

Perceived Social Impact of Hosting an Event in a Destination: A Study Case of Buleleng Bali Dive Festival

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Abstract

Pemuteran is one of tourist destinations situated on the north-western part of Bali Island. It lies on the maritime area as Bali Golden Triangle Coral Reef line and belong to the west *Buleleng* water conservation area in *Buleleng* Regency, Bali. The aim of this paper is to explore the impact of marine tourism development especially related in hosting an event connected to Marine tourism called Buleleng Bali Dive Festival (BBDF). It explored the impact of hosting an event specifically in social aspect for the local community in *Pemuteran* based on Festival Social Impact Attitude Scale (FSIAS). The survey was participated by 100 samples purposively assigned from local people who lived in *Pemuteran* village. The result shows that the development of BBDF event in *Pemuteran* gives 6 impacts of benefits and costs to the community in social aspects. The benefits perceived by the community are: Knowledge and Experience, Community' Image and Identity, Quality of Life, and Job Creation. The event also brings some costs for locals such as : Social and Physical Environmental Cost and also Cost in Public utilities' pressure.

Keywords

Social Impact, Event, Destination, Buleleng Bali Dive Festival (BBDF)

1 General Information

Event-based tourism is now one of the most rapidly growing niche areas of tourism (Getz 2008). Events are an important motivator of tourism, and figure prominently in the development and marketing plans of most destinations. The roles and impacts of planned events within tourism have been well documented, and are of increasing importance for destination competitiveness.

On the supply side, destinations develop, facilitate and promote events of all kinds to meet multiple goals: to attract tourists (especially in the off-peak seasons), serve as a catalyst (for urban renewal, and for increasing the infrastructure and tourism capacity of the destination), to foster a positive destination image and contribute to general place marketing (including contributions to fostering a better place in which to live, work and invest), and to animate specific attractions or areas (Getz,2007). There are 4 (four) elements of the importance of event in tourism: 1) Event as an attraction 2) event as an image maker 3) event as animator of static attraction 4) event as a catalyst of other development.

Dissatisfaction of the host community can threaten the long-term success of an event and thus acceptance by the locals is crucial to the continuity of the event (Getz & Anderson, 2008).

The island of Bali is one of Indonesia's flagship maritime destinations as reported in the Maritime Tourism Industry Development Strategy by Director of Tourism Industry presented at the Indonesia Maritime Congress in *Yogyakarta Indonesia*, 23rd - 24th of September 2014 that,

"... the southern part of Bali goes into Sailing Destination 2012, and some of the tourist attractions in Bali are including the entry and exit points, such as *Benoa*, *Serangan*, and *Lovina*, which are actively visited by world yachter. (<http://ekonomi.metrotvnews.com/>)

Buleleng Regency is one part of the golden triangle of Bali Island in terms of marine tourism potency. If it is viewed from the development of tourism in *Buleleng Regency*, it can be said that the tourism of *Buleleng* has increased significantly. From year to year, the level of tourist visit to *Buleleng* tends to increase. In 2010, *Buleleng Regency* was only able to bring 282,882 tourists and this visit continues to increase significantly in 2013 and it has been able to achieve 638.147 tourists until 2014, and it reached 663,826 tourists in present time.

Buleleng has Coastal Planning and Management which is derivative from the Law No. 1 2014. Furthermore, the regulation is reversed so that ultimately resulted in the plan of Water Conservation Area (called *KKP*). This zoning plan is intended to harmonize the use of coastal space and small islands, as well as to preserve the coastal resources and small islands. The area is ideal for all types of marine tourism activities, such as diving, snorkling, fishing, surfing, boating, yachting, and special interest tours such as conservation tours, educational tours and underwater photography (Sutrisna, 2015).

Currently, Water Conservation Area of *Buleleng* is divided into three blocks. The first block or called the West *Buleleng Aquatic Park* is the *Pemuteran Village*. The Central *Buleleng Aquatic Park* encompasses *Lovina* and surrounding waters. Last is The East *Buleleng Aquatic Park* which covers *Bondalem*, *Tejakula*, *Penuktukan*, *Sambirenteng* and *Les Village*.

Recently, marine tourism in *Pemuteran Village* is also growing quite rapidly. The level of tourist arrivals in the district of *Gerokgak*, especially in *Pemuteran Village*, has got the highest number of tourist visits, especially foreign tourists (23,774 tourists) compared to other villages in *Gerokgak* sub-district the north-western part of Bali : *Sumber Klampok* (818 tourists), *Pejarakan* (14.103 tourists), *Sumber Kima* (1.065 tourists), *Banyupoh* (752 tourists), *Celukan Bawang* (1855 tourists).

Pemuteran was a dry area with natural conditions and waters are very alarming. Poverty has pushed the inhabitants to continue destroying the natural surroundings. But now *Pemuteran* is no longer being a second tourist destination, but successfully evolved into one marine tourism destination that promises beauty (<http://www.mongabay.co.id>). Today the success of the program in *Pemuteran* has become one of the examples of sustainable tourism development in the world (Sutrisna, 2015). Therefore, the District Government of *Buleleng* together with relevant stakeholders held **Buleleng Bali Dive Festival** started on 23-26 October 2015 in *Pemuteran*. The festival aims to 1) Promote and Creating Image for *Buleleng Regency* as one of the best dive sites in the world, 2) Introduce local art and culture to the world and 3) Stimulate global awareness related to coral reef conservation.

The number of events organized by *Buleleng Regency*, gives a positive impression for tourism in *Buleleng*, but on the other hand also reap the impression of italics from various parties. One of the oblique impression was presented in the performance evaluation of *Buleleng Regency* in 2015 on January 3rd, 2016 by a group of community activists, where the evaluation result stated that the

number of festivals which as their program considered less effective on the improvement of Buleleng community life. They considered the festivals that the regents relied upon to lift *Buleleng's* image had no benefit to the *Buleleng* development because it only enjoyed and benefited by a certain group.

Quoted from *criticism of Ketut Yasa, a member of Non Government Organization called Gema Nusantara:*

"What's the festival? There is no benefit. Each year the Regent continues to hold the festival. There is Buleleng Festival, there is Lovina Festival, again Lake Buyan Festival. What benefits? No benefits " (<http://www.balieditor.com>)

Seeing these conditions, it can be seen that a festival can bring positive benefits and costs for visitors and local communities. Over the last few decades the evaluation through perceptions of the socio-cultural impact of the event received more serious attention, knowing the socio-cultural impact is as important as knowing the economic impacts to the future success of an event. Delamere (1998) also states that awareness of the socio-cultural impact of an event and the attitudes of the community on impacts may help to reduce undesirable disturbance of local people's lives and thereby encourage a balance between the power of social and economic development in society.

According to Getz (2008) the importance of the event as a tool for regional development is expected to grow in the future. However, it should be remembered that regional development is more than just regional economic development. In the context of goals, economic values are always available, but social and cultural perspectives are also important for the success of events and destinations. Knowing the benefits and the resulting social costs can be a consideration for future planning.

2 Literature Review

Residents generally form their perceptions of hosting based on prior experiences (Baloglu & McCleary, 1999) and socio demographic information (Kim & Petrick, 2005; Ritchie et al., 2007; Waitt, 2003). If residents and visitors perceive benefits from the event, they would be supportive of hosting in the future. Conversely, if residents experience an unsatisfactory exchange after the event, then they might revise their perceptions toward future hosting endeavors (Fredline & Faulkner, 2002). Hence, analyzing the perceptions of residents regarding the social, economic, and political effects of a large-scale sport event is important to generate support for tourism events. In addition, study results may provide destination marketers with insights into designing more special events to enhance the competitiveness of the tourism industry.

According to Robertson, Rogers, & Leask in Magnússon (2010), if a survey is too complicated and takes too long to answer, it might prevent people from responding to surveys, while testing FSIAS reliability turns out to be a powerful scale that allows to modify it according to the needs of most events or festival. Delamere (1998) who developed the FSIAS scale, conducts research on the Development of a Scale to Measure Local Resident Attitudes Toward the Social Impact of Community Festivals in order to develop a scale to measure the social impact of the festival. After pre-testing a number of questions, 25 questions were compiled as the Social Impact Attitude Scale or FSIAS Festival. FSIAS by Delamere comprises 25 statements on social impacts and related scores, 16 on social benefits and 9 social costs. Delamere suggested that the scale should be further validated at different festivals of culture. He argues that this scale should be tested further in various communities and cultural environments, in relation to various festivals to get better validation of the tools.

Table 1. Festival Social Impact Attitude Scale (FSIAS)

<i>Social Benefit</i>	<i>Social Cost</i>
<i>Enhanced image of the community</i>	<i>Disruption of normal routines of community residents</i>
<i>Community identity enhanced</i>	<i>Intrusion into lives of community residents</i>
<i>Community is unique and special</i>	<i>Community recreation facilities are overused</i>
<i>Festival act as showcase for new ideas</i>	<i>Influx of visitors reduce privacy within the community</i>
<i>Sense of community well-being</i>	<i>Community overcrowded during festival</i>
<i>Personal sense of pride and recognition through participation</i>	<i>Car/bus/truck/RV traffic rising to unacceptable levels</i>
<i>Opportunity to experience new activities</i>	<i>Noise levels increasing to unacceptable levels</i>
<i>Ongoing positive cultural impact in the community</i>	<i>Festival overtakes available community human resources</i>
<i>Improved quality of life in the community</i>	<i>Litter increasing to unacceptable levels</i>
<i>Celebration of community</i>	
<i>Having the opportunity to learn new things</i>	
<i>Meeting festival performers and workers</i>	
<i>Personal health and well-being</i>	
<i>Opportunity to develop new cultural skills and talents</i>	
<i>Community gain positive recognition</i>	
<i>Variety of cultural experiences</i>	

Source : Delamere (1998)

Mentioned in Dinaburgskaya and Ekner (2010), the development of FSIAS by Delamere responds to the need for standard instrumentation to use in festival related measurements. FSIAS shows two dimensions related to the social impact of the festival: benefits and costs.

3 Methodology

This study aims to reveal the perceptions of the local community on the social impacts perceived from the implementation of the Buleleng Bali Dive Festival (BBDF) which includes the social benefits and social cost which are measured by Social Impact Attitude Scale (FSIAS). The population in this research is the villagers of *Pemuteran, Gerokgak District, Buleleng Regency*, northern part of Bali. The sample area covers only one village in *Gerokgak sub-district, Pemuteran* village with a population of 9748 people. The sampling technique used in this research is non-probability sampling; the purposive sampling. Where the determination of the sample considered the specific criteria that the sample is people who are living in the *Pemuteran Village, Buleleng Regency* and have been present or participated in Buleleng Bali Dive Festival (BBDF).

The questionnaire as primary data source distributed to 100 people using closed and open questions to answer the information needed. It used the Likert scale to reveal the perception of socio-cultural impact of Buleleng Bali Dive Festival: Strongly agree (5) Agree (4) Neutral (3) Disagree (2) Strongly disagree (1).

In order to answer the community' perception about social impacts related to the social benefits and cost of holding The Buleleng Bali Dive Festival (BBDF), the Likert scale in the questionnaire was processed quantitatively using exploratory factor analysis or principal component analysis (PCA = principle component analysis) to ensure the Social Impact Attitude Scale (FSIAS) that they perceived from holding the event.

4 Result and Discussion

4.1. The Sample Profile

The characteristics of the community as respondents were the local community living in *Pemuteran*, attended *Pemuteran* during the implementation of BBDF 2016, and those who know or have been present in Buleleng Bali Dive Festival (BBDF) which took place in 2015 and 2016.

A total of 64 out of 100 respondents were male while 36 respondents were women. Respondents are people of productive age ranging from 18 years with 10 years interval. A total of 41 respondents were 18-28 years old, 27 respondents were 29-39, 27 respondents were 40-50, and the rest were in the 51-61 age range.

12 respondents were students and 8 respondents were civil servants, 20 respondents were entrepreneurs, 12 respondents were housewives, 37 students respondents worked as private employees, 11 respondents who chosen other options are working as contract civil servants for government, college graduates who have not worked yet as well as apprenticeship.

This research was conducted in *Pemuteran Village, Gerogak District*. the dominance of respondents came from *Gerogak District*. As many as 65% of the people live in *Gerogak sub-district*, followed by 23% residing in *Buleleng sub-district*, 5% from *Banjar Sub-district*, 3% from *Seririt Sub-district*, 3% from *Sukasada Sub-District*, *Busungbiu and Seririt District* respectively 2% And only 1% coming from *Kecamatan Busung Biu*.

There are 39 people have been present once, 59 people have been present twice times and the remaining 2 people have been present in the third festival. This indicates the enthusiasm of respondents on the implementation of Buleleng Bali Dive Festival

BBDF 2016 is of course known by all citizens of *Buleleng*, as an annual event that has been running for two years. It published in print media, electronic media, social media and even special websites. However, 43% of respondents obtained information about *Buleleng Bali Dive Festival* from friends or family, only 11 were informed through the BBDF 2016 website, while 19 people obtained information through social media Buleleng Bali Dive Festival such as facebook and twitter, 2 people know through Television, 2 people know from radio and 23 people choose other options. It can be concluded that the most effective media for the dissemination of information is through word of mouth, followed by social media. It can not be denied in the era of technology, recently the information will easily spread through social media in a very short time.

4.2. Result of Factor analysis

Validity test shows the accuracy of questionnaire question items in measuring research variables. The technique used to test the validity is Pearson Correlation. A question item is valid if the Pearson Correlation produces significance <0.05 ($\alpha = 5\%$). The result of the validity test illustrates that all the question indicators have a significance value <0.05 , means that the question items that measure the community perception are valid and can be continued to the next analysis. Based on the technique used to test the reliability of the question in this research conditioning that the Cronbach's Alpha value 0.838, can be concluded that indicators of Festival Social Impact Attitude Skill is reliable (>0.5) so that all indicators can be continued to test by factor analysis.

Factor analysis used in this research is exploratory factor analysis or principal component analysis (PCA = principle component analysis) where the exploratory factor of the formed factors or new latent

variable is random. Factor analysis was performed using SPSS 21.0 program with 25 indicators (hereinafter referred to as variable). Before factor analysis, it has been tested first to see the correlation of the 25 indicators by Kaiser-Mayer-Olkin Measure of Sampling Adequacy (KMO). The result of value of sig. 0.000 (<0.05), means that there is a strong correlation between 25 indicators, so that analysis can be proceed. KMO value result is 0.834 (> 0.5) which means that 83.4% of respondents used as samples are sufficient so that factor analysis can be proceed.

It was found that all the 25 indicators has the anti image correlation value 0.5, it means that all indicators can be used to the next process of analysis. After rotation, it was found that the *Indicator 5 : BBDF improve the positive of culture impact for the community* has the value <5 means that this item should be removed and then the rest of the indicators (24 items) should be analysed again. The result showed that from 24 items left, resulting the value of anti correlation >0.5 , it was confirmed that all the 24 items of indicators can be proceed to next analysis.

Based on the result of the factor analysis, it was found that there are 6 main components which have the eigenvalue greater than 1, it can be seen that from 24 indicators left, there are 6 new factors formed and the six factors can explain 71.352% of its diversity. All the indicators have the value of communalities >0.5 , means it is worth entering into new factor.

From 24 indicators of Festival Social Impact Attitude Scale (FSIAS), there are 6 new factors which illustrate the perceived social impact of the community on Buleleng Bali Dive Festival that named as follows :

Factor 1 : Social and Physical Environmental Cost

Factor 2 : Knowledge and Experiences Benefit

Factor 3 : Community' Image and Identity Benefit

Factor 4 : Cost in Public utilities' pressure

Factor 5 : Quality of Life Benefits

Factor 6 : Job Creation Benefits

The result of the factor analysis on the new factors formed can be seen in table 2.

Table 2. New Factors of Festival Social Impact Perception Scale (FSIAS) (N=100).

New Factors	Indicators	Factor Loading	% of Variance
Factor 1	Buleleng Bali Dive Festival causes disruption to the society routines (A17)	0.680	30.106%
	Trash increased to unacceptable levels during the Buleleng Bali Dive Festival (A21)	0.726	
	Buleleng Bali Dive Festival disrupts the daily routine of the surrounding community (A22)	0.857	
	Resources (human) are used in excess (A23)	0.822	
	The entry of Buleleng Bali Dive Festival visitors reduces the privacy that we have (A24)	0.828	

	Noise levels increased to unacceptable levels during the Buleleng Bali Dive Festival (A25)	0.800	
Factor 2	BBDF gives the community a new opportunities (A9)	0.724	20.714%
	BBDF gives the community a chance to learn a new things (A10)	0.860	
	In Festival I can enjoy meeting with committee and participants of Buleleng Dive Festival (A11)	0.711	
	I personally have a sense of pride and appreciation for my participation in the Buleleng Bali Dive Festival (A12)	0.753	
	The festival gives the community a chance to discover / develop new skills / talents (A13)	0.623	
Factor 3	Buleleng Bali Dive Festival (BBDF) enhances the image of Buleleng and its people (A1)	0.725	6.291%
	As a result of the festival, my community benefits from being positively recognized (A2)	0.757	
	BBDF Improve the identity of the community (A3)	0.722	
	BBDF is the community Festival (A4)	0.594	
	BBDF makes Buleleng more unique and special (A6)	0.592	
Factor 4	The community is overcrowded during the Buleleng Bali Dive Festival (A18)	0.799	5.185%
	Car / bus / truck traffic is rising to unacceptable levels during the Bali Buleleng Dive Festival (A19)	0.778	
	Public recreation facilities are used excessively during the Buleleng Bali Dive Festival (A20)	0.68	
Factor 5	BBDF contribute to the welfare of the community (A7)	0.676	4.714%
	BBDF helps to improve the quality of life of the community (A8)	0.761	
	Buleleng Bali Dive Festival contributes to my personal health / wellbeing (A16)	0.617	
Factor 6	Buleleng Bali Dive Festival offers a variety of cultural experiences (A14)	0.744	4.342%
	Buleleng Bali Dive Festival becomes a place of work for new ideas (A15)	0.685	

Extraction Method: Principal Component Analysis, Rotation Method: Varimax with Kaiser Normalisation.

Source: Result of Study, Data Proceed (2016)

4.3. The Social Impact of Buleleng Bali Dive Festival (BBDF)

It cannot be denied that an event involving many people generates a certain benefit and cost, in which many people gather at the same time with their respective expectations and diverse behavior patterns. Based on the result of this research, from 24 indicators analyzed by Exploratory Factor Analysis, toward the perception of the local community found that there are 6 social impacts that they perceived from holding the BBDF event.

4.3.1. Social and Physical Environmental Cost

Related to Buleleng Bali Dive Festival (BBDF), the result of the factor analysis show that it gives a Social And Physical Environmental Cost with the eigenvalue value of 7.225 and can explain the data diversity of 30.106%. It can be concluded that the event brings negative impact to local communities. This is one of disadvantages in holding an event at a destination. It was reconfirmed by the community that during the event they perceived some costs related to social and physical environment such as: the disruption of their daily routine, privacy disturbance, resources in excess used, increase of noise to unacceptable levels, increasing the trash, and disruption of the society routines.

4.3.2. Knowledge and Experiences Benefit

The community also confirmed that they perceived the Knowledge and Experience from BBDF (Eigenvalue 4.971 and 20.714 % of total variance). These are some positive impacts perceived by the locals regarding the knowledge and experience from BBDF event : a chance to learn a new things, sense of pride and appreciation, experience a new opportunity, meeting the committee and participants, discover and develop new skill/ talent.

4.3.3. Community' Image and Identity Benefit

BBDF also brings important advantages to the community and the Destination in regard of image and identity with eigenvalue 1.510 and can explain the diversity of the indicators about 6.291%. The locals confirmed that they perceived of being recognized. BBDF enhances the image of Buleleng and its people (the city of *Singaraja* in the northern part of Bali as a tourist destination). Besides, BBDF also makes *Buleleng* more unique and special.

4.3.4. Cost in Public utilities' pressure

In addition to the benefits felt by the community, emerging costs also arise in the implementation of a festival There are some other disadvantages felt by the locals in holding the event BBDF. It is confirmed by the factors analysis with the eigenvalue 1.244 and 5.185 % of total variance. BBDF bring some costs related to the pressure of public utilities used that makes overcrowded, raise the traffic, and some of public recreation and facilities are used excessively during the event.

4.3.5. Quality of Life Benefits

Positively felt by the local community that BBDF gives them the quality of life benefit . It is showed by the result of factor analysis with eigenvalue greater than 1.00 (1.131) and can explain about 4.714 % of the indicator used. BBDF confirmed by the locals brings the improvement of quality of live, contribute to their welfare and personal health and wellbeing

4.3.6. Job Creation Benefits.

There is other positive impacts that is very important for local communities resulted by holding the event of BBDF. It can give the benefit for locals in creating Jobs. It can be seen from the result of factor analysis that the eigenvalue result also greater than 1.00 (1.042) and can explain the diversity of 4.342 % of indicators used. The community reconfirmed that the event gives them an opportunity to offer a variety of cultural experience especially that BBDF becomes a place of work for them to contribute new ideas. In fact, during the event, there are a lot of locals creation of handicraft show in

the exhibition area of the event. Many art makers and artist also performed and being paid by the organizer.

5 Conclusion and Implication

Buleleng Bali Dive Festival (BBDF) brings positive and negative social impacts to the Local Community. The result of this research illustrates that the use of the measurement of The Festival Social Impact Attitude Scale (FSIAS) in measuring the local resident attitude toward festival gives a different implication in various festival (Delamere, 1998). It explained by the fact that the original scale (FSIAS) was modified and applied on a different environment. From 25 statements on social impacts and related score by FSIAS, only 24 statements are valid and reliable for BBDF event which is further used as indicators.

Based on the perception of local community toward BBDF event, it is found that there are some social benefits and social costs given by the event. The benefits perceived by the local community in *Pemuteran Village* are: 1) **Knowledge and Experiences** 2) **Community' Image and Identity** 3) **Quality of Life**, and 4) **Job Creation** . This result gives an implication in some points concerning of holding an event (Getz & Anderson, 2008) such as : 1) BBDF event improves the identity of the community in *Pemuteran Village* and *Buleleng Regency* , means that this event can be an image maker for the destination together with their local community 2) BBDF event gives the opportunity for local community to improve their quality of life by learning new things, express new idea, meet and greet new people, get more knowledge and experience which will develop their pride and welfare 3) BBDF event can be a catalyst of other development specifically as a source of economic support for locals based on their capacity to create job opportunities.

With regard to the negative impacts of holding an event, BBDF also brings some social costs for local communities: 1) Social and Physical Environmental Cost and 2) Public utilities' pressure. This highlights that the event has the potential hotspot to a social burden such as: disruption of society and daily routine, reducing the privacy, increased the trash to unacceptable levels during the event and overcrowded during the festival which will be connected to the traffic and parking arrangement in the area together with the excessive used of public facilities has to be taken into account to maintain the convenience of the locals and the visitors.

6 Limitation and Future study

This study is related to perception which contains elements that has broad meaning. The perception of society to be revealed in this research focus on social perspective only. Therefore more comprehensive research is needed to reveal the perception of society from the economic and environmental perspective perceived by holding an event in the region. Furthermore, to fully assess the impacts of the Buleleng Bali Dive Festival on the residents and other stakeholders involved, it is recommended to the Government of Buleleng Regency as an organizer to apply a triple bottom line (TBL) approach research (economic, social and environmental) framework of the festival. The main focus of this present study was on the social impacts of the festival, but in order to embrace sustainable strategies, to maximize the benefits of this festival, to understand the big picture and interests of all stakeholders, it is important to use the TBL approach in the future.

Another opportunity for future research is an in-depth study of the importance of social capital that festivals might generate for the city. Festival attendance might generate social capital through social cohesiveness in the community where members have the opportunity to unite and share a worldview through common bonds and through giving a voice to various sub groups with various lifestyle preferences.

The present study examined the residents' perceptions on the social impacts of Buleleng Bali Dive Festival at a single point in time. However, in order to deeper analyze the complexities of attitudes formation in regards to the festival, it is recommended to conduct a longitudinal study (a repeated study of the same elements over a period of time) which will enable researchers/practitioners to obtain a more accurate measure of the differences observed.

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