

# Quantifying the Socio-Economic Benefits of Music Festivals: The Case Study of Phalaphala FM Royal Heritage Festival

Mamotse Mokabe<sup>1\*</sup> 

## AFFILIATIONS

<sup>1</sup>Department of Tourism and Hospitality Management, University of Venda, Thohoyandou, South Africa.

## CORRESPONDENCE

Email: [mamotse.mokabe@univen.ac.za](mailto:mamotse.mokabe@univen.ac.za)\*

## EDITORIAL INFORMATION

Received: 03 June 2024

Revised: 09 November 2024

Accepted: 10 November 2024

Published: 03 December 2024

## Copyright:

© The Author(s) 2024.

Published by [ERRCD Forum](#) and distributed under Creative Commons Attribution (CC BY 4.0) licence.



DOI: [10.38140/ijss-2024.vol4.22](https://doi.org/10.38140/ijss-2024.vol4.22)

**Abstract:** Understanding the socio-economic benefits of annual community festivals is vital for stakeholders like event planners and sponsors. This study, focused on Phalaphala FM Royal Heritage Festival, assumes festivals generate income for host communities and attract tourists. Using a dual approach (demand and supply perspectives), the study empirically evaluates these benefits, highlighting their impact on local economies and tourism. The aim is to assess and quantify the socio-economic advantages of music festivals for the host community. The research followed the quantitative method for both the demand and supply sides. The demand side collected data from sampled festival attendees; this was done face-to-face, while the supply collection of data from the SMMEs was done face-to-face and telephonically. The data was mainly analysed through descriptive analysis. The main findings revealed that retaining the earnings from the festival gains can be achieved by buying raw materials locally. Both the demand and supply sides depicted in the study show that the economic contribution of the festival involves the entire process of sourcing local produce from raw materials to fin-

ished products that may need to be done locally. However, the study established that buying locally might not be easy because some of the goods required are unavailable locally in the area. The festival greatly benefits both host communities and local businesses. The study recommends that there should be collaboration among local businesses to create packages (e.g., discounts for festivalgoers on food, accommodation, and transportation) to stimulate the local economy and to produce other raw materials locally.

**Keywords:** Festival, socio-economic, income, benefits, multiplier, supply and demand.

## 1. Introduction

The Phalaphala FM Royal Heritage Festival is a popular annual event that has been held for the past twelve years in Thohoyandou, located in the Vhembe region of the Limpopo province. Snowball and Antrobus (2021) estimate that there are approximately 600 major annual festivals in South Africa, which make up 10%-15% of the creative economy. Wangen (2017) views the creative economy as encompassing all festivals and events, which together contribute R90.5 billion (2.9%) to South African GDP and have created 562,000 jobs. Festivals have the potential to attract visitors from the local region who are eager to participate in community events. According to Lopez (2021), festivals are poised in the 21st century to play a greater role than ever before in terms of job creation, economic empowerment, and growth, both on the global stage and in South Africa. Historical events have encouraged South Africans to celebrate significant occasions, particularly those related to heritage. Celebrations take various forms, including musical festivals. Since 1994, the dawn of democracy, festivals have grown and become an important economic driver for many rural areas, towns, cities, and the country (Visser, 2017).

The Phalaphala FM Royal Heritage Festival is one of the largest annual community festivals in the Limpopo Province (Sinthumule, 2021). Other major festivals include the Marula Festival, OppiKoppi, Polokwane Live Fest, and the Mapungubwe Arts Festival, all of which have a substantial socio-economic impact on the province's tourism and economic status (Maswanganyi & Salawu, 2023; Bob

### How to cite this article:

Mokabe, M. (2024). Quantifying the socio-economic benefits of music festivals: The case study of Phalaphala FM Royal Heritage festival. *Interdisciplinary Journal of Sociality Studies*, 4, 1-18. <https://doi.org/10.38140/ijss-2024.vol4.22>

et al., 2019). However, a thorough understanding of the socio-economic needs and benefits of annual community festivals is crucial for event coordinators, planners, host communities, event sponsors, and other stakeholders. Thus, it is essential to assess the socio-economic impact of the Phalaphala FM Royal Heritage Festival on local communities and businesses. It remains unknown how much economic contribution this popular annual festival makes. Amalu et al. (2021) noted that festivals can potentially offer both benefits and socio-economic costs for host communities and local businesses. This study aims to thoroughly evaluate and identify the various socio-economic benefits that this festival brings to the community. By examining factors such as local business growth, community engagement, and cultural enrichment, the research will provide a comprehensive understanding of the festival's impact on the socio-economic landscape.

### **1.1 Research questions**

This section highlights the research questions that guide this study. These questions are formulated to direct the investigation and focus on specific aspects of the topic, thereby clarifying the objectives and anticipated outcomes of the research.

- What are the attendees' profiles, and what do they associate with the festival (brand tracking)?
- What is the festival's contribution to local businesses, job creation, other opportunities, and overall economic growth within the community?
- How does the festival impact cultural heritage, community identity, and social cohesion among participants and visitors?
- How does the festival attract tourists, influence spending patterns, and enhance the region's visibility as a cultural destination?

## **2. Literature Overview**

This section examines the available literature on the research topic. Various sources were consulted to contextualise the socio-economic impacts and benefits of festivals studied in previous research, as well as to gather ideas for determining the appropriate economic benefits for a festival such as the Phalaphala FM Royal Heritage Festival.

### **2.1 The economic stimulation provided by festivals**

Local tourism officials continually search for new and innovative ways to attract a diverse population to their city and stimulate the local economy. Many tourists have been found to prefer visiting areas considered unique destinations. Thus, it becomes essential to brand a city or a particular natural area or park in a way that ensures its success and prosperity through tourism (Rainero & Modarelli, 2020; Lee et al., 2020). High-profile attractions in Limpopo, such as the Kruger National Park, Nandoni Dam, Phiphidi Waterfalls, and Mapungubwe National Park, are natural and historical/heritage features that draw tourists to the Limpopo area. However, if a place or destination is not generally regarded as a region attracting a high volume of tourists due to a lack of substantial scenic wonders, it becomes important for tourism officials and operators to create alternative methods of establishing and building a unique identity for such an area to entice tourists (Abram et al., 2021; Kastenholz & Gronau, 2022; Inkson & Minnaert, 2022). Limpopo province may not necessarily be considered a major tourist destination, as potential tourists often view it as less historically significant than other areas in South Africa, such as the Western Cape, and due to a lack of promotion and the creation of an interesting and unique identity.

Activities and events, such as music and art festivals, have been found to hold the potential to attract tourists to a city or town. Certain types of music festivals can create unique opportunities for individuals, whether performers or visitors and increase local cultural value for potential tourists (Drummond et al., 2021; Snowball & Antrobus, 2021; Akhundova, 2024). Such festivals provide a wide range of economic and social opportunities to a community. When tourists visit a community,

they automatically spend money simply by being away from the amenities of their homes or home bases.

Businesses located both on and off the sites of festivals and events benefit from the influx of tourists and the increased activity in the area (Jarman, 2021). Economic benefits for the region and residents directly related to the festival include parking, admission fees, merchandise sales, and food and beverage sales. Indirect spending at festivals occurs throughout the festival community in the form of stops at filling stations, dining expenses, public transportation, and purchases of local souvenirs (Pereira et al., 2021). One of the spin-off benefits of such festivals is the substantial amount of free marketing and advertising for local businesses and the community itself generated by the event's attendees. Given the widespread use of social media, it is inevitable that a proportion of attendees and visitors to the event, as well as community members, will post comments and/or photos of the festival (Mair & Smith, 2022). With this large inflow of tourists to the community and the celebration of local heritage and history comes a strong sense of community pride. Festivals such as the Phalaphala FM Royal Heritage Festival encourage residents to celebrate and support the local amenities the town has to offer, including local restaurants and chefs, local musicians and bands, as well as the town's history and heritage. The more an area becomes well known for certain events, such as this royal heritage festival, the more likely it is that the town will develop a unique incentive to attract cultural events to the area.

## **2.2 Socio-economic benefits**

Festivals can have great socio-economic benefits for host communities and local businesses. These benefits include the generation of income for the local economy, job creation, tax revenue, government benefits, balance of payments, increased income, business opportunities to link with other services and products, improvements to infrastructure, attraction of investors, and economic diversification (Ju, 2024). However, Elahi et al. (2021) noted that heritage and cultural tourism events also have potential negative impacts on host communities as well as on local businesses. These can include inflation, leakages, seasonality, exploitation of workers, health risks, safety concerns, and noise.

The expenditure of attendees at a local festival generates new income and outputs in the host community and local businesses. Festivals encourage an alternative means of generating expenditure and income compared to what is typically generated in a local community on a regular daily basis. Brown and Sharpley (2019) noted that attendees spend in a variety of ways and places while attending festivals. For example, they spend at fuel stations, on accommodations, and in local shops. This creates a cycle of substantial economic growth for an area. These various expenditures lead to the creation of income for the local economy and thus give rise to potential new sources of income. The start-up of a festival in an area acts as the initial source to attract and bring money into the local community. Jobs are created to organise the festival, and current local businesses are used to supply the materials for the project. Companies outside the area are attracted to it because of this large festival, which in turn creates more jobs for the local community. All employees begin spending their incomes, or increased incomes, which leads in turn to an increase in tax revenues. The tax money is then spent to improve infrastructure in the community. Thus, an upward growth cycle is created in the area.

## **2.3 Festivals as an integral part of the destination**

The current economic climate has forced many local governments to make budget cuts. These cuts have resulted in difficult decisions for local governments and businesses as communities continue to rely on local governments. One way many communities and local governments have decided to supplement their budgets is through community festivals (Patience & Nel, 2022). This initiative has been encouraged by the growing popularity of various festivals, and the number of these festivals

has risen in recent years. The evident popularity and diversity of these events are significant for host communities (Finkel & Platt, 2020). According to Allen et al. (2022), researchers are unable to explain the reasons for this sudden increase in interest in festivals and special events. It has been suggested that such festivals showcase the culture and identities of local communities and their residents (McClinchey, 2022). Thus, the festival should be designed in ways that share and affirm the community's story and contribute to its unique image and identity. This can be achieved by ensuring local talent is featured and local businesses are utilised as partners for festivals (Niedzwiedz-Richards, 2023). Many local communities are interested in observing how an event impacts the host community. Bozman, Frye, and Kurpis (2010) argue that relying solely on review data is generally considered insufficient to estimate economic benefits, except in some limited and unusual circumstances. The festival fundamentally boosts the economy of the host community through a significant influx of money. This impact is amplified by the interconnectedness of various economic sectors in the area. The direct effects are evident as different economic sectors experience substantial economic benefits derived directly from this financial injection.

One secondary impact is determined by an analysis of the new money being spent within the community, which includes indirect and induced benefits (Dixon et al., 2023; Souza et al., 2021; Schmid, 2019). Indirect benefits measure the total value of supplies and services provided to festival-related businesses by the chain of businesses that serve these organisations. Secondary effects accrue when festival-related businesses and those in the indirect industries spend their earnings (wages, salaries, profits, rent, and dividends) on goods and services in the area. The total impacts are the sum of direct, indirect, and induced effects and represent the total of transactions attributed directly to expenditures on and from the festival (Pereira et al., 2021). Output in the economy is stimulated by the expenditures of festival and special event attendees, expenditures that filter through the local economy (Metsi, 2017; Saayman & Saayman, 2006).

## **2.4 Festivals and locality**

Gunes (2022) writes that festivals significantly influence the development of national and local tourism products, enhancing not only the destinations but also the lives of the people living there. Allen, Harris, and Jago (2024) assert that the involvement of the local community is essential in the events industry. Community members can be viewed as one of the key elements of the event, and their input in the decision-making processes during the planning and execution of events is crucial. Li et al. (2021) emphasised the importance of local involvement in events tourism development. Their findings indicate that the success of festivals relies on the goodwill and cooperation of local people because they are part of the tourism product. While at some destinations locals might be partly dependent on the events and tourism industry for their income (Vanhove, 2022), in other places local tourists and their direct and active participation in the industry might provide an effective and empowering way to gain extra earnings in addition to their regular income (Vukovic et al., 2023).

It has been acknowledged that the active involvement of local communities is a central component in ensuring the success of events, as it is the local community that is most affected by the event in both positive and negative ways. Given that the event is planned and occurs in their space, it significantly impacts their way of life, making their involvement essential (Bob & Swart, 2015). Mustapha, Azman, and Ibrahim (2013), in the findings of a study conducted in Thailand, argue that the local communities participating in their study seldom took part in events tourism initiatives and regularly experienced very restricted involvement or an absolute omission from decision-making processes. According to similar previous studies, local communities are failing to play a part in or to maximise the benefits of events tourism in many tourism destinations around the world. Jepson, Stadler, and Spencer (2019) argue that there are regular differences of opinion among community members, with some acknowledging the positive side of events. Other scholars, such as Harrill (2004), argue that events inevitably negatively impact the lifestyle of the local community: during the

event, community members must share their facilities, and there is a likelihood of fraud and crime if there is not enough security. Chili and Ngxongo (2017:100), from a study conducted in Bergville, KwaZulu-Natal, identified the lack of information as the main problem preventing locals in their study from participating in festivals. This suggests that as long as people remain unequipped with the relevant and necessary information about a local festival and its planning, they will remain isolated and not participate in any of their area's events and tourism initiatives. Thus, event management organisations must take it upon themselves to involve community members and inform them about their role in and contribution towards the festival's success.

### **3. Methodology**

This section provides a comprehensive overview of the methodology utilised to assess the socio-economic benefits associated with the Phalaphala FM Royal Garden Heritage Festival. The sampling strategy involved a carefully targeted selection of participants, which included both attendees of the festival and local business owners in the area. To gather rich and meaningful data, a quantitative research methodology was adopted. This choice was driven by the objective of systematically capturing and analysing the experiences and perceptions of participants regarding the festival's impact. By employing statistical analysis techniques (as highlighted by Denis, 2020; Mohajan, 2020), the research aims to ensure that the voices of the attendees and local entrepreneurs are not only heard but also documented in a way that reflects their significance in the socio-economic landscape of the community.

This study followed the positivism paradigm, which is fundamentally rooted in the philosophy that knowledge is primarily derived from empirical evidence and observable phenomena (Turyahikayo, 2021). Positivism emphasises the importance of objective data that can be measured and quantified, making it a fitting framework for this research. Given that this study is inherently empirical, the use of quantitative methods is essential. This approach not only strengthens the reliability of the findings but also allows for generalisations to be made about the broader population under investigation (Levitt, 2021). By adhering to the principles of positivism, the study aims to achieve a clear and objective understanding of the phenomena being examined.

The study followed a case study focusing specifically on the Phalaphala FM Royal Heritage Festival. The researcher could not include other festivals due to time constraints and a lack of resources. Case studies allow for an in-depth exploration of a phenomenon, providing a rich, contextual understanding of complex issues that might not be captured through other methods (Tracy, 2024). They facilitate the examination of real-world situations, making findings more applicable and relevant (Liu & Panagiotakos, 2022). This design significantly enhances the application of theoretical concepts in real-world contexts, making it easier to translate abstract ideas into practical solutions.

#### **3.1 Sample and data collection tools**

In this research, a comprehensive approach was taken to gather data from two distinct groups. On the demand side, a total of 751 respondents were conveniently interviewed. These individuals were approached while engaging in various activities, including standing in queues for events, exploring different areas of the venue, and as they exited the event. This method ensured a diverse range of participants and perspectives. On the supply side, the study focused specifically on Small, Medium, and Micro Enterprises (SMMEs), with a sample of 100 SMME owners selected to represent a cross-section of businesses that contribute to the local economy. This targeted selection aimed to provide valuable insights regarding the festival.

For both data sets, questionnaires were developed and used to collect data. This approach is particularly beneficial when time or resources are limited, allowing researchers to gather large amounts of data quickly (Remenyi, 2022; Taherdoost, 2021). Questionnaires often require less manpower and can be distributed digitally, reducing printing and distribution costs. For attendees,

the questionnaires were thoughtfully designed and comprised three distinct sections. The first section focused on visitor profiles and brand tracking, aiming to gather insights into how attendees perceived the event and interacted with various brands. The second section covered spending responses, where respondents provided details on their spending behaviours, including accommodation costs, fuel expenses, and purchases of souvenirs and other necessities. The third section collected basic demographic data, including gender, marital status, and area of origin, to better understand the composition of the participant pool. This structured approach ensured a comprehensive understanding of the attendees and their experiences during the event. For SMMEs, utilising questionnaires distributed physically, electronically, or via phone allowed the researcher to gather a substantial amount of data efficiently, facilitating a thorough examination of the perspectives, experiences, and overall benefits associated with the festival. Questionnaires are effective tools for generating quantitative data, which can be readily analysed using statistical methods (Humble, 2020; Kent, 2020).

### **3.2 Data analysis and ethical considerations**

The quantitative research method was used in this study; this method highlights the importance of quantifying data during both its collection and analysis (Mohajan, 2020). The data was analysed using descriptive analysis. This method involves numerical data that can be analysed using statistical techniques (Meeker et al., 2022). The data was analysed by employing statistical techniques, using descriptive statistics through means and inferential statistics by performing t-tests.

To begin with, the researcher proactively requested permission from the organisers to conduct the study. All participants in the study were thoroughly briefed about their rights and were offered the opportunity to participate voluntarily. To adhere to strict ethical standards, considerable emphasis was placed on safeguarding the anonymity of each respondent. Davis et al. (2022) state that ethical considerations assure participants there are no personal consequences associated with their participation. As a precaution, questions that might disclose personal identities, such as names or other identifying information, were consciously omitted from the survey to protect the privacy of the individuals involved.

## **4. Research Findings**

This section presents the findings of the study, including descriptive statistics on the profiles of the attendees, brand tracking, and t-tests of the demand expenditure survey. It further provides the perceptions of the sampled owners of local businesses regarding the benefits to their businesses and concludes with the economic multiplier model used to assess the economic benefits of the Phalaphala FM Royal Heritage Festival in the area under study.

### **4.1 Profile of attendees**

This section delves into the detailed profiles of the attendees, providing insights into their place of stay, marital status, employment status, companions, gender, and age. It aims to highlight the diverse backgrounds, fostering a deeper understanding of the attendees present.

*Table 1: Gender*

<b>Gender</b>	<b>Frequency</b>	<b>Percentage</b>
Female	216	38
Male	355	62

Table 1 shows that the festival is attended by males more than females. It is not clear whether this follows the paternalistic roles that women have always had of being stay-at-home ladies while men are free to move around.

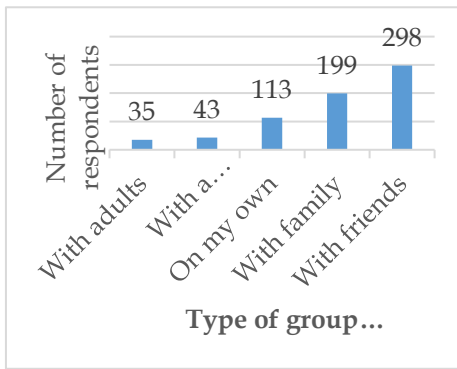


Figure 1: Companion of respondents

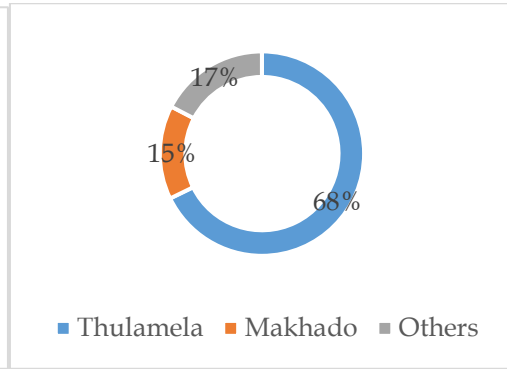


Figure 2: Place of stay for respondents

About 83 per cent (618) of respondents were from Limpopo Province, while only 10 per cent (70) were from other provinces. Most respondents from Limpopo (over 65 per cent, or 347) were from Thulamela Municipality, followed by 15 per cent (77) from Makhado Municipality. Other respondents hailed from areas including Vhembe, Capricorn, Polokwane, and Greater Letaba. Only two per cent of respondents were non-South Africans at the event, but it's unclear if they attended the event or are just residents. The latter seems more likely.

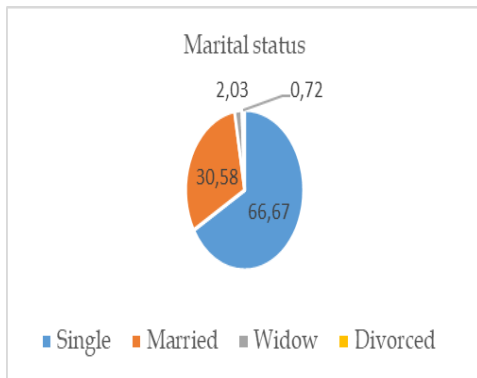


Figure 3: Marital status

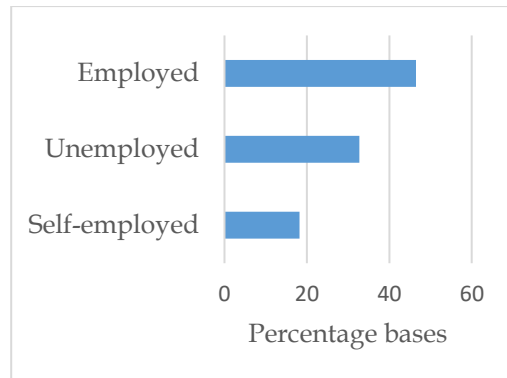


Figure 4: Employment status

Almost all respondents (99%, or 687 individuals) are Black, reflecting the festival's Indigenous participant base. Figure 4 shows employment status, revealing a 33% unemployment rate (223 respondents), which mirrors national statistics, especially among youth, who made up the majority of the survey respondents.

Over half of the respondents (380) are returning participants, with over 80 percent (224 out of 277) attending at least twice. This suggests that attendees enjoy the festival and are willing to return annually. The presence of new respondents also indicates potential growth in the festival's reach.

#### 4.2 Phalaphala FM Royal Heritage Festival brand tracking

To track the festival brands, the respondents were first asked how they knew about the Phalaphala FM Royal Heritage Festival. They had a total of six options to choose from, in addition to what they also provided on their own. The six options included friends, relatives, radio, newspapers, television, and social media. The respondents could provide more than one source from which they learned about the festival. Figure 5 presents the results of this exercise, with the sources indicated first as respondents having heard about it purely from that source or in combination with other sources.

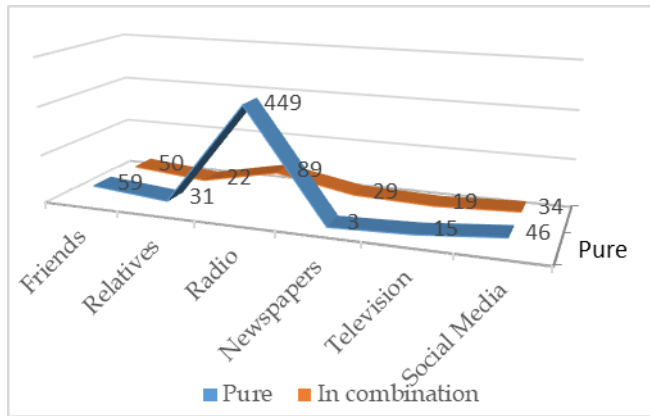


Figure 5: Information dissemination about the festival

As can be seen in Figure 5, most respondents hear about the festival purely from the radio, particularly Phalaphala FM. On a few occasions, some respondents, 89 in number mentioned that they heard about it from the radio as well as from other sources. This accounts for 75 percent (539 in total) of respondents attributing their knowledge of the festival to the radio.

Friends were the primary source of information about the festival, with 59 respondents hearing exclusively from them and an additional 50 hearing in combination with other sources, totalling 15 percent of respondents. Social media followed, with slightly over 10 percent (80 respondents) reporting they learned about the festival through it. Other sources included relatives, television, and newspapers. The second question on brand tracking asked respondents what they associate the festival with, offering five options: Royalty (Vhuhosi), Phalaphala FM, Limpopo Tourism Agency, Artists (Muvhango/Musicians), and General Entertainment, with results shown in Figure 6.

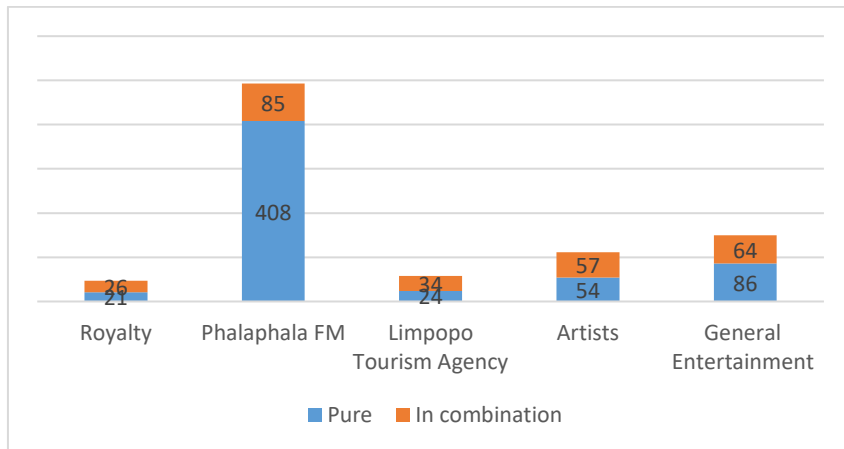


Figure 6: Brands associated with the festival

Respondents primarily associate the festival with Phalaphala FM, with 57 percent (364 respondents) naming the radio station as their main association, likely due to hearing about the festival through it. Twelve percent (77 respondents) view the festival mainly as entertainment, while only eight percent associate it solely with artists and three percent with royalty. Additionally, 15 percent (95 respondents) mention the Limpopo Tourism Agency brand, making it the third most recognised brand related to the festival. Phalaphala FM is regarded as the most influential brand, followed by the performing artists.



#### **4.1.1 Respondents' expenditure survey**

The expenditure patterns of respondents form the basis on which the socio-economic benefits of the Phalaphala FM Royal Heritage Festival are measured. Data for measuring and analysing this expenditure pattern are collected under two main categories: the expenditure of respondents in the study while travelling to and from the festival and their spending at the festival; a t-test (unpaired) is used to analyse the difference in spending between the two categories.

**Table 2: Expenditures of Phalaphala FM Royal Heritage Festival study respondents**

Items	Travelling to and from the festival		At the festival		t-test (H <sub>a</sub> : diff < 0)
	Respondents No=	Average Spending	Respondents No=	Average Spending	
Food & Drink	470	595.82	281	758.63	-2.17***
Accommodation	34	1988.24	21	1216.67	0.78
Souvenirs	7	126.43	4	112.50	0.27
Shopping	42	853.64	18	1133.33	-0.90
Transport	203	359.45	101	399.41	-0.45
Attractions	9	442.44	4	377.50	0.20
Car wash			21	54.00	

As shown in Table 2, 470 respondents bought food and drinks while travelling to and from the festival, spending an average of R595.82 during the festival. Additionally, 281 respondents purchased food and drinks at a cost of R758.63 at the festival. The spending on food and drinks was higher when respondents were at the festival compared to when they were travelling, which is confirmed by a significance level of 1 percent based on the t-test. In total, 34 respondents sought accommodation while travelling to and from the festival, but only four reported paying for accommodation at the festival venue. The difference in spending on accommodation while travelling versus at the festival was not significant. Very few respondents reported buying souvenirs; only seven purchased these on their way to and from the festival, and four bought souvenirs while at the festival. A total of 42 respondents shopped on their way to and from the festival, spending an average of R853.64, while 18 respondents shopped at the festival, spending a total of R1,133.33. However, the difference in spending is not significant. Regarding transport expenditure, 203 respondents spent an average of R359.45 on transport to and from the festival. While at the festival, 101 respondents spent R399.41 on transport. The difference in spending en route to and at the festival is not significant. This also holds true for differences in spending on attractions between those travelling to and from the festival and those at the festival, which are also not significant.

As previously discussed, and shown in Table 2, of all the expenditures, only food and drink spending is significantly higher at the festival compared with spending while travelling to and from it. This is particularly noteworthy for business establishments linked to the festival. They may choose to focus solely on food and drinks, which respondents appear to purchase more than any other commodity at the festival, or they could begin to market items like souvenirs and specific shopping items related to the festival to realise greater gains. While Thohoyandou hosts the festival, the surrounding towns also serve as networked nodes of expenditure for festival respondents. These towns include Sibasa, Shayandima, and Makhado. The city of Polokwane also reflects expenditures in the study when respondents purchase items on their way to the festival.

#### **4.1.2 Business perceptions on the economic impact of the festival**

As shown in Table 3, owners of all tourism establishments surveyed believed the festival to have a very positive, or at least some degree of positive, effect on their establishments. Over 90 per cent of food and beverage establishments also believed that the festival was, to some degree, good for their

businesses. The percentage is lower for accommodation establishments. Unlike the food and beverage businesses and other tourist attraction establishments, a quarter of the surveyed accommodation establishments believed the festival to be bad or very bad for their businesses. This result is to some extent questionable or of limited validity and could have been improved, and its validity increased through further probing.

**Table 3: Impact of the festival on tourism establishments**

Business Type	Very good/good (%)	Fair (%)	Bad/ very bad (%)	Raw totals
Accommodation	61.54	11.54	26.92	52
Food & Beverage	92.86	7.14	0	14
Attraction	100	0	0	8

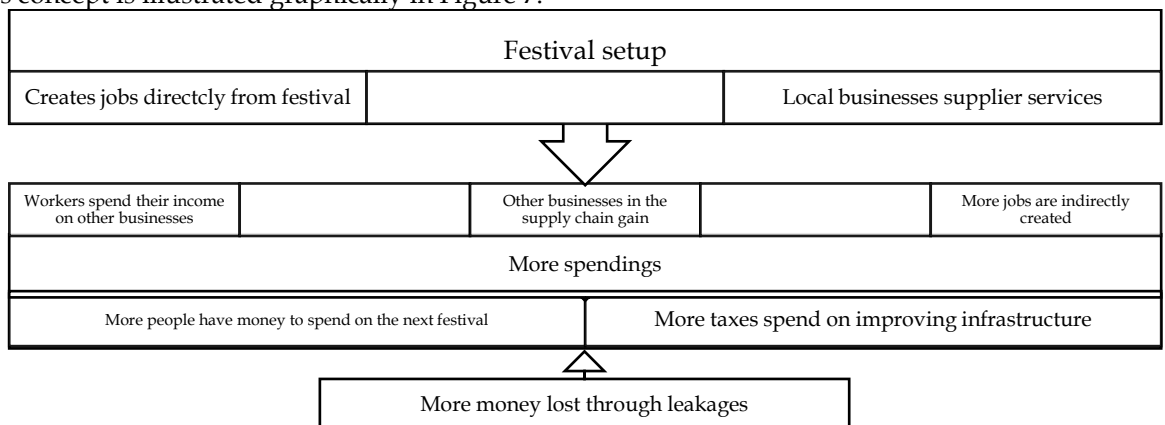
Table 3 provides five impact statements about the impact of the festival on all surveyed business establishments. Most business owners believe that the festival creates business opportunities for both themselves as well as surrounding communities. The spillovers of the business generated by the festival were felt via increases in sales, employment, and prices as well.

**Table 4: Benefits of the festival in the Thohoyandou area**

Festival benefits	Strongly disagree/ disagree (%)	No difference (%)	Agree/strongly agree (%)
Creates opportunity for my business	18.42	6.14	75.44
Increases sales revenue	21.74	3.48	74.78
Increases prices	38.05	11.50	50.44
Increases employment	31.58	14.91	53.51
Creates business for surrounding communities	6.25	11.46	82.29

#### 4.1.3 The multiplier model for estimating the economic benefits of the festival

The multiplier model was originally designed by John Milton Keynes, the founder of *Keynesian economics*, to demonstrate the Keynesian idea that the additional economic activity generated from increased spending exceeds the original sum. The multiplying factor by which the resulting activity exceeds the original spending is called the multiplier. Tourism is now a widely applied concept that attempts to measure the impact of spending occasioned by certain events in terms of how many times this money circulates through the economy of a community, town, city, region, or country. As the ripple effects of circulation are felt, the multiplier’s effect is considered to be both direct and indirect. This concept is illustrated graphically in Figure 7.



**Figure 7: The festival tourism multiplier effect for a small town**

The mathematical model of the multiplier effect shown in Figure 7 is given below.

$Direct\ Spending_j = N \sum_{i=1}^m M_i s_{ij}$  (1) Where:  $j$  is the spending categories based on the types of business establishments shown in Figure 7, and these are hotels and lodges, food and beverages, tourist attractions, fuel stations, car wash, and others.  $N$  is the total number of respondents (tourists),  $m$  is the number of segments, and  $M_i$  is the segment is its share of the total. The respondents' three segments consist of residents (Thulamela Municipality = 347), respondents from other South African municipalities and provinces (rest of South Africa = 353), and respondents from outside of South Africa (= 17). Finally,  $s_{ij}$  is the average spending of a member of segments  $i$  on spending category  $j$ . Table 4 provides  $s_{ij}$  Figures.

**Table 5: Average spending of respondents in each segment and category in Rands**

	Food & Drink	Accommodation	Souvenir	Shopping	Transport	Attraction	Car Wash
Thulamela	126.98	280.00	47.16	101.97	48.32	42.44	54.52
Rest of SA	854.77	1671.12	290.67	1485.99	486.11	596.36	86.71
Outside SA	96.66	0	0	0	33.76	0	52.83

Equation (1) indicates the direct expenditure effects on the local economy – the most important economic benefits indicator on the local economy from the festival. The total expenditure effect, with the indirect and induced effects included, is estimated by multiplying the direct expenditures by an appropriate multiplier,  $\gamma$ .

$STotal\ Expenditure\ effect_j = N \sum_{i=1}^m M_i s_{ij} \gamma$  (2) Information gathered during our survey of businesses in the local host community indicated that a significant proportion of the goods sold by these businesses during respondents the festival were “imported” products (i.e. procured from outside of the area). Therefore, to obtain a more realistic estimation of the magnitude of the spending that accrues to the local economy, researcher asked the local businesses about the percentage of their stocks that they purchase from outside of the study region (see Table 4). The study considered this as a leakage whose size estimate is used to calculate the simple Keynesian multiplier (=1/leakage) for use in determining the total economic impact of participant spending in the study area. Attractions include souvenirs, shopping and tourist attractions.

The leakage is calculated using weights as follows:

Fuel stations	$(8/54)*90 = 13.333$
Food and beverages	$(12/54)*25 = 5.556$
Hotel and lodges	$(16/54)*30 = 8.889$
Car wash	$(14/54)*5 = 1.296$
Tourist Attractions	$(4/54)*10 = 0.741$
<i>Estimated leakage</i>	29.815

The Multiplier (1/leakage) becomes -  $1/29.815 = 0.034$ .

**Table 6: Leakage according to spending category**

Type of Business	Observations	Average% of stock bought outside 50km Radius
Fuel Station	8	90
Food and Beverages	12	25
Hotel and Lodges	16	30
Car wash	14	5
Tourist Attractions	4	10

Based on equation (1), the direct spending that comes about because of the festival is estimated as follows:

*Direct spending on fuel stations*

$$= 24000\left[\left(\frac{347}{717}\right) * 48.32 + \left(\frac{353}{717}\right) * 486.11 + \left(\frac{17}{717}\right) * 33.76\right]$$
$$= R6, 324, 277.49$$

*Direct spending on food & bever*

$$= 24000\left[\left(\frac{347}{717}\right) * 126.98 + \left(\frac{353}{717}\right) * 854.77 + \left(\frac{17}{717}\right) * 96.66\right]$$
$$= R11, 629, 760.33$$

*Direct spending on Hotels & Lodges*

$$= 24000\left[\left(\frac{347}{717}\right) * 280.00 + \left(\frac{353}{717}\right) * 1671.12 + \left(\frac{17}{717}\right) * 0\right]$$
$$= R22, 998, 003.68$$

*Direct spending on car washes* = 24000 $\left[\left(\frac{347}{717}\right) * 54.52 + \left(\frac{353}{717}\right) * 86.71 + \left(\frac{17}{717}\right) * 52.83\right]$

$$= R1, 687, 872.13$$

*Direct spending on attractions* = 24000 $\left[\left(\frac{347}{717}\right) * 62.87 + \left(\frac{353}{717}\right) * 818.15 + \left(\frac{17}{717}\right) * 0\right]$

$$= R10, 397, 417.24$$

Adding the direct spending by respondents at the festival to the total expenditure gives a total spending of R53.04 million. The total spending of the respondents at the Phalaphala FM Royal Heritage Festival in Thohoyandou, after applying the multiplier, is R1,803,269.25 (R53.04 million \* 0.034). While it cannot be disputed from the findings that there is an increase in economic activities during the three days of the festival, out of each R100 spent by the respondents, only R3.40 remains in Thohoyandou. A product such as fuel can only be brought from outside, which means that a leakage is experienced. However, the possibility exists that food and drinks can be locally produced to reduce the leakage.

## **5. Discussions**

A substantial majority of the respondents, specifically 89.8 percent, hailed from the Limpopo province, with a mere 10 percent representing other provinces. This geographical concentration suggests that the festival primarily attracts a local audience. While the overall spending by festival attendees generates significant profits, a considerable portion of these earnings does not remain within a 70-kilometre radius of the local town. This financial leakage indicates that much of the revenue generated by the festival is spent outside the immediate area, limiting its economic benefit to the local community. Furthermore, by applying multiplier modelling to assess the festival's economic impact, it was determined that for every R100 spent, only R3.40 remains within the local economy. This highlights the challenges local businesses face in capturing the potential economic benefits of such events and underscores the need for strategies to enhance local retention of festival-related expenditures.

The expenditure patterns of respondents formed the basis of the socio-economic impact being assessed. Drummond et al. (2021) confirm that the festival has largely been successful in attracting a local audience who recognise the potential value of the event and spend on it. The findings of the study show that only food and drink spending was significantly higher at the festival compared to expenditure on other businesses or commodities that formed part of, or were linked to, the festival. Food and drink generally account for a notable portion of spending at festivals, and their prices are often much higher than the ordinary market rates (Festivals Insights, 2018; Davies et al., 2023). Furthermore, a total of 100 business establishments were surveyed within and just outside Thohoyandou, and were requested to voice their opinions on the annual festival gathering. All business owners believed that the festival had a positive effect on their establishments. Several studies support this finding, adding that festivals can attract more tourists to enrich local economies

and businesses (Chen, King & Suntikul, 2020; Lin & Lee, 2020; Beckman, Shu & Pan, 2020; Fytopoulou et al., 2021; Doe et al., 2022). According to the study's findings, business owners in the local host community indicated that a significant proportion of the goods sold by these businesses to respondents during the festival were 'imported' products (i.e., produced from outside the area). In general, smaller areas will probably require imports of goods and services, as they cannot cater for larger festivals, which leads to economic leakages and therefore a lower overall economic impact (Teixeira, 2022). Responses from many business owners indicated that the annual festival should continue in Thohoyandou, as most believed it creates business and networking opportunities both for themselves and for surrounding communities. It cannot be disputed that the festival creates employment opportunities and increases local revenue (Finkel & Platt, 2020; Snowball & Antrobus, 2021). Business owners need to purchase goods and services from local businesses that produce the same products they are currently importing. The finding that study respondents were spending more on food and drink, and less on other amenities and products, indicates that other business owners need to devise strategies to encourage festival-goers to spend on their offerings, for instance, accommodation. Tourist attraction business owners could offer specials or packages during the festival period to encourage spending (Frey & Frey, 2019; Georgoula, 2021; Snowball & Antrobus, 2021; Demir & Dalgıç, 2022).

Most respondents had heard about the festival only from the radio, specifically from Phalaphala FM. This indicates that 75 percent of respondents became aware of the festival through radio broadcasts. The festival was not made more visible through various promotional materials, such as brochures, leaflets, advertising billboards, and a website. Another possibility could be roadshows or any other relevant groundwork. The organisers did not extensively utilise other marketing channels to reach larger numbers of potential festivalgoers because, in most cases, the radio stations used are local stations, which may explain why a greater number of festival attendees are locally based.

At present, much of the money generated is drained out of the province through leakages. Getz (2019) adds that any imports to the area result in financial leakage, preventing money from circulating locally. This is likely due to the importing of almost all raw materials used to offer services or manufacture products. Local sourcing and purchasing should be encouraged by product and service providers. However, as noted, some products, such as fuel, can only be obtained from outside the province. It is also important to highlight that food and drinks can be locally produced to reduce leakages, which would be a positive and beneficial initiative for the destination.

Festivals are one of the fastest-developing industries in the global economy (Lee & Goldblatt, 2020). However, the industry frequently faces a range of challenges. Notable challenges include inadequate events (those not meeting visitors' expectations or needs), insufficient tourism education, inadequate training for organisers in the tourism industry, lack of information and awareness, insufficient funds, limited participation from the local community, political interference, and crime. On a global scale, these challenges restrict community participation in the events tourism industry and limit the benefits derived from it. However, community participation in the events tourism industry can play an essential and beneficial role in fostering community development and family income, thereby enhancing the standard of living of the local community in the area where a festival occurs, as cited in this study. Research has shown community participation to be a successful model for festival management in developed countries, although certain barriers exist in developing countries (Li et al., 2020; Krishnamurthy et al., 2021). With research and careful planning, most of these challenges can be overcome.

## **6. Conclusions**

Business owners who participated in the study strongly believed that the festival significantly boosted their sales figures. This annual event, regarded as unique in its offerings, goes beyond merely generating income and providing temporary employment opportunities for the local community. It

creates an inviting atmosphere where individuals from the surrounding region and various other locations can gather, interact, and share their identities, as well as the places that hold personal significance to them. Examining the case of the Phalaphala FM Royal Heritage Festival reveals the extensive socio-economic benefits that music festivals can offer to local communities. A thorough analysis demonstrates that such events foster a sense of cultural pride among respondents while also enhancing social cohesion within the community. As people come together to celebrate their heritage, they strengthen their ties and create lasting bonds. The influx of visitors drawn to the festival results in a marked increase in spending across multiple sectors of the local economy. Key areas such as hospitality – encompassing hotels, restaurants, and catering services – and retail shops and transportation services experience a surge in demand. This heightened economic activity not only creates job opportunities for residents but also encourages entrepreneurial ventures, allowing local businesses to flourish.

Additionally, the festival serves as a valuable platform for showcasing the rich talent and cultural heritage of the community. Local artists, musicians, and performers gain exposure, which not only boosts cultural tourism but also reinforces the community's identity. By highlighting the unique traditions and talents of the area, the festival cultivates a sense of pride among residents and promotes a greater understanding of the region's cultural significance to visitors. While the festival's immediate financial impacts are measurable through attendee spending and vendor sales, its long-term benefits, including community engagement, social interaction, and cultural preservation, are equally crucial. The findings underline the necessity for local governments and stakeholders to support and invest in music festivals as strategic assets that can contribute to sustainable development. Successfully hosting mega-events brings economic benefits, increased regional visibility, heightened festival revenue, and a host community's increased pride in their city, among other benefits.

### **6.1 Limitations of the study**

The bias present in the sample of participants or respondents may render the findings non-representative of the larger population, thereby limiting their generalisability. For example, if the survey is exclusively conducted among festival attendees, the perspectives of non-attendees, such as residents whom the festival may also impact, could be inadvertently neglected. Furthermore, the study may focus solely on the short-term economic effects of the festival, overlooking potential long-term benefits or costs associated with the event, such as alterations in community dynamics or environmental repercussions. Additionally, the findings may be affected by external factors that have not been accounted for within the study framework, including prevailing economic trends, shifts in tourism patterns, or other concurrent events occurring in the region.

### **6.2 Recommendations for further studies**

It is advisable to conduct comprehensive case studies on various music festivals across different regions to assess their socio-economic benefits. This analysis should examine how diverse cultures and local contexts affect the advantages derived from such events. Furthermore, the researcher recommends undertaking a comparative study of the same festival across different years to evaluate any variations in socio-economic benefits over time.

## **7. Declarations**

**Funding:** The study received no external funding.

**Acknowledgements:** The author extends appreciation to all the respondents who graciously participated in this study. Your valuable insights and contributions were integral to the success of this research. Thank you for sharing your time, perspectives, and experiences, which enriched the study and made it meaningful.

**Conflicts of Interest:** The author declares no conflict of interest.

**Data availability:** In accordance with ethical standards and the stipulations outlined in the consent agreement with participants, the data must be maintained as confidential. Nevertheless, individuals seeking further information may contact the corresponding author.

## References

- Allen, J., Harris, R., & Jago, L. (2022). *Festival and special event management*. John Wiley & Sons.
- Abram, S., Macleod, D., & Waldren, J.D. eds., (2021). *Tourists and tourism: Identifying with people and places*. Routledge.
- Amalu, T., Oko, U., Igwe, I., Ehugbo, U., Okeh, B., & Duluora, E. (2021). Tourism Industry effects on socio-cultural activities of host communities: evidence from Cross River State, Nigeria. *GeoJournal*, 86, 1691-1703. <https://doi.org/10.1007/s10708-020-10151-1>
- Akhundova, A. (2024). Role of festivals in stimulating the development of event tourism. *Theoretical And Practical Research in Economic Fields*, 15(2), 277-287. [https://doi.org/10.14505/tpref.v15.2\(30\).11](https://doi.org/10.14505/tpref.v15.2(30).11)
- Allen, J., Harris, R., Jago, L., Tantrai, A., Jonson, P., & D'Arcy, E. (2022). *Festival and special event management*. John Wiley & Sons.
- Beckman, E., Shu, F., & Pan, T. (2020). The application of enduring involvement theory in the development of a success model for a craft beer and food festival. *International Journal of Event and Festival Management*, 11(4), 397-411. <https://doi.org/10.1108/IJEFM-01-2020-0002>
- Bob, U., & Swart, K. (2015). *Sport events and social legacies*. 1st Tesa in International Conference.
- Bob, U., Swart, K., Gounden, R., Gumede, A., & Nkambule, S. (2019). Socio-economic impacts of festivals and events: A case study of the Mzansi Golden Economy Programme in South Africa. *Geo Journal of Tourism and Geosites*, 27(4), 1236-1250. <https://doi.org/10.30892/gtg.27410-429>.
- Bozman, C. S., Frye, C., & Kurpis, L. V. (2010). Hoopfest: Using longitudinal economic Impact data to assess the success of a strategic reorientation. *Sport Management Review*, 13(1), 65-81. <https://doi.org/10.1016/j.smr.2009.04.007>.
- Brown, A. E., & Sharpley, R. (2019). Understanding festivalgoers and them experience at UK music festivals. *Event Management*, 23(4-5), 699-720. <https://doi.org/10.3727/152599519X15506259855733>
- Chen, Z., King, B., & Suntikul, W. (2020). Co-creation of value for cultural festivals: Behind the scenes in Macau. *Tourism Recreation Research*, 45(4), 430-444. <https://doi.org/10.1080/02508281.2020.1737793>.
- Davies, K., Gouthro, M.B., Matthews, N., & Richards, V. (2023). Festival participation, inclusion and poverty: an exploratory study. *Tourism and Hospitality*, 4(1), 51-74. <https://doi.org/10.3390/tourhosp4010005>
- Davis, K., Tan, L., Miller, J., & Israel, M. (2022). Seeking approval: International higher education students' experiences of applying for human research ethics clearance in Australia. *Journal of academic ethics*, 1-16.
- Demir, M., & Dalgıç, A. (2022). November. Examining gastronomy festivals as the attractiveness factor for tourism destinations: The case of Turkey. In *Journal of Convention & Event Tourism* 23(5), 412-434). Routledge. <https://doi.org/10.1080/15470148.2022.2089797>
- Denis, D. J. (2020). *Univariate, bivariate, and multivariate statistics using R: Quantitative tools for data analysis and data science*. John Wiley & Sons.
- Doe, F., Preko, A., Akroful, H., & Okai-Anderson, E.K. (2022). Festival tourism and socioeconomic development: the case of Kwahu traditional areas of Ghana. *International Hospitality Review*, 36(1), 174-192.
- Dixon, A. W., Henry, M., & Martinez, J. M. (2023). Assessing the economic impact of sports tourists' expenditures related to a university's baseball season attendance. *Journal of Issues in Intercollegiate Athletics*, 6(1), 1-18.

- Drummond, J., Snowball, J., Antrobus, G., & Drummond, F. (2021). The Role of Cultural Festivals in Regional Economic Development: A Case Study of Mahika Mahikeng. *Small Cities: Sustainability Studies in Community & Cultural Engagement*, 3, 79–107.
- Elahi, A., Gholampour, S., & Askarian, F. (2021). The effects of sports mega-events on Host communities: A systematic review of studies in three recent decades. *Sports Business Journal*, 1(1), 13-30.
- Festival Insights. (2018). *Festival Insights Market Report*. Available online: <http://www.festivalinsights.com/category/research/> (accessed on 10 October 2024).
- Finkel, R., & Platt, L. (2020). Cultural festivals and the city. *Geography Compass*, 14(9), e12498. <https://doi.org/10.1111/gec3.12498>
- Frey, B.S., & Frey, B.S. (2019). Festivals. *Economics of art and culture*, 63-70.
- Fytopoulou, E., Tampakis, S., Galatsidas, S., Karasmanaki, E. and Tsantopoulos, G. (2021). The role of events in local development: An analysis of residents' perspectives and visitor satisfaction. *Journal of Rural Studies*, 82, 54–63. <https://doi.org/10.1016/j.jrurstud.2021.01.018>
- Harrill, R. (2004). Residents' Attitudes toward Tourism Development: A Literature Review with Implications for Tourism Planning. *Journal of Planning Literature*, 18(1), 1-16. <https://doi.org/10.1177/0885412203260306>
- Humble, S. (2020). *Quantitative analysis of questionnaires: Techniques to explore structures and relationships*. Routledge.
- Kastenholz, E., & Gronau, W. (2022). Enhancing competencies for co-creating appealing and meaningful cultural heritage experiences in tourism. *Journal of Hospitality & Tourism Research*, 46(8), 1519. <https://doi.org/10.1177/1096348020951637>
- Kent, R. (2020). *Data construction and data analysis for survey research*. Bloomsbury Publishing.
- Jarman, D. (2021). Festival to festival: Networked relationships between fringe festivals. *Event Management*, 25(1), 99–113. <https://doi.org/10.3727/152599520X15894679115510>
- Jepson, A., Stadler, R., & Spencer, N. (2019). Making positive family memories together and improving quality of life through thick sociality and bonding at local community festivals and events. *Tourism Management*, 75,34-50. <https://doi.org/10.1016/j.tourman.2019.05.001>
- Georgoula, V., Chrisidou, D., & Souki, S.D. (2021). Visitor motivations and barriers for sustainable music festival tourism: The case of street mode & reworks festivals. *Journal of Tourism and Hospitality Management*, 9(1), 14-25.
- Gu, J. (2024). The impact of national Tourism Day festivals on inbound tourism: A spatial difference-in-differences approach. *Tourism Economics*, 30(2), 417–441. <https://doi.org/10.1177/13548166231155301>
- Gunes, E. (2022). Contributions of local festivals in the context of sustainable tourism. *Journal of Tourism & Gastronomy Studies*, 10(1), 39–51. <https://doi.org/10.21325/jotags.2022.976>
- Inkson, C. & Minnaert, L. (2022). *Tourism management: an introduction*. Sage.
- Lee, P., Hunter, W.C. and Chung, N., 2020. Smart tourism city: Developments and transformations. *Sustainability*, 12(10), 3958. <https://doi.org/10.3390/su12103958>
- Lee, S. & Goldblatt, J. (2020). *Special events: The brave new world for bolder and better live events*. John Wiley & Sons.
- Li, X., Kim, J. S., & Lee, T. J. (2021). Contribution of Supportive Local Communities to Sustainable Event Tourism. *Sustainability*, 13(14), 7853. <https://doi.org/10.3390/su13147853>
- Li, J., Krishnamurthy, S., Roders, A. P., & Van Wesemael, P. (2020). Community participation in cultural heritage management: A systematic literature review comparing Chinese and international practices. *Cities*, 96, 102476. <https://doi.org/10.1016/j.cities.2019.102476>
- Lin, Y.H. and Lee, T.H. (2020). How the authentic experience of a traditional cultural festival affects the attendee's perception of festival identity and place identity. *International Journal of Event and Festival Management*, 11(3), 357–373. <https://doi.org/10.1108/IJEFM-12-2019-0061>
- Levitt, H. M. (2021). Qualitative generalisation, not to the population but to the phenomenon: Reconceptualizing variation in qualitative research. *Qualitative Psychology*, 8(1), 95.



- Lopez, G.C., (2021). *Music and arts festivals as platforms for enhancing Sustainable Development*. <http://hdl.handle.net/11427/35901>
- Mair, J., & Smith, A. (2022). Events and sustainability: Why making events more Sustainable is not enough. In *Events and Sustainability*, 1–17. Routledge.
- Maswanganyi, F. T., & Salawu, A. (2023). Cultural tourism and indigenous languages: fostering economic development in Polokwane Local Municipality. *International Journal of Research in Business and Social Science*, 12(10), 32-40. <https://doi.org/10.20525/ijrbs.v12i10.3116>
- McClinchey, K. A. (2022). Contributions to social sustainability through the sensuous Multiculturalism and everyday place-making of multi-ethnic festivals. In *Events and Sustainability*, 287-305. Routledge.
- Meeker, W.Q., Escobar, L.A., & Pascual, F.G. (2022). *Statistical methods for reliability data*. John Wiley & Sons.
- Metsi, P. I. (2017). *The spending behaviour of attendees to a music festival in South Africa* [Doctoral dissertation, North-West University]. <http://hdl.handle.net/10394/25555>
- Mohajan, H.K. (2020). Quantitative research: A successful investigation in natural and social sciences. *Journal of Economic Development, Environment and People*, 9(4), 50-79.
- Mustapha, N. A., Azman, I., & Ibrahim, Y. (2013). Barriers to community participation in tourism development in island destinations. *Journal of Tourism, Hospitality & Culinary Arts*, 5(1), 102-124. <https://ir.uitm.edu.my/id/eprint/20601>
- Niedzwiedz-Richards, U. E. (2023). Lessons Learned from High-Scale Music Events: Developing a Successful Business Plan for the Slav'n'Rock Festival. <https://urn.fi/URN:NBN:fi:amk-2023091825957>
- Patience, J. J., & Nel, D. (2022). Governance, democracy and accountability from a Network governance perspective within the city of Ekurhuleni. *Africa's Public Service Delivery and Performance Review*, 10(1), 554.
- Pereira, L., Jerónimo, C., Sempiterno, M., Lopes da Costa, R., Dias, Á., & António, N. (2021). Events and festivals contribute to local sustainability. (*Sustainability*) 13(3), 1520. <https://doi.org/10.3390/su13031520>
- Rainero, C., & Modarelli, G. (2020). The attractive power of rural destinations and a synergistic community cooperative approach: A “tourismability” case. *Sustainability*, 12(17), 7233. <https://doi.org/10.3390/su12177233>
- Remenyi, D. (2022). *Case study research: The quick guide series*. UJ Press.
- Saayman, M., & Saayman, A. (2006). *Tourism plan for Karoo National Park*. Potchefstroom: Institute for Tourism and Leisure Studies. <https://hdl.handle.net/10520/EJC139615>
- Sinthumule, N. I. (2021). Window of economic opportunity or door of exclusion? Nandoni Dam and its local communities. *Sustainability*, 13(5), 2502. <https://doi.org/10.3390/su13052502>
- Souza, T. D. V. S. B., Thapa, B., de Oliveira Rodrigues, C. G., & Imori, D. (2021). Economic impacts of tourism in protected areas of Brazil. In *Living on the Edge*, 31-45. Routledge.
- Schmid, A. A. (2019). *Benefit-cost analysis: A political economy approach*. Routledge.
- Snowball, J.D., & Antrobus, G.G. (2021). Festival value in multicultural contexts: City festivals in South Africa. *Tourism Economics*, 27(6), 1256–1275. <https://doi.org/10.1177/1354816620932808>
- Stynes, D. J., Propst, D. B., Chang, W. & Sun, Y. (2000). *Estimating national park visitor Spending and economic impacts: The MGM2 model. Report to the National Park Service*. East Lansing, MI: Department of Park, Recreation and Tourism Resources, Michigan State University.
- Taherdoost, H. (2021). Data collection methods and tools for research; a step-by-step guide to choose data collection technique for academic and business research projects. *International Journal of Academic Research in Management*, 10(1), 10-38.
- Teixeira, M.J.C. (2022). *Music festivals as promoters for socioeconomic development: the case of Bons Sons Festival* (Doctoral dissertation). <http://hdl.handle.net/10400.14/39511>

- Tracy, S. J. (2024). *Qualitative research methods: Collecting evidence, crafting analysis, communicating impact*. John Wiley & Sons.
- Turyahikayo, E. (2021). Philosophical Paradigms as the Bases for Knowledge Management Research and Practice. *Knowledge Management & E-Learning*, 13(2), 209-224. <https://doi.org/10.34105/j.kmel.2021.13.012>
- Vanhove, N. (2022). *The economics of tourism destinations: Theory and practice*. Routledge.
- Visser, G. (2017). Festival tourism in urban Africa: the case of South Africa. In *Urban Tourism in the Developing World*, 101-126. Routledge.
- Vukovic, D. B., Petrovic, M., Maiti, M., & Vujko, A. (2023). Tourism development, entrepreneurship and women's empowerment-Focus on Serbian countryside. *Journal of Tourism Futures*, 9(3), 417-437. <https://doi.org/10.1108/JTF-10-2020-0167>
- Wangen, A. (2017). *The Creative Economy & Development: Understanding the Growth and Potential of the Cultural and Creative Industries in South Africa* [Bachelor's project, Lund University].

**Disclaimer:** The views, perspectives, information, and data contained within all publications are exclusively those of the respective author(s) and contributor(s) and do not represent or reflect the positions of ERRCD Forum and/or its editor(s). ERRCD Forum and its editor(s) expressly disclaim responsibility for any damages to persons or property arising from any ideas, methods, instructions, or products referenced in the content.