

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

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