

Papers

A festival to call mine: analysis of the impacts of the SESC International Music Festival, and its relationship with community pride and the quality of life of residents

Um Festival Para Chamar de Meu: análise dos impactos do Festival Internacional SESC de Música, e da sua relação com o orgulho comunitário e a qualidade de vida dos residentes

Un festival para llamar de mi: análisis de los impactos del Festival Internacional de Música SESC, y su relación con el orgullo de la comunidad y la calidad de vida de los residentes

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Festivals;
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Abstract

Festivals provide opportunities for social exchange, leisure and recreation, and thus create a sense of community and give meaning to people's lives. This study deepens the knowledge about festivals and their influence on the quality of life, and the mediating role of community pride in the conceptual imbrication of those important constructs. The primary data were collected through online surveys, with self-administered questionnaires, available to the public for three weeks after the event - the 10th SESC International Music Festival - held in Pelotas, RS, Brazil, in February 2020. The sample, with 331 valid answers, was chosen by accessibility, and the survey adherence was encouraged through social networks. The measurement model was based on the reviewed theory and improved through Exploratory/Confirmation Factorial Analysis, and the relationships between the constructs were tested through Structural Equations Modeling. The result confirmed the existence of six factors (economic benefits, social benefits, social and environmental costs, restrictions on mobility, community pride, and perceived quality of life) and attested to the existence of significant influences of the positive impacts of the event on the formation of community pride, and on the quality of life perceived by residents.

Palavras-chave:

Festivais;
Eventos;
Orgulho comunitário,
Qualidade de vida,
Residentes.

Resumo

Os festivais oportunizam trocas sociais, lazer e recreação, e com isso criam senso de comunidade e dão significado à vida das pessoas. O presente estudo aprofunda o conhecimento acerca da realização de festivais e sua influência na qualidade de vida, e do papel mediador do orgulho comunitário na imbricação conceitual daqueles importantes construtos. Os dados primários foram coletados por meio de pesquisa on-line, com questionários autoaplicáveis, disponíveis ao público por três semanas após o evento - o 10º Festival Internacional de Música do SESC - realizado em Pelotas, RS, Brasil, em fevereiro de 2020. A amostra, com 331 respostas válidas, foi escolhida por acessibilidade, e a adesão a pesquisa foi incentivada por meio das redes sociais. O modelo de mensuração foi definido a partir da teoria revisada e aprimorado através de Análise Fatorial Exploratória/Confirmatória, e as relações entre os construtos foram testadas através de Modelagem de Equações Estruturais. O resultado confirmou a existência de seis fatores (benefícios econômicos, benefícios sociais, custos socioambientais, restrições à mobilidade, orgulho da comunidade e qualidade de vida percebida) e atestou a existência de influências significativas dos impactos positivos do evento na formação do orgulho comunitário, e na qualidade de vida percebida pelos moradores.

Palabras clave:

Festivales;
Eventos;
Orgullo comunitário;
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**Resumen**

Los festivales ofrecen oportunidades de intercambio social, ocio y recreación, y así crean un sentido de comunidad y dan sentido a la vida de las personas. Este estudio profundiza en el conocimiento de los festivales y su influencia en la calidad de vida, y el papel mediador del orgullo comunitario en la imbricación conceptual de esas importantes construcciones. Los datos primarios se recogieron mediante encuestas en línea, con cuestionarios autoadministrados, disponibles para el público durante tres semanas después del evento - el 10° Festival Internacional de Música de SESC - celebrado en Pelotas, RS, Brasil, en febrero de 2020. La muestra, con 331 respuestas válidas, fue elegida por su accesibilidad, y se fomentó la adhesión a la encuesta a través de las redes sociales. El modelo de medición se basó en la teoría revisada y mejorada a través del Análisis Factorial Exploratorio/Confirmatorio, y las relaciones entre los constructos se probaron a través del Modelado de Ecuaciones Estructurales. El resultado confirmó la existencia de seis factores (beneficios económicos, beneficios sociales, costos sociales y ambientales, restricciones a la movilidad, orgullo de la comunidad y calidad de vida percibida) y atestiguó la existencia de influencias significativas de los impactos positivos del evento en la formación del orgullo de la comunidad y en la calidad de vida percibida por los residentes.

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1 INTRODUCTION

Events are important drivers of tourism, as they boost the flow of tourists and consequently make destinations more attractive (Getz & Page, 2016). By diversifying tourist activities, the destination intensifies the use of trade resources, such as hotels, restaurants, transportation; therefore, the destinations invest in tourist infrastructure and encourage the acquisition of events for the location (Borges Scalabrini & da Silva Dalonso, 2018). Events are strategic, especially in destinations subject to seasonality, where the low season is always problematic (Ouyang, Gursoy, & Chen, 2019). Among other benefits, events can reposition, revitalize, and leverage economies, or even leave legacies in destinations (Pavluković, Armenski, & Alcántara-Pilar, 2017).

Several studies have sought to understand the effects of tourist activities on residents' lives because, in addition to benefits, they can also cause adverse effects on the community. Such implications are essential due to the consequences that may or may not impact the support of activities by the resident population. For this reason, several authors have addressed the facilitating factors of support, attitudes, and motivations of residents for tourism development (Moyano *et al.*, 2015; Moretti *et al.*, 2016; Nunkoo & Gursoy, 2012; Prayag, Hosany, Nunkoo, & Alders, 2013; Sinclair-Maragh & Gursoy, 2015; Styliadis, Biran, Sit, & Szivas, 2014; Woo, Kim, & Uysal, 2015). This information is precious for tourism managers and sponsors to measure their brand's image (Pavluković *et al.*, 2017).

Recent literature on the topic has also sought to understand the effects of tourism on the quality of life (QoL) of residents, as governments are concerned about implementing public policies to improve the well-being of their communities (Jepson, Stadler, & Spencer, 2019; Yolal, Gursoy, Uysal, Kim, & Karacaoglu, 2016; Borges Scalabrini & da Silva Dalonso, 2018; Kim, Uysal, & Sirgy, 2013; Sirgy, 2002; Liburd & Derkzen, 2009; Woo *et al.*, 2015). However, according to these studies, further research about the impacts of tourism needs to be conducted to shed light on how these drivers affect the residents' perception of the quality of life (Ouyang *et al.*, 2019; Mathew & Sreejesh, 2017).

In addition to market aspects, such as attracting more tourists and a more significant money circulation at the destination, festivals have long been recognized for their social and cultural benefits at community and individual levels (Pavluković *et al.*, 2017; Delamere, 2001; Small, 2007; Gursoy, Kim, & Uysal, 2004; Getz, 2008; Getz & Page, 2016; Liburd & Derkzen, 2009; Chiang, Xu, Kim, Tang, & Manthiou, 2016). They are also considered more beneficial to the host community than mega-events and their uncertain impacts using massive public resources (Lima *et al.*, 2016). In the context of the ordinary events, Ouyang *et al.* (2019) and Vieira *et al.* (2018) state that it is pertinent to observe the influence of the impacts of festivals on the perception of residents because although economic gains are not as significant as those provided by mega-events, other long-lasting impacts can occur. Although the ability to improve residents' well-being is more or less prominent, little is known about the possible existence of a relationship between the effective participation in a festival and the QoL of residents (Diener, 2009; Yolal *et al.*, 2016).

Another factor that can positively or negatively influence the population's QoL during or following the events, apart from the social, environmental, and economic impacts, is the incorporation of the event into the community's ideals. When the population accepts the event and welcomes it as something of their own, it is natural to be proud of their achievement (Chiang *et al.*, 2016; Magno & Dossena, 2020; Ouyang *et al.*, 2019). Furthermore, by appropriating

the event, the local population may become more receptive to visitors, more tolerant to inconveniences, and even come to expect it at its usual time. Magno and Dossena (2020) have contributed relevantly to the effect of community pride regarding a mega-event and its effects on the QoL of residents. This encourages the authors to explore community pride's possible influence of the festival on the resident population's QoL.

In this context, this study aims to expand knowledge about the organization of festivals and QoL, filling up the theoretical gap with the conceptual intertwining between the impacts of ordinary festivals and the QoL of the residents, with community pride as a mediator of this relationship. From a theoretical-methodological framework based on the study of Magno and Dossena (2020), this research contributes in two ways: first, by analyzing the involvement of respondents with the event through the number of editions attended, instead of the time of residence on the destination; and second, by analyzing an annual festival, which, unlike mega-events, does not require significant investments in urban infrastructure. However, by sharing the urban infrastructure with the residents, the event's size also differs from that approached in the seminal work. Therefore, it was necessary to make a crucial adaptation: instead of evaluating the structural legacy of the event (which is irrelevant in this case), we included in this paper the social and urban inconveniences, which are typical outcomes of the coexistence and temporary agglomeration that follows sequential events such as this one.

This study analyzes the positive and negative impacts of an international music festival on a community's QoL, mediated by the host population's pride of hosting the event. It has two main objectives: (a) to evaluate how the costs and benefits associated with the festival influence the perceived QoL of the host community; and (b) to assess how pride of hosting the event measures the relationship between its impacts and the residents' QoL.

The survey had the participation of residents of Pelotas (RS), Brazil, who attended the 10th SESC International Music Festival in February 2020, a free event that takes place annually for 15 days. The paper is structured as follows: literature review and hypothesis, methods, results, discussion, conclusion, and research limitations.

2 LITERATURE REVIEW

2.1 Impacts of festivals

The economic importance of tourism has led managers to invest more and more in diversifying tourist attractions, including event tourism. Due to the wide range of existing options, many cities have sought to incorporate events and festivals into their cultural calendars. These provide prominence to the destination, attract tourists, who, in turn boost the economy, and offer entertainment to the host community (Cudny, Korec, & Rouba, 2012). In the context of ordinary festivals, these events become a part of the culture of the site; many studies indicate that they strengthen community ties, promote community cohesion and pride, and rescue traditions and identities (Delamere, 2001; Chiang *et al.*, 2016; Small, 2007; Prayag *et al.*, 2013), allowing to celebrate values, and beliefs while counting on the destination's landscape (Derret, 2003).

Unlike mega-events, festivals require less investment in facilities, as "they can use parks, streets, theaters, concert halls, and all other public or private spaces (Getz & Page, 2016, p. 02). However, even to a lesser extent, festivals also generate positive and negative impacts on the community (Gursoy *et al.*, 2004; Yolal *et al.*, 2016; Pavluković *et al.*, 2017; Berselli & Zucco, 2019; Ouyang *et al.*, 2019). These effects create benefits and costs that are experienced by residents at the individual and community levels, and can be economic, social, cultural, or environmental (Woosnam & Aleshinloye, 2015; Pranić, Petrić, & Cetinic, 2012; Ouyang *et al.*, 2019; Fiuza *et al.*, 2019).

Several studies have sought to measure the importance and social impacts of events empirically. Among the studies that initially developed measurement scales stand out those of Small (2007), Delamere (2001), Frediline, Jago, & Deery (2003), and Gursoy *et al.* (2004), which contributed to the understanding of the phenomenon and identified the consequences of social factors in community cohesion and identity, social incentive, economic benefit, inconveniences, social costs, and behavioral consequences. Later, other studies sought to refine the measurement of impacts more appropriately to each object of study. For example, Kim *et al.* (2015) proposed a six-factor model – economic benefits, community pride, community development, economic costs, traffic problems, safety, and risks – applicable to sporting events. Pavluković *et al.* (2017) verified and confirmed the strength of Delamere's (2001) scale at two large-scale festivals. Fiuza, Zucco, Añaña, & Sohn (2019) proposed and tested a model to assess the impacts of the *Oktoberfest*, an annually ethnic-cultural event held in some cities in southern Brazil.

In general, the studies associate events with economic and social benefits. Among the economic benefits, they highlight the increase in job opportunities, the improvement of the standard of living, the incentive for residents to build new facilities, promotion of organizations and companies, among others (Gursoy *et al.*, 2004; Pavluković *et al.*, 2017). As to the social benefits, those linked to community cohesion and the preservation of local culture stand

out (Gursoy *et al.*, 2004; Small, 2007), but some highlight the strengthening of community pride (Gursoy *et al.*, 2004; Small, 2007; Prayag *et al.*, 2013), the improvement of identity and the strengthening of community bonds (Small, 2007; Prayag *et al.*, 2013; Pavluković *et al.*, 2017).

Other social benefits have also been identified, such as the development of leisure opportunities for families (Gursoy *et al.*, 2004; Small, 2007), social interaction, opportunities for residents to meet new people, cultural exchanges (Small, 2007; Prayag *et al.*, 2013), and the promotion of the site as a multicultural destination (Prayag *et al.*, 2013). On the negative side, social costs and those associated with adverse environmental impacts stand out, such as increased congestion and traffic, increased pressure on local services, difficulty in finding parking, increased noise levels, increased waste, and closing of streets (Small, 2007; Gursoy *et al.*, 2004; Prayag *et al.*, 2013; Pavluković *et al.*, 2017).

2.2 Perceived quality of life

Quality of life (QoL) has received attention from many social sciences studies. Its concept may concern several aspects, but the simplest explanation refers to one's satisfaction or dissatisfaction with life (Kruger, Rootenberg, & Ellis, 2012). It is established through the relationship between the individual and the environment/context (Pereira, Teixeira & Dos Santos, 2012). The first studies on QoL theory were developed by Sirgy (1986), who noted that, like the Pyramid of Maslow, QoL also follows a hierarchy of needs supplied by most of the population (Jepson & Raphaela, 2017). The perception of QoL would be proportional to the satisfaction regarding the community's needs (Jepson & Raphaela, 2017).

The World Health Organization defines QoL as "the individuals' perceptions of their position in life in the context of the culture and value systems in which they live and in relation to their goals, expectations, standards and concerns" (WHO, 2020). Therefore, QoL is a broad concept that involves all areas of the individual's life, such as physical and psychological health, individual beliefs, social relationships, and characteristics specific to their environment. There is consensus in studies that the perception of QoL stems from two interconnected mechanisms: the internal (subjective) psychological mechanism, which produces satisfaction, and the external conditions that trigger these mechanisms (objective) (Kruger *et al.*, 2012).

The objective characteristics of QoL are those that bring well-being to the community and can be measured by indicators such as average family income, employment level, living cost, price of goods and services, pollution levels, congestion and traffic, educational level, crime, quality of public transport, recreation areas, and housing quality (Uysal & Sirgy, 2019). As they are spheres associated with economic, consumption, social and environmental areas, these characteristics are usually present in the perceived impacts of tourism, which are notably economic, sociocultural, and environmental (Kim *et al.*, 2013; Woo *et al.*, 2015; Uysal *et al.*, 2016). Moreover, QoL derives from the expectations, needs, and standards that people conceive as satisfaction ideals (Wang & Chen, 2015).

The subjective side of QoL brings together psychological aspects concerning one's satisfaction with life, happiness, well-being, and lifestyle (Sirgy, 2002; Yolal *et al.*, 2016; Ouyang *et al.*, 2019). That is, QoL concerns one's positive feelings and well-being (Lee, Manthiou, Jeong, Tang, & Chiang, 2014), which has led some researchers to use these expressions as synonyms (Magno & Dossena, 2020; Uysal *et al.*, 2016).

The importance of social relationships in the QoL concept is also acknowledged, such as leisure opportunities and participation in recreation activities (Jepson & Raphaela, 2017). According to Yolal *et al.* (2016) and Gursoy *et al.* (2004), festivals foster a sense of community that allows social exchanges, leisure, recreation, and meaning to people's lives. As the behavior and attitude of residents depend on physical stimulation, internal conditions, and perceptions concerning the environment (Dos Santos *et al.*, 2015; Vieira *et al.*, 2018), it is reasonable that consumers who feel more satisfied with festivals tend to develop better feelings regarding their QoL (Lee *et al.*, 2014; Jepson & Raphaela, 2017).

In festivals, the economic and cultural benefits directly impact residents' well-being and QoL (Pavluković *et al.*, 2017), either because they can generate income and employment or by allowing the exchange of knowledge with people from other cultures, to provide opportunities to break one's routine and allow socialization with friends and family. As perceived QoL plays a key role in supporting residents to the event, it is crucial to evaluate their behavior over time. According to Ouyang *et al.* (2019), residents tend to forget the negative aspects and remember the positive experience over time in ordinary events.

From the literature review, the following hypotheses have been postulated:

H1 - The economic benefits of the festival favor the assessment of the QoL of residents.

H2 – The sociocultural benefits of the festival favor the assessment of the QoL of residents.

H3 – The negative impacts of the festival negatively influence the QoL assessment by residents.

2.3 Pride of the Community

Many studies focus on the assessment of tourism development by residents from the perspective of social exchange theory (SET), i.e., based on the costs and benefits resulting from these activities (Ouyang, Gursoy, & Sharma, 2017; Wang & Chen, 2015; Eslami, Khalifah, Mardani, Streimikiene, & Han, 2019). SET involves a rational process conducted by individuals that associates the results with their perception of gains and losses; therefore, the results of these surveys are paramount for tourism management (Jonason & Middleton, 2015).

Other studies have assessed the interference of psychological aspects of the residents' perception from the perspective of the social identity theory (SIT). The SIT, developed by Tajfel (1978), basically deals with the individual's self-concept and the feeling of belonging to a social group by identifying with its values. SIT contributes both to explaining group behavior and understanding intergroup relationships (Fernandes & Pereira, 2018), as well as the sense of belonging to a group, whose existence usually depends on the comparison with other groups (Hornsey, 2008). This sense regulates individual behavior and influences their identity, that is, their self-concept. This compatible identity can be expressed in residents' pride of belonging to a social group (Magno & Dossena, 2020; Bergami & Bagozzi, 2000; Chiang *et al.*, 2016; Palmer *et al.*, 2013).

For this reason, in the last decade, several tourism studies have realized the importance of considering the identification of individuals in social groups in the scope of destination brands management (Palmer, Koenig-Lewis, & Jones, 2013; Nunkoo & Gursoy, 2012; Wang, Zhou, Lee, & King, 2014; Wang & Chen, 2015; Zenker, Braun, & Peterse, 2017; Bagozzi & Dholakia, 2006; Choo, Park, & Petrick, 2011), or in the assessment of events (Chiang *et al.*, 2016; Grappi & Montanari, 2011; Magno & Dossena, 2020).

Regarding events, previous studies related the impacts of festivals to the visitors' social identity and the residents' self-esteem (Chiang *et al.*, 2016), as well as the intention to revisit the destination (Chiang *et al.*, 2016; Grappi & Montanari, 2011). Furthermore, other studies analyzed these effects on the residents' support (Palmer *et al.*, 2013) and on tourism defense (Wang *et al.*, 2014).

The SIT assumes that process of belonging to a group comprises at least three stages: categorization, identification, and social comparison. In tourism, the individual is part of the group according to functional or hedonic values categories (Chiang *et al.*, 2016). Following the categorization is the individual's identification with a group (a community festival, for example). Finally, individuals compare themselves with other groups, which leads to senses of self-esteem and pride. The residents can associate pride with a festival that is held each year with the QoL present in "my community," compared to other destinations. Furthermore, previous studies have stated that the perception of residents' positive identity contributes to making the impacts on festivals to be perceived more favorably (Pavlu-ković *et al.*, 2017; Wong, Newton, & Newton, 2014).

According to Liburd and Derkzen (2009), cultural festivals have an elementary differential compared to other types of events for they provide a unique value that collectively represents the community. Zago *et al.* (2013) highlight that the festivals' functional and symbolic dimensions promote involvement and strengthen local identity while distinguishing the locality from competitors. Furthermore, this social identity develops a sense of belonging to the site in question, bringing greater willingness to live in and create a more meaningful life.

Besides, residents' participation favors involvement with events, which benefits the perceived positive impacts (Ouyang *et al.*, 2017; Ouyang *et al.*, 2019). As QoL is multidimensional and also involves emotional and psychological aspects, it is reasonable to expect an intrinsic relationship between tangible and intangible aspects in people's lives. In their study on mega-events, Magno and Dossena (2020) affirm that its organization in the destination can strengthen the sense of community and pride to be a part of it. Based on the SIT, the community's pride is a mediator of the relationship between the impacts of the event and the perception of QoL by residents (Magno & Dossena, 2020).

Therefore, based on the literature, it is possible to hypothesize that:

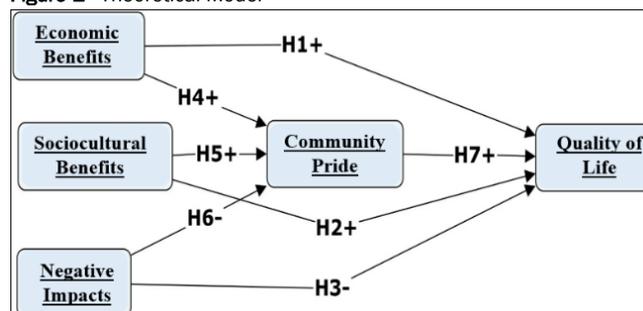
H4 – The economic benefits of the festival positively influence community pride.

H5 – The sociocultural benefits of the festival positively influence community pride.

H6 – The negative impacts of the festival negatively influence community pride.

H7 – Community pride favors the assessment of the QoL of residents.

Figure 1 - Theoretical Model



In addition to these hypotheses, it is also expected that the number of visitors attending the event will influence the evaluation of all constructs. In other words, we expect that the (larger) number of attended editions will favor the assessment of positive impacts and their consequences and that the opposite will happen to negative impacts and their consequences. Figure 1 presents the research hypotheses.

3 METHODOLOGY

3.1 The SESC International Music Festival

In this festival, several performances occur in different sites and venues around the city of Pelotas, RS, Brazil, such as the Largo do Mercado Público, the Public Library, the City Hall, the City Theater, the Laranjal Beach, the Music Conservatory, as well as in hospitals, and lower-class neighborhoods. It has an educational purpose, targeted at students and music professionals, and a sociocultural one, as it promotes free access to various music shows. As an international event, in the 2020 edition, musicians, teachers, and students from several Brazilian and other parts of the world participated.

The program consists of several concerts, presentations, and classes with Brazilian and foreign instructors for music students. In 2020, 60 shows were held, along with classes and rehearsals for young musicians taught by 53 internationally recognized instructors from 14 countries. According to information retrieved from the event's publicity web pages, the festival aims to encourage music product development and foster cultural goods' exchange and enjoyment. It is developed by the Fecomércio-RS/Sesc system and has institutional support by the Municipality of Pelotas/RS and cultural support by the Federal University of Pelotas, Catholic University of Pelotas, Senac College, Pelotense Public Library, Porto Alegre Symphony Orchestra (OSPA), Vale do Rio dos Sinos University (Unisinos), and other private organizations.

3.2 Research, sampling, and data collection tools

This research is quantitative, exploratory, and descriptive. The data were submitted to univariate and multivariate analysis. The data were collected through self-administered questionnaires, designed through the *Lime Survey* platform hosted by the Federal University of Pelotas. The sample was chosen by accessibility, and research support was encouraged through social networks. The questionnaire was available to the public for three weeks following the 10th International SESC Music Festival, which took place in Pelotas, RS, Brazil, in February 2020.

The questionnaire consisted of six sections. According to Uysal *et al.* (2016) recommendations for empirical studies, all items were chosen to respect the study scenario and singularity. Previously, two filter questions were asked to confirm that the respondents were all residents of the destination and older than 18 years old.

The first section of questions, comprised of variables related to sociocultural impacts, consisted of six items adapted from Prayag *et al.* (2013); the second section, with eight items adapted from Small (2007) and Prayag *et al.* (2013), assessed negative environmental impacts. In the third section, the positive economic impacts were measured through seven items adapted from the studies of Magno and Dossena (2020) and Prayag *et al.* (2013); the fourth section, referring to pride with the event, was measured using six variables of the Chiang *et al.* (2016) scale. The fifth section of the scale consists of six QoL-related variables, which were adapted from Magno and Dossena (2020), Kim *et al.* (2013), and Woo *et al.* (2015). In addition to these 33 variables, the questionnaire contained a section

of sociodemographic questions, such as gender, age, time of residence at the destination, and the number of editions of the even attended by respondents. The questions were assessed using a five-point *Likert-type* scale, ranging from a minimum of 1 (totally disagree) to a maximum of 5 (totally agree).

The sample size met the recommendation of Hair Jr., Black, Babin, Anderson, and Tatham (2005), which suggests a minimum of 10 respondents for each question of the scale. Of the 613 answered questionnaires, only 331 were considered valid, for many respondents did not live in the destination analyzed.

3.3 Data analysis techniques

The data were initially submitted to univariate analysis to evaluate the sample's sociodemographic characteristics (Table 1), and after that, the 33 variables of the scale were submitted to Exploratory Factor Analysis (EFA) to uncover the latencies existing in the data. According to Hair *et al.* (2009), the EFA simplifies the analysis of large sets of variables and allows to identify interesting relationships between the data (Table 2). In both analyses, the IBM-PASW Statistics (SPSS) 18® software was used.

Following the preliminary EFA, the set of variables was submitted to Confirmatory Factor Analysis (CFA) to test the measurement model's adjustment. CFA is a technique that allows observing and evaluating the adjustment of indicators to each of the theoretical dimensions, or those possibly identified through EFA (Hair *et al.*, 2009). In line with the theoretical model, the factors were analyzed through structural equation modeling (SEM) to test the research hypotheses following the CFA. The IBM-SPSS-AMOS 21 software was used for both CFA and EFA, for it was the one which researchers were most familiar with.

4 RESULTS

4.1 Sample Characteristics

Data presented in Table 1 (with the leading groups in bold) shows that the sample was predominantly comprised of women, people with higher education, older than 51 years, most are civil servants and retirees, with income predominantly between 2 and 10 monthly minimum wages.

Table 1 - Sample profile

Item	Frequency	Percentage
Sex		
Female	232	70.1%
Male	99	29.9%
Age		
18 to 30 years	41	12.4%
31 to 40 years	53	16.0%
51 to 60 years	93	28.1%
41 to 50 years	50	15.1%
More than 60 years	94	28.4%
Educational level		
Elementary school	5	1.5%
High school	33	10.0%
Some college	45	13.6%
Higher education	106	32.0%
Graduate studies	142	42.9%
Occupation		
Employer	17	5.1%
Employee	41	12.4%
Government employee	94	28.4%
Self-employed	49	14.8%
Unemployed	10	3.0%
Student	26	7.9%
Housewife	7	2.1%
Retired	87	26.3%
Income		
Up to 2 minimum wages	40	12.1
2 to 4 minimum wages	100	30.2
5 to 10 minimum wages	122	36.9
10 to 20 minimum wages	45	13.6
20 minimum wages or more	7	2.1
I'd rather not answer	17	5.1

4.2 Exploratory Factor Analysis (EFA)

After preliminary data analysis, Exploratory Factor Analysis was performed to identify missing or invariant responses and compare the data's latencies with the original scales. EFA was performed using IBM-PASW Statistics 18.0 software, with >1 auto values and Oblimin rotation. The result suggested six factors: community pride, perceived quality of life (QoL), economic benefits, and sociocultural benefits. In addition to these, EFA also identified two factors associated with negative impacts, one related to social and environmental impacts and the other corresponding to restrictions on people's mobility. This preliminary analysis was made only on behalf of prudence, to evaluate whether the latencies existing in the data coincided with the dimensions identified in theory or if, eventually, there was a need to restructure the theoretical model based on the data. As this is only a preparatory step, the reliability and validity of the factors identified will be discussed in the confirmatory analysis. The factors identified through EFA, with the respective indicators and the corresponding loadings, are listed in Table 2.

Table 2 - Structure Identified in Exploratory Factor Analysis

Codes	Factors / Variables	Factor loadings
Economic Benefits		
IE01	The Festival* provides job opportunities for the residents of Pelotas	0.834
IE07	Thanks to the Festival*, tourism has increased in Pelotas	0.718
	The Festival* promotes Pelotas as a tourist destination	0.713
IE02	The Festival* improves the provision of public services and the infrastructure of Pelotas	0.699
IE03	After the Festival*, business opportunities increased in Pelotas	0.693
IE06	Pelotas' reputation in the media has improved because of the Festival*	0.608
IE04	The Festival* has enhanced the image of Pelotas nationally	0.579
QV04	The Festival* generates jobs and income for the community of Pelotas	0.559
Socio-environmental problems		
IN01	The Festival* disturbs the quality of life of the residents of Pelotas	0.880
IN03	The Festival* increases the crime rate of Pelotas	0.784
IN06	The Festival* promotes increased noise levels in Pelotas	0.699
IN07	There is increased litter in Pelotas during the Festival*	0.624
IN08	The Festival* promotes the closure of streets and roads in Pelotas	0.616
Quality of Life		
QV06	I feel that life is excellent in Pelotas	-0.884
QV02	I am very satisfied with my quality of life in Pelotas	-0.827
QV01	After the Festival*, the future of Pelotas looks bright	-0.786
QV07	I am very pleased with my safety in Pelotas	-0.773
QV05	I am very pleased with where I live	-0.751
QV03	I am very pleased to be among the people who live in my community	-0.715
Community Pride		
OR03	When I talk about the Festival* I usually say "we" instead of "they"	0.841
OR05	When someone praises the Festival* it seems a personal compliment to me	0.839
OR04	The success of the Festival* is my success	0.790
OR01	When someone criticizes the Pelotas Festival*, it feels like a personal insult to me	0.739
OR02	I'm very interested in what others think about the Festival* of Pelotas	0.667
OR06	If the media criticized the Festival* I'd be ashamed	0.524
Sociocultural Benefits		
Sp01	The Festival* brings the community of Pelotas closer	0.779
Sp02	The Festival* allows Pelotenses to meet new people	0.696
Sp03	The Festival* promotes pride among the residents of Pelotas	0.692
Sp05	The Festival* brings relaxation and entertainment to the residents of Pelotas	0.678
Sp06	The Festival* helps strengthen local community ties in Pelotas	0.674
Sp04	The Festival* promotes Pelotas as a multicultural destination	0.587
Mobility Problems		
IN02	The Festival* leads to overcrowding of local facilities in Pelotas	-0.818
IN04	The Festival* generates more traffic in Pelotas	-0.730
IN05	During the Festival* I find it difficult to find parking	-0.661

Notes: 1. Extraction Method = PCA. 2. Rotation = Oblimin. 3. (*) SESC International Music Festival

4.3 Measurement Model Analysis (CFA)

The measurement model evaluation was initiated by comparing two alternative models, one inspired by theory and the other identified from the data, based on EFA. As EFA identified two groups of negative impacts (instead of one), two measurement models were estimated and tested, namely the original model, with negative impacts gathered in a single factor, as suggested by Gursoy et al. (2004), and Gursoy, Yolal, Ribeiro and Panosso Netto (2017), and an alternative model inspired by EFA, with two groups of negative impacts.

The difference between the two models was evaluated by the difference of χ^2 as suggested by Bagozzi and Yi (2012) and Hair Jr. et al. (2005). As seen in Table 3, all adjustment measures of the alternative model are better than those of the original model, meeting the expected limits (CFI and TLI > 0.9; CMIN /DF < 3; RMSEA \leq 0.06); besides, the difference of χ^2 (CMIN Diff) between the models is significant (P<0.000). That said, there is no doubt that, in this case, the alternative model, which organizes the negative effects into two factors, allows a more realistic understanding of the phenomenon, and for this reason, it was adopted, as will be seen below.

Table 3 - Comparison of Alternative Models

Models	CMIN	Df	CMIN /DF	CFI	Tli	RMSEA	CMIN Diff.	Diff. Gl	Sig
Original model	1189,0	483	2.46	0.900	0.891	0.067	-	-	-
Alternative model based on AFE	1067.6	478	2.23	0.916	0.908	0.061	121.4	5	0.000

All factors presented composite reliability values (CR) higher than the minimum of 0.7 (Bagozzi & Yi, 2012). Convergent validity was confirmed through the average variance extracted (AVE) of each factor, with a value higher than or very close to the minimum of 0.5 (Hair Jr. et al., 2005). Discriminant validity was evaluated using the Fornell & Larcker (1981) criterion, which compares the AVE value of each factor with its correlations with the other factors. Table 4 presents the CR and AVE values and the correlations between the six factors to assess discriminant validity. The values of the main diagonal, in bold, correspond to the square root of the AVE for easy comparison.

Table 4 - Composite Reliability (CR), Average Extracted Variance (AVE) and Discriminant Validity

Factors	CR	AVE	(1)	(2)	(3)	(4)	(5)	(6)
Quality of life (1)	0.913	0.639	0.800					
Community Pride (2)	0.885	0.613	0.578	0.783				
Economic Benefits (3)	0.901	0.537	0.678	0.572	0.733			
Environmental Problems (4)	0.837	0.508	-0.149	-0.192	-0.226	0.713		
Sociocultural Benefits (5)	0.914	0.639	0.568	0.566	0.730	-0.448	0.799	
Mobility Problems (6)	0.728	0.481	0.046	-0.069	0.002	0.655	-0.113	0.694

The final measurement model (Table 5) presented six factors: community pride, QoL, economic benefits, sociocultural benefits, socio-environmental impacts, and mobility impacts. The variable QV04 ("The Festival generates employment and income for the community of Pelotas"), originally designed to represent QoL, adjusted better in economic benefits and was relocated there. The variable IE05 ("The International Sesc Music Festival improved the image of Pelotas nationally") did not fit properly to any of the factors and was removed. As detailed in Table 5, all variables presented higher standardized factor load or very close to 0.5, which attests to the convergent validity of the factors, and "t" values calculated by the division of the non-standardized load by the corresponding standard error (C.R.), higher than 1.96, which attests to the statistical significance of each indicator.

Table 5 - Measurement Model

(Continue)

Factors	Variables	Original Loadings(O)	S.E.	C.R. (O/S.E.)	Standardized loadings
	Sp01	1			0.838
Social Benefits	Sp02	0.890	0.057	15.575	0.745
	Sp03	0.949	0.052	18.202	0.828
	Sp04	0.812	0.049	16.678	0.781
	Sp05	0.732	0.044	16.539	0.777
	Sp06	1.079	0.06	18.024	0.823
	IN02	0.822	0.104	7.876	0.495
Mobility Problems	IN04	1			0.758
	IN05	1.098	0.102	10.808	0.790
	IN01	1.312	0.129	10.174	0.700
Environmental Problems	IN03	1			0.623
	IN06	2.254	0.205	11.019	0.788
	IN07	2.229	0.211	10.567	0.738
	IN08	2.119	0.207	10.224	0.705
	IE01	1			0.707
Economic Benefits	IE02	0.836	0,083	10.106	0.582
	IE03	0.808	0.08	10.06	0.579
	IE04	0.781	0.055	14.308	0.829
	IE05	0.797	0.056	14.278	0.827
	IE06	0.97	0,069	14.084	0.816
	IE07	0.974	0.071	13.814	0.799
	QV04	0.829	0.072	11.555	0.666

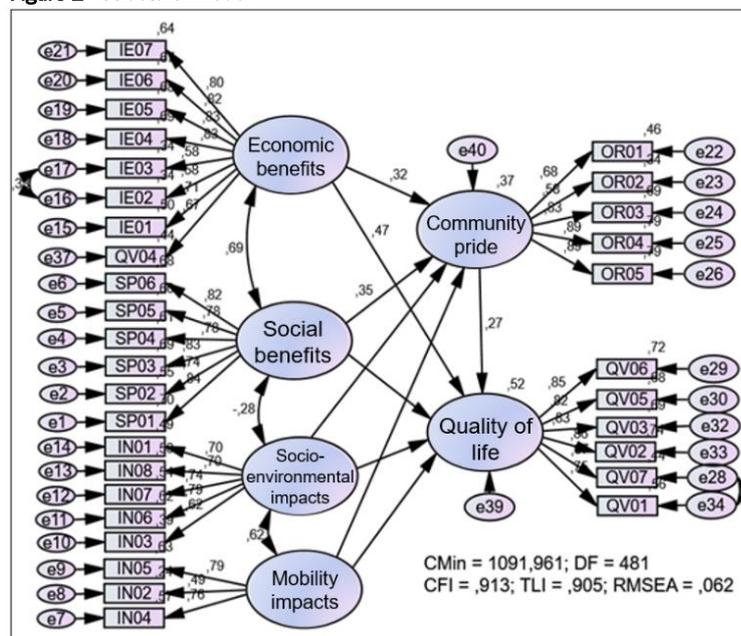
Table 5 - Measurement Model (Conclusion)

Factors	Variables	Original Loadings(O)	S.E.	C.R. (O/S.E.)	Standardized loadings
Community Pride	OR01	1			0.679
	OR02	0.737	0.076	9.746	0.577
	OR03	1.246	0.092	13.555	0.831
	OR04	1.309	0.092	14.286	0.887
	OR05	1.338	0.093	14.339	0.891
Quality of Life - QoL	QV01	1.134	0.069	16.406	0.748
	QV02	1.107	0.081	13.625	0.862
	QV03	0.993	0.075	13.246	0.832
	QV05	0.95	0.072	13.134	0.823
	QV06	1.197	0.089	13.459	0.848
	QV07	1			0.667

4.4 Structural Equation Modeling (SEM) and Research Hypotheses

The measurement model and the research hypothesis verification were also elaborated using the IBM-SPSS-AMOS 21 package. For this, all the hypotheses were represented in a structural model, whose overall adjustment met the desired requirements ($\chi^2/GL=2.27$; CFI=0.913; TLI=0.905; RMSEA=0.062). Figure 2 shows the tested relationships and corresponding standardized loads. As the negative impacts were divided into two factors, the hypotheses H3 and H6 became H3a, H3b, H6a, and H6b. The respective standardized loads accompany only significant relationships ($P<0.05$) for better reading.

Figure 2 - Structural Model



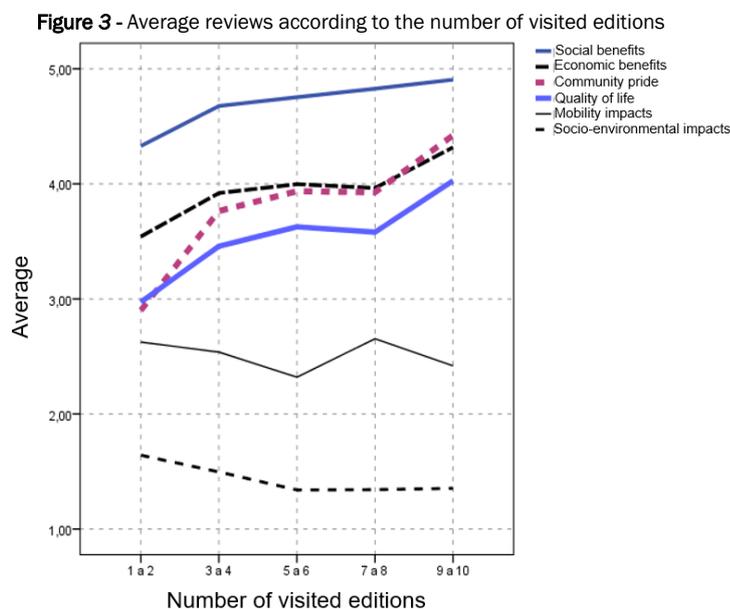
The result points to the economic benefits as the leading influencer of the QoL of residents among the event's impacts. As shown in the standardized betas in Table 6, the economic benefits contribute 46.7% to the QoL of residents, supporting H1. Moreover, in addition to direct influence, the event's economic benefits also favor community pride, supporting H4, which influences QoL, supporting H7. The results supported the hypothesis regarding the influence of social benefits on community pride (H5) but did not support H2, the expected direct impact of social benefits on QoL.

Table 6 - Evaluated hypotheses

Exogenous variables	Endogenous variables	B	Standard error	T	Standard B	Hypothesis
Economic Benefits	Qv	0.446	0,083	5396	0467	H1
Social Benefits	Qv	0.106	0,123	0.863	0.074	H2
Socio-environmental problems	Qv	-0.065	0,213	-0.305	-0.025	H3A
Mobility Problems	Qv	0.088	0,072	1.226	0.095	H3B
Economic Benefits	Pride	0.349	0,095	3.663	0.320	H4
Social Benefits	Pride	0.576	0,154	3.733	0.355	H5
Mobility Problems	Pride	-0.103	0,09	-1.147	-0.098	H6A
Environmental Problems	Pride	0.291	0,27	1.079	0.099	H6B
Pride	Qv	0.237	0,055	4.290	0.271	H7

The influence of socio-environmental and mobility (negative) impacts was also not supported, neither on QoL (H3a and H3b) nor community pride (H6a and H6b), as expected. In summary, **H1, H4, H5, and H7 were supported**, and **H2, H3, and H6 were not supported**. The significant "t" values (> 1.96) are shown in bold, and the rest are in italics in Table 6.

The results allowed for assessing the event's appropriation over time or the extent to which respondents become familiar with it. As shown in Figure 3, participants generally evaluate the social and economic benefits of the event (in this order) and attach low importance to negative impacts, mostly social and environmental impacts, which are minimal.



The results also point out – and fundamentally – that both pride with the event and perceived QoL grow as respondents become used to the festival, especially among those who participated in 9 to 10 editions, whose evaluation is higher than that of newcomers.

5 DISCUSSION

Although several studies related to festivals explore the social effects on the host territory and the residents' perceptions (Delamere, 2001; Gursoy *et al.*, 2004; Small, 2007; Pavluković *et al.*, 2017; Fiuza *et al.*, 2019), this study sought to contribute to investigations on QoL and events. Also, it sought to fulfill a research gap by addressing residents' perceptions of the effects of a festival on its quality of life mediated by community pride.

The economic benefits of the festival, understood as objective elements (generation of employment and income, business opportunity), were strongly influencing the QoL of residents, corroborating with previous studies (Magno & Dossena, 2020) and tourism in general (Andereck & Nyaupane, 2010; Uysal & Sirgy, 2019; Uysal *et al.*, 2016; Kruger *et al.*, 2012). Pelotas's music festival has its dynamics since the shows occur in several parts of the city and involve a wide range of professionals, students, institutions, and tourists. The festival directly involves the community; it boosts the city's market and service companies and is seen as more beneficial to the community than mega-events (Lima *et al.*, 2016). Such enhancements improve people's QoL, reinforce community pride, and create a sense of material well-being (Kim *et al.*, 2013).

Unlike Magno and Dossena (2020), sociocultural benefits did not directly affect QoL but indirectly, mediated by community pride, as did the predecessor study. The community's pride in tourism was also identified by Andereck and Nyaupane (2010) to contribute to the community's perceived QoL. Festivals create a sense of community by allowing social interaction, leisure, and recreation (Yolal *et al.*, 2016; Gursoy *et al.*, 2004). In this sense, self-identification with the festival contributes to its psychological effect on the community's pride, which is reflected in QoL. Besides, residents perceive the sociocultural effects as an essential benefit of the festival, increasing as they participate in the festival editions, generating well-being (Yolal *et al.* 2016).

Concerning the costs impacting perceived QoL, the results were consistent with previous studies in festivals and ordinary events, such as Yolal *et al.* (2016) and Ouyang *et al.* (2019). They were also similar to Andereck and

Nyaupane (2010) which revealed no significant negative impact of tourism perceived by the community on their QoL. That study revealed that social and mobility restrictions had no adverse effect on QoL and were poorly perceived as a consequence of the festival. Also, as the research was conducted in the week following the festival, opposing the suggestion by Ouyang *et al.* (2019), it was not confirmed that the disadvantages of hosting the event are ignored when residents are surveyed after a long period because they focus only on the benefits generated.

The low perception of the festival's costs indicates that the event organizers and the public managers of the destination held the event assertively, without harming the residents' everyday routines and that the benefits generated surmounted a certain degree of negative perception. The community, imbued with a strong sense of belonging to the event, usually has a more focused gaze at the advantages than the disadvantages created (Ouyang *et al.*, 2019). It is possible to affirm that the residents' perceptions are directly linked to the type of event held and the community's cultural and political dynamics.

The results support that the analysis of the festival's impacts on the host communities is better understood when carried out in the context of perceived pride than when analyzed separately. This paper provides empirical evidence of the mediating role of pride on the perceptions of impacts and QoL of residents of the host destination, especially the perceived benefits, and supports that community assessment is not only carried out objectively (Ouyang *et al.*, 2019). The involvement of residents through the pride generated by self-identification is a critical factor that determines how to see the effects of hosting a festival and consequently generates more positive support (Magno & Dossena, 2020; Ouyang *et al.*, 2019). Although the festival is open and free of charge for all, managers must increase the efforts that the resident population is a regular customer because by creating identification ties with the festival, the greater will be the perceived benefits concerning greater engagement in supporting tourism activity.

6 RESEARCH CONCLUSIONS AND LIMITATIONS

This study deepens the knowledge about events and analyzes the positive and negative impacts of an international music festival on community QoL, mediated by the host population's pride of the event. A survey with primary data related to SESC International Music Festival identified four impact factors (two positives and two negatives), and two endogenous factors (community pride and QoL), all of which are reliable and valid. Four of the seven hypotheses tested were confirmed, thus corroborating the idea that the economic and social benefits significantly favor the event's support, represented by community pride, which drives people QoL. The results confirm that sociocultural benefits indirectly boost QoL but do not do so directly, as expected.

The literature acknowledges that events generally yield economic and social effects, both directly and indirectly. Community pride has proved to be a significant moderator of the festivals' impacts on the QoL of residents; also, it proved to be a construct of great importance due to the psychological benefits that remain in the community after the event. To the extent that the festival is incorporated into the collective identity as a source of pride, it is reasonable to expect that it will also come to make up individuals' self-identity, which, in turn, will eventually benefit the QoL perceived by residents.

The findings corroborate previous studies, which suggests that events' impacts are perceived more favorably when the community identifies with them, reinforcing their sense of pride and attachment (Ouyang *et al.*, 2019; Pavluković *et al.*, 2017; Wong *et al.*, 2014). The benefit of community pride to a tourist activity is an essential domain of QoL (Andereck & Nyaupane, 2010). For this reason, the negative impacts were expected to directly affect QoL and significantly reduce community pride, which was not confirmed in this case.

By comparing the means, it was possible to evaluate each factor's importance over time, and the result was very encouraging. Even without statistical confirmation, the visual evaluation suggests a clear and increasing trend of community pride, positive impacts assessment and perceived QoL among residents, to the extent that respondents acquire experience with the event; and that the negative impacts are stable, with a slight downward trend. Social and cultural impacts are most strongly perceived by the festivals' host communities (Gursoy *et al.*, 2004), especially when the hosts become regular consumers of the event. Both economic benefits (objectives) and sociocultural (experiential) benefits are perceived more accurately when they reinforce the pride of belonging to a community of shared identity.

This paper offers theoretical and managerial contributions. From the theoretical point of view, it expands knowledge by empirically demonstrating that depending on the event's type or size, its impacts (mostly negative impacts) may present different arrangements and lead to different effects on the residents' quality of life. It has also shed light to research on festivals by incorporating a mediating element between the hosts' perceived impacts and QoL. In this

study, community pride with the festival operated as the mediator between the constructs and proved to be a significant contribution for it acted as a positive perceptual filter of the impacts on quality of life. The results suggest that incorporating the event into the community ideas generates pride, which makes the hosts more favorable to the activity and more tolerant of possible negative consequences.

Furthermore, the results contribute to the literature on QoL in tourism. It showed that specific subjective characteristics creating psychological rewards could substantially impact perceived QoL more than some objective aspects, such as income, living cost, and environmental impacts. Therefore, pride is presented as a relevant positive feeling between perceived impacts and perceived QoL.

Thus, from the managerial point of view, the realization that community pride is an essential antecedent of QoL can be very productive for brand managers involved in the events positioning, who will have in this paper a relevant reference to justify the need to build permanent emotional ties with the population. These ties need to go far beyond simple, pure utilitarian communication. We suggest that future studies investigate other possible moderators of the impacts of events on perceived QoL, which can bring significant theoretical and managerial contributions.

New research will be beneficial to replicate the findings reported here or investigate possible new dimensions of analysis. Other investigations involving on-site surveys, during or after the shows, may be very enriching and also evaluate the effect of the emotions experienced during the musical performances on the residents' pride, and of these, in turn, on their perceived quality of life. This study was relevant and consistent with previous studies; however, the result cannot be generalized for all similar events or other contexts for it employed the convenience sampling method.

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