

The social impacts of the Carnival in Aalborg

A quantitative event social impact study

Master thesis

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I hereby state that this thesis is based on my own studies, written by me and has not previously,
whole or partially, been submitted for a higher degree.

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Abstract

The purpose of this research was to study the residents of Aalborg attitudes toward the social impacts of the Carnival in Aalborg. Aalborg is a city in Northern Jutland, Denmark and the Carnival it hosts in May, every year, claims to be the biggest one in Northern Europe. There are some known problems surrounding the Carnival, the most obvious being general messiness. Police officials have raised the idea to move the Carnival out of the city centre due to its increasing size and related problems. Another aim was to find out if the perceptions of the residents of Aalborg toward the Carnival vary by differences in demographic sub groups. Finally it was examined if residents' views about various other aspects of life in the city influence their perceptions toward the Carnival in Aalborg.

Quantitative research methodology was applied in this study. Data was gathered with aid of a questionnaire which was based on a previously developed tool called Festival Social Impact Attitude Scale. The sample of the research was acquired via non-random sampling method which resulted in one hundred thirty eight completed questionnaires. Respondents were asked to indicate their expectations and values toward twenty four social impacts. Analysis of the responses was mainly based on the expectations toward the social impacts. In order to simplify and to identify underlying dimensions in the data, factor analysis was performed. Two main factors were identified, social benefits and social costs.

The result of the analysis revealed that the respondents had moderate to high expectation toward community benefits as well as being of moderate to high importance to them. In contrast the respondents had rather low expectation toward individual benefits and they were mainly of moderate to low importance to them. Finally, the respondents had moderate expectations toward social costs but it was mostly of rather low importance to them apart from one impact, littering. The study also showed that differences exist between some demographic sub-groups perceptions on the Carnival in Aalborg. Finally it was discovered that respondents' views to other aspects of life in the city causes difference in their perceptions.

It is the authors believe that this study can help the organizers of the Carnival in Aalborg to plan an even better carnival in the future as they can now use the results of this study to identify in which areas they were are performing well and in which areas improvement is needed.

Keywords: Carnival Social impacts Community benefits Individual benefits Social costs

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1 Introduction

Every year, in the end of May, the city of Aalborg comes to live when it hosts a big event, the Carnival in Aalborg. The event stretches over few days starting with a children's carnival early in the week, a Battle of carnival bands on the Friday and then ending with the carnival itself on a Saturday. According to the Carnival website, it is the biggest one in Northern Europe, with over 25.000 participants and 100.000 spectators (Karneval i Aalborg, nd.). The 2010 carnival was 28th consecutive carnival held since 1983. The carnival was first held in the city centre but as it grew bigger it was decided to move it to the nearby Kildeparken with the parades still passing through the town centre.

When so many people gather it is never without problems and adding alcohol and even drugs to the equation makes it even more likely for some problems to come up. Reading news articles about this year's carnival and previous years shows that the 2010 carnival has been rather peaceful compared to preceding years. Looking at news articles for the years 2008 and 2009 it revealed headlines like, 3 in coma and 3 human torches, where 3 persons were submitted to hospital in a coma due to drug use and one person was air lifted to hospital after somebody set fire to the rapid costumes of three persons. The main story in 2009 was that the police had made extensive preparations due to the arrival of gang members from Copenhagen to the Carnival. In total 52 persons were arrested during the 2009 Carnival, this year only 24 persons were arrested for minor incidents. What goes on in and around the main carnival area, Kildeparken, is perhaps not what the general population of Aalborg is most affected by, it is more the three parades that pass through the town and takes few hours. During that time empty cans, broken bottles etc. pile up on the streets and people are urinating just about anywhere, in people's yards, on store fronts and other private and public places. During that time the inhabitants of those areas where the parades pass by have a hard time getting around e.g. in their cars (Ellerman Eriksen, 2009; J. Ramsing, 2010; Svarrer, 2008) . The problems with the amount of litter, and people urinating at inappropriate places was confirmed on a meeting with Klaus Bystrup (Bystrup, 2010), CEO of the carnival, which said that as the carnival has grown in size more problems have surfaced. Many things have been done e.g. increasing the number of trash cans and toilets.

Events such as the carnival are sometimes the cause of some debate; some are pleased with the events while others are not so pleased. Reading e.g. comments about the

carnival on news sites we can see comments like that Klaus Bystrup, CEO of the carnival has taken the whole city hostage with an event that has nothing to do with a real carnival, that is just an big drinking party, the city becomes one big urinal and that residents flee their own city during the carnival. Others are more positive and say that it is an event that the city should be proud of, attracts attention to the city and that it is just one day so people should be able to live with that (J. Ramsing & Thomsen, 2010).

Events and tourism in general can have various impacts on their host communities, economical, social, environmental etc. and they can be both positive and negative. The newspaper articles and discussion boards quoted above are mostly about negative social impacts but of course the impacts not all negative as events can help enhance the image of destination, they allow residents to experiences new things, be together etc. This is the important part as an event is not very likely to be successful if there were no positive impacts. The social benefits of an event, such as enhanced image of the city or enhanced community identity have to outweigh the social costs that are e.g. disruption of resident's normal routines, reduction of privacy or too much litter. In the case that social costs outweigh the social benefits in the minds of residents the event is in danger of losing their support for the event. For the planning and management of events it is recognized in most literature that community involvement or support is very important, without it the organizers will begin to sense that they and the events visitors are unwanted in the community (Cho, 2002).

Social impacts are something that is often ignored both in terms of tourism in general and when looking at specific aspects of tourism such as events. The economic impacts and impacts of tourism in general have been widely researched and scales have been developed to measure residents' attitudes towards the impacts of tourism (J. Ap & Crompton, 1998). To date most researches on tourism impact have been very general and little has been done to look into the impacts of specific aspects of tourism like festivals or carnivals (Rollins, Delamere, & Sepos, 1999). For many cities, festivals, carnivals or other similar events are big days on their calendar. These events can have both positive and negative impacts on the local community which need to be controlled and may not be forgotten in the organizers efforts to please the guests. The needs and attitudes of the local residents are also important when a big even it held and their views need to be considered to be successful. Organizers of events do often focus only on the economic benefits and number of guests while they forget the social impacts that can be no less important (T. A. Delamere, 1999).

Carnivals are one form of planned events which in turn are something that has been a part of our civilization for thousands of years. Other forms of planned events are e.g. sport competitions, political assemblies, religious celebrations and more of all shapes and sizes. According to Getz (2005) the reason for the long history of planned events can simply be that we are social creatures but also that they had cultural and economic importance. In the past, events were not planned in detail like they are today but rather just happened because they were needed. They still played important roles as markets and fairs were necessary for celebrations, trade and parties. Today most events are planned e.g. to meet various economic, cultural and social goals (Getz, 2007).

According to Getz (2007) planned events are *“temporary occurrences with a predetermined beginning and end. Every such event is unique, stemming from the blend of management, program, setting and people”*

The carnival in Aalborg is a big event, at least in regional context, and it is amazing how the excitement prior to the carnival increases in the weeks before and those who intend to participate often start their preparations weeks in advance. On the day of the carnival groups of friends meet early in morning to dress up, have breakfast and few drinks before the parades start from 1030 to 1130. It can take up to 7 hours from the parades start until they arrive into Kildeparken, the main event area.

Even though the researcher himself has not attended the carnival he has observed the parade couple of times and found it very impressive, the colourful and various costumes and the overall festive atmosphere that seems to dominate during that day. But the trash piling up on streets and people responding to the call of nature just about anywhere is also hard to miss. This and rumours heard about not everybody being so happy with carnival and even wanting it out of city is one of the sparks that ignited the interest in looking further at the impacts of the Carnival in Aalborg. Another reason, apart from general interest in events, is the fact that social impacts of events have not been researched much here in Denmark, if at all. This research could add to the body of knowledge in tourism social impacts as well as providing the organizer of the carnival and public stakeholders' important information about the local people's perceptions on the social impacts of the Carnival in Aalborg. This information can then help them to assess whether the carnival in whole or some parts of it, planning, role or other, is on the right or wrong track and help them ensure community support and involvement in the future.

In addition the research could possibly help identifying if there is any differences between the perceptions of Danish residents towards the social impacts events and residents in other countries where similar research have been made.

As previously mentioned, events can have various impacts on their host communities but the focus area in this thesis will be the social impacts. It is the aim of this research to find out:

What are the residents of Aalborg attitudes towards the social impacts of the Carnival in Aalborg?

To answer this question a quantitative study was made by submitting a questionnaire to sample population, asking about their evaluation of the different social costs and benefits of the event. The research questionnaire is based on a scale developed by Delamere, Wankel and Hinch (T. A. Delamere, Wankel, & Hinch, 2001) and Delamere (T. A. Delamere, 2001), called FSIAS or Festival Social Impact Attitude Scale. Other scales were also considered but in end FSIAS was chosen as it contains relatively few items so that people are more likely to answer it and it showed good validity and reliability under testing. The scale is standardized tool, but still modifiable according to circumstances, that allows researchers to measure people's perceptions of the social impacts of events, something that has been hard to measure in the past. In the FSIAS several so called criterion variables were used to see if they had significant effect on resident attitudes toward the social impacts of festivals. Therefore for the purpose of this research a second research questions is proposed:

How do criterion variables effect resident perceptions towards the social impacts of the Carnival in Aalborg?

To answer this question a series of statistical tests were performed to see how and if factors like socio-demographics and other non-impact related believes, such as happiness with the life in Aalborg, influence resident attitudes towards the social impacts of the Carnival in Aalborg.

Even though a festival and a carnival can vary by a bit definition and purpose there is not so much difference in reality. Festival is a word you can add a lot more to like arts festival, food festival, town festival etc., usually they are some kind of celebrations e.g. towns celebrating some historic moment. Carnival is usually a pre lent festival or a celebration that is held in the lent, the period before Easter, though this is not the case in Aalborg. In Aalborg the carnival is held in the end of May every year, it has many carnival

traditions, most noticeable the costumes, but is held to celebrate the beginning of summer. The researcher believes, that there is nothing arguing against Delamere's scale to be used regarding the Carnival in Aalborg.

In the following chapter will describe the methodology used both in writing this thesis and doing the quantitative research as well as discussing limitations encountered during the writings.

Chapter three is largely based on the writings of Donald Getz and will discuss events in general as well as their functions and festivals and carnivals will specifically be looked at. In the end of the chapter will be a discussion about event tourism.

The fourth chapter is about the various impacts of tourism with main emphasis on social impacts and event impact research will be looked at.

The fifth chapter will introduce case of the study, the Carnival in Aalborg as well as looking at other studies about the carnival, surveys etc.

The last two chapters are analysis and conclusion. The analysis chapter will include detailed results of research carried out and discussion about the results. The conclusion chapter will as the name implies include the main results of this thesis and recommendations to the organizers and other stakeholders of the Carnival in Aalborg.

2 Methods

In the studies that have been made on the social impacts of events and tourism in general quantitative methods have mostly been used (T. A. Delamere, 2001; L. Fredline, Jago, & Deery, 2003; Kim & Petrick, 2005; Waitt, 2003). In this research quantitative methods were used. Quantitative methods are about statistical analysis and therefore count on statistical data to be able to draw conclusions or to test a hypothesis. The data used in quantitative research often comes from questionnaires, observation that includes counting or secondary data (Veal, 2006).

2.1 Case study

This thesis is based on single case study which is to measure the social impacts of the Carnival in Aalborg. According to Bryman (Bryman, 2004) a case study is a “*detailed and intensive analysis of a single case*” and it is concerned with the particular nature and complexity of the case in question.

Usually the term case study is connected with some location such as community or an organization. Case studies are often associated with qualitative research as participant observation and unstructured interviews are often used but there is nothing arguing against case studies being used in quantitative research such as in this case. There are few types of case studies that exist and in subject of this research is what is called an exemplifying case. Exemplifying case is case that is chosen because it will provide a suitable context for certain research questions to be answered, not because it is extreme or unusual. A single case study does not come without limitations and mainly it is the question of external validity and generalization. A single case study cannot be representative and applied to other cases (Bryman, 2004).

2.2 The Festival Social Impact Attitude Scale

Various scales have been developed to measure the impacts of tourism but in this research the survey will be based on a scale that was specially developed to measure resident's attitudes towards the social impacts of festivals. The scale that this research will be based on is called Festival Social Impact Attitude Scale (FSIAS) and was developed by Delamere et al. (2001) and Delamere (2001), Professor at. Other impact tools were also considered such as the one developed by Fredline, Jago and Deery. That scale however has not been fully tested and still contains too many items. It was therefore decided to base the research

on Delamere's scale. The scale was chosen due to the relative simplicity of it and the number of items. If the survey is too complicated and takes too long to answer it may deter people from answering the survey. While testing the reliability of FSIAS it turned out to be a robust scale that is possible to modify according to the needs of most events or festivals (Robertson, Rogers, & Leask, 2009). The scale should be able to withstand considerable modifications without compromising its ability to produce valid and reliable results (Rollins & Delamere, 2007). In FSIAS a so called Expectancy – Value method is used, which means that participants are asked about the extent which to they expect a certain impact to occur, in this case to what degree they approve or disapprove that a certain impact will occur. In addition the participants are asked how important it is that the particular impact does occur or their value of that particular impact. During the development stage of the scale it was also tried to use a questionnaire that was constructed in almost the same way, with same questions, but used expectancy only. The results showed that there was not much difference in the predictive validity but to also measure how participants value each impact was considered to give a deeper understanding on their attitude towards the social impacts than expectancy alone (T. A. Delamere, 2001). Basically the method is about expectancy being multiplied by importance which should give a measure of the resident attitude toward the given impacts. Attitudes for each impact are then to be summed together and thereby provide a broad picture the resident perception to the overall social impacts of the festival in question (T. A. Delamere, 2001).

The FSIAS as it is presented by Delamere (2001) consists of 25 statements about social impacts and their associated value, 16 about social benefits and 9 social costs. In addition there were 11 criterion variables intended to be used in analysis. The FSIAS scale is written in English which means it had to be translated to Danish as this research takes place in a Danish community. Extreme care was taken during this step as it is crucial that the questions are phrased correctly. As a first attempt the researcher made his own translation of the scale and then sent the translation along with an English version to a fellow student, who is Danish and also to Klaus Bystrup, CEO of the Carnival in Aalborg. Klaus was too busy at that time to make a lot of comments to the scale but replied saying that it was too obvious that it was a translation. After careful read-through of the fellow student, the researcher then got the translated scale back with dozen of comments which were all taken into consideration and the scale fixed accordingly. The list was then sent back for a second round of read-through. After that second round there was still a problem with 1 of the 25 impact item pairs, one that was very hard to make sound right in Danish

and in the end it was decided to delete that one item from the scale. In the original and English version of the FSIAS that statement was “*The festival overtakes available community human resources*”. During this step of the instrument design a pilot study would perhaps been feasible as it would have revealed if there were any weaknesses in the design of the questionnaire. This is especially important in self-completion questionnaires, as the one used in this research, e.g. because the researcher is not present to correct any misunderstandings etc (Bryman, 2004).

In this research 10 criterion variables were used, five of which are the same as in FSIAS. These variables were used to see if they had any influence on people’s perceptions towards the social impacts of the Carnival and if there were any differences between groups e.g. gender and age. In the end participants were offered to write comments about the festival. In the 24 social impact statements a 5-point Likert scale was used where the participants were asked to state to what degree they agree or disagree to each statement and how they value each impact. One of the benefits of using the Likert scale is that it is possible to quantify the answers so that e.g. 1 would be totally disagree, 5 would be totally agree and so on. With this method it is possible to produce averages and therefore possible to measure to what degree the whole sample agrees or disagrees to each statement, it allows comparison between statements and to compare averages between demographic groups (Veal, 2006).

As the FSIAS is designed to modifiable according the type of community and events, it would have served the purpose of this research even better if some questions, more specific to the Carnival, would have been added, as well more demographic variables such as level of education. The questionnaire along with the cover letter can be seen in Appendix 1.

2.3 Sampling and data collection

The population of this research were all the citizens of Aalborg and the sample was drawn non-randomly or non-probability sample. Using this method of sampling has its downsides such being less likely to be representative of the population, some members of the population are more likely to be selected than others, which in turn makes generalization almost impossible (Bryman, 2004). The ideal method for this research would have been to draw some probability sample, like a simple random sample, but there were several reasons for not doing that in this case. The main concerns of the researcher to attempt a probability sampling is that it would have required access to some peoples registry, would

have required it to be a postal survey or at least a letter asking people to participate online which would have high costs involved and finally the researcher was also uncertain if contacting people this way was even legal without some kind of a permission.

The best description of the sampling method in this research is that it is a mixture of a snowball sampling and volunteer sampling. The first thought was to use a snowball sampling and it started out as such. Snow ball sampling is when the researcher contacts a small group of people who are relevant to the research topic and then those participants are used to get in contact with others (Bryman, 2004). The survey was launched at the 30th of May and the 3rd of June an email with a short and simple description of the research was sent fellow students and parents of 1st grade children in an elementary school asking them to participate in the survey as well as forwarding the email to other people they know in Aalborg. A letter with similar text was also printed out in around 60 copies and handed out to all parents of children in one kindergarten in Aalborg. It was only intended to keep the survey open for two weeks but after couple of weeks it was evident that this method of sampling very inefficient and only around fifty questionnaires had been completed. To boost the participant number the researcher decided to write short reader article on the website of the biggest local newspaper, Nordjyske. The article shortly discussed the social impacts of events, very briefly described the research and then in the end asked for the reader's participation in the survey. This turned out be pretty successful and couple few days later the number of participants was up to 100 and in the end when the survey closed, 140 questionnaires were completed. This is the part of the sampling that can be related to volunteer sampling as the respondents voluntarily participate after reading the article on the web. This method can have several limitations, it can cause bias in the sample and often those who care strongly enough about the subject participate in the survey (Statistics Canada, 2009).

Data for the research was collected with the aid of online self-completion questionnaire. The survey was made and administered using an online application called SurveyGizmo. The application was very easy to use, flexible, capable of some preliminary analysis of the data collected and offered outputs in various formats e.g. to the SPSS 18.0 software which was used the statistical analysis of the data. For the online a questionnaire a simple design was selected, blue header with white letters and the questionnaire with white background and black letters in an easy to read font. In order to make the survey more credible for potential respondents the researcher intended to use the Aalborg University logo in header section of the cover letter but as it turned out, when asking for

permission, using the university logo is not allowed in student surveys (Appendix B). The survey was split into five parts, a cover letter, the questionnaire itself in three parts and finally a thank you page. The cover letter included a short description of the research, name and contact information of the researcher and promise that all information would be treated confidentially. It was decided to split the questionnaire into three parts as it could look a bit overwhelming to scroll down and answer a page with a total of 59 items. The three parts were divided into the following parts, Social benefits with a total of 16 items, social costs with a total of 8 items and other questions which included the demographic variables and other criterion variable, total of 10 items and text box where respondents could write whatever they want about the Carnival. As each item came in the pair of two, expectancy and value, it was decided to set up the survey in such a way that the value question was only revealed if the respondent answered the expectancy part on the Likert scale, not if he selected "not applicable". This was decided as there would be no point in asking about the value part if the expectancy part was not answered, the outcome would be zero, as the expectancy and value are multiplied together. To increase the chances of people not opting out of the questionnaire e.g. due to lack of time, a save function for the survey was activated in the survey software. That way a respondent who wanted to save and continue the survey later could click a link at the bottom of each section where they were then asked to submit their email address. They would then be sent a unique link where they could continue the survey where they left off. It is not known how many, if any, used this option as the system does not record that data.

Self-completion questionnaires are sometimes called postal questionnaires, but that implies that it is sent in the mail which it is not in all cases. Therefore a self-completion questionnaire is considered more appropriate term as it is more inclusive and covers also email and online questionnaires. There are several advantages and disadvantages of self-completion questionnaires compared to structured interview. The advantages are e.g. that they are cheaper and quicker to administer, absence of interviewer effects, no interviewer variability and convenience for respondents. Among the disadvantages is that there is no help present if the respondents need any, they cannot collect additional data, difficult to ask a lot of questions, greater risk of missing data and lower response rates (Bryman, 2004). Regarding the first disadvantage mentioned, that there is no help presents for respondents, it was stated in the cover letter of the questionnaire that respondents were welcome to contact the researcher either by phone or email if they had any questions.

As previously said, when the data collection phase ended 140 completed questionnaires had been submitted. According to the SurveyGizmo website a completed response is when the survey taker reaches the “thank you” page of the survey but they could however do that without answering any questions, just click through the questionnaire. All of the 140 questionnaires marked as completed all of them had been answered. After taking a closer look at the data submitted 138 of the 140 questionnaire were deemed usable and 2 were deleted. The reason for deletion is that in these two lists the answers were all the same e.g. the individuals indicated that they strongly agreed to and highly evaluated everything in social benefits section and vice versa in the social costs part. In addition to the completed questionnaires there were 47 abandoned responses and 80 partial responses. Abandoned responses are those who visit the survey but leave again without clicking any buttons. It’s considered normal for many web surveys to have high abandon rate. In this case the relatively high rate might be due the article written on the Nordjyske website. At the time when the survey was closed down there had been around 2500 views on the article, perhaps not that many persons, but many of those who viewed the article may have taken a look at it without proceeding. Partial responses are as the name implies responses that are partially completed. Many of those can be added to the abandoned responses as no questions were answered in most cases. The differences is that person may have clicked the forward button without going all the way to the “thank you page”, left the survey part of the way through. In 16 of the 80 partial responses the first section, social benefits, had been answered but nothing after that. This might be due to respondents not realizing that a button had be clicked to advance to the next section even though it was stated in the cover letter that the survey was divided into sections.

2.4 Limitations

There are several limitations to the research, some of which have been mentioned above. One of the major limitations to this research is that it was intended to use expectancy – value theory as it is argued by Delamere (2001) that it “*gives a richer understanding of the fullness of resident attitudes toward social impacts without decreasing the validity of the measure...*” Perhaps this is more a limitation of the researcher but after some consideration and various experiments with getting some meaningful data out of the expectancy – value item pairs in the questionnaire it was decided to drop the value part and base the analysis on expectancy only. According to this method each item pair should be multiplied together according to the equation below and then the score of each expectancy-value multiply

summed together. For instance if we had a questionnaire with 3 question about expectancy and 3 about value it would look something similar to this $A = (a*b) + (c*d) + (e*f)$.

$$A = \sum b_i v_i$$

After this is done the possible range of total scores has to be calculated. In this survey a 5 point Likert scale was used which means that the answers have values from 1 to 5, so according example above the possible range would be 4 to 75, the higher the score the more positive attitude the respondent has (Francis et al., 2004). The researcher tried various things to get meaningful data into the PAWS statistics software. Once the data was there factor analysis was tried which in fact came out similarly to factor analysis of the expectancy only items. But tests, such as Anova were performed and it produced very unreliable outcomes that was hard to interpret the Levene's test of homogeneity of variances was violated in most cases in contrast to the expectancy only where that rarely was the result. Another concern was missing values, almost two thirds of the questionnaires included one or more user or system missing values that would distort the results and if those were to be excluded it would leave only 64 fully completed questionnaires to be analysed. So, as said before, after thorough consideration it was decided to base the analysis on expectancy only.

One criticism on Delamere's writings about the pretesting of the FIAS is that the appropriate tools and methods used in the testing were not described and therefore future researchers are not informed on what methods to use to pre-test the same or similar instrument in another study (Edwards, Reid, & Small, 2005).

It was the hope of the researcher to collect a sample that would be reflective of the population in Aalborg. Probably due to the sampling method this was only fulfilled in relation to gender. Marital status did not fully represent the sample but the main concern is regarding age of participants. Only 14.5% of the participants were at the age 46 and over, while that number is around 50% in the population. The drawback of this, that the research does not measure the attitudes, of a large part, of the older members in the population.

3 Events

The word event alone does not say much and according to Getz (2007) event is “an occurrence at a given place and time; a special set of circumstances; a noteworthy occurrence”. The word is used in many fields such as finance, physics, medicine etc.

The word alone can relate to many things, both planned and unplanned. An event is an occurrence at a given place and time, a special set of circumstances, a noteworthy occurrence. By definition, events have a beginning and an end, they are a temporary phenomenon and in the case of planned events the program is usually planned in detail and well publicized in advance. Planned events are usually connected to a specific place which can be everything from large building to a wide open space or even many places (Getz, 2007).

For thousands of years planned events have been a part of civilization. Political gatherings, sports events, festivities, debauchery, revelry and religious celebrations have been a part of our lives for decades. The reason for this long history of planned events can simply be that we, humans, are social creatures but they do also have cultural and economic role to play. It could be argued that events are essential human experience, rooted in our culture and at the same time defining our civilization (Getz, 2005). No two events are the same, they only happen once. Planned events can still be very similar in form but there is always something regarding the setting, people and programme that makes the event experience different. The moods and attitudes of participants and guests also never are the same so their experience will never be the same despite the setting and programme. It is this uniqueness of events that makes them so attractive and makes the goal of marketing often to create an image of a once in lifetime experience (Getz, 2007).

Planned events fill and transform spaces and while they are held the individual experiences of that place is altered. Still many events are, in their nature, intrinsically linked to the setting and community they are held in. Culture is not the same all areas and therefore the influence of place and culture reinforces events. Events can also influence the place and cultures where they are held, particularly when mega-events are held in places that have not experienced such investment and media attention that comes with it. Place identity and peoples attachment to places can be influenced by planned events. This is the community building role of events. Every nation has and needs their own celebrations and

events the both create pride and sense of belonging, and build development capacity through volunteering, investment and improved marketing (Getz, 2007).

Events have increasingly been used to define and brand place. For host communities Hallmark events provide them with identity and positive image. Some events achieve some kind an iconic status, the can be held anywhere and still be successful, but they still need a specific location or venues and they leave behind some intangible legacy like improved infrastructure, urban renewal, tourism and change the society and the environment. These are Mega events like World fairs, Olympics and other major sports events and exhibitions. Mega events of all kinds have been widely researched but less has been looked into whether other kinds of events can transform places permanently (Getz, 2007).

3.1 Types of events

Events can be categorized into few types. Definitions of events are really a description of their function. Among the most common types are Hallmark events, Mega events and Special events.

According to Getz (2007) Hallmark events are symbol of quality and authenticity. These events are authentically imbedded in particular culture or place. They are reoccurring events that are so closely connected to their destination or host community that they have become an important part of its image and branding. They can provide the destination with a competitive advantage from tourism perspective.

Mega Events are the largest and most significant events held. According to some researchers, Mega events should attract more than one million visitors and be in their nature, events that people feel that they cannot miss. Mega events should attract worldwide attention (Getz, 2007). Getz (2007) however argues that the meaning of the word, Mega Event, is relative, and should not only relate to events such as the Olympics. As an example a small music festival can have those mega effects on a small town in terms of tourist numbers, economic impacts or disruption.

It is difficult to put forward some standardized and general definition of special events or some classification of which events can be labelled as special, it will always be a matter of opinion. The setting or programme is what can make some in eyes of guests and organizers but there is also possibility that they do not agree on how special the event is. As the guests and organizers may not agree on how special an event is two definitions are needed. 1."A special even is a one-time or infrequently occurring event outside the normal program or activities of the sponsoring or organizing body". 2."To the customer or guest, a

special event is an opportunity for an experience outside the normal range of choices or beyond everyday experience” (Getz, 2005). Those definitions are good and valid but still don’t go all the way in explaining what is so special about some events. In the end there are so many factors that can influence how special an event will be (Getz, 2005).

Since this uncertainty is in place Jago and Shaw (2000) attempted to answer this question of what makes an event special. To do so they did a research where they asked 500 randomly selected adult consumers what attributes of a special event they believe is important. The results showed that the respondents thought that what makes an event special is the number of guests, international attention, improved image and pride of the region due to the hosting of the event and exciting experience related to the event.

3.2 Planned events

“Planned events are created to achieve specific outcomes, including those related to the economy, culture, society and environment. Event planning involves the design and implementation of themes, settings, consumables, services and programmes that suggest, facilitate or constrain experiences for participants, guests, spectators and other stakeholders. Every event experience is personal and unique, arising from the interactions of setting, program and people” (Getz, 2007).

Getz (2005) defines all planned events as “...temporary occurrences with a predetermined beginning and end. Every such even is unique, stemming from the blend of management, program, setting and people”

3.2.1 Functions of planned events

The question of why events are held and what is their intended outcome is the key part of their planning. An event organizer cannot assume some other purpose than the one that he is working for has in mind. The functions of events come in layers, on the surface an event might be planned as a community celebration, a festival involving all residents. But there are also expectations that the event will attract tourists, creates positive image, attracts investment, etc. Historically, events and fairs had important roles but they were not discusses or planned, they were just needed, e.g. due to trade or celebrations. That time has passed and most events are planned to meet some economic, social and cultural goals. Event organizers therefore rarely have free hands. Many stakeholders are involved and play role in deciding what event goals should be. When those goals are set it is possible to start designing and planning the event (Getz, 2007).

3.2.2 Typology of planned events

According to Getz (2005) the event world is amazingly diverse and any attempt to classify events is likely to be incomplete. Getz however attempts to categorize the most important ones and distinguish between those that are intended for the public and those that are primarily intended for individuals and small, private groups. Events can fall into more than one category depending on their purpose circumstances.

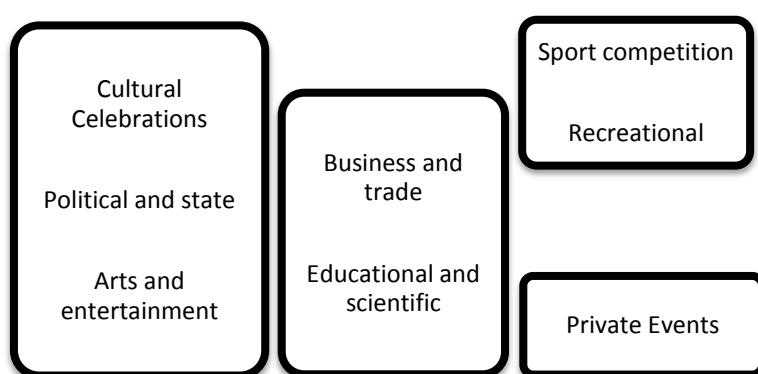


Figure 1. Typology of planned events (Getz, 2005)

Figure 1 shows how Getz (2005) divides planned events into 7 categories and then private events. These seven categories are cultural celebrations, political and state events, arts and entertainment events, business and trade events, educational and scientific events, sport competition and recreational events. The seven categories of planned events can be found in almost all societies and cultures. Cultural celebrations are e.g. commemorations, carnivals, festivals, religious events and parades. Cultural celebrations are often planned to celebrate something like new crops or an important person. Arts and entertainment are e.g. concerts, prize ceremonies or art exhibitions or festivals. Business and trade are e.g. fairs, World's fair, meeting and conferences. Sport events are divided according to their nature, whether they are professional or amateur, indoors or outdoors etc. Educational and scientific events have educational purpose and are e.g. seminars or scientific collaboration. Often this is a part of conferences or meetings. Recreational events are sports or games for fun, where people are intended to participate not just watch. Political and state events are a small category but can have big influence. These events are e.g. visits of head of states that attract attention. Private events are all events that are held for individuals, families, small groups, weddings, birthdays and more.

3.3 Festivals

The past few years the number of events and festival of all kind have increased very much and are constantly becoming more important in the development of tourism all over the world (Felsenstein & Fleischer, 2003; Jackson, Houghton, Russel, & Triandos, 2005). Festivals, carnivals, special events, etc. do not have the same proximity and permanence as tourist attractions do but they all have the same purpose, to attract tourists.

Looking at the World Wide Web many definitions of festivals can be found, e.g. that it is a day or a period of time set aside for feasting and celebration. Wikipedia (Wikipedia contributors) says that a festival is an event, usually staged by a local community, which centres on and celebrates some unique aspect of that community.

The word festival is sometimes overused and sometimes even used for events that are no more than commercial promotions or parties. Festivals are usually held to celebrate something but sometimes this tends to be forgotten in relation to community festivals. The intended festival often just becomes public entertainment program or chance for fun and recreation instead of something being celebrated.

Festivals have been widely research within various disciplines like sociology, anthropology and even geography. What people experience at festivals has been extensively looked into by sociologists and anthropologists. At festivals people are engaged in something that is outside their daily routines, they avoid what the usually do, behaves differently, and invert patterns of daily social life. Regarding festivals questions have often been raised about their authenticity and appropriate they are. The reason is that even though festivals are supposed to reflect the culture of places or communities they often just become a part of cultural tourism, they have no real roots and are only established for the sake of the tourism industry (Getz, 2007).

3.4 Event tourism

In literature about event tourism the concept is mainly used to describe destination strategy, how the development and marketing events is used to gain some specific tourism and economic benefits. For the event organizer tourists are potential customers so knowledge about their characteristics is important. Figure 2 shows the main economic and tourism roles the events play. All the roles can be important for destination or a society, and event organizers should assess how an event can have a positive effect or utilized tourism markets.

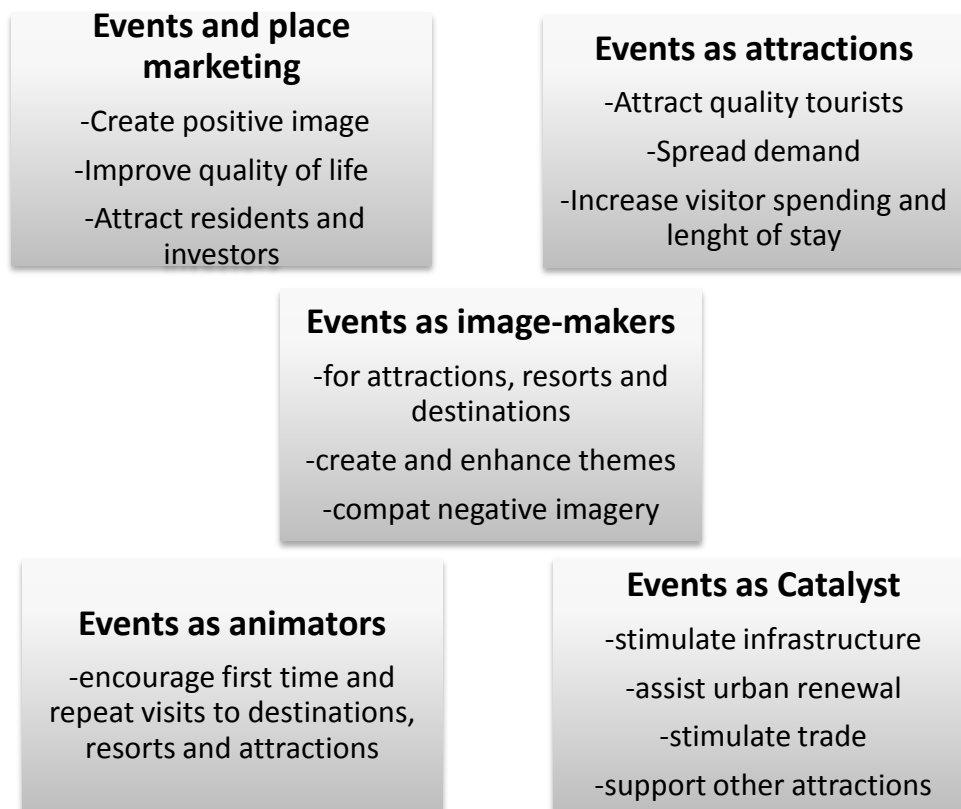


Figure 2. Economic and tourism roles of events (Getz, 2005)

3.4.1 Events as attractions

Even though the tourist organizations of many nations emphasise on international tourism there is no doubt that most events rely on local or regional markets. The value that events can have for tourism is that it is able to attract tourist or be a reason for those tourists already in the area to extend their stay. They can also influence the local population so that they are less likely to travel outside the region and spend their money in their home region. Events can be an efficient tool to attract tourist outside the high season and in turn minimize seasonality.

3.4.2 Events as animators

Museums, resorts, markets, historic sites, conferences centres and theme parks all rely on programs of special events. Man made attractions and facilities have realized the benefits of animation. Animation is a process the programming of interpretive features and special events make the place in question come alive with appealing atmosphere and sensory stimulation. For those who are managing attractions and facilities animation can have various benefits. It can attract guests that would not otherwise come as they do not find the place itself to be very interesting. Another benefit of animation is that it encourages repeat visits. The place also attracts publicity and encourages more spending and longer stays. An

example of how animation is used is theme parks, where it is necessary to regularly set up new attraction so that guest keep coming back. Theme parks also have facilities, both indoors and outdoors, where they can set up all kinds of performances or show. All this is done to encourage repeat visits and extend the lifetime of the product.

3.4.3 Events as image-makers

Major events can have strong influence on the image making of the place or country where the event is held and leads to favourable perception as possible travel destination. The host city receives worldwide media attention which has tremendous value and for some places, this fact alone, is enough excuse to spend a lot of money on events. There examples of places hosting unprofitable events or festivals every year just to maintain positive image (Getz, 2005).

Some events are only held once at a given place but still have positive effect. Study on the impacts of the Olympics in Calgary 1988 showed that the improved image of city had some kind of a life cycle, in improved, peaked and then started to decline again. But with the improved tourism infrastructure that came with Olympics it should be possible to maintain this positive image even though the event that started the process will not return anytime soon (Getz, 2005).

3.4.4 Events and Place marketing

In the book, Marketing Places, Kotler, Haider and Rein (1993, in Getz, 2007) showed how events can have value in enhancing the image of communities and attracting tourists. They described how placed compete for investment, good citizens and in attracting tourist in their effort to built an inhabitable and prosperous society. In place marketing the role of events and event tourism is to shape the image, improve quality of life and to attract tourist.

3.4.5 Events as Catalyst

Major events like World Fairs or the Olympics are supported mostly by the governments of the host country due the role of the event as a catalyst for major redevelopment. Major renewal of the urban environment and extensive reconstruction often takes place prior to major events. It can leave behind enhanced image, various buildings, private investment, better tax environment and new jobs. An example of both direct and indirect legacy of major events are the Los Angeles International Airport that was reconstructed because of the 1984 Olympics and the Underground system in Montreal that was built prior to the

World Fair in 1967. Some buildings that have been raised in connection with major events, especially World Fairs, have become landmarks or icons for their cities and of those the Eiffel Tower is probably the most widely known. Major events often encourage or attract investment, especially the hotels and restaurants part of the hospitality sector. Facilities are often improved or new ones built in relation to sport events those facilities can then be used to attract other events in future. Improving convention and art centres can have similar effect. This way, communities can use events as catalyst in tourism development, accelerate growth or move onto the next of the competition (Getz, 2005).

4 Impacts of tourism

As this thesis is about the social impacts of an event it is also relevant to discuss tourism impacts in general, e.g. economical, environmental, and cultural as well as the social impacts of tourism in general. Following a general discussion about tourism impacts the social impacts of events will be discussed.

For the past 3 or 4 decades increased attention has been given to the impacts of tourism. Almost 20 years ago Ap (1992) argued that the reason for increased attention on the impacts of tourism was that the perceptions and attitudes of residents was likely to be an important planning and policy issue for the successful development, marketing and operation of existing and future tourism programs and projects. He continues and says that for tourism destination to prosper the adverse impacts of the tourism in the area should be minimized and that it must be viewed favourably by the host population. Today this is an acknowledged fact, tourism development of all kinds is less likely to succeed if does not have the support of the majority of local residents. According to Ap (1992) to sustain tourism in a community, certain exchanges have to take place. Participation by residents, civic leaders and entrepreneurs of a community in attracting and developing tourism to their area is usually motivated by the desire of some member of the community to improve the economic and social conditions of the area. But for others, tourism might be something that is forced upon them. No matter how tourism is developed or introduced in an area the local residents are important actors that can have big influence on the success or failure of the local tourism development. The exchange that has to take place and was mentioned earlier is that in change for benefits obtained from tourism the local residents contribute to the well-being of the community by extending their hospitality to tourists and by participation in the planning, development and operation of tourist attractions. On the other side if local residents do not perceive any benefits from the development of tourism they may start being opposed to it and/or show hostile behaviour towards tourism advocates and even the tourists themselves and therefore actively discourage tourism development in the area. The local residents can e.g. by their behaviour, affect the experience of the tourist in a negative or positive way and similarly the tourists can have positive or negative influence on the daily lives of the local residents.

Achieving a best balance of benefits and costs for both residents and tourism actors is the goal aiming to develop and attract tourism to a community. Residents evaluate

tourism in terms of social exchange meaning that they evaluate the benefits and cost that they get in return for their services. It is assumed that host resident actors seek for tourism development for the community in order to satisfy their economic, social and psychological needs and to improve community well-being (J. Ap, 1992).

As said before residents expect something in return for the involvement in tourism e.g. improvement of their social and economic well-being. Residents are likely to view tourism favourably as long as they perceive those benefits of tourism. If however, the residents feel that tourism is something that has been forced upon them and something that has negative effects on their personal well-being and the community they are more likely to develop negative attitudes towards tourism in their community and their support for it will decrease. Human beings are considered to be rational and even though the maintenance and development of tourism does come with some negative effects the benefits perceived by residents do sometime outweigh the negative effects with the continued support of residents (J. Ap, 1992).

In the case of events, it is also the duty of the event organizers and sign of good management if they do all they can to avoid or at least minimize negative impacts and bring out the positive ones. This role of the organizers should not only be looked at from an economical, environmental or social perspective but also from an ethical viewpoint including equity and quality of life issues (E. Fredline & Faulkner, 2010). Fredline and Faulkner (2010) compare the hosting of an event to a firm or the internal marketing of a firm. The internal culture of a firm and factors like the happiness of the staff affects the quality of the service it provides. In the same way it is argued that a community that is happy with its tourism can enhance the tourist experience and contribute to the destination attractiveness. So how an event affects the quality of life and equity within a community will have influence on resident's perceptions.

4.1 Economic impacts

Even though the main emphasis in tourism impacts research has been on the economic impacts and less so on the social ones it does not mean that they should now be ignored and focus put on the social impacts. The whole picture has to be looked at.

The economic impacts of tourism are an important consideration in the national, regional and local planning and economic development and they are important factors in marketing and management decisions. It is not uncommon to hear claims that tourism has created so many jobs or that a festival has generated so many millions in income for a

community. Multiplier affects are also often mentioned in this context to show how the tourism spending, not only affects the tourism businesses directly but also a variety of other sectors in the community that can benefit from tourism. The economic benefits of tourism are held aloft by the industry for variety of reasons. It gives the tourism industry greater respect in the business community, public officials and the general public. This in turn often makes decisions or public policies to be favourable to tourism. The economics costs and benefits of tourism affect almost everybody in the region, one way or another. Economic impact analyses provide tangible estimates of these economic interdependencies and a better understanding of the importance and role of tourism in a region's economy. Tourism does also come with costs, both direct such as investments made by tourism businesses and government's costs for tourism infrastructure and other indirect costs borne by individuals in the community. When making decisions regarding tourism development there are always some debates between those who tout positive tourism impacts and others who oppose to tourism emphasising the tourism costs or negative economic impacts. To make decisions the decision makers need to look at both the positive and negative impacts and understand who benefits from tourism and who pays for it (Stynes, nd).

Numbers of methods have been used to estimate the economic impacts of events, everything from complex mathematical models to pure guesswork (Stynes, nd). Also the estimates and predictions of economic impacts have historically had two problems. The first problem is that the estimates of the economic benefits of events, especially the major ones, are sometimes based more on personal convictions or political position rather than on sound economic facts. The other problem is that before events are decided to be held the predicted positive economic impacts tend to be exaggerated by its advocates. This is both due to their enthusiasm for the event and also by exaggerating the positive impacts the event is more likely to receive community support and government funding. In addition to this, economic impacts research on events has lacked the rigor needed to properly analyze the net economic impacts (Faulkner, 2003).

Visitor expenditure is one of the main reasons for staging a big event or its role to attract visitors. The expenditure of these visitors stimulates the regions income and employment as the money they spend on food, transport, accommodation etc. is injected into the local economy. But there are many things that have to be considered to accurately estimate the economic impacts of an event. Here are few examples of the factors that need to be considered when estimating economic impacts of events. Geography, where do the visitors come from? This matters as it depends on where the visitors comes from if his

expenditure can be seen as injection of funds from the outside. Sometimes events influence the timings of visits, so to estimate the economic impacts it has to be looked at how many visits the event itself has generated and how many would have visited the area anyway, just changed the timing. Leakage and indirect expenditure impacts also have to be looked at. How much of the goods and services come from outside of the region and does therefore not benefit to it. And also how does the spending of visitor on e.g. a restaurant benefit the restaurants supplier (Faulkner, 2003).

4.2 Environmental impacts

Tourism in general can have both positive and negative impacts on the environment. Tourists are attracted to high value natural resources such as lakes, oceans, waterfalls and mountains. Because of the tourists interest in these places they are preserved, protected and kept from further ecological decline. Often tourism income makes it possible improve the appearance of areas with cleanup, repairs, adding public art which in the benefits residents and visitors alike. The income from tourism often also makes possible to restore and maintain historic buildings and other attractions (Kreag, 2001).

Tourism can have negative impacts on the environment in many ways. The arrival of tourists can for example generate waste and pollution of all kinds.¹ Natural resources can be in danger if its usage is not controlled and/or carrying capacity thresholds are passed. The same is true for historic sites and monuments, where overuse can cause them to degrade. Tourism can cause many other negative impacts on the environment such as loss of open space, water shortages, disruption of wildlife and more (Kreag, 2001).

Hosting an event can also cause environmental impacts and in some cases even cause irreversible damage when e.g. held in sensitive natural environments. Therefore before hosting events out in the nature the environmental impacts need to be considered in they cannot, in some acceptable way, be minimized or prevented a change of venue should perhaps be considered. If those potential impacts of events are not taken into account they could destroy environmental assets on which the tourism in the area relies on (Faulkner, 2003).

4.3 Cultural impacts

An internet user asked, what are the positive and negative cultural impacts of tourism? The reply this person got: “A *negative impact can be when tourists bring some of their own*

¹ Air-, water-, solid waste-, noise- and visual pollution

culture with them and it is then integrated into the place they visit. E.g....British culture of binge drinking being adopted by another country which is regularly visited by British tourists. A positive impact could be that tourism is a way of experiencing other cultures and when you experience new things it broadens knowledge and so influences your own culture” (Yahoo). This reply does pretty well in describing cultural impacts in its simplest way but of course it is lot more complicated in reality and perhaps the binge drinking of British people is not the best of examples.

According to the OECD (2009) during the first eight decades of the 20th century, tourism and culture were considered as separate aspects of a destination. Tourism was viewed as leisure activity which was separate from everyday life and the culture of the local population. Culture however, was looked at as a part of the cultural heritage of destinations and related to the education of the local population and the underpinning of local or national cultural identities. During the 20th century this view gradually changed and the role of culture in distinguishing destinations and in attracting tourists became clearer. From the 1980s, cultural tourism was seen as a major source of economic development for many destinations.

The relationship between tourism and culture can be beneficial to both. It can strengthen the competitiveness and attractiveness of destinations. In the same way tourism can be a mean to enhance culture and create income that can strengthen and support cultural heritage, cultural production and creativity. A strong relationship between tourism and culture can make destinations more attractive and more competitive places to live, visit, work and invest in (OECD, 2009). There a many benefits other than those mentioned above that tourism can have for host communities e.g. community pride, tolerance, reciprocity and stronger sense of ethnic identity. The cultural benefits received by tourism can go both ways as the interrelation between hosts and guests can promote understanding between them. This can for example be when residents learn about the outside world without leaving their homes while the tourists learn about a distinctive culture. Tourism can influence the culture of an area in two ways. Tourism exposes the host to other cultures which can result in e.g. tolerance and understanding or when host present their own culture to visitors in strengthens their idea of what it means to live within a community and therefore increasing identity, cohesion, pride and support (Besculides, Lee, & McCormick, 2002).

But apart for culture having influence on tourism and tourism having some positive impacts on culture, tourism can also lead to negative impacts on culture, it has the power to

affect cultural change. The commoditisation of culture can lead to over-development, conflict and xenophobia, assimilation and artificial reconstruction. The tourism phenomenon which has the power to preserve culture can also dilute or even destroy it. Examples of the negative impacts can be when the local people change their traditional way of making artefacts and they become of lower quality. Dances and rituals are set up exclusively for the tourist and who sometimes have little or nothing to do with the local culture, this is sometimes called staged authenticity. In worst cases people in some areas lose their native language due to the influx of tourists (Besculides et al., 2002).

4.4 Social impacts

In the literature social and cultural impacts are sometimes put together under one name and called socio-cultural impacts. For the purpose of this thesis which has social impacts as main theme, an effort will be made to hold these types of impacts separate. Cultural impacts of tourism are more about the how it can affect people's believes and values while the social impacts of tourism is more about how tourism can affect people's quality of life in other ways than economic and environmental, with improved infrastructure as an example of an positive social impact and increased crime rate on the negative side. Murphy (1985) explains the difference between the two by saying that social impacts involve *"more immediate changes in the social structure of the community and adjustments to the destination's economy and industry while the cultural impacts focus on the longer-term changes in a society's norms and standards, which gradually emerge in a community's social relationships and artifacts"*.

Going through the literature on the social impacts of tourism it is hard find any definition on the social impacts alone, usually the social and cultural impacts are defined together. Teo (1994) defines social and cultural impacts as *"the ways in which tourism is contributing to changes in the value systems, morals, and their conduct, individual behavior, family relationships, collective lifestyles, creative expressions, traditional ceremonies and community organization."* Teo (1994) also notes, in a similar way as Murphy above, that social impacts usually involve more immediate change in the quality of life and adjustments to the tourist industry in the destination opposed to cultural impacts that are more long-term changes in society's norms, standards etc.

Social impacts have got increased attention but research on social impacts is still nowhere as extensive as research on economic and environmental impacts. The reason for this is that social impacts are more subjective and intangible; it is hard to put them in

economic terms or quantify them in some other way. Researches made during the past three decades on different aspects related to resident perceptions of tourism development in their community, have revealed many possible positive and negative impacts. Picture 1 below shows some of the possible positive and negative impacts of tourism. Heavy concentration can cause negative host attitudes to emerge. These can e.g. be negative perceptions towards increased litter, traffic, noise, crime, crowding and price increase. But residents have also perceived positive impacts of tourism such as increased employment opportunities, improvement in local infrastructure and increased recreational opportunities (Haley, Snaith, & Miller, 2005). Other perceived impacts that have been identified and are even harder to measure are impact of cultural and behavioral differences between residents and tourist, and the common big gap between the wealth of residents and tourists. On the more positive side tourism can contribute to local sense of place, community pride and enhance the image of the destination (L. Fredline et al., 2003).

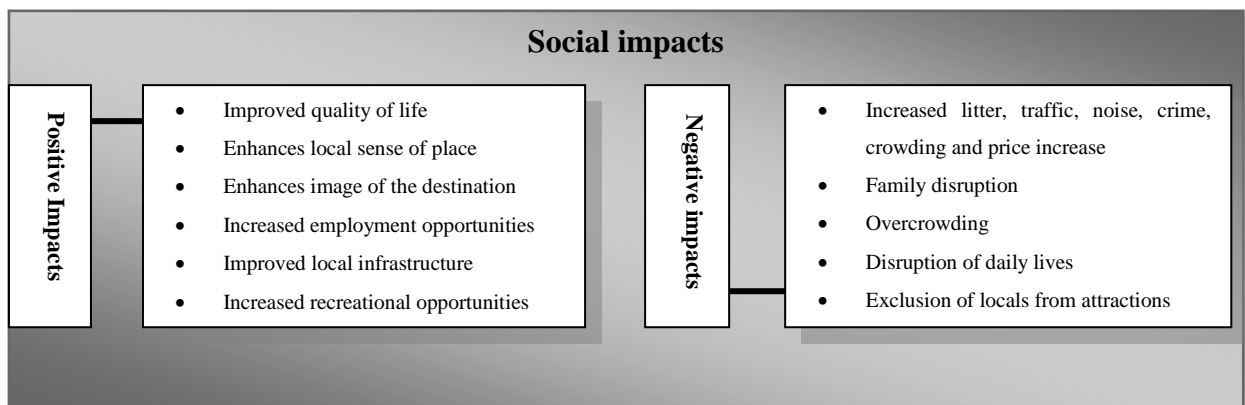


Figure 3. Possible social impacts of tourism (sources: (L. Fredline et al., 2003; Haley et al., 2005; Kreag, 2001)

When looking at the social impacts of tourism in general and then the social impacts of events, one has to keep in mind that there is a key difference between an event and an attraction. The difference lies in the period of time over which they impact the host community or region. Events are of limited time and of a transitory nature, many events are not even held in the same place twice, while attractions usually draw visitors for longer period of time (Hall, 1989). One can imagine that the limited time of events, where thousands of people gather at one place the impacts are much more evident, especially impacts such as overcrowding, litter and noise, than impacts of traditional attractions.

Local governments, local authorities, residents and event organizers in many places often perceive events like festivals and carnivals as an instrument to boost local economies.

Often with little regard of the social change and social problems that may occur, an effort is made to maximise the economic impacts by attracting as many visitors as possible. If planners of events are aware of those social impacts and the residents attitudes towards those impacts it could enable them to minimize unwanted disruption to daily life of the local residents and create balance between that the social and economic development forces within the community (T. A. Delamere, 2001).

With emphasis on maximizing economic benefits researched also mostly focused this aspect of the impact of events, the economic benefits it brings to communities, regions or nations. Two decades ago decades ago this began to change and more emphasis has been put on researching the social as well as the environmental impacts of events, although the body of available literature on the social impacts is still well behind the literature on economic impacts. It has become more of a priority of practitioners and academics to understand the social impacts of events which has led to research into the social impacts of events to be more common (Deery & Jago, 2010).

According to Deery and Jago (2010) there is a sense that the research into the social impacts of events on communities has “come of age”. They don’t explain what they mean by this but the likely meaning is that, after being emphasized more in the last two decades, research into the social impacts of events has become mature. The body of literature has become more extensive and each research is no longer a pioneer work.

Research into the social impacts of events on communities can be important for many reasons which are e.g. their high profile and short term nature where there impacts can have profound effects. For the short period of time that events last they have potential to cause lot more interruption to the daily life of communities than does normal tourism (Deery & Jago, 2010).

Large part of research into the social impacts of events on communities have had the aim to determine how resident perceptions affect their support for events, provide recommendations to local authorities to enhance the social impacts of events and to develop scales to accurately assess the social benefits and costs of events (Deery & Jago, 2010). One would think that the development of scales or other reliable methods to measure the social benefits and costs of events is one of the prerequisites for the other two aims. Few authors have attempted to develop scales for this purpose and often the take point of departure in methods already developed to measure the impacts of tourism in general. Social impacts of events are something that can be hard to measure and these can impacts can be very complex and vary between different events and communities. The

development of solid reliable scales that can be applied to different communities and events can be very helpful in overcoming this problem. For many events large part of the participants are locals and therefore for the event to be successful it can be vital for the organizers to know the local populations perceptions towards the social impacts of the event. This can enable them to better develop or modify events to ensure they are better aligned to the needs of the host community and at the same time increase the chances of the event being profitable (L. Fredline et al., 2003).

In an journal article from 2003 Fredline, Jago and Deery (2003) present preliminary results from the development and testing of generic scale to assess the social impacts of special events. The aim was to develop a scale that can be adapted and applied to different types of events and different types of communities, rural and urban, large and small. The scale was tested on three medium to large scale events, two of which took place in the city of Melbourne, Australia and one in a small town, about 250km from Melbourne, with a populations of 6000. A mail in survey was sent to a random sample in the three areas. The instruments used, was designed using statements from previous tourism and event literature. The lists all contained 45 impact statements and thereof 42 were common to all the lists, the other three adapted slightly to the type of event. Participants were asked to indicate if thought a particular impact had occurred to the event, e.g. that noise levels had increased or decreased and if they indicated either one they were asked to rate on 7 point Likert-scale how this had affected their personal quality of life and the effect on the community as a whole. The preliminary results of this testing indicate that to varying extent a similar range of impacts are associated to different types of event. It also indicates that tailor made instruments for each event are not needed and a generic scale could be used. After the testing of the scales a series of analysis were made in purpose to find out which of the statements were most useful and hopefully in the future develop a compressed scale containing only 10-12 items, still serving the same purpose.

Delamere (T. A. Delamere, 2001) did a research on the Edmonton Folk Music Festival with the purpose to develop a scale to measure the social impacts of festival and he based a lot of the work on studies that had been done to measure other kinds of tourism impacts. Edmonton, which is a city in northern states of Canada, promotes itself as a festival city and the Folk Music Festival is one of 7 big festivals hosted in the city every year. Many of the residents do not have concerns about the festival while others are not happy to have such big event in their own back yard. Since the festival relies on community support, Delamere felt that it was an ideal setting to develop a scale to measure

the social impacts of festivals. After pre-testing a considerable number of questions, 25 of them ended up in the scale that got the name Festival Social Impact Attitude Scale or FSIAS. The questions are divided into two categories, 16 questions that measure the social benefits of festivals and 9 that measure the social costs of festivals. Delamere used 11 criterion variables in his survey and later concluded that 49% of the variability in the part about social benefits was explained by the criterion variables and around 35% of the answers in the part about social costs. There of one of the criterion had significant difference. A so called expectation-value method was used, meaning that as well as asking participants how likely they thought a specific impact will occur it was asked how important they felt those impacts were. During the pretesting and purification of the FSIAS it was found to have two clear dimensions that were identified with factor analysis. The two factors were social benefits and socials costs (T. A. Delamere et al., 2001). During the verification phase of the scale two further dimensions were identified within the social benefits factor, there were community benefits and individual benefits (T. A. Delamere, 2001).

As Delemere's (2001) research was made with the main purpose to develop a scale to measure the social impacts of festivals the sample size was rather small. In the end there were only 101 participants which can however, under most circumstances, be considered acceptable. The results of the research showed that participants, in general, agreed the social benefits impacts do occur. There still were three impacts that the participants thought were less likely to happen then others, that the festival improved quality of life in the community, that it was important for the personal health and wellbeing, and that it was an opportunity to develop new cultural skills and talents. Over all the participants did not seem to worry about the social costs that could be caused by the festival. In six out of the nine questions the participant believed that is was moderately likely that specific impacts would occur. Those impacts were; that the festival was like an intrusion into the live of community residents, that it reduced privacy in the community, that the community was overcrowded during the festival, traffic rises to unacceptable levels and finally that noise levels increase to unacceptable levels. The results of the research can help the organizers and other stakeholders of the festival to identify in what areas they have been performing well and in what areas improvement is needed (Delamere, 2001).

Research to date on event impacts have largely been focused on so called Hallmark events which are according to Ritchie (1984)

“Major one-time or recurring events of limited duration developed primarily to enhance awareness, appeal and profitability of a tourism destination in the short and/or long term. Such events rely for their success on uniqueness, status, or timely significance to create interest and attract attention.”

According to Hall (1989) the primary function of a hallmark event is to provide the host community with an opportunity to secure high prominence in the tourism market place. But he also adds that this prominence can come with significant social and environmental costs. Ritchie (1984) saw hallmark events as major events that could focus national and international attention on the destination. According to him it is then a question of scale. Other authors also define hallmark events according to scale that they are events that should create large external benefits or where external benefits are so widely distributed and the event costs are so high that they are funded partially or fully with public funds. Most hallmark events, at the national, regional or local level, have substantial government involvement. The government financial assistance increases in relation to the size and marketing scale of the event. Government subsidies do not only take the form of direct cash infusion but can also be provision of public services and use of facilities with no or little rent (Chalip, 2004). Research on various mega events that can also be considered hallmark have been popular in recent years. These are events like the 2000 Sydney Olympics, the Soccer World in Seoul, Korea 2002 and more.

Kim and Petrick (2005) residents of Seoul, Korea, attitudes towards the impacts of the 2002 Soccer World Cup that was held there and in Japan. The research was quantitative and 7-point Likert scale was used to measure the resident's attitudes towards 22 positive and 9 negative impacts. The research had two integrated main goals. On one hand to research the resident's perception and evaluation on the impacts of the event and the difference between gender, age, profession and more. On the other hand it was researched if the resident's evaluation was constant over time by submitting it again three months later. The results showed, amongst other, that housewives were more positive towards the World Cup than people from other professions. Comparison between the two researches showed that there was significant difference between two positive items and one negative item. This was thought to indicate that people's evaluation or attitudes towards the event changes over time (Kim & Petrick, 2005).

Waitt (2003) researched the social impacts of the Sydney Olympics in 2000. Social impacts of Olympic Games, that are major events on a global scale, are little researched.

Waitt chose to research the perception of certain social groups towards the impact of the Olympics, both 2 years prior to the games and during the games, to find out if people's perception changed during that time. The Olympics gave entrepreneurs and politicians a change to get Sydney back on the map as a metropolis and to restructure some parts of the economy. During the preparation of the games there were many conflicts and many things that disturbed the daily life of the residents. Conflicts arose whether to put a beach volleyball field on Bondi beach, there were problems with tickets to the various events and it was feared that the games would end up in loss. The financial district, the airport and Bondi beach were transformed. When the games draw closer the preparation started to even more impact on the daily life of residents. It started to affect school semesters, time tables of public transport and access to some roads. All this could have possible negative effects on the resident's experiences. When the games were set there was however almost no protests and the festivities were in the spot light. It all started with the torch relay from Uluru then an amazing opening ceremony, free entertainment on the streets during the games and finally all ended with a great closing ceremony.

Waitt (Waitt, 2003) used a 5 point Likert-scale and open ended questions to measure the resident perceptions of the impacts of the Olympics. In the first part of the research, in 1998, 2000 people were called, of those 658 replied and 456 said that they were willing to participate in the second part of the survey. In the end, 2 years later, there were only 178 persons who the researcher was able to reach or were willing to participate. There were few possible limitations to Waitt's research, the sample was only chosen from limited geographical area and does therefore represent the whole Sydney area, a phone registry from one company was used which excluded those who use other phone companies, have a secret number and those who do not have a phone. Also there is no data on people's perceptions after the games. The results of the research showed that the participants were more positive towards the games in the year 2000 then in 1998, two years prior to the games. In 2000 the participants were more positive towards hosting the Olympics again and more felt that the community was inspired from the Olympic spirit and number of people who said that they would work as volunteers increased. Demographics also affected the results. Young people, families with children and people that did not have English as their native language were all more positive towards the games. In the first part of the research many participants feared the economic side of the games, like higher tax burden, but in 2000 the number of participant with those fears had decreased. Many participants believed that the games could make Australia more attractive tourist

destination in competition with Europe. The participants perceived the economic and social benefits stronger than the costs.

But do events have to be of a major or large scale to be considered hallmark? According to Hall (1989) several others, including him, consider carnivals, festival and other short-term events in small towns and villages as hallmark events. Events can have a considerable economic and social importance in smaller places. They may not only attract tourists but also aid in the development or maintenance of community or regional identity. So according to this it is regional or local significance that matters. According to this the term hallmark event is therefore not limited to large scale events that usually take place in cities and major towns. Community festivals, carnivals and other celebrations can be considered as hallmark events in relations to their regional and local significance. It is the context in which events take place which is important not only the scale. Large scale events with international target market are nevertheless more likely to cause more disruption to host communities. The degree of community involvement in event planning and management diminishes in direct relation to the major level of public financial involvement.

The social impacts of events have also been looked at from another angle, namely that of the organizer. Along with the increasing number of festivals and special events all over the world the number of specialists in organizing events has also increased very much. The attitudes of event organizers on the impacts of events on communities have not been researched much. To understand how event organizers perceive the impacts caused by events is very important as it could work against the success of the event if views of the organizers and the local population, towards the event, was not the same. Event organizers could e.g. look at the event as chance to increase income or attract investment while the local population looks at it as chance for recreation and that it should be managed informally. If the main interest of the organizers is to gain revenue the local population might start to worry that their event or festival will be used as a tourist trap, that authenticity will decrease and fear that the place will pass its carrying capacity threshold (Gursoy, Kim, & Uysal, 2004).

Various other studies have been done on event impacts. Most of them, as mentioned earlier, have been on the economic impacts, but research have also been on environmental impacts, impacts on the destination and its image, cultural impacts, political impacts, urban renewal, who makes profit from the event etc. The Sydney Olympics in 2000 seem to have been a popular research topic its impacts have been researched from

many angles. Research on the impacts of the Olympic games in Athens 2004 are less visible and even searching the topic turns up many results about the Sydney Olympics. The Beijing Olympics in 2008 are likely to have had various social, cultural and economic impacts but so far the body of literature on the subject is scarce. The next Olympics will be held in London in 2012 and already few studies on its potential impacts have been released, mostly about economic impacts but also on social impacts (Dickinson & Shipway, 2007; PricewaterhouseCoopers, 2005)

5 The Carnival in Aalborg

Before looking at the Carnival in Aalborg, what it is, its history and research that have been made involving the carnival, it is proper to take look at what carnivals are.

There is perhaps not that much difference between carnivals and festivals. Festival is just a term that is possible to attach much more to, like town festival, music festival, and food festival and so on. Carnivals however usually have some common traditions in all places, like the costumes and parades. Carnivals are celebrations and so are festivals in most cases. A simple definition of festival is that it is “*an event, usually and ordinarily staged by a local community, which centres on and celebrates some unique aspect of that community*” (Wikipedia contributors, 2010b). Meanwhile a simple of definition for carnival is that it is “*a festival marked by merrymaking and processions*” (George A., nd.) or “*a season or festival of merrymaking before Lent*” (Carnival, nd.). Both are sound definitions for carnival but what separates these two is the word Lent. Lent is the 40 weekdays from Ash Wednesday to Easter which and is period of penitence and fasting for many Roman Catholic, Eastern Orthodox and some Protestant churches (Lent.2010). This is one probable origin of the term carnival, from the Latin, *carnem levare*, which means take away or remove meat (Encyclopædia Britannica, 2010). But the origin of the word is still a bit obscure as other possible explanations of its origin also exist. One is that it comes from *carne vale* which means a farewell to the flesh, which is phrase that symbolises some carnival traditions that encourage letting go of your everyday life and to embrace the carefree spirit of the festival. Yet another explanation is that the word carnival comes from the term *Carrus Navalis*, meaning ship cart, an old carnival tradition where an image of the goddess Isis was carried in boat to the sea shore to bless the start of the sailing season (Wikipedia contributors, 2010a). The last two explanations of the origin of the term carnival are both to traditions and spirit of the Carnival in Aalborg, which will be discussed later in this chapter.

Carnivals are traditionally festivals that are held in Roman Catholic societies, less common in Eastern Orthodox societies and usually not held in Protestant societies or they do have some modified traditions such the Danish *Festlavn*, which is held in the same period of time as most traditional carnivals. While most carnivals are held during the lent, it still varies and can be at almost any time of the year, depending on both national and local traditions and religion.

It is hard know where to place the Carnival in Aalborg amongst the carnivals in the world. It is a carnival that does not follow any cycle in the religious year as it is held in May and has developed some its own traditions while following the conventional carnival traditions also. Van der Kroon (nd.) has divided European Carnivals into nine categories which can be seen in table 1 below. There he puts the Carnival in Aalborg in a category he calls “new carnivals or summer carnivals” and also says that the Carnival in Aalborg represents a multi cultural carnival style.

Table 1. Nine European Carnival Types (source: van der Kroon ())

A. Rhineland Carnivals²
B. Burgundic Carnivals³
C. Mi-Careme⁴
D. Guggenmusik Carnivals⁵
E. Allemanic Carnival ⁶
F. Balkan Carnivals⁷
G. Samba Carnivals / Caribbean Carnivals⁸
H. Mediterrean Carnivals⁹
I. New carnivals and Summer Carnivals¹⁰

In 1983, four visionary men established the association “Carnival in Aalborg” and the first carnival was held at the 28th of May that year. Through carnival traditions the carnival is intended to celebrate fantasy and the coming of spring. From the first days of the carnival its motto has been transformation of the city into a gigantic theatre with the citizens as actors, the street as the stage and the body as a dancing sculpture, or the short version, “You are the entertainer – The street is your stage. It was a rough start, the number of participants in the first carnivals was around 5000 to 10000 and 4 years later the association was in trouble as some of its members did not want to continue with carnival and left the association in the end. Those who continued decided that the carnival should stay, went into cooperation with Youth and leisure centres’ of Northern Jutland who

² West Germany, East Netherlands, Belgium – Rich carnival tradition with Prince Carnival, guards, Royal household and parading

³ Province Brabant, Netherlands – Everybody is equal, everybody dresses the same

⁴ Mid Lent celebration

⁵ Basel, Zurich, Wintertur, Vaduz – A cacophony in beautiful dresses, music bands

⁶ South Germany

⁷ Balkan countries – masked participants wearing strings of bells. Similar in Poland, Hungary and Slovakia but without the bells.

⁸ Canary islands, Portugal, Madeira, Finland and Sweden, UK, Netherlands – inspired with Brazilian and other synergistic influences from the Americas. Example is the Notting Hill carnival.

⁹ Malta, Italy, Cyprus, France, Tunis. Malta, Greece, Croatia and Spain – famous for allegoric floats

¹⁰ Russia, Denmark, Croatia – new carnivals and ones that have a multi cultural style

provided the manpower needed and a new chairman was elected. At first the carnival was held in the city centre but was later moved to Kildeparken, where it is still today, due decrease in revenues and safety issues. Since 1990 the carnival has grown substantially and has, according the organizers, become the biggest carnival in Northern Europe, with around 25.000 participants and 100.000 spectators. (Karneval i Aalborg).

Today the carnival cooperates with number of firms, associations and organizations, which sponsor the carnival in various ways and provide almost 2000 volunteers to work at the carnival. The volunteers come from various associations, such as sport clubs, scouts, and the YMCA. Instead the Carnival in Aalborg provides economical support to the associations. In addition around 50 individuals volunteer at the carnival every year (Karneval i Aalborg).

The carnival board consists of what seems to varying number of members, between 7 and 11, and there are 1 to 2 substitutes. Among the current board members are Bramwell Flyckt, one of the carnival founders and the chairman of the board is Hans Rønnau which was elected after the carnival in 1987. During the writing of the chapter it was unfortunately not possible to confirm this information due to summer closing of the carnival office. But judging from the carnival website it looks like the carnival has 6 permanent employees and then a few student workers or trainees (Karneval i Aalborg).

The carnival and its associated events are financed through membership payments, donations, benefits and contributions of more practical nature from businesses, funds and local authorities. On the carnival webpage is stated that the Carnival and the Carnival Association are not controlled by economical factors. This means that businesses, authorities and others that contribute the association cannot render services instead, like ads in carnival programme, poster or parade. Contributions of any kind do also not give the donor any right to have say in the Carnival Associations activities, through the year or during the Carnival in May (Karneval i Aalborg). The budget of the carnival is 6 million Danish kroner each year with some of the funds coming from the contributors mentioned above and then from entrance fees and sales of food and beverages. The association uses the budget to pay salary to employees, to run the Carnival, cleaning, first aid etc. Of the 6 million kroner budget Aalborg Municipality provides 0.5 million kroner grant each year. The Carnival then buys services for the same amount from the Municipality (K. Bystrup, personal email communication, June 24, 2010). But as Chalip (2004) argued, can government subsidies also be in the form of public services or the use of facilities for little

or no rent. It is likely that the value of the subsidies that the Carnival in Aalborg receives from the municipality is more than the 0.5 million kroner cash infusion they get.

The carnival in Aalborg is perhaps somewhat different from other carnivals in the world as it is, as said before, not related to any religious cycle or religion for that matter. It's more a celebration of life, spring and fantasy, an opportunity for people to escape from the routines of daily life for one day (Karneval i Aalborg). The chance for people to escape from the routines of their daily lives is perhaps what differentiates the Carnival in Aalborg the most from other carnivals. Unlike other carnivals everybody, including the spectators, is welcome to participate in the parade. "So what you get is organised samba troupes mixing with the revellers to create a spectacle and celebration the like of no other carnival in the world" (Dodson, 2010). Even though the carnival does not have a religious background and differs from many other carnivals it still honours some known carnival traditions. King of Carnival is known carnival tradition through history and one which the Carnival in Aalborg implemented in 1990 in its own modified version. Traditionally some unfortunate person in the community, a beggar, was chosen to be king for one day, his world was turned upside down for one day. The king of the Carnival in Aalborg is usually not some unfortunate person but a person that has done something special for the carnival or one that has some obvious connection to the theme of year. The 2010 theme was "Mars and Venus" which has a reference to the relationship or attraction of the sexes. This year King of Carnival was quite well known Danish Psycho therapist Carl-Mar Møller which is also known couple therapies, provocative statements about the role of the sexes etc. His connection to the 2010 theme is that he knows men and women very well, their needs and wants. According to the tradition in Aalborg the King of Carnival takes charge of the city for one day and it his duty to announce the winner of the Battle of Carnival Bands (Karneval i Aalborg, 2010; Karneval i Aalborg).

Another tradition of the carnival is the Carrus Navalis. As mentioned earlier this one possible origin of the term carnival. This is known tradition at carnivals all over the world and has been a part of the Carnival in Aalborg since 1989. The Carrus Navalis parade however takes place about month earlier than the main carnival. This is a symbolic tradition where a boat is dragged through the streets to praise light's triumph over darkness, the coming of spring. The boat is led by masked dancer who chase away the darkness, winter and evil spirits, then comes the boat, Carrus Navalis, and behind him is ploughman and sowing man who prepare and seed the earth so that new life can start to grow. For the new life to grow the sun is paid tribute an accurate copy of the Chariot of the

sun which is carried in the parade. Last part of the parade is canons that target the coming of spring. This tradition can be traced back to ancient Greece and the Roman Empire and as said before is part of carnival traditions all over the world. But that is perhaps not the only reason for including this tradition in the Carnival in Aalborg as Bronze Age rock carvings in Sweden indicate that the tradition of dragging of a boat through the streets has been used, probably in fertility ceremonies. Also photo documents show that similar tradition existed in Aalborg the year 1895 (Karneval i Aalborg).

How well the Carnival in Aalborg is known outside region or nation is hard to tell as there at least no accessible data with this information, if it exists at all. Searching the internet there are some foreign websites that contain information about the carnival and then there is one that event states the Carnival in Aalborg is among the 10 most famous carnivals in the world. The website puts the Carnival in Aalborg in 8th place behind famous carnivals such as the Carnival of Rio Janeiro and Mardi Gras, and shortly describes its traditions and atmosphere (*Ten most famous carnivals around the world*.2009).

The Carnival in Aalborg started out small almost 30 years ago but has since then grown to become, according to the organizers, the biggest carnival in Northern Europe. It's certainly a well known event within the region and a study made in Aalborg municipal in 2006 by Jysk Analyse A/S shows that 96% of the respondents had heard about the Carnival, of those 49% had participated and another 25% intended to participate in the Carnival in the future. This was big study called Kulturkraft which was intended to measure the residents of Aalborg municipal interest and behaviour towards various cultural attractions, events and other attractions. It was carried out with telephone interviews and it had 1020 respondents.

The 96% that had heard about the carnival said so when they were directly asked but, aided response, but earlier in the survey participants were asked to name cultural attractions, events or other that comes into mind. In that case only 3% of the respondents named the Carnival first while e.g. 11% mentioned Nordjyllands Kunstmuseum¹¹, 20% mentioned Aalborg Kongres and Kulture Center, 11% mentioned Aalborg Theater and 20% mentioned Skråen¹². Even the same number of respondents mentioned that mentioned the Carnival first mentioned Studenterhuset, a bar and gathering place for students and others in down town Aalborg. Overall 9% of respondents mentioned the Carnival in Aalborg without being asked about directly which is still a bit less than the 31% for the art museum,

¹¹ The art museum of Northern Jutland, now called Kunsten

¹² A concert venue in Aalborg

46% for the Congress and culture centre, 31% for Skråen and 13% for Studenterhuset. In the aided answer were people were asked directly if they recognized a specific attraction only two attractions were better known than the Carnival, Aalborg zoo and the Congress and Culture Centre. The explanation why so many recognize the Carnival but do not mentioned unaided is perhaps because it is an event which is of a limited time and only happens once year. While the attractions respondents' mentions more often, unaided, are permanent attractions that organize events and people can visit all year around (Jysk Analysis A/S, 2006).

Another interesting part of this research is that when looking at those who have participated in the carnival and whether they have children or not, it seems that it does not appeal to very much to children families. It is also interesting that 68% of the participants had no children at home but still 66% of the participants were in the age most likely to have children at home, 32% 25 to 39 years old and 34% 40 to 59 years old. What supports the claim that the Carnival does not seem to appeal to people with children is that 72% of those who had participated in the Carnival had no children at home (Jysk Analysis A/S, 2006).

Jysk Analyseinstitut¹³ made survey in 2002 for the Carnival Association to make a profile of the Carnival participants. The sample consisted only of people who entered the Kildeparken and did therefore not include those who only participated in the parade. 734 persons answered the survey. The results of that survey showed that the Carnival that year was mainly attended by young people as 71% of them were less than 25 years of age. It also showed that 52% of the respondents were students. As said before it is hard to say how well the Carnival is known outside the region or nation as no data exists with that information. This survey however showed that 99% of the respondents were from Denmark and of those 84% were from Northern Jutland. Social interaction is important to participants as 60% of the respondents said that they came to Carnival for because of it, while e.g. only 11% came for the music. Lastly the results revealed that 82% of the respondents came to the Carnival with their friends while only 9% came with their family and 13% with their girlfriend/boyfriend or cohabitant (Medina, 2002).

Hosting a relatively big event like the Carnival has to be very well organized, security measures have to be taken, streets have to be closed during the parades, first aid workers have to be standing by etc. It was briefly described in the introduction of this

¹³ Same company as Jysk Analys A/S

thesis that there have been some problems associated with the carnival, most noticeable regarding littering and people urinating wherever they please. The picture below is taken close to the starting point of one of the carnival parades and clearly shows the piling up of trash on the streets but it must be noted that as soon as the last participants of the paraded had past, municipal workers and volunteers began cleaning the street. The cleaning up can take few days even though majority is removed, at least from the streets, right after the parades. Urine on house walls is perhaps even worse as it can leave a bed smell for days. As said in the introduction, rumours heard about some member of the community wanting the Carnival out of the city or town centre is one of the things that awoke the researchers' interest in the subject. In 2008 there was an article on the Nordjyske newspaper website that the opinion of the local police was that the Carnival becoming too big for the town centre. According to the police there were 45.000-50.000 persons in the Kildeparken that year. Klaus Bystrup, CEO of the Carnival, replied saying that by moving the Carnival to some open space it would lose its unique atmosphere and that carnivals in other towns are held in the centres. He mentions Cologne as an example of a city where a large part of the city centre is closed down for the carnival (Nordjyske, 2008).



Figure 4. Littering at the Carnival (Magnússon, 2010)

As said in the introduction, rumours heard about some member of the community wanting the Carnival out of the city or town centre is one of the things that awoke the researchers' interest in the subject. In 2008 there was an article on the Nordjyske newspaper website that the opinion of the local police was that the Carnival becoming too big for the town centre. According to the police there were 45.000-50.000 persons in the Kildeparken that year. Klaus Bystrup, CEO of the Carnival, replied saying that by moving the Carnival to some open space it would lose its unique atmosphere and that carnivals in other towns are held in the centres. He mentions Cologne as an example of a city where a large part of the city centre is closed down for the carnival (Nordjyske, 2008).

In reader articles on the Nordjyske website some growing intolerance for the Carnival can also be found. One reader, who says he has been a part of the Carnival many times, both as a participant and as an observer has had enough even though he thinks the Carnival is great idea. He believes the organizers and police no longer have the Carnival under control and mentions few things to support his claim, such as people hospitalized with severe burns and many others due to drugs, person selling drugs on the street in broad daylight and that it was impossible to contact 112, the emergency number (Bach, 2008). Litter and urine apart, when so many person gather in one place and alcohol and sometimes drugs are involved there is always danger that some people behave inappropriately or violently. After each Carnival there are always some reports of violence, e.g. in 2008 a man put fire to the costumes of other participants some of which became seriously injured, in 2009 a woman was raped. The 2010 Carnival is said to been a relaxed one but among the incidents that made the news was that some people were attacked and two busses were damaged (Ekstra Bladet, 2009; Lysholm, 2010).

Yet another problem that has surfaced over the years with raised entry prises into Kildeparken, is that people are starting to gather at places outside the venue and hold their party's there, even at nearby grave yard.

Every coin has two sides. The descriptions above may seem a bit dramatic and probably over 99% of all the carnival participants are there to have fun and do nothing inappropriate. Littering and urinating is known problem and even though people throw trash on the streets during the Carnival is probably something that they do not normally do. The number of toilets and trash cans has been increased over the years there has to be lot to take amount of trash that piles up and serve all the people that participate.

Again looking at what the citizens say on the Nordjyske website, people write the Carnival should of course be kept in the town centre, that it is a town festival which would

not be the same if it was moved. They argue that the problems associated with carnival is growing pain or success problem that should be solved in another way than moving the carnival, e.g. close down a bigger part of the centre for one day like done in other cities. Others say that the Carnival is gift for the town and could be big part of branding Aalborg as a dynamic city (J. Ramsing & Thomsen, 2010).

The Carnival obviously impacts the citizens in different ways and not everybody agrees on its good for the city and that is what makes this event such an interesting research subject. How people on the internet reflect on the Carnival is an interesting reading where some only see the negative, some only the positive while other recognize the problems but still think that the positive outweighs the negative.

6 Analysis

In this chapter the main results of the research on the residents of Aalborg attitudes towards the social impacts of the Carnival in Aalborg will be introduced. First the demographic part of the survey will be described and there after other criterion variables that were used in the analysis will be looked. The demographics of the survey respondents can be seen in table 2. Following that the results of the analysis will be discussed. In total 138 completed questionnaires were used in the analysis of this research.

At the 1st of January 2010 there were 197.426 persons living in Aalborg municipal and of those 49.9% were males and 50.1% females (Aalborg Kommune, 2010b). This is not far from what it is in the sample of the survey which was 48.6% males and 50.7% females. In the survey age was divided into 6 groups which can be seen in table 2. As can be seen 85.5% were in the age groups from under 25 years to 45 years old. This is very different from the age division in the population where about 52% are at age 16 to 45 (Danmarks Statistik, 2010). It was assumed that no participants were under the age of 16. It uncertain exactly why the age of the sample is like that but one likely explanation is the sampling method where a link was sent to fellow students, a link was put on the Nordjyske website etc. One can for example imagine that those who read online newspapers such as Nordjyske are more in that age range than those who are 50 – 60 years and older.

Participants of the survey were also asked about their marital status and whether they had children at home or not. In the sample 68.8% were married and thereof 31.9% had a child or children living at home. This leaves 31.2% as single and thereof 5.8% had a child or children at home. This does not accurately represent the population of Aalborg, 54% of the population in Aalborg, not the whole municipality, is single and thereof 5% have children home. 45% of the population is married and thereof 19% have a child or children at home (Aalborg Kommune, 2010a).

Table 2. Social demographics, sample vs. population

Social demographics of sample	Frequency N=138	Percentage %	Percentage in population
Gender			
Male	67	48.6	49.9
Female	70	50.7	50.1
Did not answer	1	0.7	
Age			
<25	21	15.2	18.8 (16-25)
26-35	58	42.0	16.8
36-45	39	28.3	16.4
46-55	13	9.4	15.4
56-65	5	3.6	15.0
>66	1	0.7	17.7
Did not answer	1	0.7	
Marital status			
Married/cohabitant	51	37.0	26.0
Married/cohabitant w/child(ren) at home	44	31.8	19.0
Single	35	25.4	49.0
Single w/child(ren) at home	8	5.8	5.0

6.1 Factor Analysis

To make the data for the survey easier to analyse the PAWS Statistics 18¹⁴ was used to perform a principal component factor analyse with oblique rotation on the 24 impacts items. Kaiser-Mayer-Olkin (KMO) test was performed in order to measure sampling adequacy of the data, in other words to make sure if the data was suitable for factor analysis. The KMO test revealed the value of 0.889 which, according to Kaiser (1974), is “*meritorious*”, close to being “*marvellous*” which is everything with value above 0.90.

The factor analysis procedure used was Exploratory Factor Analysis (EFA). EFA’s primary objectives are to determine the number of common factor influencing a set of measures and the strength of the relationships between each factor and each observed measure. EFA has some common uses which are to:

- Identify the nature of the constructs underlying responses in a specific content area.

¹⁴ Usually known as SPSS Statistics 18, but has now been acquired by IBM and is called IBM Statistics 18.

- Determine what sets of item “hang together” in a questionnaire.
- Demonstrate the dimensionality of a measurement scale.
- Determine what features are most important when classifying a group of items.
- Generate “factor scores” representing values of the underlying constructs for use in other analysis.

In factor analysis there are several extraction methods to choose from but according to Costello and Osborne (2005) little information exists on the relative strengths and weaknesses of these methods. Principal Component Analysis (PCA) is the default extraction method in the PAWS Statistics software and one of the most popular. It was decided to use PCA as choosing between methods can be very confusing for a researcher that is new to factor analysis.

The researcher found it equally confusing to choose a rotation method to use as he was to selecting extraction method. The purpose of rotation is to clarify and simplify the data but does not improve the basic aspects of the data. Varimax rotation is the most popular choice and is one of the so called orthogonal rotations. Oblique rotations are the other option. The difference between the two is that orthogonal rotations produce factor that are uncorrelated while oblique rotations allow factors to correlate. Theoretically oblique rotations should produce more accurate solution in social science research (Costello & Osborne, 2005). Therefore the researcher chose to use Oblimin with Kaiser Normalization as a rotation method.

There are three ways to determine how many factors to include, one can decide beforehand, according to Kaiser Criterion or use a scree test. According to the Kaiser criterion the number of factors should be the same as number of components with eigenvalues above one (DeCoster, 1998). When the factor analysis had been applied to the data it revealed that four components had eigenvalues above one. The number of factors to keep can also be decided using a scree test or looking at a scree plot but according to that method the Eigenvalues are plotted along two axis in decreasing order, from left to right. The number of factors to chosen should be equal to the number of eigenvalues that occur prior to last major drop in eigenvalue magnitude. The scree plot for the 24 social impact variables can be seen in figure 5.

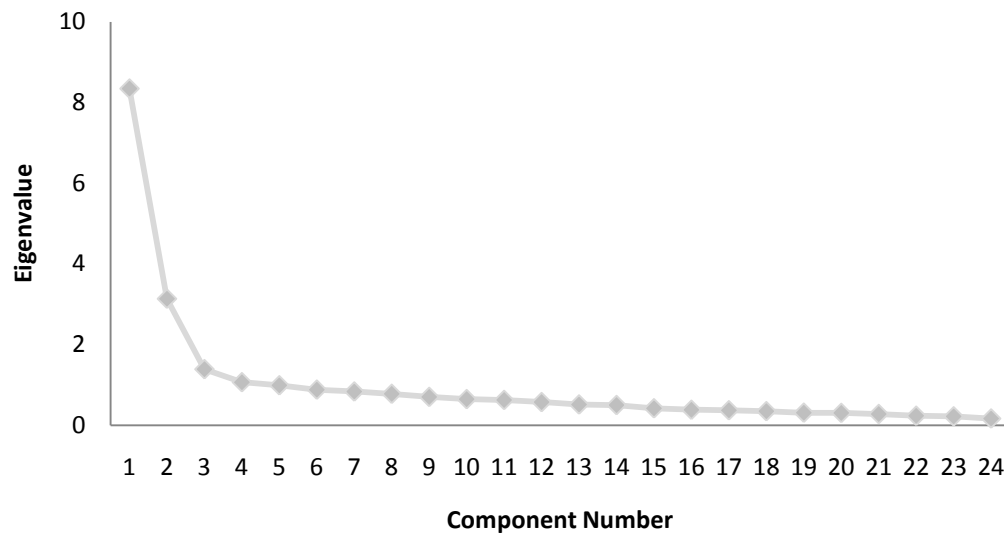


Figure 5. Scree plot for the 24 social impact variables.

According to the scree plot there should be two or at most three factors included. As two factors clearly separate themselves from the others it was decided to go with two and analysis run again but this time setting the SPSS so that it only includes two factors. As expected and in accordance with Delameres (2001) verification of the FSIAS scale, the two factor solution contributed to the greatest amount of variance in the 24 item list. The two factors account for 43.129% of the variance in the data, factor 1, social benefits 32.305% and factor 2, social costs, 10.824%. Table 3, shows the factor loadings and alpha coefficient of the 24 item list, as well as the Alpha coefficient for each factor. Alpha coefficient or Cronbach's Alpha which is test used to measure internal reliability or consistency. It is a test of how closely related a set items are as group. It seems a bit debated what is acceptable level of Alpha, some say .70, others .80 while other say that .70 is acceptable but .08 and above the ideal (Bryman, 2004; UCLA Academic Technology Services). The coefficient for the 24 social impact items was 0.724 which is considerably lower than that of the 25 item FSIAS, 0.9508. The alpha for the social benefits factor was 0.892 and 0.824 for the social costs factor. This is closer to the FSIAS which was .09479 for social benefits and 0.9420 for social costs.

Table 3. Factor loadings and alpha coefficients for 24 item social impact attitude scale

Scale items	Factor	
	Benefits	Costs
Q9. The Carnival improves quality of life in Aalborg.	.735	
Q11. The Carnival gives you a chance to learn new things.	.723	
Q5. The Carnival leads to sense of community of well-being	.715	
Q13. The Carnival effects my personal health and well-being	.688	
Q14. The Carnival provides opportunity to develop new cultural skills and talents	.653	
Q3. The Carnival makes Aalborg more unique and special	.610	
Q12. At the Carnival it is possible to meet carnival performers/workers	.607	
Q15. Aalborg gains positive recognition due to the Carnival	.583	
Q8. The Carnival has an ongoing cultural impact on Aalborg	.581	
Q1. The Carnival enhances the image of Aalborg	.544	
Q16. The Carnival offers a variety of cultural experiences	.544	
Q10. The Carnival is celebration of the community	.518	
Q6. I feel a personal sense of pride and recognition through participating in the Carnival	.507	
Q4. The Carnival acts as showcase for new ideas	.483	
Q2. The Carnival enhances the community identity	.451	
Q7. The Carnival is an opportunity to experience new activities.	.445	
Q18. The Carnival is an intrusion into the lives of Aalborg residents		.811
Q21. During the Carnival the city is overcrowded		.777
Q17. The Carnival disrupts the daily routines of residents of Aalborg		.762
Q23. Noise levels increase to unacceptable level		.750
Q24. Littering increases to unacceptable levels.		.743
Q20. The influx of visitors to the Carnival reduces privacy in Aalborg		.692
Q22. Traffic raises to unacceptable levels		.657
Q19. During the Carnival recreation facilities in Aalborg are overused		.636
Eigenvalues	7.753	2.598
Explained variance	32.305%	10.824%
Alpha coefficients	.892	.824
Alpha coefficients for the 24 social impact items	.724	

Extraction method: Principal Component Analysis

Rotation Method: Oblimin with Kaiser Normalization

After performing factor analysis on the whole scale, factor analysis was also performed on the two factors to see if other dimension existed within the data. The factor analysis

revealed that social costs continued to load only on one factor but three factors were identified for the social benefits. Based on a scree plot and the fact that it was only one item that loaded strongly on the third factor, it was therefore decided to run the analysis again but this time telling the PAWS statistics software only to extract two factors. In the case of FISAS two sub-factors, community benefits and individual benefits were identified with 8 items each. The factor analysis in the case produced different results from that of the FISAS although there are some shared similarities. In accordance with FSIAS, Sub-factor 1, will be called community benefits and sub-factor 2 will be called individual benefits. This is done because the items with highest loading in the factors can be seen as community and individual benefits. There were 4 items that loaded as community benefits but loaded as individual benefits in the FSIAS and 1 factor that loaded as individual benefit in FSIAS loaded as community benefit. For three of the four items that were identified as community benefits in contrast with the FSIAS, which identified them as individual benefits, it is considered acceptable as they can clearly be seen from both individual and community perspective. These were *the carnival offers variety of cultural experiences* (.673), *the Carnival acts as showcase for new ideas* (.556) and *the Carnival is an opportunity to experience new activities* (.524). For the fourth item, *I feel a personal sense of pride and recognition through participating in the Carnival* (.704), it is harder to see why it loaded in the community benefits factor as it is clearly an individual benefit. The one factor that loaded as an individual benefit but loaded as community benefit is the FSIAS was, *the Carnival improves the quality of life in Aalborg* (.567). Even though the statement mentions Aalborg, the community, this can also be seen as an individual benefit.

Table 4 shows the factor loading of the two sub-factors, community benefits and individual benefits, which together explain 50.120% of the variance in within the social benefits factor. The community benefits factor explains 40.250% of the variance and the individual benefits factor explains 9.870%.

Table 4. Factor loadings of the social benefits sub-factors

Scale items	Factor	
	Community benefits	Individual benefits
Q15. Aalborg gains positive recognition due to the Carnival	.809	
Q8. The Carnival has an ongoing positive cultural impact on Aalborg	.755	
Q3. The Carnival makes Aalborg more unique and special	.754	
Q10. The Carnival is celebration of the community	.752	
Q1. The Carnival enhances the image of Aalborg	.748	
Q6. I feel a personal sense of pride and recognition through participating in the Carnival	.704	
Q2. The Carnival enhances the community identity	.701	
Q16. The Carnival offers a variety of cultural experiences	.673	
Q4. The Carnival acts as showcase for new ideas	.556	
Q7. The Carnival is an opportunity to experience new activities.	.524	
Q5. The Carnival leads to sense of community of well-being	.521	
Q13. The Carnival effects my personal health and well-being		.753
Q12. At the Carnival it is possible to meet carnival performers/workers		.750
Q14. The Carnival provides opportunity to develop new cultural skills and talents		.695
Q11. The Carnival gives you a chance to learn new things.		.580
Q9. The Carnival improves quality of life in Aalborg.		.567
Eigenvalues	6.440	1.579
Explained variance	40.250%	9.870%

Extraction Method: Principal Component Analysis

Rotation: Oblimin with Kaiser Normalisation

Factor analysis made the remaining work to be done easier as it simplified the data. Now there was no need to look at every dependent variable, social impact items, to identify if the independent ones have any influence on them, e.g. if differences exist between age groups. Instead the factors identified were used to analyse if any differences exist between groups.

To summarize, as figure 6 shows, two factors were identified when performing factor analysis on the 24 social impact items, these factors were named *Social benefits* and *Social costs*. Each factor was then put through further factor analysis which identified two sub-factors for the social benefits factor, named *community benefits* and *individual benefits*. The social cost factor continued to load only on one factor.

- **Factor 1. Social Benefits**
 - **Sub-factor 1 – Community benefits**
 - **Sub-factor 2 – Individual benefits**
- **Factor 2. Social costs**

Figure 6. Factors identified through factor analysis

The next step after the factor analysis phase is to use the factors identified to analyse if differences exist between groups like gender, marital status, how often an individual has attended the Carnival etc. For this analysis the One-Way Anova and Independent-Samples T test of the PAWS statistics software will be used.

Along with the Anova test, Post hoc test were also performed to help identify where a difference between groups lies if it is significant, $P < 0.05$. In the Anova tests the Tukey HSD post hoc test was the preferred method. Along with the Anova a Levene's Homogeneity of variance test was also performed as the Anova and Tukey HSD assume that variances within the population are equal. If it variances are not equal, $\text{sig} < .05$ the null hypothesis should be rejected. In the case the assumption of equal variances would be violated a Games-Howell post hoc test was also performed at the same time as the Tukey HSD. Games-Howell is post hoc test that does not assume equal variances and could help determine if there are differences between groups. Also Brown-Forsythe and Welch homogeneity of variance tests were performed as they display alternative versions of F statistic in case that the Levene homogeneity test is broken. These alternative tests make it possible to use the data even though the Levene test is not passed (Cann, 2009; Creech). The decision whether the results of the Anova were interpreted based on Tukey HSD or Games-Howell tests was based on the results of the test of homogeneity of variance. If the assumption of homogeneity of variance was broken the interpretation was based on Games-Howell.

As the means in each factor is the sum of the values of each item it contains divided by the number of items it was decided to base the analysis of each factor only on completed cases, cases that contain no user or system missing values. This done because if e.g. two participants are answering statements about social costs, one of them agrees to all of them but the other one agrees to half of them but selects not applicable to the rest. The value for agree was 4 so if the values for each statement are added together and divided by it would lead to one participant to have the average of 4.0 in the social costs factor while

the other one would have the average of 2.0. Not excluding the uncompleted would affect the averages of the whole sample.

In the results below averages can be looked at in relation to the values given to each item in the survey were 1 = totally disagree, 2 = disagree, 3 = neutral, 4 = agree and 5 = totally agree. It should be noted that both the positive and negative impact statements were asked the same way and each item given the same value, so if e.g. the social costs factor has a high average that mean that means that the participants perceive that impact negatively or that they expect it to occur. Afterwards it would perhaps have been more ideal if the values were reversed in the negative social impacts section so that e.g. totally agree would have the value 1.

6.2 One-Way Anova

One-Anova is used to test hypothesis. The general null hypothesis, H_0 , for the analysis is that the mean is the same for all groups. The alternative hypothesis, H_A , is that the average is not the same for all groups. The product of the Anova test is so called F-statistic which in turn is used to calculate the P-value. The P-value helps determine whether we reject the null hypothesis or not. If p is $<.05$ it means that the average of the dependent variable is not the same for all groups and we reject the null hypothesis, the difference is statistically significant. As said earlier, post-hoc tests are then used to find out which group or groups are different from the others (Creech).

As said above the Anova test is a test of hypothesis and therefore a null and an alternative hypothesis will be introduced for each independent variable starting with marital status. In each section where the different independent variables discussed, will include a table with descriptive statistics for variable in question (tables 5 to 31)

6.2.1 Marital status

H_0 = residents perceptions of the positive and negative impact factors are not different by age.

H_A = residents perception of the positive and negative impact factors are different by age.

Community benefits

This test was intended to identify if there were any differences between groups by marital status. On average those who are single, with or without children, seem to assess the community benefits of the Carnival in Aalborg more positively than those who are married or in cohabitation, with or without children. In total the groups are moderately positive

towards the community benefits ($M=3.65$). Those who were married or in cohabitation without children was the least positive group ($M=3.4$) while single with children was the most positive group ($M=4.0$). According to the Anova there was not a significant differences between groups $P>.05$ (0.55) and we should therefore accept the H_0 hypothesis. The Levene's test of homogeneity of Variances was broken $P<.05$ (0.001) and the same was true for Welch and Brown-Forsythe robust tests of equality of means. This means that the null hypothesis has to be accepted but it not possible to do so with full confidence, differences could still exist. If so the differences would probably be between those who are single, with or without children, and those who are married or in cohabitation without children.

Table 5. Descriptive statistics for community benefits by marital status

Marital status	N	Mean	Standard deviation
Married/cohabitant	42	3.3983	.98670
Married/cohabitant with child(ren) at home	37	3.6953	.74850
Single	27	3.8754	.54845
Single with child(ren) at home	7	4.0000	.40656
Total	113	3.6468	.81209

Individual benefits

On average the participants seem less positive towards the individual benefits of the Carnival in Aalborg then to the community benefits ($M=2.9218$). Those who are married or in cohabitation are on average ($M=2.68$) those who are least positive towards the individual benefits of the Carnival in Aalborg while those who are single with children are the most positive ($M=3.34$). According to the Anova the difference between groups is not significant $P>.05$ (0.844) and the H_0 hypothesis is accepted, there is no differences between residents perception of individual benefits by marital status.

Table 6. Descriptive statistics for individual benefits by marital status

Marital status	N	Mean	Standard deviation
Married/cohabitant	40	2.6750	.81106
Marrid/cohabitant with child(ren) at home	37	3.0216	.76563
Single	26	3.0462	.78650
Single with child(ren) at home	7	3.3429	.87723
Total	110	2.9218	.80871

Social costs

On average the participants moderately negative towards the social costs of the Carnival in Aalborg ($M=3.27$). Those who are single, with or without children are on average less

negative towards the social costs than those who are married. According the Anova the difference is not significant $P > .05$ (0.317) and the H_0 hypothesis is accepted, there is no difference between residents perception of social costs by marital status.

Table 7. Descriptive statistics for social costs by marital status

Marital status	N	Mean	Standard deviation
Married/cohabitant	46	3.3777	.81030
Married/cohabitant with child(ren) at home	37	3.2804	.66367
Single	29	3.1681	.67997
Single with child(ren) at home	6	2.8542	.56688
Total	118	3.2691	.72697

6.2.1.1 Marital status (Single and Married/cohabitation)

As grouping of the participants by marital status and whether they had a child(ren) at home or not did not result in any significant differences between groups it was decided to do a Independent-Sample T test to identify if differences exist between those who are single and those who are married or in cohabitation.

H_0 = residents perceptions of the positive and negative impact factors are not different by marital status, single or married/cohabitation.

H_A = residents perception of the positive and negative impact factors are different by marital status, single or married/cohabitation.

Community benefits

On average single persons seem to be considerably more positive toward the community benefits of the Carnival in Aalborg ($M=3.90$, $SD=0.52$) than those who are married or in cohabitation ($M=3.54$, $SD=0.89$). Both groups are on the positive side. According to the T test there is significant between the two groups $P < .05$, $t(111)=-2.713$, $P=0.008$. The H_0 hypothesis is rejected and the H_A hypothesis accepted, *there is difference in resident perception on community benefits by marital status, single or married/cohabitation*. In the sample, single persons are more positive towards the community benefits of the Carnival in Aalborg.

Individual benefits

On average both married/cohabitation and singles are around the neutral zone in their perceptions toward the individual benefits of the Carnival in Aalborg. Married/cohabitation are slightly on the negative side ($M=2.84$, $SD=0.89$) while single are slightly on the

positive side ($M=3.11$, $SD=0.80$). According to the T test there is not a significant difference between groups $P>.05$, $t(108)=-1.601$, $P=0.112$. The H_0 hypothesis is accepted, there is no differences in resident perceptions on individual benefits by marital status, single or married/cohabitation.

Social costs

On average both groups are on the negative side in their perceptions toward the social costs of the Carnival in Aalborg. Single participants seem slightly less negative ($M=3.11$, $SD=0.67$) than married/cohabitant participants ($M=3.33$, $SD=0.75$). According to the T test there is not a significant difference between groups $P>.05$, $t(116)=1.510$, $P=0.134$. The H_0 hypothesis is accepted, there is no difference in resident perception on social costs by marital status, single or married/cohabitation.

Table 8. Descriptive statistics for positive and negative social impact factors by marital status, single or married/cohabitation

	Marital status	N	Mean	Std. Deviation	Std. Error Mean
Community benefits	Married /cohabitation	79	3.5374	.89027	.10016
	Single	34	3.9011	.51928	.08906
Individual benefits	Married /cohabitation	77	2.8416	.80350	.09157
	Single	33	3.1091	.80170	.13956
Social costs	Married /cohabitation	83	3.3343	.74570	.08185
	Single	35	3.1143	.66516	.11243

6.2.2 Number of times participated in the Carnival

H_0 = residents perceptions of the positive and negative impact factors are not different by number of times participated in the Carnival.

H_A = residents perception of the positive and negative impact factors are different by number of times participated in the Carnival.

Community benefits

On average it seems that the participants of the survey are more positive towards the community benefits of the Carnival in Aalborg the more often they have attended. The average of those who have never attended ($M=2.88$) is considerably lower than that of the

other groups and the largest differences is between those who have never attended and those who have attended 7 or more times ($M=4.0784$). According to the Anova the differences between groups is significant $P<.05$ (0.00). The significant difference is not only between two groups but many. A significant difference was found to be between those who have never attended the Carnival and those who have attended 4-6 times and 7 or more times. In addition there was significant difference between those who have attended 1-3 times and those who have attended 7 or more times. The Levene's test of homogeneity of variances does not indicate that this assumption is violated $P>.05$ (0.074). This means that the H_0 hypothesis is rejected and the H_A hypothesis is accepted, *there is difference between residents perception of community benefits by number of times participated in the Carnival*. This result means that it can be stated that the more often a participant has participated in the Carnival the more positive he is towards the community benefits of the Carnival.

Table 9. Descriptive statistics for community benefits by number of times participated

Number of times participated	N	Mean	Standard deviation
Never	11	2.8843	.83626
1-3	44	3.4360	.87540
4-6	29	3.8245	.63540
7 or more	29	4.0784	.53271
Total	113	3.6468	.81209

Individual benefits

On average the participants are moderately positive towards the individual benefits of the Carnival in Aalborg ($M=2.92$) which is considerably less than their perceptions towards the community benefits ($M=3.65$). Again it is those who have never attended who least positive or even, in this case, moderately negative in their perceptions of individual benefits ($M=2.22$), while those who have attended the Carnival most often, 7 or more times, are most positive ($M=3.27$). According to the Anova the difference between groups is significant $P<.05$ (0.000) and again the difference was between more than one group. Significant difference was found to be between those who have never attended the Carnival and those who have attended 4-6 times and 7 or more times. A significant difference was also found to be between those who have attended 1-3 times and those who have attended 7 or more times. The Levene's test of homogeneity of variances does not indicate that this assumption is violated $P>.05$ (0.615). The H_0 hypothesis is rejected and the H_A hypothesis is accepted, *there is difference between residents perception of*

individual benefits by number of times participated in the Carnival. It can be stated that the more often a participant has participated in the Carnival the more positive he is towards the individual benefits of the Carnival.

Table 10. Descriptive statistics for individual benefits by number of times participated

Number of times participated	N	Mean	Standard deviation
Never	10	2.2200	.67626
1-3	45	2.7156	.80959
4-6	27	3.1630	.69068
7 or more	28	3.2714	.72258
Total	110	2.9218	.80871

Social costs

Similar to the benefit factors, those who have never attended the Carnival seem also more negative, on average, towards the social costs of the Carnival in Aalborg (M=3.77) then the other groups where those who have attended most often are the least negative on average (M=3.04). According to the Anova the difference between groups is significant $P < .05$ (0.024). Significant difference was found to be between those who have never attended the Carnival and those who have attended 7 or more times. Levene's test of homogeneity of variances does not indicate that this assumption is violated $P > .05$ (0.866). The H_0 hypothesis is rejected and the H_A hypothesis is accepted, *there is difference between residents perception of social costs by number of times participated in the Carnival.* Those who have never participated in the Carnival are more negative towards the social costs than those who have participated 7 times or more.

Table 11. Descriptive statistics for social costs by number of times participated

Number of times participated	N	Mean	Standard deviation
Never	13	3.7692	.71597
1-3	45	3.2778	.68770
4-6	29	3.2759	.72839
7 or more	31	3.0403	.71033
Total	118	3.2691	.72697

6.2.3 Duration of residency in Aalborg

H_0 = *residents perceptions of the positive and negative impact factors are not different by duration of residency in Aalborg.*

H_A = *residents perception of the positive and negative impact factors are different by duration of residency in Aalborg.*

Here it was intended to investigate if the time of residency in Aalborg had any residency had any influence on the participant's perceptions towards the positive and negative impacts factor of the Carnival in Aalborg. But as can be seen in table 15, 16 and 17 below the time periods used for this variable resulted in very unequal groups sizes and e.g. 5 year periods would have resulted in fewer and more equal groups sizes that in turn would probably have made any comparison of means easier and more likely to identify differences if they exist.

Community benefits

On average the participants seem to perceive the community benefits of the Carnival rather positively ($M=3.65$) with the group with longest time of residence as the most positive on average ($M=3.82$) and those who have lived in Aalborg 9-11 years as the least positive ($M=3.16$). But as can be seen in table 15, there is huge difference in group size and therefore hard to draw any conclusion from this result. This was confirmed by the Anova which showed that there is no significant difference between groups $P>.05$ (.150). The H_0 hypothesis is accepted, there is no differences in residents perceptions towards the community benefits by time of residency.

Table 12. Descriptive statistics for community benefits by time of residency

Years of residency	N	Mean	Standard deviation
0-2	8	3.6932	.84855
3-5	26	3.3916	.85465
6-8	18	3.7323	.82703
9-11	8	3.1591	.88240
12-14	8	3.7500	1.13831
15 or more	45	3.8202	.66112
Total	113	3.6468	.81209

Individual benefits

Again the unequal group sizes is problem her but overall the participants seem to perceive the individual benefits in more negative way than positive ($M=2.92$). Again those who have lived in Aalborg the longest are, on average, more positive to the individual benefits as they were to the community benefits ($M=3.0711$) while the ones who have lived in Aalborg 9-11 years are the most negative ones on average ($M=2.644$). The Anova indicated that there is no significant difference between groups $P>.05$ (0.162). Levene's test of homogeneity of variances indicated that this assumption could be violated $P<.05$

(0.009) but Welch and Brown-Forsythe robust tests of equality of means showed that it was not. The H_0 hypothesis was accepted, there is no differences in residents perception of individual benefits by time of residency.

Table 13. Descriptive statistics for individual benefits by time of residency

Years of residency	N	Mean	Standard deviation
0-2	6	3.0333	.99130
3-5	26	2.7000	.80250
6-8	19	2.9579	.85526
9-11	9	2.6444	.58973
12-14	5	2.9600	1.58367
15 or more	45	3.0711	.69433
Total	110	2.9218	.80871

Social costs

On average the participants perceive the social costs moderately negatively ($M=3.27$). The only group that is on the positive side of the mean are those who have lived in Aalborg for 6-8 years ($M=2.88$). Again, the group sizes are very unequal and according to the Anova there is no significant difference between groups $P>.05$ (0.683). The H_0 hypothesis is accepted, there is no differences in residents perception of social costs by time of residency.

Table 14. Descriptive statistics for social costs by time of residency

Years of residency	N	Mean	Standard deviation
0-2	7	3.5536	.75297
3-5	28	3.3036	.67480
6-8	20	2.8813	.67312
9-11	8	3.5000	.71339
12-14	7	3.4643	.61962
15 or more	48	3.3021	.76224
Total	118	3.2691	.72697

6.2.4 Place of residence in Aalborg

H_0 = residents perceptions of the positive and negative impact factors are not different by place of residence in Aalborg.

H_A = residents perception of the positive and negative impact factors are different by place of residence in Aalborg.

In order to map the participant's place of residence in the purpose to analyze if there are any differences between groups depending on where they live the researcher decided us a color coded map and number which the participants were to use to indicate their place of

residence. This method was chosen mainly due to the researcher unfamiliarity with the cities outlay, names of neighborhoods etc. The map, which can be seen at the bottom of the questionnaire in Appendix A, was coded with seven colors and each section numbered from 1 to 7. In addition there was also an option to indicate that you live outside of the coded areas and that you do not live in Aalborg. This method resulted in very unequal group sizes were areas 1 and 2 had much higher N than the other groups. In order to simplify the data, make group sizes more equal and thereby any comparison easier, it was decided reduce the number of areas, by recoding the data, to 4 as well as keeping the group that indicated that they live outside the coded areas. Areas 2 and 3 were kept as they are, while area 7, which only had N=1 was added to area 1 and areas 4, 5 and 6 were put together into one and given the value 4. This was done in this manner because areas 1, 2 and 3 are the ones that are closest to the carnival venue and/or that the paraded pass through. Areas 4 to 6 are further from the venue and the parades do not pass through them. There were 6 participants that indicated that they do not live in Aalborg and it was decided to exclude them from this part of the analysis.

Community benefits

On average the participants look rather positive towards the community benefits of the Carnival in Aalborg ($M=3.6355$). On average those groups that live closest to the Carnival venue and/or where parades pass through, in areas 1 and 2, which are approximately the town centre and Vejgaard, seem a bit less positive towards the community benefits of the Carnival in Aalborg. According to the Anova the difference between groups was not significant $P>.05$ (0.570). The H_0 hypothesis is accepted, there is no difference in residents perception of community benefits by place of residence.

Table 15. Descriptive statistics for community benefits by place of residence.

Place of residence	N	Mean	Standard deviation
1	38	3.5407	.84911
2	29	3.5266	.86223
3	11	3.9008	.71980
4	20	3.7409	.71477
Lives outside the marked areas	9	3.8283	.97324
Total	107	3.6355	.82402

Individual benefits

On average the participants are rather negative in their perceptions towards the individual benefits of the Carnival in Aalborg ($M=2.88$). Again it were those living in the areas that are near the carnival venue and/or the paraded that seem most negative, on average, towards the individual benefits. Those living in and near the town centre were most negative on average ($M=2.65$). According to the Anova the difference between groups was not significant $P>.05$ (0.229). The H_0 hypothesis is accepted, there is no differences in residents perceptions of individual benefits by place of residence.

Table 16. Descriptive statistics for individual benefits by place of residence

Place of residence	N	Mean	Standard deviation
1	34	2.6471	.83421
2	28	2.9429	.80159
3	12	3.200	.68224
4	23	2.9043	.7329
Lives outside the marked areas	7	3.1143	.87831
Total	104	2.8788	.79729

Social costs

On average the participants are slightly negative towards the social costs of the Carnival in Aalborg ($M=3.30$). All the groups were very similar in their perceptions but the group that indicated in area 3, which is Nørresundby, was the most negative one on average ($M=3.55$). According to the Anova the difference between groups was not significant $P>.05$ (0.524). The H_0 hypothesis is accepted, there is no difference in residents perceptions of social costs by place of residence.

Table 17. Descriptive statistics for individual benefits by place of residence

Place of residence	N	Mean	Standard deviation
1	40	3.2188	.73693
2	29	3.2802	.77247
3	12	3.5521	.48400
4	22	3.2159	.67720
Lives outside the marked areas	10	3.5250	.86763
Total	113	3.2965	.72314

6.2.5 Satisfaction with the place of residence

H_0 = residents perceptions of the positive and negative impact factors are not different by their satisfaction with the place of residence.

H_A = residents perception of the positive and negative impact factors are different by their satisfaction with the place of residence.

In order to analyze if there was any differences in the participants perception towards the positive and negative impact factors they were asked to indicate to what degree they agree or disagree to the statement “I would rather live where I live now than anywhere else” The values of those who did not indicate their satisfaction with the place of residence by selecting “not applicable” were defined as user missing and not included in this part of the analysis.

Community benefits

On average the participants are rather positive towards the community benefits of the Carnival in Aalborg ($M=3.63$). The average of those who totally agree to the statement differs a bit from the other groups, with $M=4.01$ while the average of the other groups is more around $M=3.50$. According to the Anova there is significant difference between groups $P<.05$ (0.47). The significance is only just and for some reason the Tukay HSD did not identify where the significant difference lies. The Games-Howell test however identified the difference being between those who disagree to the statement described earlier ($M=3.41$) and those who totally agree ($M=4.01$). Levene’s test of homogeneity of variance does not indicate that this assumption has been violated $P>.05$ (0.587). The H_0 hypothesis is rejected and the H_A hypothesis accepted, *there is difference between residents perceptions of community benefits by their satisfaction with place of residence*. Those who are most satisfied with where they live are more positive towards the community benefits than those who are not so satisfied with where they live.

Table 18. Descriptive statistic for community benefits by satisfaction with place of residence

Satisfaction with place of residence	N	Mean	Standard deviation
Totally disagree	5	3.6545	1.14162
Disagree	21	3.4113	.57946
Neutral	27	3.4781	.91730
Agree	24	3.5189	.78820
Totally agree	31	4.0088	.70977
Total	108	3.6347	.82087

Individual benefits

On average the participants seem to be bit on the negative side in the perceptions towards the individual benefits of the Carnival in Aalborg ($M=2.91$). Those who are most satisfied

with their place of residence are also the ones that are most positive toward the individual benefits ($M=3.36$). According to the Anova there is significant difference between groups $P<.05$ (0.015). Again the difference is between those who totally agree ($M=3.36$) and those who disagree ($M=2.66$). Also there seems to be significant difference between those who totally agree and those who agree ($M=2.74$). Levene's test of homogeneity of variance does not indicate that this assumption has been violated $P>.05$ (0.208). The H_0 hypothesis is rejected and the H_A hypothesis accepted, *there is difference between residents perceptions of individual benefits by their satisfaction with place of residence.*

Table 19. Descriptive statistics for individual benefits by satisfaction with place of residence

Satisfaction with place of residence	N	Mean	Standard deviation
Totally disagree	4	3.1000	1.40949
Disagree	20	2.6600	.69008
Neutral	29	2.8207	.84754
Agree	27	2.7407	.61971
Totally agree	26	3.3615	.77773
Total	106	2.9132	.80381

Social costs

On average the participants are moderately negative towards the social costs of the Carnival in Aalborg ($M=3.26$). Apart from the average of those who totally disagree ($M=2.88$) which is based on a very small group size ($N=3$) the ones that totally agree least negative towards the social costs, average around the neutral zone ($M=3.09$). According to the Anova there is no significant difference between groups $P>.05$ (0.340). The H_0 hypothesis is accepted, there is no difference in residents perceptions of social costs by satisfaction with place of residence.

Table 20. Descriptive statistics for social costs by satisfaction with place of residence

Satisfaction with place of residence	N	Mean	Standard deviation
Totally disagree	3	2.8750	1.19242
Disagree	20	3.2563	.55083
Neutral	31	3.3105	.59937
Agree	28	3.4420	.61971
Totally agree	29	3.0862	.81634
Total	111	3.2635	.71457

6.2.6 Participants satisfaction with their life in Aalborg

H_0 = residents perceptions of the positive and negative impact factors are not different by satisfaction with their lives in Aalborg.

H_A = residents perception of the positive and negative impact factors are different by their satisfaction with their lives in Aalborg.

In order to answer this question the participants were asked to indicate to what degree they agree or disagree to the statement “I am happy with my life in Aalborg”. Only 1 participant totally disagreed to this statement and 4 disagreed. This meant that there was great imbalance in group sizes and post hoc tests cannot be performed groups with $N=1$. It was decided to recode those who totally disagreed and agreed into the same variable to compare to the other groups.

Community benefits

On average the participants are rather positive towards the community benefits of the Carnival in Aalborg ($M=3.65$) with those who are most happy with their lives in Aalborg also the ones most positive towards the community benefits ($M=3.86$). According to the Anova there is a significant difference between groups $P<.05$ (0.006). Tukey HSD post hoc test identified this difference to be between those who totally disagree/disagree and those who totally agree. This assumption was very close being violated as the Levene’s test of homogeneity of variances was very close to be broken $P<.05$ (0.074). Games-Howell post hoc test is reliable test when variances are unequal and also takes into account unequal group sizes (Portland State University, 2006). According the Games-Howell test there are no differences between groups. Due to this fact and the small group size of those who disagree, it is hard to say with full certainty that there are differences between groups. It was therefore decided to accept the H_0 hypothesis; there is no difference in residents’ perceptions of community benefits by satisfaction with the life in Aalborg.

Table 21. Descriptive statistics for community benefits by satisfaction with the life in Aalborg

Satisfaction with the life in Aalborg	N	Mean	Standard deviation
Totally disagree/disagree	5	2.7636	.88280
Neutral	14	3.2532	1.11179
Agree	50	3.6691	.67776
Totally agree	41	3.8581	.74191
Total	110	3.6455	.81068

Individual benefits

On average the participants are more on the negative side in their attitudes towards the individual benefits of the Carnival in Aalborg ($M=2.9093$) only with those who totally agree slightly on the positive side ($M=3.07$). This time the Levene's test of homogeneity of variances was far from being broken $P>.05$ (0.248) and the Anova indicated that there is no differences between groups $P>.05$ (0.497). The H_0 hypothesis is accepted, there is no differences in residents perceptions of individual benefits by satisfaction with the life in Aalborg.

Table 22. Descriptive statistics for individual benefits by satisfaction with the life in Aalborg

Satisfaction with the life in Aalborg	N	Mean	Standard deviation
Totally disagree/disagree	5	2.8000	.82462
Neutral	18	2.9333	1.06052
Agree	50	2.800	.67733
Totally agree	35	3.0686	.82597
Total	108	2.9093	.80344

Social costs

On average the participants seem moderately negative towards the social impacts of the Carnival in Aalborg ($M=3.26$). Again there is great imbalance in groups sizes and now the totally disagree/disagree only had $N=2$. It is therefore impossible to draw any conclusions from the average in that group. Apart from that group, those who are neutral in opinion towards their satisfaction with life in Aalborg are the most negative one towards the social costs ($M=3.47$) while those who totally agree are least negative on average ($M=3.14$). Unfortunately, probably due to the small group size on the negative side, it is impossible to say if there is any relationship between the perception of social costs and satisfaction with the life in Aalborg. According to the Anova there is no significant difference between groups $P>.05$ (0.224). The H_0 hypothesis is accepted, there is no difference in residents perceptions of social costs by satisfaction with the life in Aalborg.

Table 23. Descriptive statistics for social costs by satisfaction with the life in Aalborg

Satisfaction with the life in Aalborg	N	Mean	Standard deviation
Totally disagree/disagree	2	3.9375	.26517
Neutral	19	3.4671	.77711
Agree	54	3.2431	.63339
Totally agree	39	3.1442	.79655
Total	114	3.2588	.72004

6.2.7 Satisfaction with the role that the Carnival plays in the community

H_0 = residents perceptions of the positive and negative impact factors are not different by satisfaction with the role that the Carnival plays in the community.

H_A = residents perception of the positive and negative impact factors are different by their satisfaction with the role that the Carnival plays in the community.

Community benefits

On average the participants are rather positive towards the community benefits of the Carnival in Aalborg ($M=3.64$) but most noticeable is the positivity of those who are very satisfied with the role of the Carnival ($M=4.17$). It is also interesting to look at the average for those who are very unsatisfied ($M=3.55$) but it has to be taken into account that the standard deviation is rather high in that case ($SD=1.26$). The Anova indicated that there is a significant difference between groups $P<.05$ (0.000). The Levene's test of homogeneity of variances was violated $P<.05$ (0.000) and therefore the Brown-Forsythe robust test of equality of means had to be used along with the Games-Howell post hoc test. These test confirmed that there was significant difference between groups. The Games-Howell post hoc found these differences to be between those who are very satisfied and satisfied with the role of the Carnival and those who are neutral and unsatisfied. The only concern here is the average of the very unsatisfied group which seems to be too high in relation to the other groups. The cause of this deviation is unknown. The H_0 hypothesis is rejected and H_A hypothesis accepted, *there is difference between resident's perceptions of community benefits by their satisfaction with the role that the Carnival plays in the community*. Apart from the very unsatisfied group it looks like that the participant's positivity towards the community benefits of the Carnival increases with increased satisfaction with its role in the community.

Table 24. Descriptive statistics for community benefits by satisfaction with the role of the Carnival

Satisfaction with the role of the Carnival	N	Mean	Standard deviation
Very unsatisfied	13	3.5524	1.25609
Unsatisfied	13	2.6434	.65077
Neutral	11	2.8512	.46758
Satisfied	48	3.8314	.48938
Very satisfied	26	4.1713	.53091
Total	111	3.6421	.81720

Individual benefits

On average it looks like the participants are moderately negative or in the neutral zone in their perceptions towards the individual benefits of the Carnival in Aalborg ($M=2.90$). The ones that were very satisfied are also the most positive group ($M=3.07$). Again it seems that the average of the very unsatisfied differs a bit from the others but as in the community benefits the standard deviation for that group is rather high ($SD=1.12$). According to the Anova there is no significant difference between groups $P>.05$ (0.079). The H_0 hypothesis is accepted, there is no difference in residents perceptions on individual benefits by satisfaction with the role of the Carnival.

Table 25. Descriptive statistics for individual benefits by satisfaction with the role of the Carnival

Satisfaction with the role of the Carnival	N	Mean	Standard deviation
Very unsatisfied	14	3.0286	1.12005
Unsatisfied	15	2.600	.66762
Neutral	10	2.3800	.93071
Satisfied	46	3.0000	.66533
Very satisfied	23	3.0609	.78494
Total	108	2.9037	.80395

Social costs

On average it seems that the participants perceive the social costs of the Carnival rather negatively ($M=3.28$). Again, the very unsatisfied group differentiates itself a from the others for a reason unknown. Apart from that it seem, on average, that the negativity towards the social costs decreases with increased satisfaction with the role of the Carnival. The unsatisfied group is the most negative ($M=3.93$) while the very satisfied group is the least negative ($M=2.99$). The Anova indicated that there is a significant difference between groups $P<.05$ (0.000). The Levene's test of homogeneity of variances was however violated $P<.05$ (0.009) and therefore the Brown-Forsythe and Games-Howell tests were looked. These tests confirmed that there is a significant difference between groups. According to the Games-Howell post hoc the difference lies between those who are very satisfied and satisfied and those who are neutral and unsatisfied. The test also identified that there is differences between those who are neutral and unsatisfied and those who are very unsatisfied. The researcher has however chosen to ignore that difference as the average in the very unsatisfied group does not seem to correlate with the other groups. The H_0 hypothesis is rejected and the H_A hypothesis accepted, *there is difference between resident's perceptions of social costs by their satisfaction with the role that the Carnival*

plays in the community. It seems that the negativity towards the social costs of the Carnival decreases in relation with increased satisfaction with the role of the Carnival.

Table 26. Descriptive statistics for social costs by satisfaction with the role of the Carnival

Satisfaction with the role of the Carnival	N	Mean	Standard deviation
Very unsatisfied	15	2.8667	.83915
Unsatisfied	15	3.9250	.49955
Neutral	13	3.6442	.35666
Satisfied	53	3.2358	.62724
Very satisfied	20	2.9938	.83358
Total	116	3.2813	.72717

6.2.8 Residents perceptions of the size of the Carnival in Aalborg

H_0 = residents perceptions of the positive and negative impact factors are not different by their opinions on the size of the Carnival.

H_A = residents perception of the positive and negative impact factors are different by their opinions on the size of the Carnival.

It was intended to analyze whether or not the participants perceptions on the size of the carnival had any influence on their perception towards the positive and negative social impact factor. *The statement was I think the Carnival has become too big of an event in the past few years.*

Community benefits

On average the participants are rather positive towards the community benefits of the Carnival in Aalborg (M=3.64) with those who totally disagreeing that the Carnival has become too big of an even as the most positive (M=4.21). According to the Anova there is a significant difference between groups $P < .05$ (0.000). How Levene's test of homogeneity of variances indicated that this assumption could be violated. There for the Brown-Forsythe and Welch robust test of equality of means were looked at. They seemed to confirm that differences exist so the Games-Howell post hoc was used to identify where the differences lie.

One concern is that the average of those who totally agreed (M=3.39) looks a bit higher than expected but that might be due to the small group size and high standard deviation (SD=1.19).

Significant difference was found to be between those who totally agree and those who were neutral and agreed. In addition a significant difference was found between those who were neutral and totally disagreed. The H_0 hypothesis is rejected and the H_A hypothesis is accepted, *there is difference between resident's perceptions of community benefits by their opinions on the size of the Carnival*. Those who don't think that the Carnival has become too big are more positive towards the community benefits of the Carnival.

Table 27. Descriptive statistics for community benefits by participants opinions on the size of the Carnival.

Satisfaction with the size of the Carnival	N	Mean	Standard deviation
Totally disagree	22	4.2066	.69698
Disagree	51	3.7772	.50626
Neutral	15	2.9818	.79491
Agree	11	3.0992	.89392
Totally agree	12	3.3939	1.18742
Total	111	3.6462	.81922

Individual benefits

On average the participants are more on the negative in their perceptions towards the individual benefits for the Carnival in Aalborg ($M=2.92$). Those who totally disagree to the statement are most positive ($M=3.13$) while those who are neutral are the most negative group ($M=2.33$). The average of those who totally agree is a bit higher than perhaps expected but again that might be due to high standard deviation ($M=2.88$, $SD=1.25$). According the Anova there is a significant differences between groups $P<.05$ (0.007) The Levene's test of homogeneity of variance was violated so Brown-Forsythe and Welch tests along with Games-Howell post hoc were used again. According to the post hoc differences exist between those who were neutral and those who disagreed and totally disagreed. The H_0 hypothesis was rejected and the H_A hypothesis accepted, *there is difference between resident's perceptions of individual benefits by their opinions on the size of the Carnival*. Those who are neutral in their position on the size of the carnival are more negative in their perceptions towards the individual benefits than those that do not think that the Carnival has become too big.

Table 28. Descriptive statistics for individual benefits by participants opinions on the size of the Carnival

Satisfaction with the size of the Carnival	N	Mean	Standard deviation
Totally disagree	21	3.1333	.82785
Disagree	48	3.0958	.63780
Neutral	16	2.3250	.55558
Agree	14	2.6714	.89307
Totally agree	10	2.8800	1.24793
Total	109	2.9156	.80980

Social costs

On average the participants are moderately negative in their perceptions towards the social costs of the Carnival in Aalborg ($M=3.28$), with those agreeing that the Carnival has become too big, as the most negative on average ($M=3.84$) and those who totally disagreeing as the most positive ($M=2.78$). The Anova indicates that there is significant difference between groups $P<.05$ (0.000). But again the Levene's test of homogeneity of variances was violated so Brown-Forsythe and Welch were relied on as well as the Games-Howell post hoc. Differences were confirmed and they seem to exist between those who neutral and agree and those who disagree and totally disagree. The H_0 hypothesis is rejected and the H_A hypothesis is accepted, *there is difference between resident's perceptions of social costs by their opinions on the size of the Carnival*. Those who don't think that the Carnival has become too big seem to be less negative towards the social costs of the Carnival than those who thinks it is too big or are neutral.

Table 29. Descriptive statistics for social costs by participants opinions on the size of the Carnival

Satisfaction with the size of the Carnival	N	Mean	Standard deviation
Totally disagree	19	2.7763	.71635
Disagree	53	3.1627	.65302
Neutral	19	3.6053	.47189
Agree	15	3.8417	.57954
Totally agree	10	3.3500	.99617
Total	116	3.2759	.73064

6.2.9 Gender

H_0 = residents perceptions of the positive and negative impact factors are not different by their opinions on the size of the Carnival.

H_A = residents perception of the positive and negative impact factors are different by their opinions on the size of the Carnival.

In order to test the H_0 hypothesis an Independent-Samples T Test was performed to investigate if any differences exist in the perceptions of participants towards the positive and negative impact factor by gender. The descriptive statistics for the T Test can be seen in table 33.

Community benefits

On average females ($M=3.79$, $SD=0.72$) seem a bit more positive towards community benefits of the Carnival in Aalborg, than males ($M=3.50$, $SD=0.88$). According to the T test the difference between gender is not significant $P>.05$, $t(110)=-1.91$, $P=0.059$. The H_0 hypothesis is accepted, there is no difference in residents' perceptions on community benefits by gender.

Individual benefits

On average males ($M=2.89$, $SD=0.91$) and females ($M=2.96$, $SD=0.71$) are very similar in their perceptions towards the individual benefits of the Carnival in Aalborg. The difference between males and females was not significant according to the T test $P>.05$, $t(108)=-0.465$, $P=0.645$. The H_0 hypothesis is accepted, there is no difference in residents' perceptions on individual benefits by gender.

Social costs

On average females ($M=3.18$, $SD=0.65$) seem to perceive the social costs of the Carnival in Aalborg a bit less negatively than males ($M=3.34$, $SD=0.80$). The difference between males and females was not significant according to the T test $P>.05$, $t(115)=1.20$, $P=0.236$. The H_0 hypothesis is accepted, there is no difference in residents' perceptions on social costs by gender.

Table 30. Descriptive statistics for the positive and negative social impact factor by gender

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Community benefits	Male	56	3.5032	.88275	.11796
	Female	56	3.7938	.72115	.09637
Individual benefits	Male	54	2.8852	.90750	.12349
	Female	56	2.9571	.70707	.09449
Social costs	Male	58	3.3448	.80067	.10513
	Female	59	3.1843	.64551	.08404

6.2.10 Age

H_0 = residents perceptions of the positive and negative impact factors are not different by age.

H_A = residents perception of the positive and negative impact factors are different by age.

The initial age groups of the questionnaire were 25 and younger, 26-35, 36-45, 46-55, 56-65 and 66 and older. This however resulted in very unequal groups sizes with only few of the participants being 46 years and older. Instead of performing One-Way Anova to test if there is difference between groups it was decided to recode age into two groups, 35 and younger and 36 and older. An Independent-Sample T Test was then performed to see if differences exist between the two groups.

Community benefits

On average the age group 35 and younger ($M=3.70$, $SD=0.74$) seem a bit more positive towards the community benefits of the Carnival in Aalborg, than those who are 36 and older ($M=3.58$, $SD=0.90$). According to the T test the differences between the two age groups was not significant $P>.05$, $t(111)=0.798$, $P=0.427$. The H_0 hypothesis is accepted, there is no difference in residents perceptions on community benefits by age.

Individual benefits

On average the age group 36 and older ($M=3.07$, $SD=0.83$) is slightly on the positive side toward the individual benefits of the Carnival in Aalborg, while the age group 35 years and younger is a bit on the negative side ($M=2.82$, $SD=0.77$). According to the T test the difference between age groups was not significant $P>.05$, $t(107)=-1.589$, $P=0.115$. The H_0 hypothesis is accepted, there is no difference in resident perceptions on individual benefits by age.

Social costs

On average the age group 36 years and older ($M=3.44$, $SD=0.72$) is more negative towards the social costs of the Carnival in Aalborg than those who are 35 years and younger ($M=3.13$, $SD=0.71$). The T test found the difference between the two age groups to be significant $P<.05$, $t(115)=-2.258$, $P=0.026$. The H_0 hypothesis is rejected and the H_A hypothesis accepted, *there is difference in resident perception on social costs by age*. This

perhaps indicates that the attitude of the residents towards social costs becomes more negative by age.

Table 31. Descriptive statistics for positive and negative social impact factors by age.

	Age	N	Mean	Std. Deviation	Std. Error Mean
Community benefits	35<	65	3.6993	.73923	.09169
	>36	48	3.5758	.90470	.13058
Individual benefits	35<	60	2.8200	.77477	.10002
	>36	49	3.0653	.83405	.11915
Social costs	35<	66	3.1345	.71263	.08772
	>36	51	3.4363	.72214	.10112

6.3 Results

The One-Way Anova and Independent-Sample T tests that were performed revealed that there are significant differences in the participants' attitudes towards the Social impacts of the Carnival in Aalborg. These differences can be found in demographic sub-groups in addition to groups identified through statements about satisfaction with the life in Aalborg, satisfaction with role of the Carnival and more which can be seen in the table x below. After performing factor analysis on the 24 item questionnaire two main factors were identified, social benefits and social costs. Additional factor analysis identified two sub-factors within the social benefits factor, which were named community benefits and individual benefits. In table 32 it can be seen that marital status, number of times participated in the Carnival, satisfaction with current place of residence, satisfaction with the role of the Carnival and perceptions on the size of the Carnival has influence on participants' perceptions toward community benefits. In the individual benefits factor number of times participated, satisfaction with current place of residence and perception on the size of the Carnival also has influence on participants' attitudes. Lastly, social costs, number of times participated in the Carnival, satisfaction with the role of the Carnival and age seem to cause variations in participants attitudes toward the social cost of the Carnival.

The statistical tests performed also indicate that duration of residency in Aalborg, place of residency in Aalborg, satisfaction with the life in Aalborg and gender does not play a role in the participants' attitudes toward the positive and negative social impacts of the Carnival in Aalborg.

Table 32. Summary results and where statistical difference was found.

Independent variables	Community benefits	Individual benefits	Social costs
	Significance level		
Marital status (with or without children)	P>.05 (.55)	P>.05 (.844)	P>.05 (.317)
Marital status (single or married/cohabitation)	P<.05 (.008)*	P>.05 (.112)	P>.05 (.134)
Number of times participated in the Carnival	P<.05 (.000)*	P<.05 (.000)*	P<.05 (.024)*
Duration of residency in Aalborg	P>.05 (.150)	P>.05 (.162)	P>.05 (.683)
Place of residence in Aalborg	P>.05 (.570)	P>.05 (.229)	P>.05 (.524)
The satisfaction with the place of residence	P<.05 (.047)*	P<.05 (.015)*	P>.05 (.340)
Participants satisfaction with their life in Aalborg	N/A	P>.05 (.248)	P>.05 (.224)
Satisfaction with role that the Carnival plays in the community	P<.05 (.000)*	P>.05 (.079)	P<.05 (.000)*
Participants believe whether or not the Carnival has become too big of an event	P<.05 (.000)*	P<.05 (.007)*	P<.05 (.000)*
Gender	P>.05 (.059)	P>.05 (.465)	P>.05 (.236)
Age	P>.05 (.427)	P>.05 (.115)	P<.05 (.026)*

* Indicates that a significant difference has been found

Community benefits

To assess participant perceptions towards the community benefits of the Carnival in Aalborg the participants had to state their agreement/disagreement to the statements in table 33.

Table 33. Means for expectancy and value in community benefits factor

	Expectancy	Value
Q1. The Carnival enhances the image of Aalborg	4.07	3.79
Q2. The Carnival enhances the community identity	3.72	3.69
Q3. The Carnival makes Aalborg more unique and special	4.17	3.98
Q4. The Carnival acts as showcase for new ideas	3.07	3.36
Q5. The Carnival leads to sense of community of well-being	3.54	3.73
Q6. I feel a personal sense of pride and recognition through participating in the Carnival	3.35	3.31
Q7. The Carnival is an opportunity to experience new activities	3.36	3.41
Q8. The Carnival has an ongoing cultural impact on Aalborg	3.74	3.96
Q10. The Carnival is celebration of the community	3.42	3.55
Q15. Aalborg gains positive recognition due to the Carnival	3.94	4.18
Q16. The Carnival offers a variety of cultural experiences	3.41	3.83
Total	39.79	40.78
Average	3.6171659	3.70724

Unrelated to any independent variables the mean score for the 11 impact statement included in the community benefits factor was $M=3.62$. Looking at the individual statements the participants had positive attitudes towards all the statement in this factor. They had the most positive attitudes towards the enhanced image of the city ($M=4.07$) and that the Carnival make Aalborg more unique and special ($M=4.17$). The least positive attitude was towards the Carnival acting as a showcase for new ideas ($M=3.07$). Even though the value part was not used in the analysis the data still exists and looking at that it reveals the mean for value questions in the community benefits factor is $M=3.71$. This indicates that the participants put rather high value on community benefits. Among the impacts that the participants value more then they expect is that the Carnival leads to a sense so community well-being and the Carnival offers variety of cultural experiences. In fact the value is higher the expectation in 7 of the 11 community benefit items. Raising the expectation toward these items would perhaps provide more clear positive benefits to the community. In whole though, the participants are positive towards the items in the factor, which is in line with Delamere's (2001) findings on the same items. This indicates

that these are areas relevant to the community and areas where the Carnival is providing positive benefits.

Independent-Sample T test showed that single participants ($M=3.90$) were significantly more positive towards the community benefits of the Carnival than participants who were married or in cohabitation. Without further research it is hard say why this difference exists but perhaps the Carnival is an event that appeals more to single persons than married. Almost 50% of the population in Aalborg is single and profile of the attendees from 2002 showed that only 9% of the attendees came with their family and 13% with girlfriend/boyfriend or cohabitant while 82% were there with friends.

One-Way Anova also identified differences between other groups within the community benefits factor. According to the tests the more often participants have attended the Carnival the more positive they are towards it with those who had attended most often also the most positive. According the AP's (1992) social exchange theory, residents will have positive view towards tourism if they perceive that the benefits they receive from it meet acceptable level. It is more likely that attendees are receiving those benefits than non-attendees. Residents also seek benefits from tourism that are approximately equal to what they give instead. They receive benefits from their participation in the Carnival and in turn provide their support for it, hence the positive views towards it.

Some of the independent variables used in the analysis are perhaps to general, not focusing enough on the Carnival itself. Nevertheless, it was tested whether the participant's satisfaction with his place of residence influences his attitudes towards the Carnival. It revealed that those who are happiest with their place of residence are also the one who are most positive towards the community benefits. Meanwhile those who were not so happy with their place of residence were the most negative one toward the community benefits. It unsure if this can also be related to Ap's social exchange theory but perhaps the participant general dissatisfaction with where he lives transfers over to his attitudes towards the Carnival.

Increased satisfaction with the role of the Carnival increases the positivity toward the community benefits received from it. This was confirmed with Anova which showed that that those who were satisfied with the role of the Carnival were more positive than those who were not. Again it is possible that those who perceive positive benefits from the Carnival are the ones that are most positive towards it.

Participants' perception on the size of the Carnival seems to affect the attitudes towards it. Those who agreed that the Carnival had become too big were significantly less

positive toward the community benefits than those who totally disagreed to the statement that it has become too big of an event. This may indicate if participants feel that the Carnival has become too big it affects them negatively and which in turn affects the perceived benefits.

Individual benefits

To assess the individual benefits of the Carnival in Aalborg the participants were asked to indicate to what degree they agree or disagree to the statements which are shown in table 34, along with the individual averages of each variable, expectancy and value.

Table 34. Means for expectancy and value in individual benefits factor

	Expectancy	Value
Q9. The Carnival improves quality of life in Aalborg	3.03	3.21
Q11. The Carnival gives you a chance to learn new things	2.76	2.85
Q12. At the Carnival it is possible to meet carnival performers/workers	3.31	3.08
Q13. The Carnival affects my personal health and well-being	2.35	2.63
Q14. The Carnival provides opportunity to develop new cultural skills and talents	3.25	3.25
Total	14.70	15.02
Average	2.9408166	3.00446

On average the participants don't have very high expectations toward the individual benefits of the Carnival in Aalborg ($M=2.94$). There is not much difference between the average of the expectations and the values of these impacts, average of the value is slightly higher though ($M=3.00$). According to Delamere (2001) the participants in his survey also had low expectation toward improved quality of life, personal health and well-being and the opportunity to develop new cultural skill and talents. The expectation and value toward the opportunity to develop new cultural skills and talents seems to be on par, but similarly to Delamere's study the value of the other two is higher than the expectations. The participants don't value that the Carnival affects personal health well-being very highly but do so moderately regarding improved quality of life in Aalborg. Raising resident's expectations, at least, toward the quality of life might provide clearer individual benefits to residents and thereby increase the positivity toward the Carnival.

Similar to the community benefits the number of times participants have attended the Carnival affects their perceptions towards it which increases with the number of times participated. Still, overall, the participants have much lower expectation to the individual benefits than to the community benefits. Non-attendees were considerably negative while those who had attended 7 or more time were only slightly positive towards individual benefits. The argument is the same here as for the community benefits. If positive benefits are perceived the tourism or the Carnival in this case receives the support of residents.

Satisfaction with the place of residence and perceptions on the size of the Carnival also influences participant perceptions toward individual benefits, similar to the community benefits, those who are not so happy with their place of residence and think that the Carnival has become too big are more negative towards the individual benefits of the Carnival.

Social costs

Table 35 shows that on average the participants have moderate expectations towards the social costs of the Carnival in Aalborg ($M=3.23$). Looking at individual variable in the table, there are only two impacts that the participants don't believe will occur, that traffic increase to unacceptable level and that noise level increase to unacceptable levels. In Delamere's study the participants felt that six of the social cost items were both of moderate importance and moderate expectation that those social costs will occur. The two remaining items that the participants felt less likely to occur were littering rising to unacceptable levels and recreation facilities to be overused. This is in contrast with the study of the Carnival in Aalborg as those two items are the ones that the participants feel are most likely to occur. This difference is likely to be explained by the different event types, littering for example is a known problem at the Carnival. In the Danish version of the littering statement it can be understood as the general messiness and litter increases to unacceptable levels so in the minds of the participants the problem with urinating on the streets may have been included in their assessment of the statement. In the last part of the questionnaire the participants were given that chance to say what they want about the Carnival which was intended to be more informative rather than to be used in the analysis. But looking at that (Appendix C), several participants comment on the lack of toilets along the parade routes and the massive littering. However, as it is, social costs, do not seem to be something that the organizers have to high concerns about as the value of those impacts is in most cases much lower than the expectation. The participants expect most of them to

occur but do not seem so concerned about. Some participants comment that this is something that the residents should be able to live with for one day.

Table 35. Means for expectancy and value in social costs factor

	Expectancy	Value
Q17. The Carnival disrupts the daily routines of residents of Aalborg	3.53	2.73
Q18. The Carnival is an intrusion into the lives of Aalborg residents	3.26	2.89
Q19. During the Carnival recreation facilities in Aalborg are overused	3.81	2.94
Q20. The influx of visitors to the Carnival reduces privacy in Aalborg	3.27	2.79
Q21. During the Carnival the city is overcrowded	3.47	2.32
Q22. Traffic raises to unacceptable levels	2.35	2.74
Q23. Noise levels increases to unacceptable levels	2.61	2.86
Q24. Littering increases to unacceptable levels	3.53	3.70
Total	25.82	22.98
average	3.227359	2.87243

Several independent variables had significant effect on participants' attitudes toward the social costs of the Carnival. Number of time participated looks to influence participant perception in all of the factors, non-attendees are significantly more negative towards the social costs than those who have attended 7 or more times, that is they perceive the social costs more likely to occur.

Regarding satisfaction with the role of the Carnival there was significant differences between those who were in some degree satisfied with the role of the Carnival and those who were neutral or dissatisfied.

Again there was also difference between those who perceived that the Carnival had become too big of an event and those who do not. Those who don't think it has become too big are less negative towards the social costs, think that they are less likely to occur.

One variable that had significant effect in the social cost factor but not in the others was age. T test showed that there is a significant difference in the perception of social costs between those who are 35 and younger and those who are 36 and older. Both groups had somewhat negative perceptions of the social costs but the 35 and younger group was less negative towards these impacts. It is hard to explain this difference but one reason might be that the Carnival simply appeals more to younger people which is supported by

Medina's (2002) profiling of the Carnival visitors which showed that 71% of the participants that year were younger than 25 years old.

7 Conclusion

Over the years attention paid to tourism impacts has largely been on the economic aspect of tourism and less so on other kinds of impacts. Social impacts is one of those impacts that was not paid much attention to in the past but for the past few decades that attention has increased though research on it is still nowhere as extensive as for the economic impacts. Large part of tourism social impacts research have been on tourism in general but less so on specific aspects of tourism such as events. For the last couple of decades the social impacts of events have received increased attention as it is now acknowledged that knowing the social impacts of events can be as important as knowing the economic impacts for their future success. Few authors have put serious effort into developing reliable tools to measure the social impacts of events, something that has been hard to measure in the past. In this research it was decided to base the tool used on a scale developed by Delamere (2001) and is called Festival Social Impact Attitude Scale, as scale that was proven to be valid and reliable.

Just like in many other places the social impacts of events is something that has not been research much in Danmark and even in a recent Google search on the topic the first hit was post from the researcher on the website of the Nordjyske newspaper. This apparent lack of research on the topic in Denmark, though not the deciding factor, and rumours heard about not everybody in the community being so happy with the way the Carnival has developed, is what awoke the researcher interest in the subject. This research set out to find out what are the residents of Aalborg attitudes towards the social impacts of the Carnival in Aalborg. This in turn led to second research question which was to find out how various criterion variables, such as demographics and participants opinions toward other aspects of life in Aalborg, affect resident perceptions on the social impacts of the Carnival. As said in the beginning of this study

In order to answer the two research questions a quantitative research made, were an online questionnaire based on Delamere's (2001) FSIAS was submitted to a non-random sample of residents in Aalborg. These responses were then analyzed by doing a factor analysis to simplify the data and to identify any underlying dimensions in the data and series of One-Way Anova and Independent-Sample T test were performed to find out the influence of criterion variables. In the factor analysis three underlying dimensions were found:

- Community benefits
- Individual benefits
- Social costs

This is similar to the findings of Delamere (2001) which identified the same factors but the contents of them is not the same. Especially some variables that were considered individual benefits in FSIAS loaded as community benefits in this research. This variation can be caused e.g. by phrasing of questions, different cultural background of participants and different setting.

Each social impact item in questionnaire was a pair of questions which were intended to measure participants expectations towards a given impact (the believe that it will occur) and to measure participants value of that impact (the importance of the given impact). One major limitation of this research, despite good intensions, was the researcher inability to produce meaningful data for analysis out of the expectancy – value items. It was therefore decided use expectancy only in the analysis and that was considered acceptable as Delemere (2001) had shown that it does not decrease the reliability of the measure to use expectancy only though the other method was considered to give a deeper understanding of resident attitudes. The value part was not excluded entirely as it was taken into consideration when looking at the individual items in each factor.

The results of the research show that the participants have a general favourable attitude towards community benefits and there within the highest expectancy was towards enhanced image of the city, that Carnival makes Aalborg unique and special and that the community gains positive recognition due to the Carnival. Those were also among the impacts they value the most.

The participants were not as favourable towards individual benefits and even had a moderate to low expectation to gain something from the Carnival as individual. But that does not seem to concern them much as the value they put on each impact is similar to the expectation.

Apart from traffic and noise levels raising to unacceptable levels the participants seem to expect the social cost do indeed occur. Most noticeable was the expectancy towards recreational facilities being overused and littering. However, the high expectancy does not necessarily have to be cause for concern as the participants do not put high value on these impacts. In exchange for the community benefits it seems the social costs are something that residents can live with for one day. The only exception was the moderate

to high value that participants put on littering. Littering and other messiness is a known problem at the Carnival but this indicates that residents would like to see some improvement in that area. This summary above is at large considered to answer the first research question.

The second research question, finding out if there were any variables such as demographic sub-groups that influence participants attitudes toward the social impacts of the Carnival in Aalborg. The tests revealed that six of the ten criterion variable causes variations in one or more of the factors. Main findings are listed below:

- Those who are single have higher expectancy towards community benefits.
- Those who have attended the Carnival 4 or more times are more positive towards community benefits, individual benefits and social costs than those who have attended 3 times or less.
- Participants that are least satisfied with where they live now are also less positive towards community and individual benefits.
- Positivity towards community benefits increases in direct relation with satisfaction with role that the Carnival plays in the community and negativity towards social costs decrease in relation with satisfaction.
- Participants that are 35 years old and younger are less negative toward social costs.

This, at large, answers the second research question. Perceptions of the carnival are influenced by demographic groups and various opinions of the participants towards other aspects of the Carnival and life in general. However, if this research was to be conducted again there are things that should and could be improved. The FSIAS is designed to be modifiable according to circumstances and in this case the instrument could have included more social impact questions directly related to the Carnival. What comes in mind is for example excessive drinking at the Carnival or effects on public transport issues. To identify which impact items to add to the scale focus groups could be used. The criterion variable used would also have to be considered as some of the current ones are perhaps too broad so its question if it is relevant to ask e.g. about satisfaction with current place of residence as there is not much that the Carnival organizers can do to increase the positivity of those who are unhappy where they live. They can however take action to appeal more to people who are married or in cohabitation and those who are 36 years and older. Adding demographic variables such as occupation and education would e.g. be more likely to give deeper understanding of the social impacts of the Carnival than satisfaction

with life. Finally, a different sampling method would have to be used as the method used in this research did e.g. not reach out to the older population in Aalborg. Random sampling of some sort would be the ideal.

The results of this research are cannot be generalized outside the scope of this study mainly because it is as single case study. It is the researchers believe that this study can contribute to the knowledge of social impact research on community based events such as carnivals and festivals. In the case of the Carnival in Aalborg this study can help the organizers of the Carnival and other stakeholders to identify the areas where they are performing well so that they can sustain the good work they have done in those areas. Similarly, it allows them to identify where improvement is needed in order to lessen community concerns. It's in the interest of both the carnival organizers and the community to minimize the negative impacts and maximize the positive impacts of the Carnival in Aalborg. This study can raise the awareness of these impacts and hopefully lead to them being taken into more consideration in the planning process of the Carnival as it can be important for the future success of the Carnival.

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Appendix A

Karneval i Aalborg

Kære modtager.

Jeg vil bede Dem om, at deltage i en undersøgelse vedr. hvordan du som borger i Aalborg vurderer de sociale konsekvenser af Karneval i Aalborg.

Undersøgelsen er en del af mit speciale i Turisme på Aalborg Universitet, så din besvarelse er af stor betydning for mig. Undersøgelsen er inddelt i 4 afsnit og tager 5-10 min. Alle informationer vil blive behandlet fortroligt.

Har du spørgsmål vedr. undersøgelsen kontakt Ingolf Magnusson på telefon 53 43 69 16 eller via e-mail på ingom@samf.aau.dk.

Mange tak for din tid.

Start undersøgelsen ved at klikke på videre-knappen

Sociale ydelser

Angiv ved at sætte kryds i en af boksene nedenfor, om i hvilken grad du er enig eller uenig i følgende udsagn om sociale ydelser

1. Karneval forbedrer Aalborgs image.

☐ Meget uenig ☐ Uenig ☐ Neutral ☐ Enig ☐ Meget enig ☐ Ikke relevant

Hvor vigtigt er det, at Karneval forbedrer billedet af Aalborg?

☐ Slet ikke vigtigt ☐ Ikke vigtigt ☐ Neutral ☐ Vigtig ☐ Meget vigtigt ☐ Ikke relevant

2. Karneval medfører en højnet identitetsfølelse blandt Aalborgs borgere.

☐ Meget uenig ☐ Uenig ☐ Neutral ☐ Enig ☐ Meget enig ☐ Ikke relevant

Hvor vigtigt er det, at identitetsfølelse blandt Aalborgs borgere bliver forbedret?

☐ Slet ikke vigtigt ☐ Ikke vigtigt ☐ Neutral ☐ Vigtig ☐ Meget vigtigt ☐ Ikke relevant

3. Karneval gør Aalborg mere unikt og særligt.

☐ Meget uenig ☐ Uenig ☐ Neutral ☐ Enig ☐ Meget enig ☐ Ikke relevant

Hvor vigtigt er det, at Karneval gør Aalborg unikt og særligt?

☐ Slet ikke vigtigt ☐ Ikke vigtigt ☐ Neutral ☐ Vigtig ☐ Meget vigtigt ☐ Ikke relevant

4. Karnevalet fungerer som et udstillingsvindue for nye ideer.

☐ Meget uenig ☐ Uenig ☐ Neutral ☐ Enig ☐ Meget enig ☐ Ikke relevant

Hvor vigtigt er det, at Karnevalet fungerer som et udstillingsvindue for nye ideer?

☐ Slet ikke vigtigt ☐ Ikke vigtigt ☐ Neutral ☐ Vigtig ☐ Meget vigtigt ☐ Ikke relevant

5. Karnevalet giver en følelse af trivsel i samfundet i Aalborg.

☐ Meget uenig ☐ Uenig ☐ Neutral ☐ Enig ☐ Meget enig ☐ Ikke relevant

Hvor vigtigt er det, at Karnevalet giver en følelse af trivsel i samfundet i Aalborg?

☐ Slet ikke vigtigt ☐ Ikke vigtigt ☐ Neutral ☐ Vigtig ☐ Meget vigtigt ☐ Ikke relevant

6. Jeg føler en personlig følelse af stolthed og anerkendelse ved at deltage i/overvære i Karneval.

☐ Meget uenig ☐ Uenig ☐ Neutral ☐ Enig ☐ Meget enig ☐ Ikke relevant

Hvor vigtigt er det, at du føler en personlig følelse af stolthed og anerkendelse ved at deltage i/overvære i Karneval?

☐ Slet ikke vigtigt ☐ Ikke vigtigt ☐ Neutral ☐ Vigtig ☐ Meget vigtigt ☐ Ikke relevant

7. Karnevalet er en mulighed for at opleve nye aktiviteter.

☐ Meget uenig ☐ Uenig ☐ Neutral ☐ Enig ☐ Meget enig ☐ Ikke relevant

Hvor vigtigt er det, at Karnevalet giver mulighed for at opleve nye aktiviteter?

☐ Slet ikke vigtigt ☐ Ikke vigtigt ☐ Neutral ☐ Vigtig ☐ Meget vigtigt ☐ Ikke relevant

8. Karnevalet har en løbende positiv kulturel indflydelse i Aalborg.

☐ Meget uenig ☐ Uenig ☐ Neutral ☐ Enig ☐ Meget enig ☐ Ikke relevant

Hvor vigtigt er det, at Karnevalet har en løbende positiv kulturel indflydelse i Aalborg?

☐ Slet ikke vigtigt ☐ Ikke vigtigt ☐ Neutral ☐ Vigtig ☐ Meget vigtigt ☐ Ikke relevant

9. Karnevalet forbedrer livskvaliteten i Aalborg.

☐ Meget uenig ☐ Uenig ☐ Neutral ☐ Enig ☐ Meget enig ☐ Ikke relevant

Hvor vigtigt er det, at Karnevalet forbedrer livskvaliteten i Aalborg?

☐ Slet ikke vigtigt ☐ Ikke vigtigt ☐ Neutral ☐ Vigtig ☐ Meget vigtigt ☐ Ikke relevant

10. Karneval er en hyldest til Aalborg.

☐ Meget uenig ☐ Uenig ☐ Neutral ☐ Enig ☐ Meget enig ☐ Ikke relevant

Hvor vigtigt er det, at Karneval er en hyldest til Aalborg?

☐ Slet ikke vigtigt ☐ Ikke vigtigt ☐ Neutral ☐ Vigtig ☐ Meget vigtigt ☐ Ikke relevant

11. Karnevalet giver dig mulighed for at lære nye ting.

☐ Meget uenig ☐ Uenig ☐ Neutral ☐ Enig ☐ Meget enig ☐ Ikke relevant

Hvor vigtigt er det, at Karnevalet giver dig mulighed for at lære nye ting?

☐ Slet ikke vigtigt ☐ Ikke vigtigt ☐ Neutral ☐ Vigtig ☐ Meget vigtigt ☐ Ikke relevant

12. Til Karneval er det muligt at møde karneval kunstnere og arbejdere.

☐ Meget uenig ☐ Uenig ☐ Neutral ☐ Enig ☐ Meget enig ☐ Ikke relevant

Hvor vigtig finder du muligheden for at møde Karneval kunstnere og arbejdere?

☐ Slet ikke vigtigt ☐ Ikke vigtigt ☐ Neutral ☐ Vigtig ☐ Meget vigtigt ☐ Ikke relevant

13. Karnevalet bidrager til min personlige sundhed og velvære.

☐ Meget uenig ☐ Uenig ☐ Neutral ☐ Enig ☐ Meget enig ☐ Ikke relevant

Hvor vigtigt finder du Karnevalets bidrag til din personlige sundhed og velvære?

☐ Slet ikke vigtigt ☐ Ikke vigtigt ☐ Neutral ☐ Vigtig ☐ Meget vigtigt ☐ Ikke relevant

14. Karnevalet er en mulighed for at udvikle nye kulturelle færdigheder og talenter.

☐ Meget uenig ☐ Uenig ☐ Neutral ☐ Enig ☐ Meget enig ☐ Ikke relevant

Hvor vigtigt er det, at Karneval giver mulighed for at udvikle nye kulturelle færdigheder og talenter?

☐ Slet ikke vigtigt ☐ Ikke vigtigt ☐ Neutral ☐ Vigtig ☐ Meget vigtigt ☐ Ikke relevant

15. Aalborg får en positiv anerkendelse pga. Karneval.

☐ Meget uenig ☐ Uenig ☐ Neutral ☐ Enig ☐ Meget enig ☐ Ikke relevant

Hvor vigtigt er det, at Aalborg får en positiv anerkendelse pga. Karneval?

☐ Slet ikke vigtigt ☐ Ikke vigtigt ☐ Neutral ☐ Vigtig ☐ Meget vigtigt ☐ Ikke relevant

16. Karnevalet tilbyder en bred vifte af kulturelle oplevelser.

☐ Meget uenig ☐ Uenig ☐ Neutral ☐ Enig ☐ Meget enig ☐ Ikke relevant

Hvor vigtigt er det, at Karnevalet tilbyder en bred vifte af kulturelle oplevelser?

☐ Slet ikke vigtigt ☐ Ikke vigtigt ☐ Neutral ☐ Vigtig ☐ Meget vigtigt ☐ Ikke relevant

Social omkostning

Angiv ved at sætte kryds i en af boksene nedenfor, i hvilken grad du er enig eller uenig i følgende udsagn om den sociale omkostning.

17. Karneval forstyrrer de daglige rutiner for Aalborgs borgere.

☐ Meget uenig ☐ Uenig ☐ Neutral ☐ Enig ☐ Meget enig ☐ Ikke relevant

Hvor vigtigt er det, at Karnevallet ikke forstyrrer beboernes daglige rutiner i Aalborg?

☐ Slet ikke vigtigt ☐ Ikke vigtigt ☐ Neutral ☐ Vigtig ☐ Meget vigtigt ☐ Ikke relevant

18. Karnevalet fungerer som indgreb i livet for Aalborgs borgere.

☐ Meget uenig ☐ Uenig ☐ Neutral ☐ Enig ☐ Meget enig ☐ Ikke relevant

Hvor vigtigt er det, at Karnevallet ikke forstyrrer beboernes liv i Aalborg?

☐ Slet ikke vigtigt ☐ Ikke vigtigt ☐ Neutral ☐ Vigtig ☐ Meget vigtigt ☐ Ikke relevant

19. Under Karnevalet bliver områdets parker og andre rekreative faciliteter overrendt/overbelastet.

☐ Meget uenig ☐ Uenig ☐ Neutral ☐ Enig ☐ Meget enig ☐ Ikke relevant

Hvor vigtigt er det, at Aalborgs parker og rekreative faciliteter ikke bliver overrendt/overbelastet under Karneval?

☐ Slet ikke vigtigt ☐ Ikke vigtigt ☐ Neutral ☐ Vigtig ☐ Meget vigtigt ☐ Ikke relevant

20. Karnevalet reducerer privatlivet i området pga. tilstrømning af besøgende.

☐ Meget uenig ☐ Uenig ☐ Neutral ☐ Enig ☐ Meget enig ☐ Ikke relevant

Hvor vigtigt er det, at Karnevallets besøgende ikke forstyrrer beboernes privatliv i Aalborg?

☐ Slet ikke vigtigt ☐ Ikke vigtigt ☐ Neutral ☐ Vigtig ☐ Meget vigtigt ☐ Ikke relevant

21. Byen er overrendt under Karneval.

☐ Meget uenig ☐ Uenig ☐ Neutral ☐ Enig ☐ Meget enig ☐ Ikke relevant

Hvor vigtigt er det, at byen ikke er overrendt under Karnevallet?

☐ Slet ikke vigtigt ☐ Ikke vigtigt ☐ Neutral ☐ Vigtig ☐ Meget vigtigt ☐ Ikke relevant

22. Biltrafikken stiger over acceptabelt niveau.

☐ Meget uenig ☐ Uenig ☐ Neutral ☐ Enig ☐ Meget enig ☐ Ikke relevant

Hvor vigtigt er det, at biltrafikken ikke stiger over et acceptabelt niveau?

☐ Slet ikke vigtigt ☐ Ikke vigtigt ☐ Neutral ☐ Vigtig ☐ Meget vigtigt ☐ Ikke relevant

23. Støjniveauet stiger til et uacceptabelt niveau.

☐ Meget uenig ☐ Uenig ☐ Neutral ☐ Enig ☐ Meget enig ☐ Ikke relevant

Hvor vigtigt er det, at støjniveauet ikke stiger til et uacceptabelt niveau?

☐ Slet ikke vigtigt ☐ Ikke vigtigt ☐ Neutral ☐ Vigtig ☐ Meget vigtigt ☐ Ikke relevant

24. Roderi og mængden af affald stiger til et uacceptabelt niveau.

☐ Meget uenig ☐ Uenig ☐ Neutral ☐ Enig ☐ Meget enig ☐ Ikke relevant

Hvor vigtigt er det, at roderi og mængden af affald ikke stiger til et uacceptabelt niveau?

☐ Slet ikke vigtigt ☐ Ikke vigtigt ☐ Neutral ☐ Vigtig ☐ Meget vigtigt ☐ Ikke relevant

Andre spørgsmål

25. Jeg er tilfreds med den rolle Karneval spiller i Aalborg?

☐ Meget tilfreds ☐ Tilfredse ☐ Neutral ☐ Utilfreds ☐ Meget utilfreds ☐ Ikke relevant

26.) Jeg synes, at Karnevallet er blevet for stor en begivenhed de seneste par år?

☐ Meget uenig ☐ Uenig ☐ Neutral ☐ Enig ☐ Meget enig ☐ Ikke relevant

27. Jeg vil hellere bo her i Aalborg end nogen andre steder?

☐ Meget uenig ☐ Uenig ☐ Neutral ☐ Enig ☐ Meget enig ☐ Ikke relevant

28. Jeg er tilfreds med mit liv i Aalborg?

☐ Meget uenig ☐ Uenig ☐ Neutral ☐ Enig ☐ Meget enig ☐ Ikke relevant

29.) Hvor ofte har du deltaget i karneval?

- ☐ Aldrig
- ☐ 1-3
- ☐ 4-6
- ☐ 7 eller flere gange

30.) Hvor længe har du boet i Aalborg?

- ☐ 0-2 år
- ☐ 3-5 år
- ☐ 6-8 år
- ☐ 9-11 år
- ☐ 12-14 år
- ☐ 15 år eller mere

31.) Køn?

- ☐ Mand
- ☐ Kvinde

32.) Alder?

- ☐ Yngre end 25
- ☐ 26-35
- ☐ 36-45
- ☐ 46-55
- ☐ 56-65
- ☐ 66 eller ældre

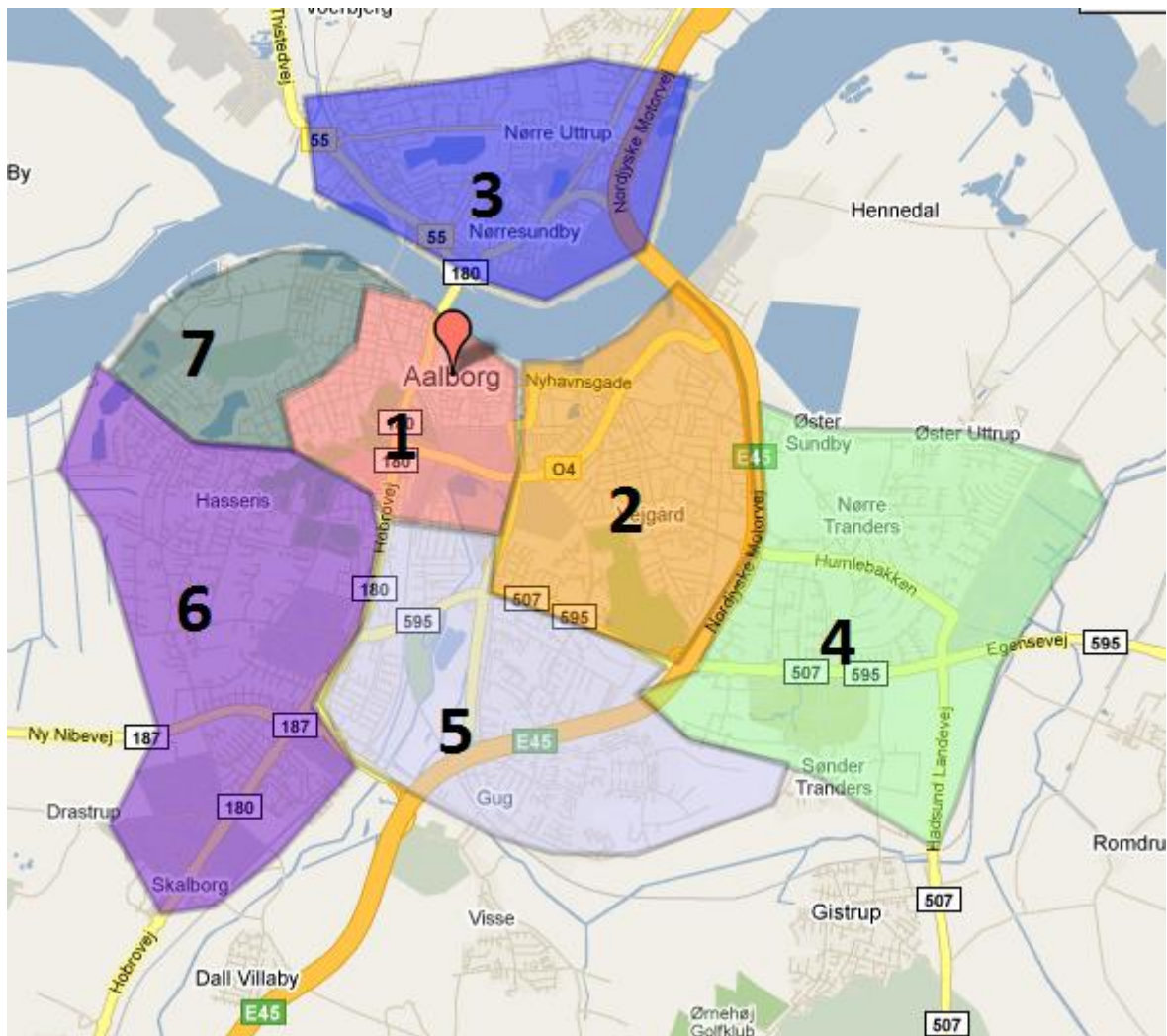
33.) Civil status?

- ☐ Gift/Samleve
- ☐ Gift/Samleve med barn / børn i hjemmet
- ☐ Single
- ☐ Single med barn / børn i hjemmet

34.) Hvor bor du i Aalborg?

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6
- ☐ 7
- ☐ Jeg bor udenfor de afmærkede områder
- ☐ Jeg bor ikke i Aalborg

Kort over Aalborg



35.) Andre ting, jeg vil gerne dele om Karneval i Aalborg?

Tak

Tak fordi du i deltog undersøgelsen. Din respons er meget vigtig for mig. Hvis du har spørgsmål, bedes du kontakte mig på ingom@samf.aau.dk eller på telefon 53436916.

Appendix B

Karneval i Aalborg

Social omkostning

Angiv ved at sætte kryds i en af boksene nedenfor, i hvilken grad du er enig eller uenig i følgende udsagn om den sociale omkostning.

17. Karneval forstyrrer de daglige rutiner for Aalborgs borgere.

Meget uenig	Uenig	Neutral	Enig	Meget enig	Ikke relevant
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. Karnevalet fungerer som indgreb i livet for Aalborgs borgere.

Meget uenig	Uenig	Neutral	Enig	Meget enig	Ikke relevant
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. Under Karnevalet bliver områdets parker og andre rekreative faciliteter overrendt/overbelastet.

Meget uenig	Uenig	Neutral	Enig	Meget enig	Ikke relevant
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

20. Karnevalet reducerer privatlivet i området pga. tilstrømning af besøgende.

Meget uenig	Uenig	Neutral	Enig	Meget enig	Ikke relevant
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Gem og fortsæt undersøgelsen senere

Appendix C

Comments for participants on the Carnival in Aalborg

- ❖ det må aldrig flyttes d af centrum. koordineringen, de tre optog om lørdagen imellem, skal dog optimeres. Jeg går altid fra Vejgård og vores tur har i de seneste par år været flere timer længere end de øvrige hvilket at man bliver al for fuld. Flere toiletter er et must og lavere pris til Kildeparken, man ville kunne koncentrere gæsterne i kilden hvis entreen var lavere og derved reducere i oprydning udgifterne. Måske skulle man også tænke i at opstille vand og maddepoter langs ruten sidste år tog det os 7 timer at nå frem og inden da ville jeg da gerne give en 10'er for en bid brød.....det kan sagtens optimeres og profileres på et mere nationalt plan, Københavnerne tror jo stadigvæk at deres karneval er større og bedre
- ❖ det er rigtig flot ryddet op.. allerede få timer efter optoget er der fejlet og gjort rent. jeg er bekymret over at der drikkes så meget.
- ❖ At lukke karneval svare til at slå en glad hundevalp ihjel
- ❖ urimeligt at beboere i området ikke kan komme ud med bil eller redningskøretøjer ikke kan komme ind, på grund af uhensigtsmæssig parkering af biler
- ❖ Det er en top begivenhed, som man skal støtte og benytte sig mere af - ja selvfølgelig bringer karnevalet lidt uro og larm til byen men i det mindste så ved man hvad byen står for og byen bliver på den måde mere "kendt" blandt danskere
- ❖ Mindre entrepris til Kildeparken og tillad medbragte drikkevarer derind (evt kun dåser)
- ❖ Møder mennesker, man normalt ikke kender. alle er glade og hilser pænt på hinanden
- ❖ Selvom der kan være nogle ulemper ved karnevallet, så er der mange flere gode ting, og derfor skal det blive ved med at være som det er.
- ❖ Det er blevet til en stor drukfest, meget ærgeligt.....
- ❖ Som tilflytter til Aalborg tror jeg borgerne overvurderer hvor meget man kender til karnevallet uden for det nordjyske. Jeg havde aldrig hørt om det - før jeg flyttede herop som 20 årig! Men det er lidt synd, for det er da fantastisk at gå på indkøb kl.9 om morgenen og møde en voksen mand klædt ud som kanin og så ikke tænke yderligere over det...
- ❖ Det folkelige optog skæmmes af, at alle slæber rundt på og drikker af øl, alcopops og cider
- ❖ Århus festuge er en langt bedre begivenhed, fordi der er en brede vifte af forskellige kulturelle oplevelser, samtidig med at det er en drukfest (som der da også være plads til). Det er dog fint nok at Karnival er lidt i Sambas tegn, det er bare dybt beklageligt at det er blevet til så meget af en drukfest, at der ikke er den mængde sambaorkester (og øvrige i samme dur) som deltager.
- ❖ Jeg synes der går lige lovlig meget drikkeri i optoget - når de når nytorg er der ikke mange ikke-dinglende u-professionelle deltagere tilbage ;-) Synes desuden det er vigtigt at holde fast i samba-stemningen, i år synes meget af musikken at være

- elektronisk danse musik. Måske det er blevet bedre med årene (det er nogle år siden jeg sidst deltog i optøget selv!) men toiletter langs ruten må gerne prioriteres.
- ❖ Det er for dyrt hvis man bare vil ind og høre musikken - både bandbattler og selve karnevallet. Musikken er trængt i baggrunden til fordel for druk. Oprydningen er SLET ikke god nok. De omkringliggende gavder og pladser flyder i flere uger efter!
 - ❖ Ønsker en bredere kultur ind i karnevallet, som en modvægt til sex og druk kulturen.
 - ❖ Alt for meget druk. Det er en legalisering af en offentlig drukfest.
 - ❖ Er en af dem der står vagt ved optåg, i bod i kilden og hjælper med oprydning. Folk der pylre over karneval, men ikke yder for det, regnes for tom luft.
 - ❖ For meget druk efter min mening
 - ❖ Nøgne karnevalspiger er vejen frem til velvære for mænd
 - ❖ Karneval er blevet en politisk magtfaktor af for stor størrelse, som nu har indflydelse på naboers dagligdag, uden den store forståelse herfor.
 - ❖ Jeg syntes det er super godt, jeg har venner der kommer fra København og deltager i stedet for det der er i København.
 - ❖ Udover karneval synes jeg det er vigtigt at bruge byen mere både i forhold til at samle aalborgenserne og i forhold til at profilere byen udadtil. Det gør ikke noget, der bliver tænkt stort og mindre provins-agtigt. Brug de grønne områder i højere grad, f.eks. til koncerter. Det er sgu fedt, at der (som ved karneval) kommer folk fra Århus og København, fordi det er her karneval er bedst og størst.
 - ❖ ved spørgsmål 48 - hvad skal jeg afkrydse, hvis jeg er lige præcis 25? :)
 - ❖ man kan markedsføre karneval som turistattraktion meget mere. + læg mærke til hvor meget folk er begyndt at gøre ud af kostumer og vogne - kvaliteten af optøget bliver højnet for publikum - især efter fulderikkerne går bagerst
 - ❖ politiet burde være noget mere "på stikkerne" under optøget, da de ikke griber ind hvis der f. eks. smides med flasker eller kastes med ting på optogsdeltagerne
 - ❖ Det er en kakafoni/symfoni af mangfoldighed .. Hvilke sociale grupperinger er repræsenteret? Aldersgrupper? Det organiserede karneval kontra det uorganiserede!
 - ❖ Der bliver ryddet rigtig godt op og gjort flot rent - det er beundringsværdigt!
 - ❖ som tilflytter må jeg sige at karnevallet er noget helt unikt i byen. det er imponerende at så mange frivillige stiller op til at få karnevallet til at køre smertefrit. karneval i aalborg er helt sikkert noget man skal opleve, som deltager. hvis det betyder at jeg engang skal tage min tørn som frivillig til at rydde op osv, så gør jeg det gerne, for at andre får muligheden for at opleve det! det drejer sig trods alt kun om en enkelt lørdag hvert år!
 - ❖ Flere toiletter, tak
 - ❖ den skulle hed "Druk fest i aalborg" (.. eller i kilden)
 - ❖ Tog mine børn med til optøget - gør det aldrig mere! Det var drug, pis og øl der blev smidt efter dem. Niveauet er bare for lavt!!!
 - ❖ Jeg synes det er småligt ikke at kunne acceptere en stor fest i byen blot to dage om året. Tænk på hvor mange glade mennesker der er til karneval hvert år, og antallet af uheldige episoder med vold osv. er statistisk set meget lav sammenlignet med

antallet af deltagere og indtaget af våde varer. Det er den eneste tid på året hvor der er plads til frisind og oprigtig folkefest i nordjylland, så selvfølgelig er der mange konservative kræfter, som kritiserer dette.

- ❖ Jeg synes det bør flyttes ud af byen eller at der i det mindste skal gribes ind overfor hærværk, tyveri, slåskampe, affaldssmideri osv.