Content Analysis: Social Impact Perception of Tourism Event Towards Community

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Abstract
Malaysia is attempting to be a popular Islamic Tourism destination in the world owing to its Islamic environment. Islamic tourism seems to act as a factor or medium to increase the relationship between Muslim people around the world. As the global event industry continues to demonstrate significant growth potential, Malaysia has been honoured to become the host organizers for international events including Islamic events. Event and festivals researches are mainly focused on economic, tourism development, Islamic tourism, socio-cultural, political and environment factors. Research on social impacts perceptions on event towards community should be done to measure Malaysians' perception. Event organizers are not aware of Malaysians' perceptions towards event or festival hold in their neighbourhood community. Six dimensions of social impact measure the perceptions. The research will be conduct with two Malaysian community festivals using a mixed methods approach, combining both qualitative and quantitative methodologies. The result of the study can help organizers, stakeholder and government to develop guideline especially on safety and security of the event, the community and also on crowd management.
Key Words: Islamic event, social impact perception, tourism event

1.0   Introduction

Malaysia is attempting to be a popular Islamic tourism destination in the world owing to its Islamic environment. Islamic tourism seems to act as a factor or medium to increase the relationship between Muslim people around the world. Leisure and mass tourism usually related to negative impacts to the local residents especially for social and cultural impact (Marzuki, Hay, & James, 2012). The connection of tourism and religion can reduce the risk of negative encounters between tourist and the host (Weidenfeld & Ron, 2008). This is due to the claims that it provides less negative tourism impact since it does not involve prohibited activities such as drinking alcohol, illegal spouse according to Shariah and kissing openly in the public. In contrast to cultural impact, Islamic tourism seems as a medium to preserve and conserve the Islamic civilizations and its monuments. For example, the visit to Mosques and other places related to Islamic based theme development such as Islamic Civilization Park (TTI) at Pulau Wan Man, Terengganu helps to increase the appreciation of the Islamic architecture while conserving the history and civilization of Islam in Malaysia (Kamaruddin & Nizam, 2013). Research agenda are only focusing in economic dimension of festivals and events (Mair & Whitford, 2013).

Events and festivals have been organized all around the country. From a small scale event held by a small community or organization to mega-events. Malaysia has a few opportunities to conduct mega event such as Asian Games and also Commonwealth Games. Organizing the event helps Malaysian tourism sector to bloom as contestants and medias from all over the world would come to witness

the grand mega-event organized in the country. There are a number of studies focusing on the benefits of tourism event in economic, tourism development, Islamic tourism, socio-cultural, political and environment factors. (Bhuiyan, Siwar & Ismail, 2013; Bhuiyan, Siwar, Ismail & Rabiul, 2011; Mair & Whitford, 2013).

Malaysia has targeted to capture a place within the top 10 countries in the world in terms of international tourist arrivals through various development plans (Bhuiyan et al., 2013). As for this, the event and festivals are organized to help tourism sector for this reason. In addition, as the field of event and festival research grows and expands, there are always new issues and trends to be noted and understood (Mair & Whitford, 2013).

2.0   Statement of the Problem

As the global event industry continues to demonstrate significant growth potential, Malaysia has been honoured to become the host organizer for international events including Islamic events. Because of that, the level of research on event and festivals continues to escalate rapidly. Despite a dominance of research into economic impact of event and festivals, there is limited specific research measuring the social impacts of tourism event and festivals towards community or residents of the venue where event and festivals is conducted.

Communities are often unaware that they have an important role in sustainable development in tourism destinations (Ayob & Zainol, 2011). In event and festival management, research agendas have focused mostly on the economic dimension which has been discussed broadly during planning the event. According to Mair and Whitford (2013), methodologies have been dominated by quantitative impact and evaluation studies compare to social impacts perception. Despite the recognised importance of measuring the social impacts that a festival has on its host community, Small and Edward (2003) have developed a tool for measuring these impacts. Residents in Malaysia are not able to stand for themselves as they have never being asked about the event or festival development which might potentially disturb their daily schedule or routine. Event organizers are not aware of Malaysians' perceptions towards event or festival held in their neighbourhood community as being done in research in Australia.

3.0   Preliminary Literature Review: Social Impacts Theory and Concept

Literature on the social impact perception was established as early as 1987 initiated by a research on the social forces model of influence. Throughout the years this research has been replicated, observed and perfected through various instruments and conceptual, as well as theoretical frameworks. Below is some of the literature that relate social impact theory and the social impact perception scale.

Table 1: Social impact theory researches

Author	Research Area/ Key Findings
Jackson, 1987	Social Impact Theory: A Social Forces Model of Influence
Jackson, 1990	Social Impact Theory: A Field Test of Source Strength, Source Immediacy and Numbers of Targets
Small & Edwards, 2003	Evaluating the socio-cultural impacts of a festival on a host community: A case study of the Australian Festival of the Book. In T. Griffin & R. Harris (Eds.), Proceedings of the

Author	Research Area/ Key Findings
	9th Annual Conference of the Asia Pacific Tourism Association
Small, et al., 2005	A Flexible Framework For Evaluating The Socio-Cultural Impacts Of A (Small) Festival
Small, 2007	Social Dimensions Of Community Festivals: An Application Of Factor Analysis In The Development Of The Social Impact Perception (Sip) Scale
Small, 2007	Understanding the Social Impacts of Festivals on Communities
Woosnam, et al., 2013	Confirming The Festival Social Impact Attitude Scale In The Context Of A Rural Texas Cultural Festival
Woosnam, et al., 2017	Applying self-perception theory to explain residents' attitudes about tourism development through travel histories

Community growth and development do affect resident perception. Community will grow and develop after an event occurred. This is due to the host community having learnt something good from the event which can expand their educational level and indirectly develop themselves. According to Small (2007), this factor summarizes the skill development and other chances provided to the community as a result of the event which allows the community to grow and develop. Community members are able to develop new skills and are presented with job opportunities as a result of hosting the event. It also provides the chance for fundraising and collaboration in staging the event.

According to R. Jennings (2000) as cited by Dilshad, Yasin & Muhammad (2010), local population which participate in the event and at the same time, supplementary stakeholders will change local participants' lives in term of creation, program conduct, content or policy designed.

Research into the impacts of events is increasing because of the growing number of events being held, and because of a growing recognition of the impacts, both positive and negative, that these events can have on a host community. The initial focus of much event impact research was on the economic dimension, and as such, *a substantial amount of research to date has focused on assessing the economic impacts of events* (Small, Edwards & Sheridan, 2005, pg 66).

Debatably for too lengthy, research agendas have concentrated on the economic dimension of festivals and event at the expenses, in too many instances, of socio-cultural, political and environmental benefits that can be recognized with the staging of a festivals or event. (Mair & Whitford, 2013)

Emphasis is often placed on this aspect because people believe that the success of a festival or event is commonly measured in terms of its economic contribution to event stakeholders, the community and the region. Theories in event tourism researches has concentrated on the economic dimension to the exclusion of other perspectives on festivals and events (Getz, 2008). Consequently, there has been a growth in studies which pay greater attention to the social impacts that events can have (Small, 2007). A focus on the social impacts of events on a host community is increasingly necessary, since dissatisfaction amongst the community is likely to have negative implications for the current success and long-term sustainability of an event. In small communities, local residents play an important part in the staging of festivals, often taking on roles of both host and participant.

Not only does the host community provide many of the businesses, facilities and other public places in which a community festival is held, but members of the host community are resources themselves, with many working in tourism or hospitality businesses, at the festival, or as volunteers.

Community festivals also provide opportunity for community members to come together to socialise and be entertained, to enhance their sense of belonging and community identity, and create an increased sense of community wellbeing by way of enhancing their relationship networks and social capital. For individual community members, personal benefits such as increased self-esteem, a sense of contribution and self-worth, and personal and life satisfaction can result from involvement in a community festival. Event organisers need to understand the perceived positive and negative social impacts of an event on the host community, so that they can develop future strategies to capitalize on the positive impacts and minimize the negative impacts. By doing so, they are more likely to retain the support of the local community, which is an essential ingredient to the success of an event, especially small-scale community festivals.

Social impacts are defined as the 'people impacts' of tourism with a focus on the impacts on the host community. Social impacts distress the day-to-day quality of life of residents and can induce changes to their lifestyle, values, social interactions and identity (Hall, 2009). Early studies on the impacts of events identified the likely range of social impacts from the previous tourism impact literature (Fredline, Jago, & Deery, 2003). It was found that although events can create similar social impacts to other forms of tourism, event impacts are often more specific than those of general tourism, particularly given the strong relationship between a festival and its host community.

This issue in the literature suggest that more studies should be done in the area of residents' perceptions of the event or festival impacts, to have a wide view in understanding the way residents perceive the impacts of event and festivals. The results particularly will perceive as having both positive and negative impacts. (Small, 2007). According to Kamaruddin and Nizam (2013), Islamic tourism seems to act as a medium to increase relationship between Muslim people around the world. According to Weidenfeld and Ron (2008), event and festivals have been taking place for millennia, as people gather for religious, cultural and social purposes especially in Malaysia.

Inconvenience is the quality of being difficult or distress. According to Small (2007), inconvenience to the local community is one of the impacts which represent the issues related to the hosting of a festival. The issues include traffic congestion, difficulties to find free space car-parking, having roads closed and having the streets and facilities crowded during the time of the festival, increase noise levels and litter. Instead, specific environmental effects can occur such as crowding, noise pollution, property destruction, pollution and the appearance of temporary and permanent holiday homes.

All the inconveniences are caused by the attitudes and its impacts are influenced by several factors which include socio-demographics factors such as age, gender, income, length of residency, education levels and ethnicity (Small, 2007). Other than that, hosting local event like sport events can also result in negative effects to the community such as increased traffic and noise pollution, parking restrictions and so on. If the negative effects exceed the positive impacts,

the tendency for people to express their feelings towards hosting future international sport events (Higham, 1999).

Community identity and cohesion is another impact to be considered. According to Small (2007), this element impacts the community member to feel a sense of identity, retain communication among community, feelings of unity, a sense of ownership towards the event and feelings of pride in local residents. Pride is also related to the fact that they are putting on display the uniqueness of their community. This aspect allows local community members to develop a sense of identity. Instead, an understanding of how communities are created will allow us to design shelter that will be better maintained and will provide for better use of surrounding areas and safety from illegal activity.

According to Berkowitz (1987), a frustration can be defined as the nonfulfillment of an expected gratification. Frustration is an emotion that occurs in situations where a person is blocked from reaching a desired outcome. In general, whenever we reach one of our goals, people feel pleased and whenever people are prevented from reaching goals, these may give ways to frustration and feel ill-tempered, irritated and angry. Frustration can be internal and external sources. Internal causes of frustration generally involve disappointment when we cannot have what we desire as a result of personal real or imagined deficiencies such as a lack of confidence or fear of social situations (Small, 2007).

Meanwhile, external causes that involve conditions outside the person such as physical roadblocks we encounter in life including other people and things that get in the way of our goals. For example, when you are standing in line at a bank's ATM machine, in traffic or queuing for food and beverages, watching your day go by, when you have got so much to do that is one big frustration. This factor identifies the impacts that personally affect local residents. These impacts relate to the frustration felt by residents resulting from having more visitors coming to their community (Small, 2007).

Residents feel as though they take second place to visitors and get frustrated because their everyday routines are disrupted (Small, 2007). According to Martin (2011) as quoted by Small (2007), successful people avoid false starts which waste time and money and create personal frustration. Personal frustration will be along with the need to be success in each and every person. This factor identifies the impacts that personally affect local residents. In particular, these impacts relate to the frustration felt by residents resulting from having more visitors in their community. Residents feel as though they take second place to visitors and get frustrated because their everyday routines are disrupted. This factor also considers the avoidance of the festival by locals.

Another social impact is entertainment and socialization opportunities. Entertainment is an event, performance or activity designed to entertain others. Every people need an entertainment for them to leisure themselves after faced on many tasks surrounding them. Meanwhile, socialization is the process by which people learn to adopt the norms, values, attitudes and behaviors accepted and practiced by the ongoing system. Entertainment, for example, is available everywhere in our society. Years ago, people had to make a special effort to leave their homes to attend the theater or a sporting event to enjoy entertainment (Hoyle, 2002).

According to Small (2007), this element recognizes the chances that host community gain from the result of hosting an event, as related to entertainment

chances and social interaction. These include meeting new people, communicating on a social level, having chances for interact and sharing experiences with family members and being able to host family and friends during the event. Instead, host community can participate to the event as volunteerism which can improve local social support networks and decrease general social problems such as crime, prostitution and changing moral values. Behavioral consequences are the last element in SIP developed by Small & Edward (2003). The element recognizes the behavioral consequences that residents perceive to result from the hosting of a festival. Variables in this factor include underage drinking, delinquent behavior, and vandalism.

4.0   Methodology

The resident perceptions approach to measure tourism impacts is clearly subjective and, therefore, gives no verifiable indication of the quantification of costs and benefits accruing to the community under investigation. Therefore, the objective measurement of impacts, where possible, remains an important research ambition. Objective measurement, however, is not possible for some types of impacts and provides no indication of the effects on the quality of life of local residents. Thus, the resident perceptions approach provides useful additional data for understanding the costs and benefits of event tourism.

To achieve these aims, the research will be conduct with two Malaysian community festivals using a mixed methods approach, combining both qualitative and quantitative methodologies. Sampling for this research are the community live in the event venue. Random sampling method will be choosen according to the number of populations. While for qualitative, the event organisers will be choosen to answer structured questions.

This research sought to understand the social impacts that festivals have on their communities, and did so by examining two Malaysian community festivals. It is important that the festivals be comparable since it was the aim of this study to aggregate the responses in order to conduct data analysis. A set of criteria will be established for the selection of the festivals, which considered the size of the state, town and local population; the number of visitors to the event or festival; the number of years the festival had been running in Malaysia; the links the event or festival had with the community, illustrated by its theme and organisation; the duration of the festival; and the time of year in which the festival was held.

The researcher will consider the size of the town and local population in relation to the number of visitors attending the festival. The doubling or tripling of a local population overnight with an arrival of festival visitors represents significant potential for a range of social impacts on the host community (Small, 2007).

The number of years the festival had been running was considered as an indication of how well established the event or festival was in the community, and also how much experience residents had with the festival taking place in their community. This was thought to affect residents' expectations and perceptions of social impacts, given their potential for previous experience and/or exposure to the festival and its range of social impacts.
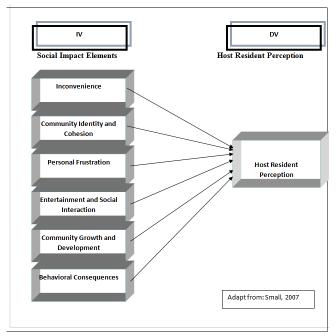
Figure 1: Conceptual framework a study on social impacts of tourism event towards community

Figure above shows that the research attempts to Social Impact Perception of Tourism Event towards Community. The independent variable consists of inconvenience, community identity and cohesion, personal frustration, entertainment and socialization opportunities, community growth and development and behavioral consequences. Whereas, the dependent variable that influenced was host community perception.

5.0 Finding and Discussion

Social impact scale (SIP) measures the perceptions of community towards the event. The questions on how the community residents perceived about the impact of the event can be defined in this research.

Small and Edwards,(2003) developed this scale and conducted a research thesis on Australian community festival (Small, 2007). The research sought to understand the social impacts that festivals have on their communities, and did so by examining two Australian community festivals: Hadley Music Festival in Hadley, Western Australia, and Rockford Music Festival in Rockford, Victoria.

The data analysis from this study will be used to determine the social impacts perception on event or festival by host community in Malaysia. The discussion result will help the government, state government and ministries to have a wide view on what Malaysians' thought about event and festivals organized in their communities. A research on facilities, accommodation, traffic congestions and community and crowd management can be done to fulfil the need and wants of the community. Guidance of the safety and regulation of staging and holding events and festival can be developed to be the main references on events and festivals all around Malaysia.

6.0 Conclusion

This research shows that community festivals create a number of social impacts which affect the host community, which can be summarised under six dimensions: inconvenience, community identity and cohesion, personal frustration, entertainment and socialisation opportunities, community growth and development, and behavioral consequences. Impacts within each of these categories can be perceived either positively or negatively by different members of the community. This supports the argument that social impacts should not be pre-defined as positive or negative, but that the affected community members should be responsible for making that judgement. Importantly, it allows residents to decide whether a range of impacts has a positive or negative affect on them. This research will conclude whether the community festivals play an important role in achieving wellbeing outcomes for the community, including the development of social capital. These outcomes should be managed to ensure that a festival contributes to positive social engagements between members of the host community and help researchers to develop the best precaution guideline for the safety and security of the event and festivals.

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