

Project proposal

The Impact Mega Festival On Community



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Research Project: The Impact Mega Festival On Community

# Context of Research and Rational

This research project will explain the impacts of mega festivals on the community; it will discuss the festival's effects on the community and what brings success and failures to people. Festival and Event Impacts provides a broad review and analysis of the multi-faceted impacts that festivals and events have on a host community, whether positive or negative, so many mega-events fail to deliver to the community. The research will analyse these impacts. The research carried out will analyse the impacts of social impacts of festivals on the hosting community; it will also look at the economic implications for the society hosting the festival (Dogan Gursoy, 2020. Finally, the research discusses who are the community members that benefit from the celebrations. This research is going to focus on two mega festivals (Notting Hill Carnival and Glastonbury. (D. Gursoy.2020). The expected benefits for the host destination, this paper provides some critical insights into the key issues that need to be considered to overcome this problem. The reason for choosing to research mega-events in the community is to examine the growth and demand of the community wanting to host these mega-events. The research will examine the positives and negative aspects of mega-events in the community (Robertson, 2009).

# Research question, aim and objective

Research question: What are the Impacts of Mega Festival On host Communities, and how do event organisers handle them

This research project intends to understand the impacts mega festivals have on their host communities and how organisers plan and prepare to minimise these impacts.

# 2.1 Objectives

* Examine past impacts of events and identify impacts that are reoccurring today
* Identify ways these impacts are being minimised
* Research culture and communities of mega-event host communities

# Primary Literature review

Most studies on the impact of mega-festivals have mainly focused on the impact of the economic benefits on the community. This study will focus on the social, economic, and cultural legacy mega-festivals leave behind for the benefit of the community—is members of the community benefit from the legacy if there is any (McMahon, 2014). By planning and investigating the mage festival sector and the community and researching, examples will involve reviewing articles from books, journals, and databases and sending out written questionnaires to organisations (Notting Hill Carnival and Glastonbury).

# Research Method and plan

Primary data will analyse qualitative and quantitative research: several examples to back up the theory will be mentioned and analysed. The research will also use secondary literature in reviewing and examination of festival papers. An Examination will be carried out on the past impacts of events and aim to identify reoccurring impacts today. Ways these impacts are being minimised will be considered followed by the research on culture and communities of mega-event host communities.

Contemplated data collection will be as follows.

1. Secondary- journals, databases and books will researched.
2. Primary- Questionnaires will be sent out to individuals related organisations for the festival.

# 5.0 Research timetable:

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| --- |
| December 2021 – Start introduction to give an outline of the project  - Create questionnaires and send them out to organisations  January 2022 - Chase up and analyse returned questionnaires   * Start researching for evidence to back up the study   February 2022 - Accumulate findings and analysis them  March 2022 – Put all conducted research together   * abstract write conclusion * Create references list   April 2022 - Ask the supervisor for feedback   * Check work on Turnitin   May 2022 - Submit dissertation |

# 5.1 estimated resources requirements

To carry out this research will depend on primary and secondary methods of research.

Regarding the questionnaires, the only problem that can occur here is that a festival organisation fails to respond. May cause a delay in processing some of the data, as new questionnaires will have to distribute to other organisations. There can be some difficulties in accessing the correct information or accessing the information required to research on time.

However, all efforts will be put into creating another questionnaire sent out to more people for feedback to complete the research.

# References

Dogan Gursoy, M. Y. (2020). *Festival and Event Tourism Impacts.* Taylor & Francis.

McMahon, E. B. (2014). *The Future of Events & Festivals.* Taylor & Francis.

Robertson, J. A.-K. (2009). *International Perspectives of Festivals and Events.* Taylor & Francis.