

**THE PARTICIPATION OF THE HOST COMMUNITY IN THE AARDKLOP
NATIONAL ARTS FESTIVAL**

by

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DECLARATION

“I declare that the Master’s dissertation, which I hereby submit for the degree MPhil Tourism Management at the University of Pretoria, is my own work and has not previously been submitted by me for a degree at another university.”

The co-operation of Management Committee of the Aardklop National Arts Festival is acknowledged with appreciation and likewise that of the City Council of Potchefstroom. Statements and suggestions made in the dissertation are those of the author and should not be seen as those of the management of the Festival.

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ABSTRACT

Little empirical research has been done on the opportunities presented to the event management profession by the significant growth in the size, scope, length and visibility of the tourism industry, as indicated by hallmark events such as numerous world fairs, festivals and sport events. The aim of this research was to determine the motivational factors that *push* and *pull* the local residents of Potchefstroom, South Africa, to attend and participate in the Aardklop National Arts Festival (Aardklop Festival), as well as the *situational inhibitors* that discourage them from participating in the festival. The specific *festival activities* they enjoyed most were also identified.

The research for this dissertation was undertaken in Potchefstroom where the Aardklop Festival has been held annually since 1998. This is one of the largest arts festivals in South Africa and highly popular on the annual events calendar. The findings of the research are significant as they may promote the sustainability of the Aardklop Festival in South Africa's growing and competitive festival and events market by assisting the festival management to gain greater insight into strategies for profitable marketing and future communication. The research findings may assist event organisers not only to understand the importance of research, but also to consider and understand the needs of the local residents in the host community, since various authors have indicated that these residents play a pivotal role in the sustainability of a festival.

Key words: Aardklop, festival, host community, local residents, push and pull factors, inhibitors, special interest tourism

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