

Identifying Economic Impacts of Events on Host Communities : Creating Expression of Local Heritage Through Outdoor Events.

Razaq Raj

Tourism, Hospitality & Events School,
Leeds Metropolitan University,

Abstract : This paper aims to investigate the economic impact of outdoor events on host cities concerning the potential benefits that events may bring to the hosting community. The literature research focuses on an area of study related to economic growth and the role of festivals in the creation of opportunities and wealth for community orientated events and festivals.

The findings of this research show that outdoor events have major economic impacts on host cities. It was found in the case studies of Bradford Mela and Leeds West Indian Carnival that in the last decade as the events developed then in unison so have the benefits to the local economy. This article reflects on the economic evolution of these festivals and how these have impacted upon the local small and large businesses, during the period leading up to the event. This research explores how Bradford Mela and Leeds West Indian Carnival festivals have now become centre piece events for the local economy each year.

Key Words: Economic, Impact, Host Cities and Community Festivals.

Introduction

In the events industry economic impact studies are undertaken for a variety of purposes, frequently they consider elements of cost-benefit analysis concerning the event in comparison to income generation and visitor expenditure. Festivals and events give greater economic life to the host city and raise the profile by developing employment, additional trade and business development.

It could be argued that a catalytic effect ensues whereby an increase in investment additional monies are made available for local infrastructure and long term promotional benefits are created. Further to this other tangible benefits are; improved tax revenues and increased property prices, with subsequent connections to the community. Significant economic benefits provided by outdoor events to the host city can create the potential of high-status profiles and increased tourism potential and awareness for the future.

Outdoor events such as the Bradford Mela and the Leeds West Indian Carnival not only bring economic benefits to the host city, they also provide

the city with opportunities to market themselves nationally and internationally. The festival or event brings people from a wide range of backgrounds to the city for the duration of the event.

This paper aims to explore the link between economic growth and events and will examine the potential benefits that events may bring to the hosting community. In order to demonstrate this, Ryan (1991) claims that an impact assessment should seek to address the issues of how important tourism is to the area and who the economic benefits affect. This paper thus examines such benefits as employment, additional trade and business development, investment in infrastructure, long term promotional benefits, tax revenues and increased property prices, in relationship to the local community. Moreover, the paper is also briefly going to look at the other impacts caused by the outdoor events to the host cities.

This paper therefore offers discussion points on the hosting of outdoor events and economic impact it brings to the city. It will also contest how host cities benefit from the outdoor events and increase the tourism in to the area. The paper will compare the economic impact assessment of the more successful festivals such as Leeds Caribbean Carnival and Bradford Festival Mela.

There is much documentation of general tourism impacts, with specific event-related literature written by 'experts' in the field, such as Getz (1991 and 1997), Hall (1992), UK Sport (1997) Dwyer et al (2000), and Emery (2002) which will be reviewed in this paper.

Impact of Outdoor Events on Host Cities Assessment

The events have a several type of impacts on the host city, ranging from cultural, economic, social and environmental. Events have both positive and negative impacts on their host cities, but emphasis is often focused on the economic analysis. It is the role of event organisers to focus on other impacts other than the purely economic ones that may be created by the event.

By balancing the overall influences of the event this will also develop better understanding within the host communities and stakeholders. There are several different 'impacts stages' of an event but in this paper the main focus of assessment will be on the post-event phase analysing the economic impacts.

The impact of events on host cities is changing in accordance with significant developments in the events market developing during the past ten years. Consequently, the post-event evaluation is extremely important not only

*Identifying Economic Impacts of Events on Host Communities :
Creating Expression of Local Heritage Through Outdoor Events.*

to review the situation but also to identify and manage the impacts to assist in maximising future benefits. Additionally, events have an important role to play within both the national and local community in context of destination planning, enhancing and linking tourism and commerce. Some aspects of this role include: events as image makers, economic impact generators, and tourist attractions, overcoming seasonality, contributing to the development of local communities and businesses, and supporting key industrial sectors. Hall (1992) suggests that the ability of major events perceived to attract economic benefits of events often provide the official justification for the hosting events. Other further effects could also be included within the wider picture in that the local community can gain a sense of pride and the easing of racial tensions and other problems within the area.

Economic analysis of events provides one aspect of why events are held and the effects that they have on a region. However, while many of the economics impacts of events are quite tangible many of the social are not.

(Hall, 1992 p.10)

Most impact studies have been written regarding the measurement of economic impacts, such as Adelaide Grand Prix (Burns and Mules, 1989) and UK Sport: Measuring Success (1997). Erkkila (2000) notes demand for such economic information increased in the 1990's at the same pace as the events industry expanded.

This is perhaps because impact assessment information is consumed by both public and private sectors. Hall (1992) believes that such attention is paid as economic assessments are seen as a measure of the immediate success of the event and associated tourism development.

Events are generally seen in a positive light by government and private industry because of the perceived economic, commercial and promotional benefits in the hosting of such events.

(Hall, 1992 p.44)

The decision to host most large-scale events is generally considered on the impacts to the local economy (Hall 1992; Dwyer et al, 2000). It is also considered particularly important for local authorities to justify the spending of public money (Ryan, 1991; Getz, 1997). The economic benefits of events are one of the major aspects of holding mega outdoor events in the city to boost the financial assets for the local community. Events have the potential to generate a vast amount of tourism when they cater to out-of-region visitors, grants, or sponsorships, (getz, 1997) of direct or indirect intent. although definitive data, regarding the impact of event-tourism are not available, due to the complexity and diversity of the industry, Key Leisure Markets

(2001) claim that day trips in England are now worth more than domestic and inbound tourism combined.

However, the event manager pays a great emphasis on the financial impacts of the events and invariably becomes myopic concerning other possible impacts occurring during the event. It is important for the event manager to realise this potential situation and be aware and identify and manage both positive and negative impacts, which has resulted from the event.

Table 1 below: an analysis can be shown describing the range of potentially positive impacts of events, all of which can be measured.

The Impacts of Events

<p>Economic</p> <p>Destination promotion Increased visitor numbers Improvement of destination image or profile Extended length of visitor stay Higher yield sector than VFR Increased tax revenue and foreign exchange National & International linkages Investment attraction Job creation and small business opportunities Positive economic impact related to visitation Increased business opportunities for local businesses Reduction of seasonal fluctuations or extension of the tourism season.</p>	<p>Social and Cultural</p> <p>Shared experience Showcases community skills Fosters creativity and innovation Revitalising traditions Validation of community groups Increased community participation Expanding cultural perspectives Enhanced cultural exchange Enhanced cultural exchange</p>
<p>Political</p> <p>International prestige Political linkages Improved profile of host destination Promotion of investment Social cohesion & nation-building Development of administrative skills</p>	<p>Physical and environmental</p> <p>Showcasing the environment Increasing environmental awareness Infrastructure legacy, e.g. facilities, transport Improved transport and communications Urban transformation and renewal</p>

Source: Adapted from McDonnell, Allen & O'Toole, (1999). Festivals and Special Events Management

It is useful at this point to restate the purpose of Events as far as the city and region is concerned. One such purpose is the potential for increased media attention the destinations can focus on improving their image to potential tourists (Emery, 2002). Events also provide the host city with great economic resources, which can leave a lasting legacy to the local community. In

addition, local businesses rely on the major outdoor events and festivals to boost their income for the year for many it may well be "The icing on the cake".

Economic Impact

The community festivals now play a significant role in income generation for the local businesses and create tourism for the local area. The festivals cited have become more and more a specific tourist attraction over the last 10 years, which have great economic impact on the host communities. This tradition has changed over the last decade, due to the fame and the size of the event. The event industry has developed over the years, due to the expansion of information technology and media network. The festival organisers now utilise these new communication tools to advertise their event to a wider audience. According to McDonnell, Allen and O' Toole (1999),

The process is speeded up by the technology and the media, which have the power to bring significant local events to a worldwide audience, overcoming the barriers of national and cultural differences

(1999 p. 54).

Festivals now attract visitors from all over the country and even further a field. The festival organisers are now able to target wider audiences through the use of technology and media, this has a considerable economic impact on the host community, which in turn creates tourist to visit the area and invites them to stay longer.

Goldblatt believes that

Some communities use these events to boost tourism during the low or off-season and others focus primarily on weekends to appeal to leisure travellers.

(1997 p.7).

Economic values are often placed on the benefit of publicity obtained for the event, which may occur before, during and after its occurrence. Column inches and advertising costs are used to quantify such impacts.

Social and Environmental Impact

The festival organisers are now using historical and cultural themes to develop the annual events in attracting visitors and creating cultural image in the host cities by holding festivals within community settings. Many event organisers do not take into account the social and environmental impact into consideration. It is argued that there is a clear need to adopt a holistic approach:

In any location, harmony must be sought between the needs of the visitor, the place and the host community (English Heritage, 2000 p.29).

The impacts of events can greatly affect the quality of life of the local residents. It has been argued that strategies need to be adopted to take control of the social and environmental impacts of festivals and analysis is required when carrying out economic impact of the each individual event. Event organisers may only take into consideration the economic implications and ignore the resident perceptions, which provide important non-economic dimension for gauging how events benefit or impinge on the host community (Jeong and Faulkner, 1996; Hall, 1992).

Therefore, it is important for event managers to address the concerns of the local people and reduce the negative impact. Event managers should also deliberate on the perceptions of the local residents and show willingness to discuss the initial proposal of the festival with the local community. Many leading authors have suggested that it is important for event organiser to have clear awareness and understanding of resident concerns and attitudes. (Delemere, 2001; Williams and Lawson, 2001). This, Delemere (2001) believes, will encourage a balance between social and economic development forces within the community. The view of the host community may also help to refine the analytical framework used by planners and policy makers helping the industry to be sustainable in the long term (Jeong and Faulkner, 1996; Williams and Lawson, 2001).

Without the support of the local community the success of any event cannot be ensured so it is a matter of urgency and even common sense to get the local community "on board" from the outset. Event organiser who does not take into account local feeling will only store up feelings of animosity and a sense by the local community that they do not belong, "it is no longer their event". This is only one of a number of potential problems, significant problems with the measurement of event-impacts rest in the fact that the costs and benefits are unevenly distributed, and may occur in the short or long term. Those who endure the costs may not always receive the benefits (ETB, 1991), therefore the impact felt by the residents may differ,

"Depending upon whether they gain benefit or experience some loss"
(Boud-Bovy and Lawson, 1998 p.7).

This is an extremely important point, which is likely to assert an influence upon the results of this study. Thus it is clearly important to establish both how and who are affected by the costs and the benefits.

Williams and Lawson (2001) claim that 'excessive negative resident sentiment' can hamper or even terminate commercial tourism. Community

support can subsequently affect the experience of the event-tourist. However, it has been suggested that communities may be prepared to put up with temporary inconvenience and disruption because of the long-term expectation of improved facilities, recreational activities and profile (McDonnell, Allen and O'Toole, 1999; Gursoy, Jurowski and Uysal, 2001). Certainly as stated previously this problem can be negated if the community are involved in the event from the inception.

If the host community is perceived as hostile or exploitative, then visitors leave feeling dissatisfied, perhaps never to return (ETB, 1991), which will have serious consequences for the future of the event. The event organisers should adopt clear strategies addressing the social and environmental impacts of events on the host community. By addressing the social and environmental impact, it reduces the hostile reaction of local residents, which helps to develop successful festivals for the future and also festivals should include some element of cultural themes. In the context of these considerations this paper now considers the following case studies to analyse the impacts of outdoor events on the cities of Leeds and Bradford.

The Bradford Festival Mela

The Bradford Festival Mela has been held annually at Peel Park since 1988. An intoxicating Festival in its own right, the Bradford Festival Mela is the largest outside Asia and a rare blend of party and pleasure trip. The Bradford Festival Mela has created a unique image in the city, over the last 15 years. The Bradford Festival Mela perfectly illustrating its unique role, where it brings people from different cultures together demonstrating various forms of expression. This also brings with it pride and traditional Asian arts to the city of Bradford. The Yorkshire Post newspaper stated that:

THOUSANDS of people of all ages, creeds and colours turned out to celebrate the Bradford Mela this weekend, the biggest Asian-orientated festival in Europe. Peel Park was awash with colour, comedy, music and dance for the free two-day festival, finale to the Bradford International Festival.

(Yorkshire Post Newspaper, 2002).

The Bradford Festival Mela attracts over 100,000 people over two days. This has a great economic impact on the city of Bradford, local small businesses gain vital revenue from the festival. Visitors spend great amounts of money during the duration of the festival, it out weighs the social and physical problems that are encountered by the locals.

The social dimension of events is a very important part of many of the proceedings, since key features are directly linked to the community

celebrations and festival. The social and physical factors, however, are less tangible than economic impacts and therefore more difficult to understand and reconcile. The Review of Bradford Festival Mela suggested that the social dimension and economic impact of events is a key element of any festival.

Bradford's cultural mix will be a catalyst for economic and dynamism.
(The Review of Bradford Festival Mela, 2000.)

Rajan Singh, Sony Entertainment Television Asia claim:

The Bradford Mela is not only an amazing showcase of traditional and contemporary Asian arts but is also a celebration of the diverse cultures of modern Britain.

(The Review of Bradford Festival Mela, 2000.)

Moreover, Bradford Festival Mela brings the local community together to celebrate the diverse cultures within the community. Over the last decade Bradford Festival Mela has become a major multicultural event for the city of Bradford and has demonstrated the advantages of cultural diversity to the rest of British society. In addition, the festival has created great economic impacts for the local community and enhanced local businesses that benefit from the actual event.

Economic Impact on the Local Economy

The Bradford Festival Mela leaves a great cultural impact on the city of Bradford each year, by celebrating cultural diversity with local people. In addition, the festival brings great economic impacts to the city of the Bradford by attracting over 100,000 visitors from all parts of the country.

The visitors to the festival provide great financial support for the local economy by over night stays in the city, which generates direct income from the festival for the local businesses. The festival also has a major impact on the host city by creating extra employment for the period leading up to the event and even after the event has taken place. The following data highlights the actual benefits the event brings to the city.

Mela Key Facts

Total Audience 100,000

Professional Bands and Companies 18

Performances 52

Electrical Supply 1 Megawatt

Marquees 49

Fencing 2 Kilometres

Source: The Review of Bradford Festival Mela (2000).

*Identifying Economic Impacts of Events on Host Communities :
Creating Expression of Local Heritage Through Outdoor Events.*

The above data analysis shows that the Bradford Festival Mela has a major economic impact on the large and small businesses in the area.

Businesses from all different sectors benefit from the festival. It has great implications for the local community since the financial resources used to set up the event are modest compared to the economic impact it creates for the city of Bradford. In 2002 the report produced by the Bradford Festival suggested that the Bradford Festival Meal had significant economic impact on the host city by attracting 42% visitors from outside city. The table below illustrates some key economic data relating to the Bradford Festival Mela 2002.

Economic Data Analysis

Latest figures show, that during the Mela weekend 58% of the audience was from Bradford and the remaining 42% were from other surrounding areas.

The Bradford Mela is officially Europe's largest.

Total amount spent at the Mela was 3.4 million pounds.

230 separate businesses supplied products or services

Source: Bradford Festival Mela, (2002).

The analysis above demonstrates very clearly the benefits the Bradford Festival Mela brings to the host city. Therefore, the Mela is a very important event for the city Bradford, because it generates great financial rewards for the local economy. The Bradford Festival Mela is very successful in attracting tourists to the area. It helps the local community as a whole and affects the local hotels, shops, restaurants, buses, taxis and also encompasses an even wider audience. Overall the event has a significant economic impact on the host city.

Tourism to the Local Area

The Bradford Festival Mela over the years has developed into an international event that attracts audiences from across the UK and indeed from throughout the world. Due to the large South Asian Community in Bradford, it attracts family and friends from abroad. They often pick festival time to come back and visit the close family and friends, which increases the tourist to the area.

Councillor Margaret Eaton, leader of Bradford council, stated:

"The Mela really is the jewel in the crown of the International Festival and a high point in Bradford's tourist calendar. It is also a fine example of why

Bradford deserves to have its Capital of Culture bid taken seriously and a great chance for Bradfordians of all cultural backgrounds to get together."

(Yorkshire Post Newspaper, 2002).

The Bradford Festival Mela has developed into one of the centrepieces of the Bradford International Festival programme. The Mela has demonstrated cultural display over the last 10 years to attract tourists and build the image of the city of Bradford. The event itself has changed from community event into commercial commodity over the last 5 years, because Bradford city council have given the contract to Scottish firm UZ/ZAP Productions. The UZ/ZAP Productions was chosen over local company Bradford Festival Ltd to take on the event to attract more visitors to city.

The Bradford Festival Mela has developed into a multicultural festival over the years, now it attracts tourists from different community groups and creates cultural experiences for the visitors in general context. Traditionally, the Bradford Festival Mela has depended on local visitors, in early years the Mela attract over 95 percent of local people to the festival. This image have changed over the last decade know 42 percent of visitors attend the event from out side the City of Bradford, some of the visitors come from as far as countries like Pakistan, India and Bangladesh. The event also attracts visitors from other parts of the country to share the value and cultural themes over the two days of the festival. The Bradford Festival Mela has created the image among the South Asian Communities of Bradford a City with cultural events. Other cities in England have adopted a similar approach to the City of Bradford to develop cultural festivals like the Bradford Festival Mela to create an enhanced image, reputation and status among South Asian community to attract visitors to the area.

The Bradford Festival Mela has developed into a major annual festival for the residents and international South Asian Communities plus local small businesses. The festival has become without original intent a PR event for the Asian community and added an educational focus for other cultures to understand the different aspects of South Asian Communities. Finally, Bradford Festival Mela has created an image to enhance tourism for the City of Bradford.

Leeds West Indian Carnival

The Caribbean carnival is an annual event celebrated in the city since the 1960s. The carnival is one of the oldest Caribbean carnivals in Europe.

The carnival has created multi-cultural spirits for people of all races and nationalities to attend the event during the August bank holiday each year

since 1967. Carnival founder Arthur France said:

"This continues to be one of this city's most important and enjoyable family attractions."

"Our events in the run up to Carnival Day provide something for everyone as well as giving the whole city the chance to come together in one big party."

(Yorkshire Evening Post, 2002).

Originally the Leeds West Indian Carnival used to go into the city centre, that tradition changed during the 1980's. The carnival has out grown the original concept, now it takes place around Chapletown and Harehills.

Behind the colour and music of the carnival there is a deeper meaning rooted in the experiences of Caribbean people arriving in England around a time of great change in late 1950s and early 1960s. So it was a search for identity, for community and belonging that led to the carnival being developed early 1960s in the area of Notting Hill in London.

As stated by the William Stewart the founder of initial Caribbean carnival in this country.

"This great festival began initially from the energies of black immigrants from the Caribbean, in particular, Trinidad, where the Carnival tradition is very strong, and from people living locally, who dreamed of creating a festival to bring together the people of Notting Hill, most of whom were facing racism, lack of working opportunities and poor housing conditions resulting in a general suppression of good self-esteem."

Source: <http://www.mynottinghill.co.uk/nottinghilltv/carnival-countdown.htm>

The carnival has created that platform for the Caribbean people to come together and share their social and cultural differences with the local community from differing backgrounds. It is about people coming together and people having fun.

This year (2004) over 80,000 people enjoyed the mixture of local and international talent. This magic music was mixed with the wonderful smells of Caribbean cooking. In the afternoon over 100,000 people watched the carnival procession. This year's carnival was led by the Lord Mayor of Leeds and, dressed in a traditional costume, the MP for Leeds North East Fabian Hamilton.

The Carnival day starts early with the J'Ouvert procession at 6.00 am. In the afternoon the procession left the Poternewton Park for three and half-hours of non-stop dancing around the streets of Chapletown and Harehills.

This year 800 revellers joined the procession and two sound systems lighting up Chapeltown and Harehills demonstrating colourful mixture of people from all background of different culture.

Kevin Grady claimed:

"It was a beautiful hot sunny August day and I admired the stamina of the Lord Mayor and Lady Mayoress who walked for some three hours with the procession, shaking hands and chatting animatedly with the large crowds of people that thronged the route. It was a real delight to see Chapletown and Harehills en fete. What a contrast to the image of the area so often portrayed! To see the groups of beautifully dressed children sat out with their parents on their front garden walls and steps having great fun watching the parade go by was real pleasure. "

Source: <http://www.leedscivictrust.org.uk/news1002Carnival.htm>.

Moreover, the carnival creates different cultural variety for the local community and enhances party-goers to enjoy the sights and sounds of the spectacular costumed troupes the parade and traditional Caribbean music. It also, brings together the people of races and nationalities to enjoy the great day of fun with people of all ages.

Economic Impact on the Local Economy

One of the most essential developments within the Leeds West Indian Carnival is the economic impact of the carnival on the host community of Leeds. The carnival has a great economic impact on the local community, the revellers come from all parts of the country and as far as the Caribbean. Local businesses can gain substantial financial rewards during the carnival weekends. It is great income generator for the local businesses and the local community benefits from the carnival festival well before the carnival week-end itself.

Ms Pitter Carnival Committee Member Noted:

We have had record numbers of inquiries from stall holders and businesses. This goes to show that not only is carnival good for the spirit - it good for the city's economy too

(Yorkshire Evening Post, 2002).

The carnival is successful in attracting tourists, the expenditure spent on the event and in the community as a whole helps the local businesses to develop the local economy. The carnival goers spent money at the carnival site, local hotels, shops, restaurants and local transport benefits from the event, which has significant economic impact on Leeds. Measuring the im-

Impact of Leeds West Indian Carnival is not straightforward, to analyse the economic and community regeneration impacts. The carnival has generated significant economic impact on the local area over the last 20 years. It is difficult to analyse the economic benefits the carnival brings to the host community, no detail financial analysis have been carried out after the carnival in previous years.

The Leeds West Indian Carnival has major economic impact on the host city compare to Leeds Carling Festival. The analysis summarised below of Leeds Carling Festival shows the scale of benefits the local community gains from hosting the Leeds Carling Festival. The economic impact of this event is key resource for the local businesses and to enhance the tourist image to have successful event in the future:-

Analysis of Leeds Carling Festival

58%	Economic
25%	Employment
33%	Promotion of area
6%	A good party/fun event
14%	The youth benefit/children attended

Source: Adapted from Railton (2002). *An Impact Study of Leeds Carling Festival.*

The Increase in Trade Affected the Sectors as Follows:

Mean Increase of Trade	
Newsagent	180%
Takeaway/Restaurant	85%
Retail outlet	52%
Public House	55%
Petrol	45%
Post Office	50%
Retail - clothing	0
Florist	0%

Source: Source: Adapted from Railton (2002). *An Impact Study of Leeds Carling Festival.*

Thus it is clear that food, drink and other such products represent the sector of the local industry most likely to benefit from the event. Beside, that implying the analysis from the Leeds Carling Festival to the West Indian Carnival then it could be said that the financial gain is vital for local community retail sector. At the same time creating a cultural image for the local area and

enhancing and enticing tourism to the locale. The carnival organisers believe that the festival has major impact on the area both for those businesses employed in the retail industry and for local residents. Moreover, the carnival organisers believe the publicity and promotion of the event generates benefits for Leeds in the form of improved image and repeat visitation. There is no doubt the Leeds West Indian Carnival plays an important part in developing the economic benefits for the local community and local businesses. It is vital for event organisers and other agencies to develop a practical and co-operative approach to take this event to the next level of cultural, social and economic growth.

Tourism to the Local Area

The attendance at the event varies from 10,000 to 100,000. The attendance at the actual carnival site is 80,000, as the procession leaves the Potternewton Park the numbers of carnival spectators grows significantly. Over the last ten years tourism to the area has grown also because the event itself attracts those interested in the culture and spectacle created. Another element is the image of the carnival expressing an invisible side of local and international culture being developed by the event over the years to attract more and more visitors to the area.

The carnival has created a very special image for the city of Leeds, because it has brought the local community together and enhanced the local image which has attract tourism from all over the country and people come to the carnival as far as Caribbean Islands. Carnival founder Arthur France said:

This continues to be one of this city's most important and enjoyable family attractions. Our events in the run up to Carnival Day provide something for everyone as well as giving the whole city the chance to come together in one big party.

(Yorkshire Evening Post, 2002).

The carnival organisers suggested that the event is becoming more and more a tourist attraction, compared to before. This is due to the better press coverage by the local and national press, previously the carnival relied on local people, yet recently the growth and size of the carnival has produced a major tourism attraction. In return it has created considerable economic and social impacts on the local community of Leeds. It is now strongly viewed by the local community and small businesses that the carnival plays a significant part in attracting tourism to the area and they value the tourist market as a vital tool for the development of the local economy. Therefore, the carnival can be seen as a key development event for a true tourist attraction bringing local, national and international tourists to this unique event.

The Leeds West Indian Carnival is one of the oldest carnivals in the country, which has created an image and reputation for the local area to enjoy cultural and economic benefits from this unique event. The carnival has also developed significant audiences and visitors to attend the carnival weekend from all over the country to celebrate the West Indian culture.

Conclusion

The findings of this research show that outdoor events have a major economic impact on host cities. The outdoor events bring potential benefits to the host cities, these benefits have not been analysed in great depth. The research suggests that the spending by visitors on local goods and services by event-tourist have a direct economic impact on local businesses and also pass the benefits more widely across the economy and the community.

Moreover, there is major debate amongst leading authors of the validity of economic assessments and disagreement regarding the most accurate method, which can be used to assess the performance of the event. Substantial attention, however, is still paid by governments and the events industry to the economic dimensions of impacts, as it is often regarded as a measure of the immediate success of the event and associated developments. The study also found that some leading authors, Jeong and Faulkner, 1996; Hall, 1992 argues that the event organiser and local government only take into account the economic impacts and ignores the implications of social impacts of the events. They argue that greater attention should be paid to the social impacts of event.

The findings show that the Bradford Mela and Leeds West Indian Carnival in the last decade have developed as a natural outgrowth and benefited the local economy. However, the economic development of these festivals has impacted upon the local small and large businesses, during the period leading up to the event. This research has highlight that the Bradford Mela and Leeds West Indian Carnival festivals have become a centre piece events for the local economy each year. The local hotels, restaurants, taxis, public transports and small stall traders have planned their business activities around these events.

This research has also suggested that the tourism to the local area has increased over the last decade, visitors are attracted to these festivals as far as Asia and Caribbean Islands. The event-tourism has been increased, which has developed greater economic and cultural benefits to the local areas. It was found that social and economic factors contributed to culture tourism growth in these festivals. The Bradford Mela and Leeds West Indian Carnival festivals have become a major tourist attraction for the local, regional and international

visitors. A further point raised is the sense of pride that can be instilled amongst the local community, as sense of belonging, look we are different we are proud to be so, come and join our party!

This study highlighted in particular those areas the Bradford Mela and Leeds West Indian Carnival festivals have economic impacts on the local economy and the community. Nevertheless, only an in-depth study can help us to understand the level of economic and social impacts these two festivals bring to the local businesses and community in wider.

References

- The Review of Bradford Mela (2000), Bradford Festival 2000 Review. Bradford Festival. [Internet] Available from <<http://www.bradfordfestival.yorks.com>> Accessed on [20/12/03]
- The Bradford Festival (2002), <<http://www.bethere2002.com/links.html>> Accessed on [4/12/03]
- British Tourist Authority (BTA) 2001 [Internet] Available from <<http://www.visitbritain.com>> Accessed on [20/12/03]
- Burns, J. and Mules, F. (1989) An Economic Evaluation of the Adelaide Grand Prix In: Syme, G et al, eds, *The Planning and Evaluation of Hallmark Events* Avesbury: Aldershot pp.172-185.
- Dwyer, L. et al (2000) A Framework for Assessing "Tangible" and "Intangible" Impacts of Events and Conventions *Event Management* Vol. 6 pp.175-189
- Emery, P. R (2002) Bidding to Host a major sports event: The local organising committee perspective. *International Journal of Public Sector Management*
- English Heritage (2000) *Tourism Facts 2001* Swindon: English Heritage
- English Tourism Board (1991) *Tourism and the Environment: Maintaining the Balance* English Tourist Board
- English Tourism Council (2001) *Time for action: a strategy for sustainable tourism in England* London: English Tourist Board [Internet] Available from <<http://www.english tourism.org.uk> > Accessed on [20/12/03]
- Getz, D. (1991) *Festivals, Special Events and Tourism* New York: Van Nostrand Reinhold
- Getz, D. (1997). *Event Management and Event Tourism*. New York, Cognizant Communications Corporation
- Goldblatt, J. (1997) *Special Events Best Practices in Modern Event Management* 2nd Ed. New York: International Thompson Publishing Company
- Hall, C. (1992) *Hallmark Tourist Events: Impacts, Management and Planning* Chichester: John Wiley and Sons Ltd
- Hall, C. (1994) *Tourism and Politics: Policy, Power and Place* Chichester: John Wiley and Sons Ltd
- Key Leisure Markets (2001) *Tourism in the U.K.* London: MarketScape Ltd
- Leeds Civic Trust (2002) [Internet] Available from <<http://www.leedscivictrust.org.uk>> Accessed on [23/12/03]
- Notting Hill Carnival (2001) [Internet] Available from

*Identifying Economic Impacts of Events on Host Communities :
Creating Expression of Local Heritage Through Outdoor Events.*

<<http://www.mynottinghill.co.uk/nottinghilltv/carnival-countdown.htm> > Accessed on [18/12/03]

McDonnell, I. Allen, J. and O'Toole, W. (1999) *Festival and Special Event Management*. Brisbane: John Wiley and Sons Australia Ltd.

Railton, N. (2002) *An Impact Study of Leeds Carling Festival*. Leeds Metropolitan University.

Ryan, C. (1991) *Recreational Tourism: A Social Science Perspective* London: Routledge.

Statistics on Tourism and Research -STAR UK 2001 [Internet] Available from <<http://www.staruk.org.uk//default.asp?ID=111&parentid=17>> Accessed on [21/11/03]

Stiernstrand, J. (1996) *The Nordic Model: A Theoretical Model for Economic Impact Analysis of Event Tourism Festival Management & Event Tourism Vol 3* pp.165-174

The Leeds Festival (2002) [Internet] Available from <<http://www.leedsmusicfestival.co.uk/>> Accessed on [13/12/03]

This is Leeds 2002 [Internet] Available from< <http://thisisleeds.co.uk/>> Accessed on [02/12/03]

Tribe, J. (1999) *The Economics of Leisure and Tourism* 2nd Ed. Oxford: Butterworth-Heinemann

UK Sport (1998) *Public Opinion Survey - Importance and Measure of UK Sporting Success*. London, UK Sport.

UK Sport (1999a). *A UK Strategy: Major Events - A 'Blueprint' For Success*. London, UK Sport.

UK Sport (2000a). *UK Bids for World Stage (Internet)* UK Sport press release, 15 June.

Williams, J and Lawson, R (2001) *Community Issues and Resident Opinions of Tourism Annals of Tourism Research Vol. 28, No2* pp. 269-290

Yorkshire Tourist Board (2000). *Love Parade at Roundhay Park, Leeds: Event Evaluation*. York, Yorkshire Tourist Board Research Services.

Yorkshire Post Newspaper (2002) [Internet] Available from <<http://www.ypn.co.uk/>> Accessed on [29/12/03]

Yorkshire Evening Post (2002) [Internet] Available from <<http://www.thisisleeds.co.uk/>> Accessed on [29/12/03]

