

Local resident Perception of Special Events: An analysis on Economic and Socio-cultural Impact

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ABSTRACT

Event industry is flourishing over the last decades as a profession and academic field. Events as experiences are a part of destination tourism which brings local and outside cash flow to the regional economy. Sustainable studies in this area are necessary as event studies are flooded with economic impact studies. So this paper contribute to both area and bringing a new perspective to look through. The perceptions of 215 local residents from three wards regarding economic and socio cultural impact of special event is collected by using a questionnaire with five point scale.28 questions with 5 variables in socio-cultural and one variable in economic impact is used in the survey. Stratified Sampling technique with perimeter coverage of three wards to the point of special event as the base of sampling is used in the data collection.

1. Introduction

The subject event studies and event management had made a break through all over the world in recent years. Event is derived from latin word e-venire meaning outcome. So every event is an outcome of efforts of persons, organizations and other stake holders associated with it..Dictionary meaning for event is

“an occurrence at a given place and time; a special set of circumstances ;a noteworthy occurrence.”

The occurrence may be planned or unplanned. This study ,confines to planned special events as they are easily identifiable and quantifiable by their impacts. Events are usually associated with need to cater special interests of individuals. Thirusur Pooram is an event which actually fulfils needs of various special interest group. Animal lovers, instrument lovers and religion lovers all come to the event along with persons who looks forward to entertainment purpose. It also comes under the definition of special events.

Goldbatt 2005 defined special event as “ a unique moment in time celebrated with ceremony and ritual to satisfy specific needs”.

1.1Review of literature

Event management has never viewed as a unique area of academic interest until the first article was published by J.R.B.Ritchie and Beliveauin 1974(Getz 2012). As various researches are made in this are it is found that Organizers perception and related topics are least researched areas most of the studies concentrated on economic impacts of special events (Crompton and Mackay,1997, Thrane ,2002 ,and larseen,2008).

Impact evaluation is the major area of research in event studies as it provides a reason to spend public money in the

name of that” particular event”. A study by Wallo uses visitor expenditure concept to measure the (1996), economic benefit of local events but methods changed to scaling techniques in ‘ impact evaluation framework: local government community festival’(2012) which is a great effort to provide a framework with including all the stakeholders ad all the impacts especially social and environmental. A case study on Red bull Big Wave Africa(2014) is a study conducted in South Africa where sport tourism accounts for 4 %of economy used survey method and questionnaires with 32 questions on a five point likert scale. Now the researches had made on both side evaluation including positive and negatives in the area.

Both positive and negative economic contribution is taken by Qi Gong in 2012,host cities tries to improve the infrastructure” to win the hosting right” is termed as appositve contribution along with common economic benefit from visitor spending sponsorship benefit are also mentioned by author

Aguiar-Quintana T(2015) in her study revealed a great deal about event sector researches by studying five impact journals and points out that public events being a lesser researched sector whereas MICE are the sector where more researches’ are made. And sustainable and greener events are a growing area in event research.

1.2 Objectives Of The Study

1. To analyze the perception of local residents regarding socio-cultural impact of special events
2. To analyze the perception of local residents in relation with economic impact of special events.
3. To understand the association of perceived level of socio-cultural and economic impact with socio-economic variables.

1.3 Research methodology

The perceptions of 213 local residents from three wards regarding economic and socio cultural impact of special event is collected by using a structured questionnaire with five point scale. 28 questions with 5 variables in socio-cultural and four variable in economic impact is used in the survey. A pilot study has been conducted and reliability has been tested for both the impacts. In case of Thrissur poorm, the special event selected for this study, it is conducted at Thekkinkadu Maidanam a cente of Thrissur town. Even though it is included in ward number 36, the sample is collected from 1 kilometer perimeter of Thekkinkadu Maidanam which include ward 36 covering majority of Thekkinkadu, ward number 12 ,Chembookavu second in perimeter coverage and finally ward number 35, Pallikulam.

Reliability statistics

Constructs	Cronbach's Alpha	Items
Inconvenience	0.832	4
Community Identity and Cohesion	0.871	6
Personal Frustration	0.662	5
Cultural Opportunities	0.793	8
Growth and Development	0.724	5
Accessibility and Availability	0.784	5
Increase in Local Business	0.760	7
Change in the Price Level	0.786	7
Revenue Generation	0.459	2
Community Impact	0.339	4
Socio Cultural Impact	0.801	28
Economic Impact	0.795	21

Test of normality-The data lacked normality thus the researcher used only non parametric measures to analyze the data. The questionnaire used is an adapted questionnaire from the study Social Dimensions Of Community Festivals: An Application Of Factor Analysis In The Development Of Social Impact Perception Scale By Katie Small.(2007)

1.4 Statement of the problem

Events maintain integrity and intactness of society. It helps in the creation of social capital. Events may lead to uniqueness, community pride and development to the site of event. Contributions can also be seen as increase in revenue to hotels and restaurants in the area, development of tourism and local job opportunities. But an event is also having some social cost. The area flooded with visitors is prone to crimes and local resident frustration. So continuation of an event in upcoming years depends on its popularity among local residents. Among various stake holders of event, local residents perception is thus the most important to be evaluated and studied continuously.

1.5 Research hypothesis

H0: There is no significant difference in the perceived impact of special events.

H0: There is no significant association between the level of local resident perception on socio cultural impact of special events and socio economic variables.

H0: There is no significant association between the level of local resident perception on economic impact of special events and socio economic variables.

Table 1
Profile of the Sample

Variable	Categories	Frequency	%
Gender	Male	109	51.2
	Female	104	48.8
	Total	213	100.0
Age	Below 30	32	15.0
	30 to 40	40	18.8
	40 to 50	31	14.6
	Above 50	110	51.6
	Total	213	100.0
Tenure of Residence	Below 10 years	12	5.6
	10 to 20 years	23	10.8
	More than 20 years	178	83.6
	Total	213	100.0
Nature of Residence	Own Residential Property	195	91.5
	Rented Property	18	8.5
	Total	213	100.0
Education	SSLC/+2	67	31.5
	Graduate	97	45.5
	Post Graduate	29	13.6
	Others	20	9.4
	Total	213	100.0
Occupation	Employed – Govt/Public Sector	9	4.2
	Employed - Private Sector	53	24.9
	Self Employed	25	11.7
	Unemployed	63	29.6
	Student	23	10.8
	Other	40	18.8
	Total	213	100.0
Annual Family Income	Below Rs 2 Lakhs	7	3.3
	Rs 2 Lakhs to Rs 5 Lakhs	31	14.6
	Rs 5 Lakhs to Rs 10 Lakhs	83	39.0
	Above Rs 10 Lakhs	92	43.2
	Total	213	100.0
Marital Status	Single	37	17.4
	Married	160	75.1
	Widow/Widower	16	7.5
	Total	213	100.0
Type of Family	Joint Family	42	19.7
	Nuclear Family	171	80.3
	Total	213	100.0
Religion	Hindu	157	73.7
	Christian	53	24.9
	Muslim	3	1.4
	Total	213	100.0
Participation	Participated	142	66.7
	Not participated	71	33.3
	Total	213	100.0

(Source: Survey Data)

2. Analysis and interpretation

Table 2.1
Perceived impact of special events

Constructs	Mean	SD	Z	P Value
Inconvenience	2.9366	.76137	-0.148	0.882
Community Identity and Cohesion	3.8396	.53905	-12.594	< 0.001**
Personal Frustration	2.6394	.56597	-6.643	< 0.001**
Cultural Opportunities	3.5974	.49277	-10.350	< 0.001**
Growth and Development	3.5812	.50584	-11.262	< 0.001**
Accessibility and Availability	2.7202	.56786	-7.808	< 0.001**
Increase in Local Business	3.5553	.50653	-9.939	< 0.001**
Change in the Price Level	3.1583	.55001	-5.200	< 0.001**
Revenue Generation	3.2089	.62929	-6.007	< 0.001**
Community Impact	3.0106	.49066	0.000	1.000
Socio Cultural Impact	3.3189	.31434	-10.972	< 0.001**
Economic Impact	3.1607	.34461	-5.445	< 0.001**

(Source: Computed from Survey Data)

One Sample Sign Test

One sample sign test provided highly significant difference for all the constructs except inconvenience and community impacts. Thus null hypothesis is rejected at 1% level of

significance and it is inferred that every constructs account for highly significant perceptions in case of special events.

Table 2.2
Association of perceived level of Socio-Cultural impact of special events with Socio Economic Variables

Variable	Categories	Mean rank	p value
Gender	Male	111.78	0.247
	Female	102.00	
Age	Below 30	132.55	0.078
	30 to 40	106.50	
	40 to 50	104.73	
	Above 50	100.39	
Tenure of Residence	Below 10 years	96.00	0.008**
	10 to 20 years	144.57	
	More than 20 years	102.89	
Education	SSLC/+2	104.07	0.910
	Graduate	109.88	
	Post Graduate	102.55	
	Others	109.28	
Occupation	Employed – Govt/Public Sector	100.89	0.000**
	Employed - Public Sector	134.44	
	Self Employed	103.02	
	Unemployed	84.56	
	Student	138.00	
Annual Family Income	Below Rs 2 Lakhs	125.79	0.208
	Rs 2 Lakhs to Rs 5 Lakhs	124.23	
	Rs 5 Lakhs to Rs 10 Lakhs	107.60	
	Above Rs 10 Lakhs	99.22	
Marital Status	Single	130.55	0.001**
	Married	106.30	
	Widow/Widower	59.50	
Type of Family	Joint Family	118.68	0.170
	Nuclear Family	104.13	
Religion	Hindu	112.65	0.006**
	Christian	86.65	
	Muslim	170.83	
Participation	Participated	110.92	0.190
	Not participated	99.17	

(Source: Survey Data)

Mann Whitney U Test / Kruskal Wallis H Test

A significant association is found to exist between the perceived level of socio-cultural impact of special events and socio economic variables of tenure of residence, occupation, marital status and religion.

A relatively higher level of perceived socio-cultural impact of special events is found to exist among students in occupation, single in marital status and Hindu in religion.

Table 2.3
Association of perceived level of Economic impact of special events with Socio Economic Variables

Variable	Categories	Mean rank	p value
Gender	Male	111.35	0.292
	Female	102.44	
Age	Below 30	107.89	0.442
	30 to 40	108.00	
	40 to 50	122.47	
	Above 50	102.02	
Tenure of Residence	Below 10 years	92.96	0.000**
	10 to 20 years	157.52	
	More than 20 years	101.42	
Education	SSLC/+2	110.25	0.115
	Graduate	100.34	
	Post Graduate	129.67	
	Others	95.55	
Occupation	Employed – Govt/Public Sector	110.25	0.032*
	Employed - Public Sector	100.34	
	Self Employed	129.67	
	Unemployed	95.55	
	Student	110.25	
Annual Family Income	Below Rs 2 Lakhs	138.43	0.522
	Rs 2 Lakhs to Rs 5 Lakhs	112.03	
	Rs 5 Lakhs to Rs 10 Lakhs	104.37	
	Above Rs 10 Lakhs	105.29	
Marital Status	Single	109.95	0.011*
	Married	110.78	
	Widow/Widower	62.44	
Type of Family	Joint Family	114.04	0.409
	Nuclear Family	105.27	
Religion	Hindu	103.05	0.049
	Christian	114.39	
	Muslim	183.33	
Participation	Participated	115.04	0.007**
	Not participated	90.92	

(Source: Survey Data)

Mann Whitney U Test / Kruskal Wallis H Test

A significant association is found to exist between the perceived level of economic impact of special events and socio economic variables of tenure of residence, occupation, marital status , and participation.

A relatively higher level of perceived socio-cultural impact of special events is found to exist among self employed in occupation, married in marital status and participated residents in participation in Thrissur pooram

3. Conclusion

The special event selected in this study, Thrissur pooram arouses different attitude among people based on their tenure of residence, occupation, marital status religion and

participation. But there is unity regarding the socio cultural impact of thrissur pooram and people even are ready to suffer inconvenience for the same event. Social capital formulation of Thrissur pooram provides a secularist face to the event. Also, single persons and students experience Thrissur pooram in higher level. Income is not a barrier to this event, as it's not the expense but the cultural aspect is important. Psychological and environmental aspects are not covered in this study which will add to further scope in this area.

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