A COMPARATIVE ANALYSIS OF THE ECONOMIC AND SOCIAL IMPACTS OF FESTIVALS ON THEIR HOST COMMUNITY: CASE STUDIES HAT FAIR AND BOOMTOWN FESTIVAL IN WINCHESTER

ELLIE WHEWAY

ST20077486

BA (Hons) Event Management

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School of Management
Cardiff Metropolitan University
ABSRTACT

This research project critically explored and analysed the economic and social impacts of festivals on their host community by using two case studies: Boomtown Music Festival and cultural festival Hat Fair, in Winchester.

In order to achieve this aim, the researcher made a list of five objectives to be met. The objective began with a critical review of the literature on different types of festivals, the impact of events on host communities, the economic and social impacts and Hat Fair and Boomtown Festival.

A suitable methodology was developed and primary data was collected through triangulation with 7 qualitative structured interviews with local businesses and 101 quantitative questionnaires with local residents, in order to gain a deep understanding. The researcher used thematic analysis to identify key themes in the qualitative data, whilst statistical analysis was used to identify patterns and trends in the quantitative data, followed by analysis and discussion of the findings, compared and contrasted to the earlier findings of the secondary research.

The findings of the research project highlighted there are significant differences in the social and economic impacts of cultural and music festival felt by host communities. However, traffic was highlighted as the biggest impact to both local residents and local businesses. Whilst both types of festival did have benefits, cultural festivals proved to be more beneficial to host communities overall.

The study made crucial contributions to theory, methodology and practice in this area of festival literature. It concluded with identification of limitations and recommendations for industry and future research.

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1.0 INTRODUCTION
The festival industry has seen a dramatic increase over recent years (Webster, 2014) with festivals and cultural events being valued at £1.1 billion (Statista, 2015). The UK live music industry attracted more than 32 million people in 2016 resulting in an estimated value of £2.202 million in 2017 for the music festival industry (Mintel, 2017). One reason for this industry’s popularity is due to it being described as ‘central to our culture’ (Bowdin et al., 2011, p3), and as a result of this, the destinations of festivals are subject to a number of impacts being felt.

Dogan et al. (2004) state that although the popularity of festivals cannot be contested, there has been slow progress in research being directed beyond economic impacts, which could be due to economic impact assessments being critical in highlighting festivals value to local councils, businesses and stakeholders (Webster and McKay, 2016). With that being said, studies which solely focus on economic impacts have been criticised due to bias frequently associated when they have been driven by partiality and pressures from festival organisers and stakeholders (Diedering and Kwiatkowski, 2015). The researcher believes there is a need for further research into the economic impacts in order to provide an unbiased and objective view.

Whilst existing research has shown the range of impacts festivals can have on their host community minimal literature has focused on the social impacts (Backer, 2015), which is important as these impacts are often the ones being felt most by local residents. This again highlights the need for this research as it could prove crucial to festival organisers when planning future events.

The researcher believes there is a unique opportunity to delve deeper into these social and economic impacts by using two case studies, cultural festival Hat Fair and Boomtown music festival, which both take place in Winchester, UK, where the researcher is a resident themselves. Winchester was once a Roman town which was built in around 70 AD, but now is a cathedral city in England (Lambert, 2017), that has a population of 116,600 (Winchester City Council, 2017). The researcher has chosen to study two different sized festivals, the first cultural festival Hat Fair, which
is the UK’s longest running outdoor arts festival, that began in 1974 as a buskers’ festival (BBC, 2009) and now attracts over 30,000 visitors to see 234 performers at twenty different outdoor sites around Winchester city centre across four days in July (Bitterne Park, 2016). The second, Boomtown Festival, which is an increasingly large music festival that began in 2009 attracting 10,000 visitors that has now risen to 60,000 (Boomtown, 2017). The festival has been described as a diverse and immersive festival that brings together music, arts and theatre across four days in August (JC Leisure Connexions, 2015).

The researcher believes that by comparing cultural and music festivals, unique findings will be uncovered such as how each type of festival impacts upon its host community, which type of festival is most beneficial and costly, filling the gap in knowledge and establish crucial recommendations for the whole festival industry.

1.1 Dissertation Aim

To comparatively explore and analyse the economic and social impacts of festivals on their host community using two case studies: Boomtown Music Festival and outdoor arts festival Hat Fair, in Winchester.

1.2 Research Questions

Research Question 1: How and to what extent do local businesses and residents benefit or suffer from festivals taking place in their local community?
Research Question 2: What positive impacts can be replicated and any negative issues be resolved for future events?

1.3 Dissertation Structure

This dissertation consists of five chapters;

Chapter 1: Introduction
The introduction chapter presents to the reader a background to the research topic, with statistics on the industry under study, along with the aims, research questions and objectives.

Chapter 2: Literature Review

The literature review provides a critical discussion and evaluation of existing literature which relates to the topic of the research such as festivals and the impacts felt by host communities including an overview of literature focused on the two festivals of the case study. The chapter identifies the key themes within the literature, as well as highlighting areas where there is a lack of literature.

Chapter 3: Methodology

The third chapter presents the research methods available to the researcher and those which were chosen, the data collection strategy and the issues of reliability and validity, along with discussion of ethical considerations the researcher had to be aware of.

Chapter 4: Results, Analysis and Discussion

The fourth chapter provides the reader with the results of the primary research which is integrated, compared and contrasted with the existing literature presented in chapter two and discussed in detail in order to meet the aim, research questions and objectives of the dissertation.

Chapter 5: Summary, Conclusions and Recommendations

The final chapter provides a summary of the findings of the dissertation, evaluates the success of the project compared to the aim, questions and objectives of the dissertation and lists the limitations of the study. This chapter also presents recommendations for future events as well as possible areas for further research.
1.4 Dissertation Objectives

1. To critically review the literature on the economic and social impacts of festivals in small cities and towns.
2. To investigate the economic impacts of Boomtown Music Festival and Hat Fair on local businesses in the city of Winchester by conducting primary and secondary research.
3. Through primary and secondary research analyse the social impacts of Boomtown Music Festival and Hat Fair on its local residents.
4. To critically evaluate the findings and results and compare.
5. To formulate recommendations based on the conclusions of positive and negative impacts of festivals for future events.

1.5 Summary

This chapter has presented to the reader an introduction and background to the research topic, as well as outlining the aims, research questions and objectives of the dissertation. The next chapter, the literature review will amass and critically evaluate existing literature in order to highlight the key themes within this topic of research, which will provide a basis for the primary research.
2.0 LITERATURE REVIEW
2.1 Chapter Overview

In order to meet the aim of the dissertation, the researcher will critically review literature which is related to the topic of this research project in order to gain a better understanding of the topic as a whole. Furthermore, the researcher will review literature published by and about the two festival in the case study, Hat Fair and Boomtown Festival, all to provide sound basis for the primary research.

2.2 Impact of Events on Host Communities

Events take place all over the UK and their impacts “may be felt for days, or even months, prior to and following the actual events” (Lund et al., 2014, p525). The impacts felt are dependent on the success of an event, which is usually determined by the perception of the host community (Gursoy et al., 2004; Jurowski and Gursoy, 2004). With that being said, host communities often deal with the short lived disruption and inconvenience as they highly regard the value, improvements and benefits the events can result in (Bowdin et al., 2011).

One model which has been used frequently to look into host communities’ perceptions is Doxey’s 1975 irridex model. The model identifies four key stages that host communities’ will go through as an event takes place, euphoria to apathy and annoyance to antagonism (Egresi and Kara, 2017). These stages can become more evident and communities’ opinions and attitudes will change over time in this one-way sequence (Wang et al., 2006). However, one limitation of the model is that it assumes a community is homogenous (Mason and Cheyne, 2000). Other research looking into host communities’ attitudes found the relationship is not consistently unidirectional, contradicting Doxey’s model (Egresi and Kara, 2017). This highlights the need for more research into this area which can obtain more insight.

Bowdin et al. (2011) noted events can not only generate positive impacts, but also play a vital role in the evolution of culture, regeneration and tourism. Jago & Shaw
(1998) go on to add this not only draws in visitors to cities, but also contributes to the communities’ social life and economy.

The success of an event can result in impacts such as publicity, positively highlights the community’s abilities and achievements, which in turn can lead to possible benefits such as increased funding (Bowdin et al., 2011). This has been exhibited by Advantage West Midlands, who were able to secure funding from the European Union of £1.2 million as a result of the success of past events held (j4bgrants.co.uk, 2004).

Balduck et al. (2011) found for the host community of the Tour de France economic development was not perceived as a benefit. Likewise, Fredline and Faulkner (2000) investigated the host community perceptions of the Australian Gold Coast Indy and again found that economic benefits were not noticed at all compared to community benefits and short-term negative impacts which were.

Impacts felt are especially important as they affect the willingness of communities to host future events (Balduck et al., 2011), i.e. if the impacts perceived are positive there is significant positive correlation with the likelihood residents will support future events (Chen, 2011), and likewise negative impacts result in host communities being more cautious of future events (Egresi and Kara, 2017). A measure events could use highlighted by many researchers is to have greater involvement with the host community (Jago et al., 2003; Egresi and Kara, 2017; Yao and Schwarz, 2017). Derrett (2009) agrees with this by stating that ‘the more an event is seen by its host community as emerging from within rather than being imposed on them, the greater that community’s acceptance of the event will be’ (p33).

Therefore, this highlights the criticality of understanding the views and aspects which affect the opinions of host communities. However, as shown there is minimal literature on how to win support from host communities so by conducting this research it will present crucial information and recommendations.
2.4 Festivals

Festivals defined by Getz (2005, p.21) are “themed, public celebrations” which can facilitate connections between individuals within communities and also the rest of the world. Researchers agree and state festivals are often large gatherings of people which occur not only at the festival site, but also the neighbouring communities (Lund et al., 2014). They can be used as tools which play a number of prominent roles within communities (Derrett, 2009), where individuals are offered the opportunity to be continuously immersed in the experience the festival has to offer (Henderson and Wood, 2012), as well as provide an abundance of activities to keep individuals entertained such as, watching theatre performances, participating in art and immersing themselves fully with fancy dress (Webster, 2014).

Festivals have taken place in the UK for many decades, with one of the oldest music festivals in Britain being the Cheltenham Music Festival, first held in 1945 (Booker, 2017). It was originally held to celebrate and premiere a variety of up and coming, as well as the very best contemporary musicians, and due to its success, the festival is now seen as one of the most prestigious festivals and every year is repeated in order to honour the occasion (Cheltenham Festivals, 2018). This is in contrast to current times where a festival may be organised in order to meet specific aims, often with the objective to attract more visitors and increase their expenditure (Saayman & Saayman, 2004).

2.5 Music Festivals

Music festivals are a type of festival where music performances are the most significant type of entertainment provided. Derrett (2009, p.108) states music festivals play a “significant part in the cultural life of communities” and due to this, during the organisation, if local residents are able to be a part of the preparation, production and promotion then a connection can be formed. Lassila et al. (2013, p.33) agree and state in order for them to be successful, organisers need to “interact
with local businesses and the community”. This has been demonstrated by Glastonbury Festival, where organisers endeavour to ensure local traders are involved with all aspects and able to profit from the festival taking place, whether this be through running catering stalls or providing infrastructure like staging and temporary structures (Farrell, 2016).

Bowdin et al. (2011) state music festivals can both positively and negatively affect the local community, with impacts such as building and improving community pride, providing entertainment and creating an increased number of businesses opportunities all positively affect the host community. Whilst Derrett (2009) believes enhancement of identity and sense of community can be created from music festivals, as well recognition and publicity generated has positive impacts such as creating interest in the location as a tourist destination.

Negative factors such as increased traffic and financial loss can create negative impacts upon the host community (Bowdin et al., 2011). Although with that being said, Faulkner et al. (2003) states more often than not the positive factors which impact upon the host community are able to improve the locations image, outweigh negative impacts, which can result in the many towns and cities encouraging music festivals to take place in order to reap the benefits which otherwise would not occur.

2.6 Cultural Festivals

Cultural festivals can be defined as the construction of a specific event within the cultural sphere which have originality or individuality, as well as a specific level of organisation, stability and frequency (Frey, 1994; Getz, 2008). These festivals often have similar attributes and goals such as intense productions and the presentation of unique and fresh work, produced from a concise programme with a particular purpose (McKercher et al., 2006; Jose del Barrio et al., 2012). Lim (1993) argued that the growth of these festivals is predominantly down to culture being used as a strategy for economic development and regeneration of the host area, resulting in cultural festivals being held more frequently. However, as they often rely on public
funding, this implies they have a need to contribute social and cultural benefits to host communities (Cooper, 1998). Despite the importance to communities Quinn (2006) argues that there has been little research on how cultural festivals engage with host communities, which highlights the need for this research.

The importance of cultural festivals can be viewed from a variation of angles (Devesa Fernandez, 2006) firstly for tourists, cultural festivals can be seen to provide entertainment, whereas from the host communities’ standpoint, cultural festivals can create a collective consolidation (Sassatelli, 2011), become an intangible opportunity for cultural heritage (Jose del Barrio et al., 2012), offer an alternate option for recreation (Yeoman et al., 2004; Richards, 2007), as well as bring together communities, enable regeneration, encourage diversity and improve quality of life (Quinn, 2006; Amin and Thrift, 2007). Jose del Barrio et al. (2012) believe that cultural festivals are held as they can not only promote but also be a catalyst for the advancement of the cultural sector within the host community, but also create and enhance host community’s views of their area, which is supported by Richards and Wilson (2004) who state that cultural festivals can aid the transformation of the host communities image. These factors along with influences such as cultural integration and diversification of the public (Giorgi and Sassatelli, 2011) can explain why the cultural domain has seen “exponential growth of festivals in recent decades” (Sassatelli, 2011, p12) and why often all major towns and cities host at least one cultural festival (Jose del Barrio et al., 2012). With that being said, Sassatelli (2011) argues that cultural festivals do not actually result in positive changes within the host community as they are a “pseudo-transgression that celebrates difference, but actually aestheticizes it and glosses over – thus in fact excluding – actual social differences” (p.20).

Local businesses can find the hosting of cultural festivals crucial as they can trigger both direct and indirect positive economic effects such as on accommodation and transport, as well as tourist spending within the local community whilst they are attending the festival (Jose del Barrio et al., 2012). Which can explain why many
cultural festivals are held during the summer or holiday periods as it enables an increased number of tourists to attend (Yeoman et al., 2004).

Whilst existing literature has shown the benefits of cultural festivals, there has been little research into the negative impacts that can occur, demonstrating the need for research to be undertaken.

2.7 Social Impacts

As stated previously, there has been minimal literature on the social impacts of festivals in comparison to the economic impacts. Small et al. (2005) argued that there is a growing need to measure the social impacts as if host communities are unhappy due to them, this can threaten festival success, even if economical, which is supported by Dogan et al. (2004) who argue that the success of a festival is dependent on the support of the host community, as they are the judges (Deery and Jago, 2010, p19). One element which is apparent in existing literature is that there is debate over the correlation of age and social impacts. A number of researchers argue that age can be a depending factor on the social impacts felt (Egresi and Kara, 2017). This was demonstrated in a study of local resident’s attitudes towards the FIFA 2002 World Cup and results found that the impacts felt were subsequently similar dependent on age group. With that being said, these findings contradict Allen et al. (2008) and Hao et al. (2011) who found this to not be true.

Getz (2008) states that social impacts are anything that affect the quality of the community’s life, either directly or indirect from the festival. Wood (2005) agrees to an extent by stating that although festivals can impact how host communities view their location, often it is due to positive self-identification and pride. This is supported by Diedering and Kwiatkowski (2015) who state social impacts can be positive such as creating community pride or putting the destination on the map, as well as enabling residents to have a connection and community pride (Wilks, 2013).
On the other hand, Bowdin et al. (2001) argued that festival can cause loss of amenities, increased noise, overcrowding and raised prices of goods and services which negatively impacts on host communities. Allen et al. (2008) agreed stating that negative aspects of festivals are overcrowding in towns and cities, severe traffic congestion and anti-social behaviour from attendees, which is supported by Getz (2008). Traffic was highlighted in a study conducted by Perez and Nadal (2004) in which 70% of participants stated traffic congestion was a major issue with festivals. As this study demonstrates managing social impacts is critical as tension could be created between festival organisers and host communities (Derrett, 2004).

2.8 Economic Impacts

As stated in the introduction, it can be argued that there is more existing literature into the economic impacts, which is likely due to the dramatic increase in the number of festivals (Webster, 2014) and the role these studies can play in the securement from stakeholders and host communities for future events (Diedering and Kwiatkowski, 2015). With that being said existing literature has shown that festivals have the ability to massively improve a community’s economy, as they bring in money which otherwise would not come in (Derrett, 2004). Derrett (2004) goes onto argue that employment opportunities are available not only within the festival, but also within infrastructure, marketing and local businesses, which is supported by Diedering and Kwiatkowski (2015) as they discovered the same. Kelly (2013) supports these findings and states that earnings in shops, supermarkets and petrol stations, as well as hospitality businesses can be boosted, especially if the festival takes place over three or four days, as visitors are likely to extend their trip into a holiday. This increase in customers can mean local businesses have to increase stock levels in order to meet the demand and as such boosts the local economy (Wöber, 2002). Richards and Wilson (2004) agree and state that festivals can aid host community’s economies as revenue and expenditure is able to drawn from visitors. The economic benefits of music festivals on their host community has been demonstrated by Glastonbury Festival, which entices hundreds of thousands of visitors to the area which provides a massive boost to their economy. An economic
impact assessment was conducted by Mendip District Council in 2007 and found that total spending off-site in the local community was around £26.5 million (Farrell, 2016). Furthermore, literature has also shown that small local festivals greatly benefit the local economy (Mitchell, 1993; Kim et al., 1998; Baptista Alves et al., 2010; Nurse, 2001), however, Jose del Barrio et al. (2012) disagree and state that although these festivals can have strong economic impacts, this can depend on the festival’s size and ability to attract visitors.

With that being said, a number of researchers suggest the cost of festivals may outweigh the benefits, as they can prove costly to host communities due to inflated prices and increased transport costs due to congestion from festival traffic for local businesses (Stynes, 1997; Bowdin et al., 2011).

Whilst there is existing literature which looks into the economic impacts of festivals on host communities, as shown, a greater proportion has focused on positive impacts. This demonstrates that further research is needed into what negative impacts are imposed and why they occur to both local residents and businesses.

2.9 Boomtown Festival

The next section of this literature review will look into material published by Boomtown Festival from their Autumn Newsletter (Boomtown, 2017), focusing on what the festival views it is doing for both local residents and local businesses. This has been included within the literature review as it will allow the researcher to compare these findings to the results of the primary research and see if there is a correlation.

The first finding was the 2017 festival raised £32,000 which given directly to charities and projects in the Winchester area. Boomtown’s main charity partner for 2017 was Winchester based youth outreach organisation Street Reach, who were awarded
£8702 – this was raised through optional £2 donations by attendees when they purchased their tickets.

The second finding was that in 2017 Boomtown worked on several outreach projects with Naomi House, Trinity Winchester, Cheriton Primary School and Winchester Discovery Centre, to engage the local community. This was achieved through hosting interactive carnival music, theatre and costume making workshops, which were then part of the Kidztown Carnival at the festival. Participants and their families were given complimentary tickets to join in with the celebrations on the Sunday.

The next finding was that the 2017 festival continued to develop their Community Support Fund which raised £10,000 for five parishes that border the festival site through entrance gate donations by guest list attendees. The festival looks to encourages local residents to contact their local parish with their ideas for how the funds should be spent.

The final finding was that the local economic impact of Boomtown Festival was to hail a success by the UK cabinet office for its positive contribution to the regions wider local economy. For example, many people have been driven to the area and the local area has been able to expose its natural beauty, cultural and visitor attraction to thousands of additional tourists. One of the festivals locally focused initiatives for 2017 was holding the first Hampshire Farmers Market at the festival which put local food traders into the spotlight, giving them a chance to showcase a range of local produce and artisan goods to the 60,000 visitors. This also meant the local economy benefitted. Boomtown Festival state that supporting the local community in a variety of ways is a huge part of their ethos and each year they encourage local businesses to engage with the festival.
2.10 Hat Fair

This next section of this literature review will look into material published by Hat Fair itself, as well as news articles on the festival, focusing on what the festival feels it is doing for the local community and also the impacts the festival has on the local community.

Throughout all the articles published on Hat Fair the most prevalent finding was the importance of involving the community with the festival. For example, one article highlighted how, following the success of one of their previous performances centred around the older generation in Winchester, Hat Fair were awarded a grant of £75,560 from the Arts Council England and the Baring Foundation’s Celebrating Age Fund to deliver a programme of arts activities over two years for, with and about older people, enabling the festival to extend its ability to work with older people in Winchester (Hat Fair, 2017a). They go on to state that the festival ‘offers older participants an enriching creative experience’ and that it ‘enriches the lives and experiences of older people’ (Hat Fair, 2017a, online). This finding was supported by the BBC who published that the festival programme is based around involvement of the local community as it runs innovative community and education projects (BBC, 2009). Community involvement again was highlighted in two articles published by the festival which noted that the festival aims to fuse together the ideas of the younger and older generations in Winchester (Hat Fair, 2017d). The festival works on involving local schools by having teachers running class exercises on the festival and they also offer Hat Fair representatives to come and talk to classes about the festival (Hat Fair, 2017c).

The next finding was that Hat Fair plays a vital role in the economy of Winchester as the large number of people that visit the city brings in around £1 million in revenue (BBC, 2009). Whilst the final finding was that the festival offers paid internships to students from local universities in Winchester (Hat Fair, 2017b).
2.11 Chapter Summary

From critically evaluating this existing literature the researcher has been able to identify key themes and areas where literature is lacking in this research topic and has analysed literature on the two festival under study. By identifying these themes and areas of minimal research the researcher is able to determine the methodology most suitable for the dissertation which will be presented in the following chapter.
3.0 METHODOLOGY
3.1 Chapter overview

Within this chapter the researcher will present an overview of the research methods used in the primary research in order to achieve the aim and objectives of this dissertation.

3.2 Primary and Secondary Research

Primary research can be explained as research that has been ‘observed, experienced or recorded close to the event are the nearest one can get to the truth’ (Walliman, 2011, p69), prevalent in section 4. Secondary research is research that has been carried out by other researcher for another reason (Crawther and Lancaster, 2008), which can be seen in section 2.

3.3 Research Methods

Research methods are the tools and techniques for doing research (Walliman, 2011, p1). There are a variety of different options a researcher can choose which is dependent on what the research is trying to discover and the aims and objectives of said research. There are two main approaches which are quantitative or qualitative, as well as two main stances a researcher can take to research which are positivism or interpretivism.

3.3.1 Quantitative Approach

A quantitative approach often involves numerical data which leads to conclusions being drawn or hypotheses being tested. Quantitative data can be sourced from a variety of methods such as surveys, questionnaires and observations (Veal, 2011) and usually a large sample is imperative to ensure reliability. The data can then be examined using computers and be interpreted on charts, graphs and tables.
3.3.2 Qualitative Approach

A qualitative approach involves the interpretation of words, and occasionally images (Veal, 2011). It can be defined as ‘any type of research that produces findings not arrived at by statistical procedures or other means of quantification’ (Corbin and Strauss, 1998, p11). A qualitative approach often has the aim to analyse experiences, behaviours and attitudes through methods such as interviews or focus groups, and objectives such as gaining an in-depth view from participants (Dawson, 2002). Unlike a quantitative approach, it often involves a smaller sample that gathers more detailed information (Veal, 2011).

3.3.3 Positivism

Positivism as described by Walliman (2011) ‘is based on acceptance as fact that the world around us is real, and that we can find out about these realities’ (p21). This means the world is objective and separate of the researcher, so can therefore be measured and predicted (Biggam, 2008), with results that are true regardless of opinion. This type of research is not affected by human behaviour so can be said to be more reliable. One researcher has argued that although this type of research is often linked with quantitative research, they are not always exactly the same (Biggam, 2008). An example of this is that although questionnaires do produce quantitative data, the responses given are based on human participants, so subject to human influence (Biggam, 2008), therefore this research may not fall under positivism.

3.3.4 Interpretivism

An alternative type of research is interpretivism, which is based on the view that ‘the world we see around us is the creation of the mind’ (Walliman, 2011, p21), meaning there are a variety of equally valid perceptions of the world which can be influenced through human behaviour, beliefs and values which are all subjective to time and context (Biggam, 2008). Therefore, the overall view of interpretivism is that there can be more than one perception and interpretation (Walliman, 2011), which can be
linked to qualitative approaches as the type of data produced is about understanding the views and feelings held by participants (Mertens, 1998).

3.4 Research design

The research design chosen must be appropriate for the type of research project that will take place, which is dependent on the nature of the problems demonstrated by the aim and objectives set by the researcher (Walliman, 2011). As per the aim, the researcher chose to use a comparative research design, which enables past and present situations to be compared, allowing a researcher to explore and assess why certain events may have occurred, making it possible to understand the repercussions of certain decisions (Walliman, 2011). The researcher decided to use two case studies of Boomtown Festival and Hat Fair in order to compare two different types of festivals, a music festival and a cultural festival, and decipher how each type of festival affects its host community. This was chosen as it allowed the researcher to ‘probe deeply and to analyse intensively the multifarious phenomena that constitute the life cycle of the unit’ (Cohen and Manion, 1995, p106).

The objectives that the researcher set assisted in the research design selection, for example, the second objective was to investigate the economic impacts of Boomtown Music Festival and Hat Fair on local businesses in the city of Winchester. Given the nature of this objective – to investigate, the researcher decided to use a qualitative approach in order to fully understand the local businesses opinions. The third objective was to analyse the social impacts of Boomtown Music Festival and Hat Fair on local residents. Again, given the nature of this objective – to analyse, the researcher decided to use quantitative methods in order to have data which could be analysed.

The researcher’s decision to combine both qualitative and quantitative methods is called triangulation, which according to Tashakkori and Teddle (2003), ensures the research questions can be answered fully as it incorporates multiple techniques.
Triangulation allowed the researcher to counteract issues faced in both approaches (Dawson, 2002), as well as provide multiple standpoints, views and opinions (Greene et al., 2005).

3.4.1 Questionnaire

The quantitative method chosen was a closed tick box questionnaire which as defined by Veal (2011, p.255, italics in original) are a ‘written/printed or computer-based schedule of questions and a pro forma for recording answers to the questions’, with the option after certain questions for participants to provide comments. The researcher created the questionnaire using the software Qualtrics.

3.4.2 Interviews

The qualitative method chosen was structured interviews with a mix of open and closed ended questions to allow a degree of freedom in responses, gaining additional information that provided a deeper understanding (Small, 2007). The questions were asked to all interviewees to ensure continuity, and enable ease when comparing with the other interviews (Dawson, 2002).

3.5 Sampling

3.5.2 Sample

A sample of 70+ online and 40+ physical questionnaires participants was originally proposed by the researcher, however, due to time constraints and weather issues the researcher made the decision to solely gather responses to the questionnaire online. Although only online responses were gathered, this was successful as the researcher gained a total of 101 responses, meaning a large enough sample was gained in order to analyse the impacts of both festivals felt by local residents.

A sample of ten local businesses in Winchester was originally selected as they had the characteristics of what is being researched i.e. a local business in Winchester, however in the end only seven interviews were completed with all of them being
face-to-face, which was still successful as the information gained was representative of local businesses within Winchester.

3.5.3 Strategy

As stated before, the original sampling strategy was to gain questionnaire responses physically as well as online, which meant an opportunity of available participants on Winchester High Street would have been asked, but also purposive sampling, which is a non-probability sample, where the researcher would have had control over the representativeness of the sample by selecting those who fitted that characteristics of the population and the objective of the research i.e. a resident in Winchester (Crossman, 2018). The researcher also proposed to use the snowballing technique by asking participants to recommend someone else who may be appropriate for the study (Explorable.com, 2009), however, as the researcher solely gained online responses this was not used.

For the online questionnaires the strategy was also opportunity and purposive sampling as the questionnaire was distributed by sending the link via an existing list of email addresses of people who live in the local area of Winchester, as well as through local Facebook groups for the Winchester area e.g. ‘This is Winchester’ and ‘Facebay – Winchester’, where the researcher did have slight control over sample. This strategy was chosen as it allowed a wide variety of participants the opportunity to take part in the research as well as ensuring the results were representative of the population of Winchester.

The sampling strategy for the interviews was a quota sample which is a method of data collection which can be seen as representative of an overall group (Dudovskiy, 2017), in this case, local businesses in Winchester. The researcher approached the selected ten businesses via email and in person prior to the interviews taking place, with confirmation of participation forms, which were signed.
3.6 Analysis of data

The quantitative data was analysed by statistical analysis, which is when a variety of methods are used in order to sort through vast collections of data and present overall trends (Trade Ideas LLC, 2011). This was done through the software Qualtrics, which produced an overall report of the responses to each question, along with graphs for each questions. The researcher also used Qualtrics to compare the responses to each question within the different age segments (18-23, 24-30, 31-40, 41-50, 50+), which the researcher then inputted into Microsoft Excel to create graphs for these segments. This allowed the researcher to assess the frequency of answers, as well as the counts and percentages of responses provided (Veal, 2011).

The qualitative data was analysed by emergent themes, which is equivalent of looking at variables in quantitative research (Veal, 2011). By implementing this substantive approach, the researcher was able to interpret meanings beyond the data, such as the interviewees feelings and perceptions (Ritchie et al., 2014). After transcribing, reading through and making notes several times, the researcher then used thematic colour-coding to decipher information into general themes. Which was followed by collecting, contrasting and comparing all responses given for each theme, which then provided the basis for the discussion. Throughout the data analysis process, the researcher was referred to as interviewer and interview participants as P1 – P7.

3.7 Reliability and Validity

One particular issue was response problems, which could have resulted in biased results due to a reduced sample size (Cornish, 2002). These response problems could have occurred from the type of questions being asked as well as the length of the questionnaire and interview. To combat this, the researcher ensured both the questionnaire and interviews were condensed enough so participants did not get bored, but still detailed enough to provide thorough analysis to answer the research questions and aims. To try to ensure the largest possible response rate, the
researcher chose to run a pilot questionnaire and interview on a small number of friends and family. This allowed any problems such as confusion to be ironed out, ensuring the results could not be accused of being unreliable or invalid.

3.8 Ethical measures

All participants were made fully aware of the nature and purpose of the research and had to provided consent prior to taking part. Participants were also made aware that they could withdraw at any time, as well as being informed that all information they provided was 100% confidential.

In regards to participants being under 18, for the questionnaire, the first question asked participants age, if they were under 18 they were taken to the end of the questionnaire. In regards to the interviews, the researcher checked participants age prior to the interview. Ethical issues such as interviews not being documented fully were avoided by all interviews taking place face-to-face and being recorded.

All participants for both the questionnaire and interviews were notified that the researcher will have sole access to the data collected and the data in the dissertation is anonymous and for the interview participants, they will be only identifiable by P1 – P7 to safeguard from identification.

3.9 Limitations and other methods available

The researcher was aware that when conducting primary research there are a number of possible limitations i.e. small sample size, length of research not being long enough and low response rate (Roberts, 2004), however, as demonstrated earlier, these limitations were minimised.

In regards to other methods available, focus groups could have been used as they are more flexible than structured interviews, so could have produced a greater number of opinions per key theme. However, due to the number of participants
needed, compared to the expected number willing to take part (Ritchie et al., 2005), this was not chosen. Semi-structured interviews could have also been chosen which again would have provided more flexibility in responses given, however this can be more time consuming to do, and the researcher felt that by using a mix of open and closed ended questions, flexibility in answers was still possible.

3.10 Chapter summary

To conclude, this chapter provided an insight into the methodology used by the researcher with justification and awareness to issues and other methods which could have been chosen. The next chapter will present, analyse and discuss the results of the primary research.
4.0 RESULTS, ANALYSIS AND DISCUSSION
4.0 Results, Analysis and Discussion

4.1 Chapter overview

This chapter will present, analyse and discuss the results of the quantitative and qualitative primary data collected by the researcher which were questionnaires and structured interviews. The researcher has chosen to combine the results, analysis and discussion into one chapter which will enable the gaps in knowledge and contemporary issues identified in the literature review to be easily compared to the findings of the primary research. This is done with the aim to make useful contribution and recommendations to the existing body of knowledge and research in this area. The quantitative data will be presented in the form of graphs and charts. With the exception of the first section of questions which were general questions about the participants, the data from the remaining two other sections about Hat Fair and Boomtown, will be presented in a total of 2 graphs depending on the question, the first will show the overall results to the question, whilst the second will highlight the results of each age segment which are 18-23, 24-30, 31-40, 41-50 and 50 plus. The researcher will then comment on the results, identify any patterns or trends that occur, compare these with the literature review and then discuss.

The qualitative data will be grouped into the following sections from the identification of common themes and for ease of analysis, from which the researcher will again comment on, identify any patterns or trends that occur, compare to the literature review and then discuss.

Qualitative sections:

- Traffic
- Employment
- Economic/Financial impact
  - Trading levels
  - Stock levels
4.2 Questionnaire results and analysis

This section will present and analyse the results from the questionnaires which were completed by local residents of Winchester online. The researcher has attached the Qualtrics questionnaire report in Appendix I. As stated in the introduction for this chapter, the data for section one of the questionnaire will be presented by a single graph, whilst the data for section two and three of the questionnaire will be presented in two graphs highlighting the different answers of each age group.

Section 1

Question 1: Gender

Figure 1. Gender

Figure 1 shows more participants were female at 72% compared to 28% of participants who were male.
**Question 2: Age**

*Figure 2. What is your age?*

Figure 2 shows the majority of participants were aged 50 and over (55%), whilst the next highest age group were 31-40 year olds (16%), followed by 41-50 year olds (12%), then 18-23 year olds (9%) and finally 24-30 year olds (8%). This demonstrates these results are predominantly the views of the older generation in Winchester. However, as there is still a large number of data provided by all other age groups, the results are still representative of the local residents of Winchester.

**Question 3: How long have you lived in Winchester?**

*Figure 3. How long have you lived in Winchester?*

The smallest number of participants (1%) had lived in Winchester was between 4 - 11 months, followed by 5% of participants living in the city for 1 year. The results for 3+ years and 5+ years were the same at 7% each. The majority of participants (81%) have lived in Winchester for 10+ years, which is extremely helpful, as it ensures the data provided is predominantly from participants who have experienced the impacts of both festivals for a number of years.
**Question 4: What area of Winchester do you live in?**

**Figure 4. What area of Winchester do you live in?**

Figure 4 demonstrates a variety of locations of the participants, with the majority (54%) choosing ‘other’. These results correlate to the locations of the case study festivals as Hat Fair takes place across the city centre, whilst Boomtown takes place on the outskirts of Winchester, which show that the majority of participants live in close proximity to Boomtown Festival, as shown by their selection of ‘other’.
Section 2

Question 5: Have you heard of the Hat Fair?

Figure 5a. Have you heard of the Hat Fair?

Figure 5b. Have you heard of the Hat Fair? – Age segmentation

The data in figure 5a and 5b shows that a total of 109 participants have heard of the Hat Fair, whilst figure 5b highlights the difference in answers for each age group. As shown, one participant aged 18-23 has not heard of the Hat Fair, which is surprising to the researcher as the festival is largely aimed at the younger generation. Figure 5b also shows that 2 participants aged 50+ have also not heard of the Hat Fair. To ensure the validity of the results, the participants who selected ‘no’ were taken to the end of this section.
Question 6: Have you ever been to Hat Fair?

Figure 6a. Have you ever been to Hat Fair?

Figure 6b. Have you ever been to Hat Fair? – Age segmentation

Both figure 6a and 6b demonstrate that a large number of participants have been to Hat Fair (77%) compared to those who have not (23%). Figure 6b highlights that an equal number of participants aged between 31-40 and 41-50, whilst almost half (15) of over 50’s have not been to Hat Fair. These results do not surprise the researcher as it was expected that a higher percentage of older participants would not have attended the festival.
Question 7: “Hat Fair helps Winchester to be recognised as a tourist destination”

Any further comments?

Figure 7a. “Hat Fair helps Winchester to be recognised as a tourist destination” Any further comments?

Figure 7b. “Hat Fair helps Winchester to be recognised as a tourist destination” Any further comments? – Age segmentation

The results shown in figure 7a and 7b demonstrates that the majority of participants moderately agreed (52%), whilst a quarter of participants (25%) strongly agreed with the statement that Hat Fair helps Winchester to be recognised as a tourist destination. One participant stated “it is a vibrant event with a strong historical tradition and brings in extra visitors”, supporting Jose del Barrio et al. (2012) who found that cultural festivals offer cultural heritage to the host destination, and
shows support of Wood (2005)’s findings that cultural festivals are able to impact on
the way the host community view their area as a destination.

The majority of participants who agreed with the statement were over 50, this could
highlight the fact that the older generation are more involved with tourism and
thereby notice the impacts that the festival has on tourism. Kuvan and Akan’s (2004)
research into age and tourism highlighted that age was found to be an influencer in
the degree that social impacts are perceived by local residents. With that being said
there are doubts whether the views of participants about tourism can be a result of
age, as in the literature review the researcher discovered that Allen et al. (2008) and

**Question 8:** “Whilst Hat Fair is taking place, I would be willing to pay an increased
price for goods and services charged by local businesses”

**Figure 8a.** “Whilst Hat Fair is taking place, I would be willing to pay an increased price
for goods and services charged by local businesses”
Figure 8b. “Whilst Hat Fair is taking place, I would be willing to pay an increased price for goods and services charged by local businesses” – Age segmentation

Bowdin et al. (2001) found festivals can result in increased prices of goods and services for residents as local businesses maximise profits whilst there is such an increase in customers, which could lead to residents having negative connotations of the festival as resident’s perceptions are influenced by the perceived economic and social benefits and costs (Ritchie et al., 2009; Yao and Schwarz, 2017). The results in figures 8a and 8b supports this as the majority of respondents (59%) strongly disagree with the statements, followed by 23% of participants who moderately disagreed with the statement, one stating “businesses should be putting deals on as opposed to increasing current prices”.

Question 9: “Hat Fair causes overcrowding in the city, which as a result deters local residents”

Figure 9a. “Hat Fair causes overcrowding in the city, which as a result deters local residents”

As shown in figure 9a, the results are more varied, with participants providing a variety of answers to the statement. Figure 9b shows the majority of 18-23’s moderately disagree which is no surprise to the researcher as Hat Fair is predominantly aimed at the younger generation in Winchester, supporting the literature on the Hat Fair (BBC, 2009). As the festival has been taking place for a number of years, the participants within this age segment would have been directly
involved with these activities along with their peers so they would not see the festival as causing overcrowding. Looking at the results as a whole the majority of participants (36%) moderately agreed with the statement, with participants stating they “avoid town when it is the Hat Fair” and that “people would avoid the city centre in terms of driving and shopping as it is quite busy!”. This supports Bowdin et al. (2001) who stated that festivals often lead to overcrowding. As this was the view of the majority of participants, the researcher can conclude that Hat Fair does cause overcrowding in Winchester.

Question 10. “Hat Fair causes an increase in traffic congestion whilst the festival is taking place”

Figure 10a. “Hat Fair causes an increase in traffic congestion whilst the festival is taking place”

Figure 10b. “Hat Fair causes an increase in traffic congestion whilst the festival is taking place” – Age segmentation
As shown in figure 10a, the majority of all participants agree with the statement as 39% moderately agree, whilst 34% strongly agree. These results support Allen et al. (2008), who found that among others, traffic and congestion are negative impacts caused by festivals. Even though there are a number of participants who either moderately disagree (7%) or strongly disagree (4%), as the percentage of participants is so minimal, the researcher is able to come to conclusion that traffic congestion is a major negative social impact felt by residents as a result of the Hat Fair and that the festival organisers should look to put in place steps to reduce this, such as encouraging the use of public transport and shuttle bus services.

**Question 11. “Hat Fair means that there is an increase in anti-social behaviour which impacts upon local residents”**

Figure 11a. “Hat Fair means that there is an increase in anti-social behaviour which impacts upon local resident

![Figure 11a](image1)

Figure 11b. “Hat Fair means that there is an increase in anti-social behaviour which impacts upon local residents” – Age segmentation

![Figure 11b](image2)
As shown in the literature review, Allen et al. (2008) state a negative impact of festivals is anti-social behaviour, however the results of question 11 can be seen to disagree with these findings to a certain extent. A significant percentage of participants moderately disagreed (27%) and likewise strongly disagreed (10%). However, the majority of participants were undecided on this matter, which could be down to it not being noticed or there not being enough of it to make a clear judgement. As a result, the researcher believes that this demonstrates that the Hat Fair cannot be seen to cause an increase in anti-social behaviour.

**Question 12. “Hat Fair creates both part time and full time employment opportunities for local residents”**

Figure 12a. “Hat Fair creates both part time and full time employment opportunities for local residents”

![Figure 12a](image1)

Figure 12b. “Hat Fair creates both part time and full time employment opportunities for local residents” – Age segmentation

![Figure 12b](image2)
Gursoy et al. (2004) believe that festivals often create job opportunities which is supported by the results of question 12 as the majority of participants moderately agreed (42%) with the statement, showing a benefit to the local community. Furthermore, these findings support the claim made by Hat Fair, that it offers job opportunities (Hat Fair, 2017b), however although one participant stated “the organisers have a number of locally based paid positions” no participants informed the researcher that they have taken up these opportunities.

**Question 13. “The community of Winchester is actively involved in the Hat Fair”**

It became very evident to the researcher from the literature review that involvement between host communities and festivals is extremely important (Egresi and Kara,
2017) as the festival success is dependent on the perceptions of the local community (Yao and Schwarz, 2017) ensuring support from host communities is crucial (Jugo et al., 2003). Figure 13a demonstrates that local residents believe the community of Winchester is actively involved in the Hat Fair. These results, along with comments from participants such as “they do a great job at getting local schools and theatre companies involved” and “school children especially” positively correlate to the recurrent finding in the literature which was the importance of community involvement to the festival (BBC, 2009; Hat Fair, 2017a; Hat Fair 2017c; Hat Fair, 2017d).

**Question 14. “Hat Fair has a positive social impact on local residents of Winchester”**

**Figure 14a. “Hat Fair has a positive social impact on local residents of Winchester”**

**Figure 14b. “Hat Fair has a positive social impact on local residents of Winchester” – Age segmentation**
Figure 14a show the majority (41%) moderately agreed with the statement and likewise 20% strongly agree. This could be due to cultural festivals being known to encourage positive perceptions to destinations, enhance cultural expression and enable diversity (Giorgi and Sassatelli, 2011; Jose et al., 2012). When looking at the results broken down into age segments the majority of participants within each segment agreed with the statement, demonstrating residents believe Hat Fair has a positive social impact on them.

**Question 15. Which do you think is the biggest negative impact of Hat Fair on local residents?**

Figure 15a. Which do you think is the biggest negative impact of Hat Fair on local residents?

Figure 15b. Which do you think is the biggest negative impact of Hat Fair on local residents? – Age segmentation
Figure 15a demonstrates traffic as the biggest negative impact of the Hat Fair, with the majority of all participants in each age segment agreeing. These findings support the study conducted by Fredline and Faulkner (2000), who found that when analysing the attitudes of the host community for the Gold Cast Indy in Australia, the most important cost to them was the short-term negative impacts, such as traffic disruption and access to amenities, like in these results.

**Question 16. Which do you think is the biggest positive impact of Hat Fair on local residents?**

Figure 16a. Which do you think is the biggest positive impact of Hat Fair on local residents?

[Graph showing various positive impacts with 'Sense of community' being the highest]

Figure 16b. Which do you think is the biggest positive impact of Hat Fair on local residents? – Age segmentation
As shown in figure 16a the top two positive impacts the Hat Fair has on local residents of Winchester are community pride (23%) and sense of community (41%), which supports the findings Quinn (2006) and Amin and Thrift (2007) who found the most evident positive community impacts were community pride and sense of community. These results also support the literature by the Hat Fair itself, which again demonstrated that local community is extremely important to the festival (BBC, 2009; Hat Fair, 2017a; Hat Fair, 2017c; Hat Fair, 2017d).

Question 17. Are there long term and short term effects of Hat Fair on the local residents?

Figure 17a. Are there long term and short term effects of Hat Fair on the local residents?

Figure 17b. Are there long term and short term effects of Hat Fair on the local residents? – Age segmentation
Figures 17a and 17b show the majority of participants (54%), as well as the majority of participants in each age segments apart from 18-23, stated there are only short term effects of Hat Fair on local residents, with one participant stating “the town centre is very busy during Hat Fair”. This can be seen to support research which stated that although there are impacts of festivals, they are only temporary (Bowdin et al., 2001).

Section 3. Boomtown

Question 18. Have you heard of Boomtown Festival?
Figure 18. Have you heard of Boomtown Festival?

Figure 18 shows all participants have heard of Boomtown Festival, which the researcher believes is due to the size of the festival and could potentially be due to the impacts it has on local residents of Winchester.

Question 19: Have you ever been to Boomtown Festival?
Figure 19a. Have you ever been to Boomtown Festival?
Figure 19b. Have you ever been to Boomtown Festival – Age segmentation

![Bar chart showing age segmentation of Boomtown Festival attendees](image)

Figure 19a shows the majority (84%) have not been to Boomtown Festival, compared to 16% who have. Figure 19b surprises the researcher as only one participant aged 18-24 has been to the festival, and no participants aged 24-30 have been, when the festival is predominantly aimed at these age groups. It again surprises the researcher that around a quarter of participants aged 50+ have been to the festival however this could be down to Boomtown offering complimentary tickets to local residents and also to those whose children have taken part in workshops that run prior to the festival (Boomtown, 2017).

**Question 20. “Boomtown Festival helps Winchester to be recognised as a tourist destination”**

Figure 20a. “Boomtown Festival helps Winchester to be recognised as a tourist destination”
Figure 20b. “Boomtown Festival helps Winchester to be recognised as a tourist destination” – Age segmentation

Figure 21a demonstrates the majority (43%) of participants moderately agreed, followed by 16% of participants who strongly agreed. This supports Derrett (2009) and Diedering and Kwiatkowski (2015) who stated that music festivals lead to recognition and publicity of the location as a tourist destination, as well as being able to put the location on the map.

**Question 21. “Whilst Boomtown Festival is taking place, I would be willing to pay an increased price for goods and services charged by local businesses”**

Figure 21a. “Whilst Boomtown Festival is taking place, I would be willing to pay an increased price for goods and services charged by local businesses”
Figure 21b. “Whilst Boomtown Festival is taking place, I would be willing to pay an increased price for goods and services charged by local businesses” – Age segmentation

Bowdin et al. (2001) argued local communities will often cope with the temporary inconveniences i.e. increased prices as they value what the festival brings overall. However, figure 21a contradicts this as 70% of participants strongly disagreed, followed by 22% of participants who moderately disagreed. One comment, [Boomtown] “is held on the outskirts of the City and shouldn’t influence prices” supports this further.

**Question 22.** “Boomtown Festival causes overcrowding in the city, which as a result deters local residents”

Figure 22a. “Boomtown Festival causes overcrowding in the city, which as a result deters local residents”
Allen et al. (2008) noted a significant negative impact of festivals is overcrowding in the centre of the destination and also on the roads, leading to residents viewing the festival negatively. Figure 22a support this as 33% strongly agreed and 25% moderately agreed with one participant commenting they “avoid the town 1st day & Monday” (the final day of the festival). The previous comment and another stating [it is] “very short lived disruption”, support the earlier finding of Bowdin et al. (2011) that residents are willing to put up with the overcrowding as it is only temporary.

**Question 23. “Boomtown Festival causes an increase in traffic congestion whilst the festival is taking place”**

Figure 23a. “Boomtown Festival causes an increase in traffic congestion whilst the festival is taking place”
Figure 23b. “Boomtown Festival causes an increase in traffic congestion whilst the festival is taking place” – Age segmentation

Figure 23a show the majority of participants (82%) strongly agreed and figure 23b demonstrates the majority of participants in each age segment also strongly agreed. This supports Perez and Nadal (2004) who found 70% of participants believed a major issue of festivals is the traffic congestion associated with them, also supporting Allen et al. (2008). These results are further supported by comments from participants such as “I suffered verbal abuse in the traffic upon the festival people leaving which scared my young children”, again demonstrating the major issue of traffic must be addressed as it leads to other negative impacts such as anti-social behaviour.

Question 24. “Boomtown Festival means that there is an increase in anti-social behaviour which impacts upon local residents”

Figure 24a. “Boomtown Festival means that there is an increase in anti-social behaviour which impacts upon local residents”
Figure 24b. “Boomtown Festival means that there is an increase in anti-social behaviour which impacts upon local residents” — Age segmentation

Festivals can lead to negative impacts such as anti-social behaviour (Getz, 2008), which as previously stated can lead to host communities perceiving the festival negatively, creating tension between the festival organisers and the host community (Derrett, 2004). Figure 24a support this as 82% of participants strongly agreed, which is followed by 16% who moderately agreed.

**Question 25. “Boomtown Festival creates both part time and full time employment opportunities for local residents”**

Figure 25a. “Boomtown Festival creates both part time and full time employment opportunities for local residents”
Figure 25b. “Boomtown Festival creates both part time and full time employment opportunities for local residents” – Age segmentation

Figures 25a and 25b demonstrate 49% of participants moderately agreed and the majority of 50+, 41-50’s and 31-40’s also moderately agreeing. This supports Diedering and Kwiatkowski (2015) who stated festivals benefit their host community by creating employment opportunities. More participants aged 18-23 disagreed with the statement, which surprises the researcher who would assume most job opportunities would be aimed this age segment.

**Question 26. “The community of Winchester is actively involved in the Boomtown Festival”**

Figure 26a. “The community of Winchester is actively involved in the Boomtown Festival”
Section 2.9 highlighted that Boomtown has a number of strategies in place in order to involve the local community (Boomtown, 2017). However, figure 26a show the majority of participants (32%) moderately disagreed with this statement. This was followed by 28% of participants who were undecided on this matter, which could mean even if the festival is working to involve the local community, residents are not aware of this.

**Question 27. “Boomtown Festival has a positive social impact on local residents of Winchester”**

Figure 27a. “Boomtown Festival has a positive social impact on local residents of Winchester”
Figure 27b. “Boomtown Festival has a positive social impact on local residents of Winchester” – Age segmentation

As shown in figure 27a participants had very split views with 30% stating they were undecided, whilst 20% moderately disagreed and similarly 23% moderately agreed. Although the results show a very mixed response, more participants either moderately disagreed or strongly disagreed contradicting Dogan et al. (2004) who found a benefit of festivals are that they create positive social impacts which outweigh any negatives.

Furthermore, Kim and Petrick (2005) found social impacts perceived varied significantly dependent on age, however figure 27b can be seen to contradict this as there was no one answer per segment. Most segments had equal numbers moderately agreeing and moderately disagreeing, apart from the 24-30 group, where the results were more conclusive with more participants disagreeing.
Question 28. Which do you think is the biggest negative impact of Boomtown Festival on local residents?

Figure 28a. Which do you think is the biggest negative impact of Boomtown Festival on local residents?

Figure 28b. Which do you think is the biggest negative impact of Boomtown Festival on local residents? – Age segmentation

Figure 28a demonstrate the majority (74%) believe the biggest negative impact is traffic. Figure 28b also shows the majority of participants for each age segment mostly agreed that traffic was the biggest impact, apart from participants aged 24-30 who felt that it was anti-social behaviour. Again this supports existing literature that traffic is a major negative impact to local residents (Perez and Nadal, 2004; Allen et al., 2008).
Question 29. Which do you think is the biggest positive impact of Boomtown Festival on local residents?

Figure 29a. Which do you think is the biggest positive impact of Boomtown Festival on local residents?

![Bar chart showing responses to Question 29a](image)

Figure 29b. Which do you think is the biggest positive impact of Boomtown Festival on local residents?

![Bar chart showing responses to Question 29b](image)

Figure 29a shows the majority (62%) felt none of the options were the biggest positive impact of the festival on local residents. Comments such as “local business opportunity” and “increased in retail opportunities” show some participants feel Boomtown Festival only positively impacts local businesses. However other comments such as “makes Winchester a go to place” and “community grants” demonstrates other local residents do in fact benefit from the festival taking place.
Furthermore, the comment about community grants supports the finding which stated Boomtown Festival is continuing to develop their Community Support Fund (Boomtown, 2017).

**Question 30. Are there long term and short term effects of Boomtown Festival on the local residents?**

Figure 30a. Are there long term and short term effects of Boomtown Festival on the local residents?

![Figure 30a](image)

Figure 30b. Are there long term and short term effects of Boomtown Festival on the local residents? – Age segmentation

![Figure 30b](image)

Figure 30a shows the majority (58%) believe Boomtown has only short term effects, compared to 27% of participants who believe effects are both long and short term. A
number of comments left pointed to noise and traffic being among the most significant short term effects on local residents, which supports earlier findings that these are major issues of festivals (Stynes, 1997; Perez and Nadal, 2004; Allen et al., 2008; Bowdin et al., 2011). With that being said, a number of comments were left regarding the financial impact such as “money given by Boomtown to local area for projects” and “each parish gets given up to or maybe more than £1000 a year to a charity or organisation of their choice...it brings in a huge amount of £ locally... long term positive out way any short term negativity” which were significantly more positive. This demonstrates to the researcher that some local residents are aware of the work that Boomtown Festival does to give back to the local community, supporting the findings in the literature review (Boomtown, 2017).

4.3 Interview Results, Analysis and Discussion

This section will present and analyse the results from the seven interviews with local businesses in Winchester. The researcher has attached full transcripts of all seven interviews that took place which can be found in Appendix B - H.

All interviewees chose to keep their identities anonymous. As a result, the researcher identifies the interviewees as participant 1 (P1), participant 2 (P2), participant 3 (P3), participant 4 (P4), participant 5 (P5), participant 6 (P6) and participant 7 (P7).

A brief summary of each participant is as follows:

- Participant 1: The manager of a fencing supplies business to both the public and trade, which has been operating in Winchester for 20 years.

- Participant 2: The manager of a local farm shop and watercress beds, which has been operating on the outskirts of Winchester for 70 years.
• Participant 3: The managing director and owner of a luxury toilet trailer hiring and manufacturing business, which has been operating in Winchester for 12 years.

• Participant 4: The manager of a builder’s merchant which has been operating in Winchester for 15 years.

• Participant 5: The manager of a large supermarket offering food to homewares, which has been operating in Winchester for a long time (exact length of time not given).

• Participant 6: The owner of a cheese stall which has been operating in Winchester for 5 years.

• Participant 7: The manager of a pub in the city centre. The current landlords have had the pub for 8 years.

4.3.1 Financial Impact

The first theme identified was the financial impact of festivals. The majority of participants felt both festivals had positive financial impacts on Winchester as a city, however there were more positive responses in regards to Hat Fair as five interviewees stated this compared to three for Boomtown. This supports Derrett’s (2004) research which found festivals can result in a community’s economy being greatly improved.

Another element discussed in the literature review was small local festivals could greatly benefit the local economy (Mitchell 1993; Kim et al. 1998; Baptista Alves et al. 2010; Nurse 2001). This contradicts the findings of Jose del Barrio et al. (2012), who found that although festivals do have a strong economic impact, this is hugely dependent on the size of the festival and the ability to attract tourists, demonstrating that a small festival, such as Hat Fair, would struggle to benefit its
local economy. However, the majority of interviewees stated both festivals have a positive economic impact as participants stated Hat Fair has “a positive impact as it encourages people into the city so they will spend money in local shops and restaurants” and that Boomtown Festival also has “a positive impact as they use local firms and visitors use local transport and shops” (Participant 3, 2018).

4.3.1.1 Stock Levels

Wöber (2002) and Richards and Wilson (2004) believe both music and cultural festivals create an increase in customers which can often result in businesses needing to increase stock levels to meet this demand. The results of the primary research support these findings to an extent as two participants for Hat Fair and two participants for Boomtown Festival stated this. One participant had a stall at Hat Fair so this was why they needed to increase stock levels. Likewise, one interviewee stated their business supplies materials and goods for Boomtown so has to increase stock levels. However, no interviewees stated they had to increase stock levels in preparation for both festivals, which shows that each festival affects businesses in Winchester differently. The researcher has identified that the location of the businesses could be the depending factor on whether stock levels need to be increased as the two businesses who said they needed to increase stock levels as a result of Hat Fair are located in the city centre, as is the festival, whereas the two businesses who increased stock levels due to Boomtown are located just outside of the city centre, again like the festival. However, the results of the primary research cannot be generalised to the majority of businesses in Winchester as the number of supporting responses is less than half.

4.3.1.2 Trading Levels

The next theme, trading levels was identified when three interviewees stated Hat Fair increases their trading levels, with one saying they see a “dramatic increase” (Participant 7, 2018) due to the influx of customers who come into the business after spending the day at the festival. This supports Egresi and Kara (2014) whose study
showed festival visitors spend money not only at the festival sites but also in the host communities, resulting in increased trading levels for businesses. However, in comparison the responses for Boomtown contradict their findings as only one participant explicitly agreed, whilst three interviewees stated Boomtown in fact negatively affected their trading levels. These findings are more in line with the research completed by Bowdin (2011), who found that music festivals can result in costly implications for local businesses.

4.3.1.3 Revenue

Kelly (2013) presented the idea that festivals can enhance revenue and profits as the increased number of visitors results in more being spent in businesses especially if the festival is over a three or four-day period. Evidence of this was shown when one participant stated they see an increase in revenue due to Hat Fair (Participant 6, 2018) and similarly another responded that Hat Fair has a positive impact on their revenue due to the increase in customers, which is significantly noticeable in the days leading up to the festival as attendees prepare for the festivities (Participant 5, 2018). Somewhat similar results were shown for Boomtown, where one participant stated Boomtown “positively affects our business as they hire our toilets, so we have an increase in revenue” (Participant 3, 2018), however more negative responses were given compared to Hat Fair with one participant stating that Boomtown results in a deduction in customers reducing their revenue (Participant 6, 2018).

4.3.2 Traffic

Stynes (1997) identified that traffic can negatively impact on local businesses, supported by Allen et al. (2008) who also found traffic congestion to be a negative aspect of festivals. This was heavily supported by the findings of the primary research, with all but one participant stating Boomtown does in fact result in traffic congestion which deters potential customers from entering the city. One participant went on to say that “traffic is the most disruptive part about Boomtown (Participant 1, 2018) and another stating that because of the traffic disruption Boomtown
creates, the city is completely gridlocked, which negatively impacts upon their business further as their staff often have trouble getting to work as a result (Participant 5, 2018). The responses in relation to Hat Fair were significantly positive in comparison, with again all but one participant stating that traffic does not cause any issues, with the majority of participants arguing that the festival encourages more customers into the city contradicting the findings of Stynes (1997) and Allen et al. (2008).

4.3.3 Employment

Two businesses stated Hat Fair meant they needed extra staff to help out due to the increase in customers, as well as two different participants informing the researcher they also increase staffing levels due to Boomtown. One of these participants said they increase staff levels prior to Boomtown taking place due to the increase in customers in the days leading up to it (Participant 5, 2018), whereas the other needed extra cleaning staff to attend the festival (Participant 3, 2018). This supports Diedering and Kwiatkowski (2015) who found that festivals have the ability to create jobs for the local community. The remaining three participants stated they do not see the need to increase staffing levels, with one participant stating they in fact decrease the number of staff as a result of the reduction in business due to Boomtown Festival.

4.3.4 Customers

Jose del Barrio et al. (2012) believe cultural festivals can attract customers which can lead to increased expenditure and in turn positively impact on local businesses. The majority of participants support this as two participants stated Hat Fair encourages more customers into the city (Participant 3, 2018; Participant 6, 2018) as well as others said there is an overall increase in customers (Participant 4, 2018; Participant 5, 2018). Another participant stated they see a dramatic increase in customers which is probably down to their location, in the city centre, and the time of year the Hat Fair takes place (Participant 7, 2018), this not only supports the research by Jose del
Barrio et al. (2012), but also links in with the research by Yeoman et al. (2004) who believe that cultural festivals often take place in the summer months as it ensures a higher number of customers are able to attend. These findings also support Wöber (2002) and Richards and Wilson (2004) who found both cultural and music festivals result in increased customers in local businesses.

It must be noted that a high percentage of participants felt Boomtown Festival in fact resulted in fewer customers in local businesses, with responses such as the festival causes a decrease in local regular customers due to traffic congestion (Participant 2, 2018; Participant 6, 2018). One participant felt strongly about this stating their reduction in customers is due to them having close throughout the festival (Participant 1, 2018). These results contradict Kelly (2013) who found that music festivals boost earnings of local businesses.

4.3.5 Involvement

The final theme which the researcher was able to identify was involvement. The majority of participants equally confirmed they were not involved with either festival. Only three participants stated they were involved with either festival, with two informing the researcher they provide goods and services to Boomtown Festival, whilst the other had a stall at the Hat Fair. This surprises the researcher as section 2.9 highlighted Boomtown believe they work hard to encourage local businesses to be involved with the festival (Boomtown, 2017).

4.4 Final summary of results, analysis and discussion

Within this section, the researcher has presented, analysed and discussed the results of the primary research against the findings of section 2, the literature review. The following chapter will provide a conclusion to the research project, revisit the aim and objectives set at the beginning and provide recommendations.
5.0 SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0 Summary, Conclusion and Recommendations
5.1 Chapter Overview

Within this chapter the researcher will provide a conclusion to the research project. It begins with an overview of the research project, then critically evaluating whether the research aim and objectives which were set at the beginning of the research project were achieved and summarising the key findings found. The researcher also presents the limitations of the study along with recommendation for future research.

5.2 Overview of the research project

The purpose of the research project was to comparatively analyse the economic and social impacts of festival on their host community. To achieve the aim of the study the researcher used two case studies, Boomtown Festival and Hat Fair which take place in Winchester.

5.3 Research aim, questions and objectives

The research aim was to comparatively explore and analyse the economic and social impacts of festivals on their host community using two case studies: Boomtown Music Festival and cultural festival Hat Fair, in Winchester. As the two festival under study were different types of festival, the researcher endeavored to discover if the impacts felt by host communities differ dependent on the type of festival, or whether impacts are similar.

The two research question which were set by the researcher were:

**Research Question 1.** How and to what extent do local businesses and residents benefit or suffer from festivals taking place in their local community?

**Research Question 2.** What positive impacts can be replicated and any negative issues be resolved for future events?
The researcher believes that the aim and both research questions have been met by completion of the primary research and through the conclusions which have been made as a result of these findings.

The five objectives that were set in order to assist achieving the aim of the research project were:

1. To critically review the literature on the economic and social impacts of festivals in small cities and towns.
2. To investigate the economic impacts of Boomtown Music Festival and Hat Fair on local businesses in the city of Winchester by conducting primary and secondary research.
3. Through primary and secondary research analyse the social impacts of Boomtown Music Festival and Hat Fair on its local residents.
4. To critically evaluate the findings and results and compare.
5. To formulate recommendations based on the conclusions of positive and negative impacts of festivals for future events.

The researcher believes the five objectives were both met. In section two, the researcher was able to achieve objective one by critically reviewing the literature on the economic and social impacts of festival in small cities and towns, which provided the basis for the primary research. By completing this literature review, along with conducting primary research featured in section 4, the researcher was also able to achieve objectives two, three and four. In order to meet the final objective, the researcher will provide recommendations in section 5.6 of this dissertation based on the conclusions of positive and negative impacts of festivals for future events.

5.4 Research findings

Through conducting primary and secondary research a number of key findings were discovered which were:
• Local residents view music festivals in an overall negative light regarding social impacts due to increased noise and anti-social behaviour, however music festivals result in positives such as community grants being awarded.

• Cultural festivals can be seen to create more positive social impacts overall, i.e. a sense of community being felt and pride along with long term benefits such as the lives of local residents being enriched.

• Only a minimal number of social impacts felt by residents are the same for both cultural and music festivals, with negatives such as traffic, access to amenities and over-crowding, and increased employment opportunities and the host community being recognised as a tourist destination positively impacting

• Unlike local residents, local businesses do not see employment as being effected as a result of either type of festival taking place.

• The location of festivals compared to businesses can affect the economic impact felt, however the size of a festival does not.

• Cultural festivals have a greater positive financial impact on local businesses as trading levels, customers and revenue are more likely to be increased.

• Traffic associated with music festivals affects local businesses significantly more compared to cultural festivals.

• There is more involvement between local residents and cultural festivals compared to music festivals, however, this is contrasted for local businesses as they are not involved with either type of festival.
5.5 Limitations of the study

The researcher believes if a larger sample size was used for both types of primary research the findings within the study would be enhanced and the results would have been able to provide a better stance of the impacts felt by local residents. As originally stated the researcher aimed to conduct ten interview, however due to time constraints and businesses willing to take part in the research this was not achieved. If the researcher started the primary research process earlier then this could have been avoided.

Another limitation of the study was that as the researcher chose to conduct structured interviews, the researcher was not able to probe deeper into certain subjects, which would have been doable if semi-structured interviews were used.

The researcher has also identified that as the two festivals which were chosen for study did not take place directly in the same location, this could mean the results could be difficult to directly compare with one another, although it must be noted they are still valid and crucial for festival organisers as they do present the impacts to host communities and strategies for future events, along with an overall view of which type of festival is more beneficial to host communities.

Despite the limitations of the research project, the aim and five objectives were still met, therefore the researcher believes the project was successful.

5.6 Recommendations

The research project addressed the economic and social impacts of festivals on their host community in order to formulate recommendations based on the conclusions of the positive and negative impacts for future events.
One recommendation for future research from the identification of the tourism and cultural benefits of both types of festivals is to investigate in more detail the implications of festivals on tourism and culture as the researcher believes this would incorporate both economic and social impacts on host communities and could prove critical to prospective festival organisers when trying to win support of local businesses, councils and residents.

Another recommendation for future study is to research into the environmental implications of these types of festivals and see how they compare as the researcher believes the results would be extremely interesting.

As stated in the limitations, the researcher believes that another avenue of future research could be to compare two different types of festivals which take place in the exact same location as each other in order to better compare results.

Also a recommendation for industry is to take on board the findings of this dissertation, such as create suitable traffic management plans as this was a major negative impact of both cultural and music festivals, and to ensure that the host community are involved as much as reasonably possible, in order to ensure support, enabling the success of future events.

5.7 Summary

The researcher has explored the impacts of festival on their host communities which was assisted by the two case studies Hat Fair and Boomtown which take place in Winchester. The economic impacts to local businesses and the social impacts to local residents were assessed, which led the researcher to compare which type of festival is most beneficial and most costly to host communities. Alongside presenting recommendations for industry and future research, achieving the aim, research questions and objectives of this dissertation. All in all an interesting and revealing project.