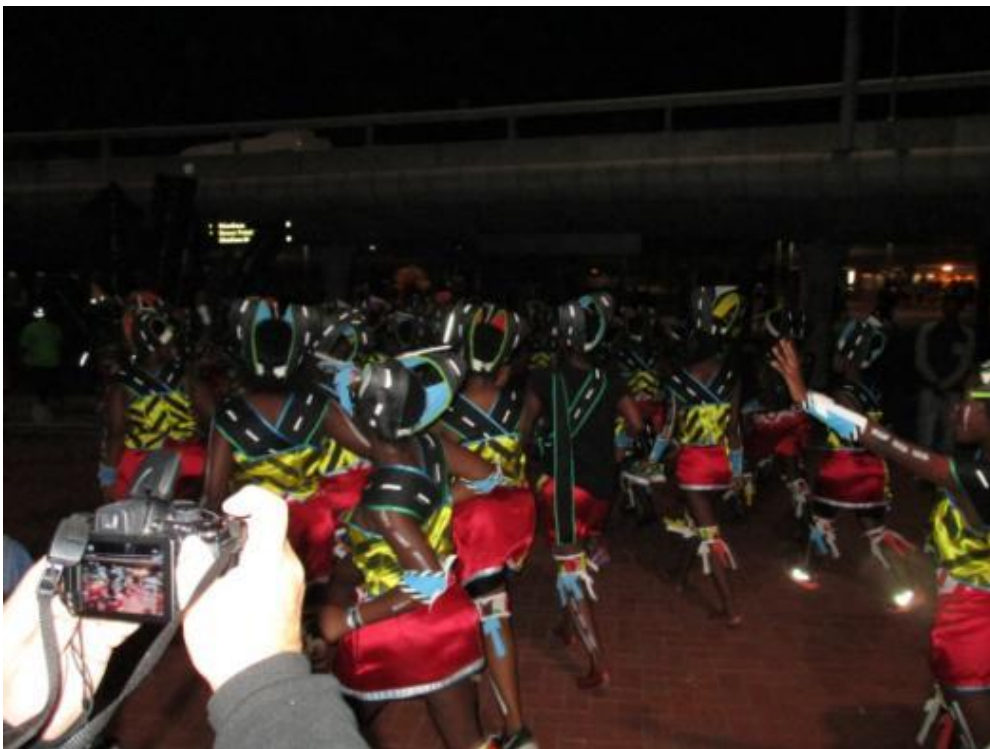
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**THANK YOU FOR YOUR PARTICIPATION!** For queries contact the following:  
Ms Patience Machisa - 084 638 2700  
Prof Jacobus Nicolaas Steyn - 021 460 3932  
Dr Bianca Manners - 021 460 3058

## APPENDIX H: VISUALS FROM THE CARNIVAL



**Figure H1: Researcher (kneeling) with some of the 2016 CTC participants** (Photograph by fieldwork supervisor)



**Figure H2: Some of the 2016 CTC event performers after procession** (Photograph by researcher)



# APPENDIX I: CARNIVAL MAP

Source: CTC (2017)



## APPENDIX J: LETTER FROM GRAMMARIAN

22 Krag Street  
Napier  
7270  
Overberg  
Western Cape

28 May 2018

### EDITING & PROOFREADING

Cheryl M. Thomson

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#### ***MULTIPLE STAKEHOLDERS' PERCEPTIONS OF THE IMPACTS OF A CARNIVAL IN CAPE TOWN***

**Supervisor: Professor JN Steyn  
Co-supervisor: Dr B Manners**

This is to confirm that I, Cheryl Thomson, executed the language and technical editing of the above-titled Master's dissertation of PATIENCE MACHISA, student number 211259551 at the CAPE PENINSULA UNIVERSITY OF TECHNOLOGY in preparation for submission of this dissertation for assessment.

Yours faithfully



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