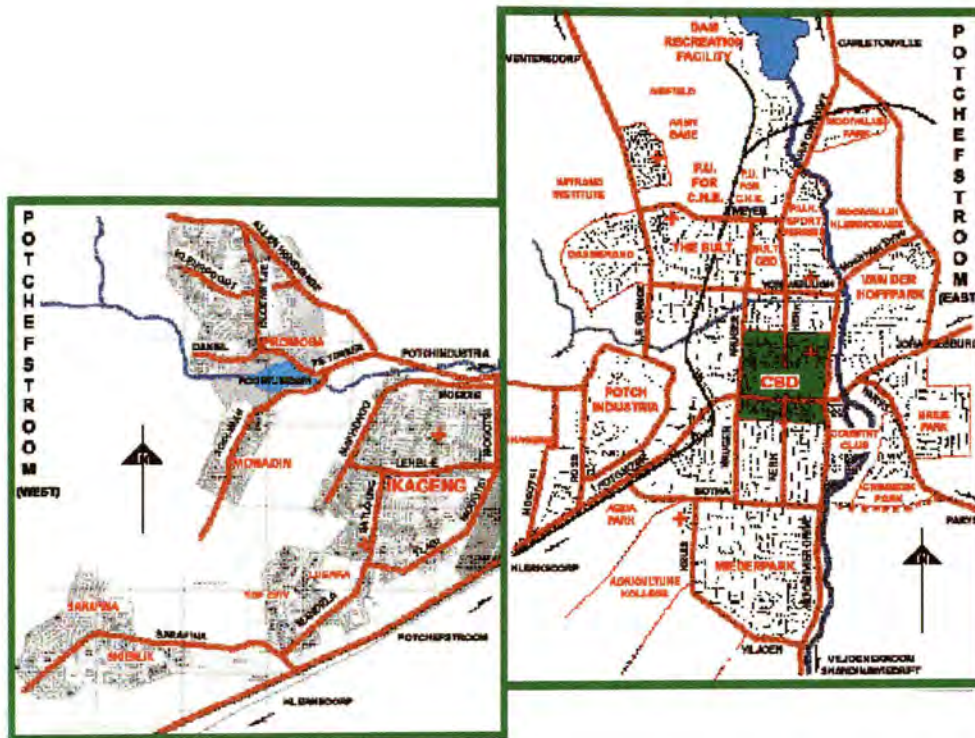


APPENDIX A: The data collection instrument

Appendix A1: Map of Potchefstroom



A list of typical and atypical residential areas in Potchefstroom.

Typical residential areas	Atypical residential areas
Baillie Park	Agriculture College
Dassierand	Army base
Grimbeek Park	Ikageng
Kanoniers Park	Mooivallei Plots
Mooivallei Park	Potchefstroom University
Mieder Park	Promosa
Potch Central	Potch Industria
South Town	Mohadin
Van der Hoff Park	Vyfhoek Holdings
The Bult Area	Witrans Institute

Appendix A2: Quota control sheet used by the fieldworkers

FIELD WORKER _____

AREA: _____

24
Questionnaires

12 Users

Age in years	6 Males		6 Females	
18-30	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
31-45	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
46+	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12 Non-users

Age in years	6 Males		6 Females	
18-30	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
31-45	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
46+	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Researcher mobile phone number: _____

Appendix A3: Cover page

SAY: Hi, my name is I am doing research on behalf of a student, into the community's perception of and attitude to the Aardklop National Arts Festival. The information will be used in a master's thesis for the University of Pretoria. Would you mind answering a few questions about the festival?

AGE: _____ (WRITE IN ACTUAL AGE)	GENDER	AREA	USER (Q1 +Q2)
18-30 1	Male 1	Van der Hoff Park 1	Yes 1
31-45 2	Female 2	Grimbeek Park 2	
46 + 3		Mieder Park 3	
		Die Bult Area 4	
IF YOUNGER THAN 18 – CLOSE			Mooivallei Park 5
		Baillie Park 6	
		Kanonierspark 7	
		Dassierand 8	
		Potch Central 9	
		Suid-dorp 10	

Q1: Have you ever been to the Aardklop Festival before?

IF NO – THEN MARK “NO” AT USER
IF YES – ASK Q 2

Q2: You say you have been to the festival before. In which of these years did you go to it?
(RESPONDENT CAN GIVE MORE THAN ONE ANSWER)

Last year	1	}	USER	YES
Year before last	2			
Three years ago	3	}	USER	NO
Four years ago	4			

Appendix A4: Aardklop National Arts Festival Questionnaire

AARDKLOP NATIONAL ARTS FESTIVAL QUESTIONNAIRE

We wish to get a holistic view of local residents' participation in Potchefstroom's Arts Festival. This questionnaire should take only a few minutes to complete. The information will be used in a thesis in Tourism Management at the University of Pretoria. Your co-operation would be greatly appreciated.

(Your telephone number will be used strictly to check up on the interviewers – 10% of them are checked afterwards)

Tel _____

Name _____

SECTION 1: GENERAL INFORMATION

PLEASE MAKE A CROSS (X) IN THE APPROPRIATE BOX TO INDICATE YOUR ANSWER

1. How long have you lived in Potchefstroom?

Less than 5 years	5-10 years	10 years +
-------------------	------------	------------

2. Do you work in Potchefstroom?

Yes	No
-----	----

3. If yes, please make a cross next to the appropriate sector where you work:

1. Public service (e.g. municipality, transport, police, fire brigade, hospital or ambulance services)	
2. Hospitality services (e.g. restaurants, guest houses, hotels)	
3. Business sector (e.g. banks, shops, markets)	
4. Education (e.g. universities, technikons, colleges, schools, crèches)	
5. Professional services (e.g. doctor, dentist, attorney, vet)	
6. Self-employed (e.g. home executive, plumber)	

4. How interested are you in arts and culture?

Very interested	Fairly interested	Not interested	Don't know
-----------------	-------------------	----------------	------------

5. Indicate which arts festivals you know of in South Africa?

Klein Karoo Arts Festival	Grahamstown National Arts Festival	Spier Summer Festival	North Sea Jazz Festival	Arts Alive	Witrivier Arts Festival	Other specify _____
---------------------------	------------------------------------	-----------------------	-------------------------	------------	-------------------------	---------------------

6. How often do you go to arts festivals?

Never	Once	Every year	Seldom
-------	------	------------	--------

7. If you have been to this festival before, how many times did you come here?

Never	Once	2 to 3 times	All 4 times
-------	------	--------------	-------------

8. For how many days on average do you come to the festival?

All 5	4 days	3 days	2 days	1 day	none
-------	--------	--------	--------	-------	------

9. Do you go to the festival alone or with others?

Go alone	Go with family	Go with friends	Other	I do not attend
----------	----------------	-----------------	-------	-----------------

10. How much did you spend on average per day at previous Aardklop festivals?

Tickets	R _____
Arts and craft stalls	R _____
Food and beverages	R _____

11. Will you attend the festival this year?

Yes	No
-----	----

12. How important do you think the local residents' role is in ensuring the continuation of the festival?

Not important	Fairly important	Neutral	Very important	Absolutely essential
---------------	------------------	---------	----------------	----------------------

13. Will you rent your house out to visitors or tourists while the Aardklop Festival is being held?

Yes	No
-----	----

**14. What benefits do you receive from the festival being held in your city?
(You may choose more than one answer)**

Better infrastructure	Business opportunities	Job creation	Better police protection	Economic boost	Social upliftment	Other specify _____
-----------------------	------------------------	--------------	--------------------------	----------------	-------------------	---------------------

15. If you had R100 to spend would you spend it at Aardklop or on something else?

Aardklop	Sport activities	Movies	Shopping
----------	------------------	--------	----------

16. Do more of your family members and friends visit you during the festival?

Never	Sometimes	Mostly	Always
-------	-----------	--------	--------

17. Do you think the management of Aardklop considers the residents' views when planning the festival for the next year?

Never	Sometimes	Mostly	Always
-------	-----------	--------	--------

18. Do you tell your family/friends they should come to the festival next year (word of mouth)?

Never	Sometimes	Mostly	Always
-------	-----------	--------	--------

SECTION 2: RESEARCH DATA

1. PUSH FACTORS

The following statements refer to the benefits the residents may receive because of people attending the Aardklop National Arts Festival. Please circle **one** number that **best** reflects how **important** each of the following benefits is to you.

During my visit to the Aardklop Festival, I received the following benefits:

	Very un- important	Un- important	Neutral	Important	Very important
1. Spending time with significant others	1	2	3	4	5
2. Being with people who enjoy the same things I enjoy	1	2	3	4	5
3. Meeting new people, building new relationships	1	2	3	4	5
4. I enjoy special events	1	2	3	4	5
5. I enjoy seeing the other people attending the festival	1	2	3	4	5
6. The urge to get away from daily routine	1	2	3	4	5
7. I enjoy festival crowds	1	2	3	4	5
8. Atmosphere at festival	1	2	3	4	5
9. Doing something that impresses others	1	2	3	4	5
10. Experiencing new and different things	1	2	3	4	5
11. Feeling free	1	2	3	4	5
12. Enjoying the company of the people who came with me	1	2	3	4	5
13. Having a feeling of accomplishment	1	2	3	4	5
14. Interacting with my family and friends	1	2	3	4	5
15. Festival is stimulating and exciting	1	2	3	4	5
16. Increasing my feeling of self-worth	1	2	3	4	5
17. Satisfying my curiosity	1	2	3	4	5
18. Giving my mind a rest	1	2	3	4	5
19. Residents' pride and community spirit	1	2	3	4	5
20. Builds a community spirit and makes people feel good	1	2	3	4	5
21. Feeling like a child again	1	2	3	4	5
22. I've been here before and had a good time	1	2	3	4	5
23. It sounds like fun	1	2	3	4	5
24. Having the family do something together	1	2	3	4	5
25. Relief from stress and tension	1	2	3	4	5
26. Desire for change from everyday life	1	2	3	4	5

2. PULL FACTORS

We wish to know what you think of the **entertainment** and **attractions** at the Aardklop Arts Festival. Please show how much you agree with each of the following statements by circling **one** number in **each** statement which **best** reflects your opinion.

How important is each of the following attributes to you at the Aardklop Festival?

	Very un- important	Un- important	Neutral	Important	Very important
1. Enjoy the music /shows/drama/opera	1	2	3	4	5
2. The variety of arts and crafts at stalls	1	2	3	4	5
3. The quality and originality of food at stalls	1	2	3	4	5
4. Sufficient facilities to sit down while browsing	1	2	3	4	5
5. Variety of restaurants in the area	1	2	3	4	5
6. Free entertainment, e.g. music, mime shows	1	2	3	4	5
7. Meeting celebrities	1	2	3	4	5
8. Activities for children	1	2	3	4	5
9. High quality of arts and crafts at the stalls	1	2	3	4	5
10. Enjoy the food	1	2	3	4	5
11. High quality of music/shows/drama opera	1	2	3	4	5
12. Sufficient information about activities at festival	1	2	3	4	5
13. Good transport services to venues	1	2	3	4	5
14. Good arrangements for parking cars	1	2	3	4	5
15. Wide variety of activities and entertainment	1	2	3	4	5
16. High-quality service	1	2	3	4	5
17. Friendly employees	1	2	3	4	5
18. New arts and crafts at stalls	1	2	3	4	5
19. Food outlets that are value for money	1	2	3	4	5
20. Safety and security	1	2	3	4	5
21. Quality of marketing material prior to festival	1	2	3	4	5
22. More things to do at night	1	2	3	4	5

3. LIKES

How important is each of the following festival entertainment activities to you?

	Very un- important	Un- important	Neutral	Important	Very important
1. Performing arts	1	2	3	4	5
2. Dance and movement	1	2	3	4	5
3. Poetry	1	2	3	4	5
4. Children's theatre	1	2	3	4	5
5. Discourse (discussions)	1	2	3	4	5
6. Visual art, exhibitions	1	2	3	4	5
7. Classical music	1	2	3	4	5
8. Choir and ensemble music	1	2	3	4	5
9. Cabaret and music	1	2	3	4	5
10. Rock and jazz music	1	2	3	4	5
11. Experimental movie festival	1	2	3	4	5
12. Only the free entertainment	1	2	3	4	5
13. Arts and craft stalls	1	2	3	4	5

4. SITUATIONAL INHIBITORS

How important is each of the following items in your decision whether or not to take part in the Festival?

	Very un- important	Un- important	Neutral	Important	Very important!
1. Not enough money	1	2	3	4	5
2. Lack of time to attend the festival	1	2	3	4	5
3. Lack of transport to get there	1	2	3	4	5
4. Fear of crime	1	2	3	4	5
5. Crowds are too big	1	2	3	4	5
6. Tickets for shows cost too much	1	2	3	4	5
7. Lack of parking facilities	1	2	3	4	5
8. Too much noise	1	2	3	4	5
9. Higher prices in shops and restaurants	1	2	3	4	5
10. Traffic congestion in streets, crowded restaurants and shopping centres	1	2	3	4	5
11. Disrupts life	1	2	3	4	5
12. Too difficult to arrange free time that suits others going with me	1	2	3	4	5
13. Lack of information	1	2	3	4	5
14. Too far from home	1	2	3	4	5
15. Need to suit my preferences to what the others accompanying me prefer	1	2	3	4	5
16. Influence of friends / family	1	2	3	4	5
17. Too much effort	1	2	3	4	5
18. Lack of self-confidence	1	2	3	4	5
19. Poor service at arts festival	1	2	3	4	5
20. Difficult because of stage in family life cycle	1	2	3	4	5
21. Causes stress	1	2	3	4	5
22. Willingness to pay for arts	1	2	3	4	5
23. No value for money at arts and crafts stalls	1	2	3	4	5
24. People who drink too much at festival	1	2	3	4	5
25. Too many tourists / visitors	1	2	3	4	5
26. Stalls might evolve into a flea market	1	2	3	4	5
27. High cost of attractions and entertainment	1	2	3	4	5

**END: THANK YOU VERY MUCH FOR YOUR KIND CO-OPERATION
ENJOY YOUR DAY**

Dekblad:

VRAELYS OOR AARDKLOP NASIONALE KUNSTEFEEES

SÊ: Hallo daar, my naam is Ek doen navorsing namens 'n student na die gemeenskap se persepsies van en houding jeens die Aardklop Nasionale Kunstefees. Die inligting sal in 'n meestersverhandling vir die Universiteit van Pretoria gebruik word. Sal u omgee om 'n paar vrae oor die fees te beantwoord?

OUDERDOM: _____ (SKRYF WERKLIKE OUDERDOM NEER)	GESLAG	AREA	GEBRUIKER (Q1 +Q2)
18-30 1	Manlik 1	Van Der Hoff Park 1	Ja 1
31-45 2		Grimbeek Park 2	
46 + 3		Mieder Park 3	
		Die Bult Area 4	
INDIEN JONGER AS 18 – SLUIT AF	Vroulik 2	Mooivallei Park 5	Nee 2
		Baillie Park 6	
		Kanonierspark 7	
		Dassierand 8	
		Potch Sentraal 9	
		Suid-dorp 10	

Vraag1: Het u ooit voorheen die Aardklop-fees bygewoon?

INDIEN NEE –MERK DAN “NEE” BY GEBRUIKER
INDIEN JA – VRA VRAAG 2

Vraag 2: U sê u het voorheen die fees bygewoon. In watter van die volgende jare was u daar? (**RESPONDENT KAN MEER AS EEN ANTWOORD GEE**)

Verlede jaar	1	} GEBRUIKER JA
Twee jaar gelede	2	
Drie jaar gelede	3	} GEBRUIKER NEE
Vier jaar gelede	4	

VRAELYS OOR DIE AARDKLOP NASIONALE KUNSTEFEEES

Ons wil graag 'n oorsig verkry van plaaslike inwoners se deelname aan Potchefstroom se Kunstefees. Dit sal net 'n paar minute neem om hierdie vraelys te voltooi. Die inligting sal in 'n proefskrif oor Toerismebeheer aan die Universiteit van Pretoria gebruik word. U samewerking word hoog op prys gestel.

(U telefoonnommer sal streng gebruik word slegs om die onderhoudvoerders te kontroleer – 10% van hulle word later nagegaan)

Tel _____

Naam _____

DEEL 1: ALGEMENE INLIGTING

TREK ASSEBLIEF 'N KRUISIE (X) IN DIE TOEPASLIKE BLOKKIE OM U ANTWOORD AAN TE DUI.

1. Hoe lank woon u al in Potchefstroom?

Minder as 5 jaar	5-10 jaar	10 jaar +
------------------	-----------	-----------

2. Werk u in Potchefstroom?

Ja	Nee
----	-----

3. Indien wel, trek asseblief 'n kruisie in die blokkie langs die toepaslike sektor:

1. Openbare owerheid (bv. stadsraad, vervoer, polisie, brandweer, hospitaal of ambulansdienste)	
2. Verblyf- en spysenieringsdienste (bv. restaurante, gastehuse, hotelle)	
3. Sakesektor (bv. banke, winkels, markte)	
4. Onderwys (bv. universiteite, teknikons, kolleges, skole, crèche)	
5. Professionele dienste (bv. geneesheer, tandarts, prokureur, veearts)	
6. Werk vir u self (bv. tuisteskepper, loodgieter)	

4. Hoe diep is u belangstelling in die kunste en kultuur?

Stel baie belang	Stel redelik belang	Stel nie belang nie	Weet nie
------------------	---------------------	---------------------	----------

5. Dui aan van watter kunstefeeste in Suid-Afrika u bewus is?

Klein Karoo Kunstefees	Grahamstad Nasionale Kunstefees	Spier Somerfees	Noordsee Jazzfees	"Arts Alive"	Witrivier Kunstefees	Ander spesifiseer _____
------------------------	---------------------------------	-----------------	-------------------	--------------	----------------------	-------------------------

6. Hoe dikwels woon u kunstefeeste by?

Nooit	Een keer	Elke jaar	Selde
-------	----------	-----------	-------

7. As u voorheen hierdie fees bygewoon het, hoeveel keer was u reeds hier?

Nooit	Een keer	2 tot 3 keer	Al 4 kere
-------	----------	--------------	-----------

8. Vir hoeveel dae gemiddeld woon u die fees by?

Al 5	4 dae	3 dae	2 dae	1 dag	geen
------	-------	-------	-------	-------	------

9. Gaan u alleen of saam met ander na die fees?

Alleen	Saam met familie	Saam met vriende	Ander	Ek gaan nie fees toe nie
--------	------------------	------------------	-------	--------------------------

10. Hoeveel het u gemiddeld per dag tydens vorige Aardklop-feeste uitgegee?

Kaartjies	R _____
Kuns- en kunsvlytstalletjies	R _____
Voedsel en drank/koeldrank	R _____

11. Sal u weer die fees vanjaar bywoon?

Ja	Nee
----	-----

12. Hoe belangrik dink u is die rol wat plaaslike inwoners speel om te verseker dat die fees voortbestaan?

Redelik belangrik	Onbelangrik	Neutraal	Baie belangrik	Onmisbaar
-------------------	-------------	----------	----------------	-----------

13. Sal u u woning aan besoekers of toeriste tydens die Aardklopfees verhuur?

Ja	Nee
----	-----

14. Watter voordele ontvang u deurdat die fees in u stad gehou word? (U kan meer as een antwoord kies)

Beter infrastruktuur	Sake-geleenthede	Werk-skepping	Beter polisie-beskerming	Hupstoot vir ekonomie	Maatskaplike opheffing	Ander spesifiseer
----------------------	------------------	---------------	--------------------------	-----------------------	------------------------	-------------------

15. As u R100 het om te blaas, sou u dit by Aardklop of op iets anders uitgee?

Aardklop	Sportaktiwiteite	Rolprente	Inkopies
----------	------------------	-----------	----------

16. Kry u besoek van meer van u familielede en vriende tydens die fees?

Nooit	Soms	Meestal	Altyd
-------	------	---------	-------

17. Dink u die bestuurslede van Aardklop slaan ag aan die inwoners se menings by die beplanning van die fees vir die volgende jaar?

Nooit	Soms	Meestal	Altyd
-------	------	---------	-------

18. Vertel u u familie/vriende hulle moet volgende jaar die fees bywoon (mondelingse aanbeveling)?

Nooit	Soms	Meestal	Altyd
-------	------	---------	-------

DEEL 2: NAVORSINGSGEGEWENS

1. STOOTFAKTORE

Die volgende stellings verwys na die voordele aan inwoners weens die mense wat die Aardklop Nasionale Kunstefees bywoon. Omkring asseblief **een** nommer wat die **beste** aandui hoe **belangrik** elkeen van die volgende voordele vir u is.

Tydens my besoek aan die Aardklop-fees, het ek die volgende voordele ontvang:

	Baie on-belangrik	On-belangrik	Neutraal	Belangrik	Baie belangrik
1. Tyd deurbring met mense na aan my hart	1	2	3	4	5
2. Saamwees met mense wat dieselfde dinge geniet wat ek geniet	1	2	3	4	5
3. Ontmoet nuwe mense, bou nuwe verhoudings op	1	2	3	4	5
4. Ek geniet spesiale gebeurtenisse	1	2	3	4	5
5. Ek geniet dit om die ander mense te sien wat die fees bywoon	1	2	3	4	5
6. Die drang om uit die gewone roetine weg te kom	1	2	3	4	5
7. Ek geniet die skare by die fees	1	2	3	4	5
8. Atmosfeer by die fees	1	2	3	4	5
9. Doen iets wat ander mense beïndruk	1	2	3	4	5
10. Ondervind nuwe en verskillende dinge	1	2	3	4	5
11. Gevoel van vryheid	1	2	3	4	5
12. Geniet die geselskap van die mense wat saam met my gekom het	1	2	3	4	5
13. Die gevoel dat ek iets bereik het	1	2	3	4	5
14. Interakse met my familie en vriende	1	2	3	4	5
15. Fees is prikkelend en opwindend	1	2	3	4	5
16. Verhoog my gevoel van eiewaarde	1	2	3	4	5
17. Bevredig my nuuskierigheid	1	2	3	4	5
18. Gee my brein 'n blaaskans	1	2	3	4	5
19. Inwoners word trots en kry gemeenskapsgees	1	2	3	4	5
20. Dit bevorder 'n gemeenskapsgees en laat mense goed voel	1	2	3	4	5
21. Laat my weer soos 'n kind voel	1	2	3	4	5
22. Ek was voorheen hier en het dit baie geniet	1	2	3	4	5
23. Dit klink na pret	1	2	3	4	5
24. Geleenheid vir die gesin om iets saam te doen	1	2	3	4	5
25. Dit verlig stres en spanning	1	2	3	4	5
26. Begeerte na verandering in die daaglikse lewe	1	2	3	4	5

2. TREKFAKTORE

Ons wil graag weet wat u mening is van die **vermaaklikheid** en **aantrekkings** by die Aardklop Kunstefees. Dui asseblief tot hoe 'n mate u met elkeen van die volgende stellings saamstem deur **een syfer te omkring** in elke stelling wat u mening die **beste** weergee.

Hoe belangrik vir u is elkeen van die volgende eienskappe van die Aardklop-fee?

	Baie on- belangrik	On- belangrik	Neutraal	Belangrik	Baie belangrik
1. Geniet die musiek/vertonings/drama/opera	1	2	3	4	5
2. Verskeidenheid kuns en kunsvlyt by stalletjies	1	2	3	4	5
3. Gehalte en oorspronklikheid van kos by stalletjies	1	2	3	4	5
4. Voldoende fasiliteite om te sit terwyl mens rondsnuffel	1	2	3	4	5
5. Verskeidenheid restaurante in die gebied	1	2	3	4	5
6. Gratis vermaak, bv. musiek, mimiekvertonings	1	2	3	4	5
7. Ontmoet beroemde mense	1	2	3	4	5
8. Aktiwiteite vir kinders	1	2	3	4	5
9. Hoëgehalte kuns en kunsvlyt by stalletjies	1	2	3	4	5
10. Geniet die kos	1	2	3	4	5
11. Hoëgehalte musiek/ vertonings/ drama/ opera	1	2	3	4	5
12. Voldoende inligting oor feesbedrywighede	1	2	3	4	5
13. Goeie vervoerdienste na feeslokale	1	2	3	4	5
14. Goeie reëlins vir motorparkering	1	2	3	4	5
15. Wye verskeidenheid aktiwiteite en vermaaklikheid	1	2	3	4	5
16. Hoëgehalte diens	1	2	3	4	5
17. Vriendelike werknemers	1	2	3	4	5
18. Nuwe soorte kuns en kunsvlyt by stalletjies	1	2	3	4	5
19. Voedselverkooppunte wat waarde vir geld bied	1	2	3	4	5
20. Veiligheid en sekuriteit	1	2	3	4	5
21. Gehalte van bemarkingstof voor die fees	1	2	3	4	5
22. Meer dinge wat saans gedoen kan word	1	2	3	4	5

3. VOORKEURE

Hoe belangrik vir u is elkeen van die volgende feesvermaaklikhede?

	Baie on- belangrik	On- belangrik	Neutraal	Belangrik	Baie belangrik
1. Uitvoerende kunste	1	2	3	4	5
2. Dans en beweging	1	2	3	4	5
3. Poësie (gedigte)	1	2	3	4	5
4. Kinderteater	1	2	3	4	5
5. Diskoers (besprekings)	1	2	3	4	5
6. Visuele kunste, uitstallings	1	2	3	4	5
7. Klassieke musiek	1	2	3	4	5
8. Koor- en ensemblemusiek	1	2	3	4	5
9. Kabaret en musiek	1	2	3	4	5
10. Rock- en jazzmusiek	1	2	3	4	5
11. Fees van eksperimentele rolprente	1	2	3	4	5
12. Slegs die gratis vermaak	1	2	3	4	5
13. Kuns- en kunsvlytstalletjies	1	2	3	4	5

4. INHIBERENDE SITUASIEFAKTORE

Hoe belangrik is elkeen van die volgende items in u besluit om aan die fees deel te neem al dan nie?

	Baie on- belangrik	On- belangrik	Neutraal	Belangrik	Baie belangrik
1. Nie genoeg geld nie	1	2	3	4	5
2. Gebrek aan tyd om die fees by te woon	1	2	3	4	5
3. Gebrek aan vervoer om daar te kom	1	2	3	4	5
4. Vrees vir misdaad	1	2	3	4	5
5. Skare is te groot	1	2	3	4	5
6. Kaartjies vir vertonings is te duur	1	2	3	4	5
7. Gebrek aan parkeerfasiliteite	1	2	3	4	5
8. Te veel lawaai	1	2	3	4	5
9. Hoër pryse in winkels en restaurante	1	2	3	4	5

	Baie on- belangrik	On- belangrik	Neutraal	Belangrik	Baie belangrik
10. Verkeersophoping in strate, skare by restourante, winkelsentrums	1	2	3	4	5
11. Ontwrig die lewe	1	2	3	4	5
12. Te moeilik om my vryetyd te skik met dié van ander wat saam met my gaan,	1	2	3	4	5
13. Gebrek aan inligting	1	2	3	4	5
14. Te ver van die huis af	1	2	3	4	5
15. Moet my voorkeure aanpas by dié van die ander mense wat saam met my gaan	1	2	3	4	5
16. Invloed van vriende / familie	1	2	3	4	5
17. Te veel moeite	1	2	3	4	5
18. Gebrek aan selfvertroue	1	2	3	4	5
19. Swak diens by kunstefees	1	2	3	4	5
20. Moeilik weens stadium in gesinslewesiklus	1	2	3	4	5
21. Veroorsaak stres	1	2	3	4	5
22. Bereidwilligheid om vir kunste te betaal	1	2	3	4	5
23. Geen waarde vir geld by kuns- en kunsvlytstalletjies nie	1	2	3	4	5
24. Mense wat te veel drank gebruik by fees	1	2	3	4	5
25. Te veel toeriste / besoekers	1	2	3	4	5
26. Stalletjies kan dalk in 'n vlooiemark ontaard	1	2	3	4	5
27. Hoë koste van aantreklikhede en vermaak	1	2	3	4	5

**EINDE: BAIE DANKIE VIR U VRIENDELIKE SAMEWERKING
 GENIET U DAG**

APPENDIX B: Factor analysis results

Appendix B1: Factor table - Push factors

Item	Factors					
	1	2	3	4	5	6
15	.873					
14	.709					
12	.683					
22	.632					
8	.616				.248	
5	.500					
23	.309	.235	.229		-.221	.228
26		.862				
6		.815		-.243		
18		.726				
11		.669	.249			
25	.205	.537		.210		
21	-.264	.471	.409			
7	.214	.397			.217	
17	.228	.382				
16		.344	.257	.248		
4		.280	.207			
9			.902			.314
10	.332		.523			
13			.479	.204		
3	.219		.425		.327	-.229
19				.896		
20				.894		
2					.660	
1	.470				.482	
24				.215		.678

Extraction Method: Principal Axis Factoring. Rotation Method: Promax with Kaiser Normalisation.

A rotation converged in 8 iterations.

Appendix B2: Factor table – Pull factors

Item	Factors			
	1	2	3	4
20	.746		.280	
14	.741			
13	.613		-.298	
12	.610			
15	.536	.410		
16	.530			.241
21	.478		.308	
17	.390		.217	.245
22		.709	-.206	
5		.639		
10		.620		
3		.591	.220	
7	-.236	.511	.237	
19	.319	.466		
6	.262	.353		
4	.221	.277		
9			.798	
2			.784	
8	.272		.508	-.230
18		.292	.473	
1				.815
11				.709

Extraction Method: Principal Axis Factoring. Rotation Method: Promax with Kaiser Normalisation.

A rotation converged in 7 iterations.

Appendix B3: Factor table – Festival activities / attributes

<i>Items</i>	<i>Factor</i>		
	1	2	3
V10	.806		-.398
V11	.603		
V2	.558		
V1	.532		.289
V3	.504		.303
V8		.875	
V7		.801	
V9	.358	.376	
V12		-.266	
V4			.597
V6	.306		.518
V5			.467
V13	.363	-.204	.420

Extraction Method: Principal Axis Factoring. Rotation Method: Promax with Kaiser Normalisation.

A rotation converged in 5 iterations.

Appendix B4: Factor table – Situational inhibitors

Items	Factor				
	1	2	3	4	5
26	.909				
18	.791				
25	.728		-.218		.249
23	.669				
17	.610	.349			
21	.591				
24	.426				.277
8	.401	.277	.225		
3		.748			-.241
1		.650	-.298		
2		.610			.207
5	.298	.522			
22		-.454		.328	
4		.426	-.263	.232	
20	.338	-.406	.338		
16			.792	-.237	.253
15	-.242	-.245	.718		
13	.219		.662		
19			.615	.219	
10				.732	
7	-.270			.680	
11	.204			.665	
12	.335	-.346		.571	
6	-.456			.499	.233
27	.235				.854
9		.374		.290	.394
14	.244		.263		-.384

Extraction Method: Principal Axis Factoring. Rotation Method: Promax with Kaiser Normalisation.

A rotation converged in 7 iterations.

APPENDIX C: Descriptive statistics of push and pull factors, festival activities and situational inhibitors

Appendix C1: Descriptive statistic of the push factors

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
1. Spending time with significant others	119	1.00	5.00	4.2941	.86703
2. Being with people who enjoy the same things I enjoy	119	1	5	4.34	.866
3. Meeting new people, building new relationships	118	1	5	3.86	1.061
4. I enjoy special events	119	1	5	4.22	.772
5. I enjoy seeing the other people attending the festival	120	1	5	4.07	.963
6. The urge to get away from daily routine	120	1	5	4.21	.916
7. I enjoy festival crowds	120	1	5	3.93	1.124
8. Atmosphere at festival	119	1	5	4.35	.732
9. Doing something that impress others	119	1	5	2.68	1.268
10. Experiencing new and different things	120	2	5	4.03	.777
11. Feeling free	120	1	5	3.80	1.097
12. Enjoying the company of the people who came with me	119	1	5	4.40	.806
13. Having a feeling of accomplishment	119	1	5	3.20	1.169
14. Interacting with my family and friends	118	1	5	4.34	.765
15. Festival is stimulating and exciting	120	2	5	4.26	.739
16. Increasing my feeling of self-worth	119	1	5	3.41	1.115
17. Satisfying my curiosity	120	1	5	3.94	.964
18. Giving my mind a rest	120	1	5	3.91	1.029
19. Residents' pride and community spirit	120	1	5	4.07	.936
20. Builds a community spirit and makes people feel good	120	1	5	4.19	.863
21. Feeling like a child again	120	1	5	3.26	1.220
22. I've been here before and had a good time	119	1	5	4.24	.831
23. It sounds like fun	118	1	5	4.08	.869
24. Having the family do something together	120	1	5	3.98	1.021
25. Relief from stress and tension	120	1	5	4.17	.876
26. Desire for change from everyday life	120	1	5	4.13	.875
Valid N (listwise)	112				

Appendix C2: Descriptive statistics of pull factors

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
1. Enjoy the music /shows/drama/opera	120	1.00	5.00	4.3000	.80544
2. The variety of arts and crafts at stalls	120	1	5	4.03	.859
3. The quality and originality of food at stalls	120	1	5	4.17	.843
4. Sufficient facilities to sit down while browsing	119	1	5	3.88	1.091
5. Variety of restaurants in the area	120	1	5	3.94	.964
6. Free entertainment, e.g. music, mime shows	120	1	5	4.40	.782
7. Meeting celebrities	120	1	5	3.43	1.207
8. Activities for children	120	1	5	3.52	1.290
9. High quality of arts and crafts at the stalls	119	1	5	4.11	.964
10. Enjoy the food	120	1	5	4.15	.866
11. High quality of music/shows/drama opera	120	1	5	4.39	.823
12. Sufficient information about activities at festival	120	1	5	4.17	.929
13. Good transport services to venues	120	1	5	3.58	1.206
14. Good arrangements for parking cars	120	1	5	4.02	1.212
15. Wide variety of activities and entertainment	120	2	5	4.45	.684
16. High-quality service	119	1	5	4.34	.848
17. Friendly employees	120	2	5	4.41	.716
18. New arts and crafts at stalls	120	2	5	4.14	.873
19. Food outlets that are value for money	120	1	5	4.33	.832
20. Safety and security	120	1	5	4.22	1.006
21. Quality of marketing material prior to festival	120	1	5	4.25	.802
22. More things to do at night	120	1	5	4.22	.972
Valid N (listwise)	117				

Appendix C3: Descriptive statistics of festival activities

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
1. Performing arts	120	1.00	5.00	3.9000	1.00753
2. Dance and movement	120	1	5	3.78	1.022
3. Poetry	120	1	5	3.27	1.200
4. Children's theatre	119	1	5	3.19	1.367
5. Discourse (discussions)	120	1	5	2.74	1.287
6. Visual art, exhibitions	119	1	5	3.92	1.030
7. Classical music	120	1	5	3.57	1.150
8. Choir and ensemble music	120	1	5	3.41	1.220
9. Cabaret and music	120	1	5	3.71	1.103
10. Rock and jazz music	119	1	5	3.34	1.311
11. Experimental movie festival	120	1	5	3.53	1.152
12. Only the free entertainment	119	1	5	3.88	.984
13. Arts and craft stalls	120	1	5	4.08	.975
Valid N (listwise)	116				

APPENDIX D: Supplementary analysis of items

Appendix D: Correlations between items

Push factors

Correlations

		Family togetherness	Socialisation	Escape	Event Novelty	Community Pride	Selfesteem
Family togetherness	Pearson Correlation	1	.555*	.454*	.587*	.444*	.276*
	Sig. (2-tailed)	.	.000	.000	.000	.000	.002
	N	120	120	120	120	120	120
Socialisation	Pearson Correlation	.555*	1	.638*	.770*	.355*	.460*
	Sig. (2-tailed)	.000	.	.000	.000	.000	.000
	N	120	120	120	120	120	120
Escape	Pearson Correlation	.454*	.638*	1	.678*	.408*	.589*
	Sig. (2-tailed)	.000	.000	.	.000	.000	.000
	N	120	120	120	120	120	120
Event Novelty	Pearson Correlation	.587*	.770*	.678*	1	.416*	.623*
	Sig. (2-tailed)	.000	.000	.000	.	.000	.000
	N	120	120	120	120	120	120
Community Pride	Pearson Correlation	.444*	.355*	.408*	.416*	1	.339*
	Sig. (2-tailed)	.000	.000	.000	.000	.	.000
	N	120	120	120	120	120	120
Selfesteem	Pearson Correlation	.276*	.460*	.589*	.623*	.339*	1
	Sig. (2-tailed)	.002	.000	.000	.000	.000	.
	N	120	120	120	120	120	120

** . Correlation is significant at the 0.01 level (2-tailed).

Pull factors

Correlations

		Entertainment	Food and Beverage	Information and marketing	Transport
Entertainment	Pearson Correlation	1	.669*	.497*	.494*
	Sig. (2-tailed)	.	.000	.000	.000
	N	120	120	120	120
Food and Beverage	Pearson Correlation	.669*	1	.482*	.506*
	Sig. (2-tailed)	.000	.	.000	.000
	N	120	120	120	120
Information and marketing	Pearson Correlation	.497*	.482*	1	.600*
	Sig. (2-tailed)	.000	.000	.	.000
	N	120	120	120	120
Transport	Pearson Correlation	.494*	.506*	.600*	1
	Sig. (2-tailed)	.000	.000	.000	.
	N	120	120	120	120

** . Correlation is significant at the 0.01 level (2-tailed).

Festival activities (attributes):

Correlations

		Performance	Music	Arts
Performance	Pearson Correlation	1	.498*	.669*
	Sig. (2-tailed)	.	.000	.000
	N	120	120	120
Music	Pearson Correlation	.498*	1	.391*
	Sig. (2-tailed)	.000	.	.000
	N	120	120	120
Arts	Pearson Correlation	.669*	.391*	1
	Sig. (2-tailed)	.000	.000	.
	N	120	120	120

** . Correlation is significant at the 0.01 level (2-tailed).

Situational Inhibitors:

Correlations

		Time and Money	Synchronizing with others	Accessibility/Transport	Social problems	Fear
Time and Money	Pearson Correlation	1	.426*	.573*	.621*	.582*
	Sig. (2-tailed)	.	.000	.000	.000	.000
	N	120	120	120	120	120
Synchronizing with others	Pearson Correlation	.426*	1	.496*	.679*	.689*
	Sig. (2-tailed)	.000	.	.000	.000	.000
	N	120	120	120	120	120
Accessibility/Transport	Pearson Correlation	.573*	.496*	1	.638*	.592*
	Sig. (2-tailed)	.000	.000	.	.000	.000
	N	120	120	120	120	120
Social problems	Pearson Correlation	.621*	.679*	.638*	1	.804*
	Sig. (2-tailed)	.000	.000	.000	.	.000
	N	120	120	120	120	120
Fear	Pearson Correlation	.582*	.689*	.592*	.804*	1
	Sig. (2-tailed)	.000	.000	.000	.000	.
	N	120	120	120	120	120

** . Correlation is significant at the 0.01 level (2-tailed).

APPENDIX E: Qualitative interviews

Appendix E1: Interview with management of Aardklop Festival

Qualitative research: 12 March 2002

Interview 1

Giep van Zyl

Objective

To get a general understanding of the Aardklop National Arts Festival. The focus is more generalised rather than specific to the host community as such. The researcher needs to get a holistic view of initial and current strategies as well as thought processes.

General information

1. What is the Aardklop National Arts Festival?
2. What does the word "Aardklop" mean?
3. What was the initial thought process of establishing such a festival?
4. What were the key motivation factors and drivers during this initial process?
5. What is the mission/vision/objectives of the festival and is it currently still in-line with the initial guidelines?
6. What is the core goal and desired outcome of the festival?

Financial information

1. Are you a profit or non-profit driven organisation, and how does this impact on the overall profitability?
2. How is the festival funded?
3. Which factors / side events do you perceive as "money spinners"?
4. How do you mainly generate your revenue?
5. How do you measure your ROI?
6. How do you increase your projected income from one year to the next e.g. higher ticket sales?
7. What is the process of financial feedback / reporting?

Human resources

1. What is the organisational structure of the festival e.g. simple/functional/network?
2. What is the level of participation on the broader managerial structure?
3. Please discuss the HR planning process e.g. job analyses, recruitment, selections, volunteers.
4. Are there any HR legal implications to consider during the planning / execution of the festival?
5. Please discuss the structure of your managerial strategic sessions.

Host community

1. What is your perception regarding ownership of the local community / stakeholders?
2. What is your protocol in working with the host community?
3. What is your relationship with the town council / local authorities, etc.
4. What do you perceive as being key physical and environmental impacts?
5. Are you considering "greening issues" during the planning of every year's event?
6. What is your policy on waste management and recycling – keeping Potchefstroom clean?
7. What measurements are in place for management of crowds?

8. Do you think that the Aardklop Festival can be perceived as a catalyst for developing tourism in the host community?
9. What are the economic benefits to the host community?
10. Do you think there is a difference in perception regarding participants and non-participants in the host community?
11. What positive “greening” outcomes relevant to the host community have evolved since the first Aardklop up to now?
12. What are the expectations of the host community in your opinion?
13. How do you experience the host community’s perception of the festival?
14. Are the organisers aware of any + and - impacts on different subgroups within the host community? Do you not ignore the minority groups?
15. The festival is hosted in a residential area, do you get special permission to host the festival on the terrain?

Marketing

1. Who are your target markets?.
2. Do you have a holistic marketing approach or more segmented to accommodate all your identified segments? Please specify if the latter is relevant.
3. What marketing channels do you use?
4. What is the perception of the media regarding the festival?
5. Do you benchmark against other festivals, if so, why and to what extent?
6. Do you use different marketing strategies to attract the local community than when targeting the “out-of-towners”?
7. Do you market locally and internationally – how?
8. What are your USPs (unique selling propositions)?
9. What is the aim of your promotional exercise? Is it aimed at marketing the festival, or at positioning Potchefstroom as a key festival destination?
10. How do you compile your marketing budget?
11. Who does your events planning for the festival and how versatile is it over the years e.g. is it dynamic, based on tourism needs, etc.?
12. How do you evaluate the success of your marketing campaigns individually e.g. printed versus audio.
13. What is your strategy for serving the community from the benefits (tangible or intangible) derived from hosting the festival?

Sponsorships

1. What is the level of host community involvement when it comes to sponsors for the festival?
2. How do you target potential local sponsors?
3. How do you construct your sponsorship?
4. How do you address the needs of the local sponsors?
5. Do they perceive “out-of-town” sponsors as a threat?

Legal implications and logistics

1. Are there any legal implications and how do you deal with them – please address all relevant issues broadly and briefly, such as licences and permits, crowd management and recording.
2. Broadly discuss what you perceive as the key elements of the Aardklop Festival’s logistics accommodation, transport, flow of tourists, signals and signage, transport, the furnishing of theatres, security, cleaning services, toilets, marketing logistics, banners or posters, and whether information should be readily available.

Overall

1. How do you evaluate the success of the festival?
2. Do you have post-festival evaluations?
3. Do you involve key focus groups of the community during these sessions?
4. To whom do you give feedback?
5. What do you think may threaten the sustainability of the Aardklop Festival?
6. Do politics play any role during the arranging of the festival and networking with the host community? How?

Appendix E2: Interview 2 with local residents

Qualitative research: 5 April 2002

Interview 2: Local residents of Potchefstroom

Objective

To get a general understanding of the local residents' attitudes to the Aardklop National Arts Festival. The focus is more specifically on the local residents of the host community of Potchefstroom. In the case of recurring festivals, a lack of support by a majority of the resident population, or even a small minority group, could threaten the festival's existence in future. The researcher needs to get a holistic view of the attitudes that the residents have to the festival.

General information (attitudes)

1. How long have you been staying in Potchefstroom?
2. What is your overall attitude to the festival?
3. Do you attend the festival?

Yes	NO
-----	----

4. For how many days do you attend it?
5. How much money do you spend per day at the festival?
6. What would change your behaviour to spend more money at the festival?
7. Which % of your money will you spend on music, shows, drama versus food, drinks, flea market?
8. Who goes with you to the festival?

Pull factors

1. What attracts you to the festival? Why do you attend? What motivates you to attend? For example shows, music, flea market, food?
2. What do you like most at the festival?

Push factors

1. What pushes you to participate in the festival? For example, socialising, to learn more, escape from home, atmosphere? Intrinsic motivation.

Situational inhibitors (constraints and discomforts)

1. What stops you from participating in the festival?
2. What stops you from spending money at the festival?
3. What do you like least about the festival?
4. Does the management add to the protection of the local residents in terms of crime and safety?
5. Do you experience any discomfort during the festival? For example congestion, noise, lack of parking, disruption, dirty streets?

Local residents in host community

1. What is the overall attitude of the local residents to the festival?
2. Does the festival contribute to the economic well-being of the local residents of Potchefstroom?
3. Does it have a positive or negative impact on the social upliftment of the local residents?
4. Does it affect the quality of life in Potchefstroom?
5. What visible benefits do the local residents receive from the festival?
6. How important do you think is the role of the local residents in ensuring the existence of the festival?
7. Does the festival bind the local residents and add to their community pride?
8. What value does this hold for you?

9. Do you feel the managers of the festival take note of the views of the local residents in planning the event for the next year?

Marketing

1. Do you get an increase in the number of family and friends visiting you during the time of the festival?
2. How does it affect you?
3. Do you think Potchefstroom has a special atmosphere which makes it ideal for staging the festival?
4. Do you think the festival adds to an image of a "mecca for the arts and culture" destination?
5. Does the management provide enough information to residents regarding the festival?
6. Do they give any feedback to local residents after the festival has taken place?
7. Has the festival been marketed properly to the local residents of Potchefstroom?
8. Do you tell significant others about the festival?
9. What do you tell them?

Overall

1. Are you aware of any other festivals in South Africa?
2. Do you attend any other festivals in South Africa?
3. If you are not going to Aardklop where will you go?
4. What pushes and pulls you to go to another festival?

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