

The Influence of Length of Residency on the Social Impacts of Selected National Arts Festivals in South Africa

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ABSTRACT Festivals in South Africa contribute greatly to the economic and social well-being of communities and offer various benefits. The host community is considered to be one of the key role players in tourism and therefore relations between the festivals and the host communities play an important role in understanding the social impact of an event. The aim of this research is to determine the influence of length of residency on the social impacts of arts festivals. To achieve this aim, a quantitative study was conducted in the communities of Oudtshoorn and Potchefstroom. Results indicated that residents who had been living in these communities for longer, had stronger opinions about certain negative impacts resulting from the festivals than those residents who had been living in these towns for a shorter period of time. It is thus evident that length of residency influences the social impacts of arts festivals and may influence the sustainability of these festivals as well.

INTRODUCTION

Events are among the fastest growing segments of tourism in the world (Lee et al. 2004; Bowdin et al. 2006), especially arts festivals (Van Zyl and Strydom 2007:121; Shone and Parry 2004) in South Africa. Kruger and Petzer (2008) define arts festivals as community hosted events or local celebrations to present different art forms and activities and to entertain other communities with their hospitality. Arts festivals have expanded to include a wider variety of activities such as contemporary dance, popular music, open-air theatres, musical shows and visual arts (Yeoman et al. 2004). According to Getz (2010), festivals are of short duration and exert an extraordinary impact on the host community in terms of visitor volumes, visitor expenditures and publicity that may lead to increased awareness and a more positive image of the area.

Added to this, researchers agree that several positive outcomes accrue from festivals. These include: building community cohesion and identity (Arcadia and Witford 2007; Derrett 2003), strengthening relationships between visitors and the host community (Yu et al. 2011; Backman et al. 1995), reducing seasonality and spreading demand into new areas (Nicholson and Pearce, 2001), contributing to sustainable development (Quinn 2006; Yolal et al. 2009), pre-

serving sensitive natural or social and cultural environments (Kim et al. 2002), generating income and supporting existing businesses (Moscardo 2007; Pegg and Patterson 2010). Kim et al. (2010) add that arts festivals play an important role in attracting tourists to a specific place, while improving the economy of the local community.

Motale (2008) argues that events such as arts festivals can have various positive as well as negative social impacts on the host community. It is therefore important to investigate the perceptions of residents, analyse their level of involvement and determine their interests in the festival. More importantly, one needs to analyse the perceptions of residents regarding the social impacts of these festivals and how these perceptions impact their personal lives, attitudes and lifestyles (Coetzee 2004). Various activities and factors can influence the attitudes of residents towards social impacts, namely: seasonality, the distance residents live from the festival area, age, gender, education and length of residency, to name but a few. However, the aim of this research is to determine the influence of length of residency on the social impact of the festivals.

THE SOCIAL IMPACTS OF TOURISM ON THE COMMUNITY

The Klein Karoo and Aardklop National Arts Festivals are both community-based host festi-

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vals that create various economic, environmental and social impacts (Motale 2008). Several research projects have been conducted on the economic impacts (Saayman and Saayman 2012; Saayman and Rossouw 2011; Van der Merwe 2008; Slabbert et al. 2007; Saayman and Saayman 2005), social impacts (Kim et al. 2006; Haley et al. 2005; Swart and Bob 2005) and environmental impacts of tourism (Colins et al. 2009; Colins et al. 2007). These studies have not been necessarily conducted in the community and only some have to a lesser extent determined the social impacts of festivals on the community.

Cooper et al. (1998) assert that the social impact of tourism is created by means of a variety of aspects, from the arts and crafts to the primary behaviour of individuals and other communal groups. Social impact, therefore, refers to the manner in which the attitudes of local communities change positively or negatively towards the festival and the perceptions thereof. The attitudes of residents towards festivals differ. Some residents are positive and embrace the opportunity of being part of something new, they are excited and have specific expectations of the festival, they improve their businesses and expand their facilities, and they devise new ventures and develop or expand existing businesses so as to gain the best advantages from these festivals (Bowdin et al. 2006).

However, these attitudes can also negatively affect the festivals, especially in instances where the community has ignored the festival and have not involved themselves in any way while intentionally arranging all their meetings and business appointments prior to or after the festival. They continue their everyday lives as though nothing is happening in their town, and cannot wait for the festival to be over because of the negative social impacts they have experienced with regards to the festival thus far, such as price increases, crime, prostitution, alcohol and drug misuse, to name but a few (Gursoy et al. 2004). If the aforesaid is taken into consideration, social impacts can be viewed as being beneficial (Van Niekerk and Coetzee 2011; Sharma et al. 2008; Motale 2008; Fredline and Faulkner 2000; Fortin and Gagnon 1999) or non-beneficial (Saayman 2000; Viviers and Slabbert 2012; Viviers 2010) to the host communities.

Existing literature on social impacts suggests that there are different factors that influence the

level of social impact experienced by host communities. These factors can therefore add to the social impacts being positive or negative and include aspects such as the development stage of host communities, types of tourists visiting, influence of seasonality, distance residents live from the festival area, level of involvement in the festival, economic dependency on tourism, job dependency on tourism, length of residency, gender, age, education level and level of income (Allen et al. 1988; Andriotis and Vaughan 2003; Ap 1990; Brougham and Butler 1981; Butler 1975; Chen 2000; Fredline and Faulkner 2000; Haralambopoulos and Pizam 1996; Lankford 1994; Liu and Var 1986; Long et al. 1990; Madrigal 1995; Page et al. 2001; Pizam et al. 1994; Saayman 2000; Sheldon and Var 1984; Viviers and Slabbert 2012).

It is the purpose of this research to analyse the influence of length of residency on the social impacts of festivals. Several studies have been conducted on length of residency (Sheldon and Var 1984; Madrigal 1995; Lankford and Howard 1994; Gursoy et al. 2002; Brougham and Butler 1981; Haralambopoulos and Pizam 1996; McCool and Martin 1994; McGehee and Andereck 2004; Davis et al. 1988; Um and Crompton 1987; Jurowski et al. 1997). These researchers concluded that residents who had been living in a specific host community for long periods differed from those who had been living there for a shorter period in terms of their perceptions, attitudes and experiences towards these social impacts. However, researchers disagreed with respect to the effect of the length of residency; therefore, further investigation is required.

Literature on residents who have lived in the host community for shorter periods suggest the following: Haralambopoulos and Pizam (1996) found that those residents who were not born in the host community were more positive towards tourism, and they were also more supportive towards developments and new ventures. In a study conducted by Sheldon and Var (1984), it was found that residents who moved to the host community for job opportunities, entrepreneurial opportunities or new business ventures had a positive attitude towards tourism due to the economic benefits created by the industry. Madrigal (1995) also found that these residents were positive about the development of tourism in the community and were more eager to partici-

pate in the planning of tourism. Conversely Goudy (1977) found that non-attached residents were more negative towards tourism and the development of the industry.

Ryan and Montgomery (1994) argue that residents, who have lived in the host communities for longer periods, expressed negative opinions about tourism. The possible reasons being that they are set in their ways and are resistant to accept changes effectuated by the tourism. Haralambopoulos and Pizam (1996) continue by stating that residents who were born and have lived in a certain community their whole lives appear to be more negative towards tourism and festivals in their community because they believe that tourists do not respect their buildings, traditions or heritage. Madrigal (1995) and Pizam (1978) indicate that the more attached residents are to their community and the longer their length of residency, the less positive they perceive tourism impacts to be. In contradiction to this McGeehee and Andereck (2004) found that if a respondent lived in a community as a child, he or she is less likely to perceive the negative impacts of tourism. Studies by Goudy (1977) and McCool and Martin (1994) correlate with the latter and found that residents who had been living in the communities for longer were more positive regarding certain impacts of these festivals. Jurowski et al. (1997) ascertained that attached residents, or those who have been living in the area for longer, are likely to appraise the economic and social impacts positively, but the environmental impacts, negatively.

It is evident that length of residency influences the experience of residents regarding the social impacts of tourism. However, the results appear to differ between host communities and type of tourism products. The attitudes and perceptions of the host community may therefore be unique to a certain community or type of tourism product. Even though festivals are not a permanent tourism product, it can be concluded that the length of residency may influence the perceptions of residents with regards to the social impacts of the festival. In the analysis of the literature it was also evident that South Africa lacks research of this nature even though the community is considered to constitute an important role player in festivals. Although the social impacts of festivals in South Africa have been determined, the influence of length of residency on these attitudes has not yet been de-

termined. This research can therefore assist festival organisers and municipalities in understanding the positive and negative impacts of the festivals and further assist them in their planning so as to minimise the negative impacts while maximising the positive impacts. It may also guide festival organisers in communicating the relevant festival information to the different groups in each community and thereby address their specific identified needs. A host community cannot be considered a homogeneous group; therefore, addressing the needs of different groups will add to the success and sustainability of the festivals. The purpose of this research is to determine the influence of length of residency on the social impact of National Arts Festivals.

METHODOLOGY

Two National Arts Festivals that play a significant role in expanding the arts and culture in South Africa and contribute to the excessive growth of the event tourism industry are the Klein Karoo National Arts Festival (KKNK) and the Aardklop National Arts Festival. The KKNK, the largest arts festival in South Africa in terms of its economic impact, is held annually in Oudtshoorn in the Western Cape during the April school holidays. The festival annually attracts more than 1 000 artists performing or exhibiting in more than 200 productions and exhibitions over a period of eight days (ANON 2008). Aardklop is held annually in Potchefstroom in the North West Province during the September school holidays and attracts approximately 170 000 visitors who attend more than 90 productions on offer over a period of five days (ANON 2010a). The main aim of both of these festivals is to promote the arts in Afrikaans (Hauptfleisch 2001) and furthermore to provide the respective host communities with a financial injection, by using them as mass tourism attractions (Kitshoff 2004). Productions ranging from classical music, jazz, hard rock, cabaret, visual arts, theatre, circus performances, opera, African and world music and poetry are offered at these festivals (ANON 2010b).

In order to achieve the goal of this research community, surveys were conducted to measure the social impacts of the two festivals on the community by means of a questionnaire. The questionnaire was developed by Fredline et al. (2003) and adapted according to the needs of

the South African festival and community environment. Information was also obtained from literature concerning tourism and social impact in order to determine the community perceptions of KKNK and Aardklop. This questionnaire was previously used by The Institute for Tourism and Leisure Studies (North-West University) to conduct research at KKNK (2007-2010), Aardklop (2007-2010) and the Grahamstown Arts Festival (2007-2009).

The surveys were conducted at KKNK in April (2010) and at Aardklop in September (2010). The population of Oudtshoorn and Potchefstroom is defined as consisting of permanent local residents living in these respective towns. The Oudtshoorn Municipal District has a total population of 84 692 (STATS SA 2001) and Potchefstroom Municipal District has a population of 128 353 (STATS SA 2001). A complete questionnaire is representative of a household and each household has an average of four people: $84\,692/4 = (N) 21\,173$ households in Oudtshoorn and $128\,353/4 = (N) 32\,088$ households in Potchefstroom. The sampling procedure was based on the guidelines of Krejcie and Morgan (1970) for general research activities, which recommend a sample size (S) of 384 for a population (N) of 1000 000. Three hundred and thirty questionnaires were completed for KKNK and 219 for Aardklop.

A stratified random sampling procedure was followed. The stratification was based on different residential areas of Oudtshoorn and Potchefstroom and respondents were chosen at regular intervals after a random start (Tustin et al. 2005). Thereafter, respondents were systematically selected and every third household was chosen for the sample, unless respondents were not available or willing to complete the questionnaire, in which case either the house to the right or to the left was chosen.

Microsoft Excel was utilised to capture the data and descriptive analyses were conducted using both Excel and SPSS (SPSS Inc. 2011). The means and standard deviations for the identified variable on the social impact of tourism was analysed and a factor analysis was performed to determine the different social impact factors. Length of residency was divided into three groups: 1-10 years, 11-20 years and 20+ years with an equal distribution in all the groups. An ANOVA was performed on the data to compare the difference between the length of residency categories and the extracted factors.

RESULTS

The results consisted of two sections: a demographic profile of the residents of Oudtshoorn (KKNK) and Potchefstroom (Aardklop), and secondly, based on the factor analysis, the social impacts these festivals exert on the local communities.

Demographic Profile of the Residents of Oudtshoorn (KKNK) and Potchefstroom (Aardklop)

The descriptive analysis (Table 1) indicates that a higher percentage of females than males participated in the survey. In terms of age distribution, the host communities appear to be young to middle-aged adults. The results also indicate

Table 1: Demographic characteristics

<i>Attribute</i>	<i>KKNK Percentage N = 330</i>	<i>Aardklop Percentage: N = 219</i>
<i>Gender</i>		
Male	44%	48%
Female	56%	52%
<i>Age</i>		
<25	18%	32%
26-35	17%	27%
36-45	29%	19%
46-60	22%	16%
>60	14%	6%
<i>Education</i>		
No formal education	13%	3%
Matric	37%	39%
Diploma/Degree	16%	27%
Post-graduate	4%	15%
Professional	2%	6%
Other	28%	10%
<i>Occupation</i>		
Professional	8%	12%
Manager	4%	6%
Self-employed	11%	7%
Technical	4%	2%
Sales staff	3%	4%
Farmer, Forester	1%	0%
Mining	1%	-
Administrative	6%	6%
State Service	9%	2%
Educational	4%	8%
Domestic responsibilities	9%	5%
Pensioner	13%	4%
Unemployed	18%	17%
Other	9%	26%
<i>Length or Residency</i>		
1-10 years		46%
11-20 years		26%
20+ years		28%

that the majority of the residents had matric, but many are unemployed. Other residents occupied professional positions or were self-employed in both cases.

Analysing the Social Impacts on the Communities

This section explores the underlying patterns of the reported social impacts by means of a factor analysis. To determine the appropriateness of the principal analysis (data reduction procedure) for the collected data, a Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy and the Bartlett test of sphericity were examined. The KMO Measure aims to examine whether the strength of the relationship between variables is large enough to proceed to a factor analysis. The measure obtained was 0.84, which is highly acceptable. The Bartlett test was found to be significant ($p > .00001$) and therefore data reduction with the use of principal components is bound to be legitimate. A factor analysis using the varimax rotation method was performed on the 40 social impacts for both festivals. A three-point scale (1= decreased, 2= no change, 3= increased) was applied to determine the level of agreement or disagreement with the constructs. The varimax rotation method was chosen due to its very few correlations between the factors. The factor analysis was performed in order to identify the underlying dimensions of the perceived social impacts experienced by the local residents during the respective festivals. An eigenvalue of 1.0 was used as a factor extraction criterion and loadings of 0.40 were accepted for item inclusion. This resulted in a total of ten social impact factors obtained for the festivals which accounted for 62 % of the total variance.

The factors (see Table 2) were labelled according to similar characteristics as follows (see Table 2): *Negative environmental impacts* (Factor 1), *Community benefits* (Factor 2), *Negative social impacts* (Factor 3), *Negative community impacts* (Factor 4), *Positive community impacts* (Factor 5), *Economic Improvements* (Factor 6), *Community development* (Factor 7), *Quality of living environment* (Factor 8), *Declining factors* (Factor 9) and *Lifestyle improvements* (Factor 10). Eigenvalues for these factors ranged from 1.15 (the lowest) to 6.46 (the highest). Cronbach's Alpha coefficients were also examined for each

factor to check the reliability of the data, and to serve as a measure of internal consistency among the items.

All the Cronbach Alpha values were above 0.5 (Table 2) which is acceptable for exploratory research. The mean values per factor were also calculated, indicating that respondents believe that the festivals lead to *Negative community impacts* ($M=2.40$), *Negative social impacts* ($M=2.29$) and *Negative environmental impacts* ($M=2.19$). Respondents also indicated that, to a lesser extent, the festivals impacted on their *Quality of living environment* ($M=1.91$) and the *External community environment* ($M=1.71$). The existence of the following positive impacts was noted: *Lifestyle improvements* ($M=1.67$), *Community development* ($M=1.61$), *Economic improvements* ($M=1.47$), *Community benefits* ($M=1.46$) and *Positive community impacts* ($M=1.44$). Residents believed that the festivals contributed mostly to the *Negative Community Impacts* ($M=2.40$) and least to the *Positive Community Impacts* ($M=1.44$). Consequently, they expressed stronger opinions about the negative impacts of the festivals than about the positive impacts.

Results of the Influence of Length of Residency on the Social Impacts of Festivals

An Analysis of Variance (ANOVA) was used to determine the differences between the three groups (1-10 years, 11-20 years and 20+ years) of residents according to their length of residency in the host communities of Oudtshoorn and Potchefstroom based on the social impacts they experienced during the festivals (Table 3).

According to Table 3, statistically meaningful differences exist between the three 'length of residency' groups (1-10 years; 11-20 years and 21+ years) in terms of *Negative environmental impacts* ($p < 0.011$) and *Positive community impacts* ($p < 0.019$). Based on the *Negative environmental impacts*, residents who have lived in Oudtshoorn and Potchefstroom for short periods of time, between 1-10 years (Group 1), differ significantly from those who have lived in these communities for more than 21 years (Group 3). Residents in Group 1 expressed stronger opinions than residents in Group 3 about the festivals negatively contributing to certain *Negative environmental impacts* on the host com-

Table 2: Factor analysis of social impacts

<i>The influence of the festival on ...</i>	<i>Factor 1: Negative environ-mentalim</i>	<i>Factor 2: Community benefits</i>	<i>Factor 3: Negative social impacts</i>	<i>Factor 4: Negative community impacts</i>	<i>Factor 5: Positive community impacts</i>	<i>Factor 6: Economic improvement</i>	<i>Factor 7: Community development</i>	<i>Factor 8: Quality of living environment</i>	<i>Factor 9: External community environ-ment</i>	<i>Factor 10: Lifestyle improvements</i>
Water pollution	.811									
Negative impact on natural resources	.818									
Sewage problems	.845									
Waste	.805									
The range of things to do		.773								
Employment opportunities		.735								
Community facilities		.669								
Maintenance of facilities		.651								
Participation in community activities		.589								
Rowdy and disruptive behaviour			.699							
Drinking and drug use			.755							
Damage to environment			.750							
Crime			.595							
Traffic congestion				.755						
Prostitution				.660						
Noise levels				.646						
Prices of goods and services				.622						
Local culture				.611						
Pride of residents					.660					
Entertainment opportunities					.547					
Meeting new people					.778					
Opportunities for local businesses					.772					
Development of talent					.627					
The economy						.795				
The image of the community						.814				
Tourism development						.790				

Table 2: Cont....

<i>The influence of the festival on ...</i>	<i>Factor 1: Negative environ-mentalim</i>	<i>Factor 2: Community benefits</i>	<i>Factor 3: Negative social impacts</i>	<i>Factor 4: Negative community impacts</i>	<i>Factor 5: Positive community impacts</i>	<i>Factor 6: Economic improve-ment</i>	<i>Factor 7: Community develop-ment</i>	<i>Factor 8: Quality of living personal environment</i>	<i>Factor 9: External community environ-ment</i>	<i>Factor 10: Lifestyle improve-ments</i>
Education levels						.768				
Appearance of the area						.729				
Infrastructure						.719				
Trading in the area						.617				
Tranquility in the area								.703		
The smell in the area								.735		
Living standards of the community							.603			
Community Participation									.770	
The number of people that benefit									.679	
Parking facilities									.567	
Carrying capacity of the area									.450	
Shopping opportunities										.760
Public transport										.695
Quality time friends and family										.672
<i>Cronbach Alpha's</i>	.843	.767	.769	.772	.772	.787	.734	.670	.594	.589
<i>Mean Value</i>	2.19	1.46	2.29	2.40	1.44	1.47	1.61	1.91	1.71	1.67

Table 3: Comparing length of residency and social impacts

Characteristics	Length of residency				
				F-ratio	Sig. level
	1	2	3		
	1-10 years (N=209)	11-20 years (N=119)	21+ years (N=127)		
Factor 1: <i>Negative environmental impacts</i>	2.32 ^a	2.24 ^{ab}	2.12 ^b	4.528	0.011*
Factor 2: <i>Community benefits</i>	1.45	1.43	1.46	0.177	0.838
Factor 3: <i>Negative social impacts</i>	2.35	2.31	2.29	0.572	0.565
Factor 4: <i>Negative community impacts</i>	2.43	2.39	2.38	0.487	0.615
Factor 5: <i>Positive community impacts</i>	1.42 ^{ab}	1.49 ^a	1.33 ^b	4.017	0.019*
Factor 6: <i>Economic improvements</i>	1.42	1.45	1.38	0.561	0.571
Factor 7: <i>Community development</i>	1.61	1.62	1.65	0.309	0.734
Factor 8: <i>Quality of personal living environment</i>	1.91	1.97	1.97	0.737	0.479
Factor 9: <i>External community environment</i>	1.69	1.67	1.65	0.300	0.741
Factor 10: <i>Lifestyle improvements</i>	1.66	1.69	1.60	0.768	0.465

*Statistically significant differences: $p < 0.001$

^a Group differs significantly from type (in row) where ^b is indicated

munities. Therefore, short-term residents experienced more negative environmental impacts as a result of the festival than long-term residents did.

Furthermore, based on the *Positive community impacts*, residents who had lived in Oudtshoorn and Potchefstroom between 1-10 years (Group 1) and 11-20 years (Group 2) differ significantly from those who had lived in these communities for more than 21 years (Group 3). Residents in Group 3 expressed stronger opinions about the positive contribution of the festivals to *Positive Community Impacts* than residents in Groups 1 and 2 did. Long-term residents therefore experienced more positive community impacts deriving from the festival than short-term residents did.

In the case of all the other factors, no significant differences were found and therefore the length of residency did not influence the other social impacts of these events. However, the results revealed several interesting findings: All three groups categorised in terms of length of residency believed that the festivals contributed positively to *Community benefits*, *Economic improvements*, *Community development* and *Lifestyle improvements* and negatively to *Negative social impacts* and *Negative community impacts*. However, it was found that the festivals did not lead to significant positive or negative impacts and changes to the *Quality of their personal living environment* and the *External Community Environment*.

DISCUSSION

The results revealed ten social impact factors experienced by the local residents of Oudtshoorn and Potchefstroom, respectively as a result of the festivals, namely *Negative environmental impacts*, *Community benefits*, *Negative social impacts*, *Negative community impacts*, *Economic improvements*, *Community development*, *Quality of personal living environment*, *External community environment* and *Lifestyle improvements*. Residents of the communities indicated that the festivals contribute negatively to *Negative community impacts*, *Negative social impacts* and *Negative Environmental impacts*. However, the festivals also contribute positively to *Positive community impacts*, *Economic improvements*, *Community benefits*, *Community development* and *Lifestyle improvements*. These results support the notion by Motale (2008) that tourism development, and in this case the hosting of arts festivals, has positive and negative social impacts on the community.

The results also indicate that the length of residency has an influence on the aforementioned social impacts of the two national arts festivals, thus revealing the following findings and implications:

- ♦ It is disconcerting to know that residents believe that the festivals contributed mostly to the *Negative community impacts* and very little to the *Positive community impacts* ($M=1.44$). These negative impacts

include aspects such as traffic congestion, noise levels, prices of goods and services and influences on the local culture. These constructs are directly linked to their daily living environment and should therefore receive immediate action. Festival management should inform residents of festival arrangements and include them directly in the planning of the event. The value of the festivals in terms of entertainment, development of talent and the improvement of opportunities for local businesses should be accentuated.

- ♦ Residents who had been living in the host cities for shorter periods (1-10 years) were more negative regarding the impacts of these festivals, especially regarding *Negative environmental impacts*, *Negative social impacts* and *Negative community impacts*. The latter corresponds with the results obtained by Goudy (1977) but contradicts the findings of Brougham and Butler (1981), Sheldon and Var (1984), Um and Crompton (1987), Lankford and Howard (1994), Madrigal (1995), Pizam (1978) and Haralambopoulos and Pizam (1996) who revealed that residents who had been living in the host community for shorter periods tended to have more positive attitudes and experiences. Thus, new residents should be well-informed with regards to the activities of the festival as well as the efforts of the festival management to take the needs of residents into account.
- ♦ Residents who had been living in the communities for more than 21 years were more positive regarding certain impacts of these festivals, including: *Positive community impacts*, *Economic improvements*, *External community environment* and *Lifestyle improvements*. These results contradict the findings of Haralambopoulos and Pizam (1996), Boughman and Butler (1981), Sheldon and Var (1984), Um and Crompton (1987), Lankford and Howard (1994) and Ryan and Montgomery (1994) who found that residents who had been living in host communities for longer periods or who were born there tended to have more negative attitudes in this regard. However the results correlate with the findings of McCool and Martin (1994), Jurowski et al. (1997) and McGehee and Andereck (2004) who

found that attached residents appear to evaluate the impacts of tourism positively. Organisers should take advantage of the positive attitudes of these residents because they see the value of the festivals and will support the continuation thereof.

The above mentioned findings indicate that the different length of residency groups have different attitudes, perceptions and experiences regarding the impacts of the festivals; this corresponds with the results obtained by Sheldon and Var (1984), Madrigal (1995), Lankford and Howard (1994), Gursoy et al. (2002), Brougham and Butler (1981), Haralambopoulos and Pizam (1996), McCool and Martin (1994), McGehee and Andereck (2004), Davis et al. (1988), Um and Crompton (1987) and Jurowski et al. (1997). The relationship between length of residency and tourism impacts is not yet conclusive due to opposite relationships that were identified.

CONCLUSION

The aim of this study was to determine the influence of length of residency on the social impact of the KKNK and Aardklop National Arts Festivals. These results support, but also contradict the findings of previous research. It is evident that festivals influence residents based on the length of their stay in a host community. The prominence of *Negative environmental impacts* and *Positive community impacts* are evident and should be taken into account when planning for these festivals. The host community plays an important role in the sustainability of the festivals and it is therefore crucial to obtain their goodwill in terms of these impacts. Significantly, the residents expressed stronger opinions about the impacts that influence their daily lives and every effort should be made by festival organisers to improve these circumstances. The creation of a community loyalty club as well as, providing a forum for community members to raise their concerns, and to provide and receive positive feedback regarding the festivals could address some of these issues.

RECOMMENDATIONS

It is recommended that the influence of length of residency on the social impacts of tourism is also tested for other festivals and events in South Africa, other countries and other types of tour-

ism products as the results of this study differ from international findings. It is further recommended that researchers follow a standardised questionnaire as a lack thereof creates challenges in comparing the results and obtaining a global view for determining trends in this regard. It is, however, also important for festivals to take cognisance of the influence of aspects such as length of residency of inhabitants of the town/city when planning festivals and programmes.

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