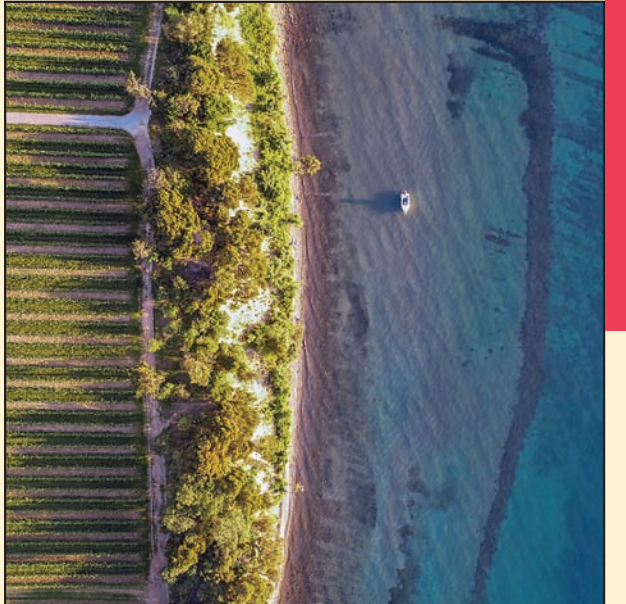


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SOCIAL IMPACTS OF MUSIC FESTIVALS: A COMPARATIVE STUDY OF SZIGET (HUNGARY) AND EXIT (SERBIA)

Vanja Pavluković, Uglješa Stankov, Daniela Arsenović



The main stage of the Exit festival, 2017.

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Social impacts of music festivals: A comparative study of Sziget (Hungary) and Exit (Serbia)

ABSTRACT: Music festivals are often seen as a key driver of the city's economies. Therefore, there is an increasing interest in the impacts associated with them. The aim of this research is to examine residents' perceptions of the social impacts of two European music festivals, Sziget (Budapest, Hungary) and Exit (Novi Sad, Serbia), applying the modified *Festival Social Impact Attitude Scale* and to compare the results using *Importance-Performance Analysis*. Similarities and differences in perceptions of social impacts of two festivals are discussed with the proposition of priorities for destinations. The findings contribute to a deeper understanding of residents' attitudes toward the impacts of festivals and can be utilized by local authorities to increase the positive and reduce the negative impacts of the festival.

KEYWORDS: social impact, music festival, residents' perception, Serbia, Hungary

Družbeni vplivi glasbenih festivalov: Primerjalna študija festivalov Sziget na Madžarskem in Exit v Srbiji

POVZETEK: Glasbeni festivali pogosto veljajo za glavna gonila mestnega gospodarstva, zato se raziskovalci čedalje bolj zanimajo za vplive, povezane z njimi. Cilj te raziskave je na podlagi prilagojene različice ocenjevalne lestvice družbenih vplivov festivalov (angl. *Festival Social Impact Attitude Scale*) preučiti stališča prebivalcev glede družbenih vplivov dveh evropskih glasbenih festivalov – Szigeta v Budimpešti in Exita v Novem Sadu – ter primerjati rezultate z uporabo analize pomembnosti in uspešnosti (angl. *importance-performance analysis*). Avtorji predstavijo podobnosti in razlike v stališčih glede družbenih vplivov obeh festivalov ter predlagajo prednostne naloge za obe mesti. Izsledki raziskave omogočajo boljše razumevanje odnosov prebivalcev do vplivov festivalov, lokalne oblasti pa jih lahko uporabijo za izboljšanje pozitivnih in zmanjšanje negativnih vplivov festivalov.

KLJUČNE BESEDE: družbeni vpliv, glasbeni festival, stališča prebivalcev, Srbija, Madžarska

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1 Introduction

The organization of festivals is one of the fastest-growing segments of the tourism industry (Getz 2010; Lashua, Spracklen and Long 2014; Kim, Duncan and Chung 2015; Bagiran and Kurgun 2016; Getz and Page 2016). Consequently, there is an increasing interest in research on the theme of festivals, specifically in terms of measuring the impacts of festivals on host communities. Getz and Page (2016) highlight that event tourism, and festivals as part of it, are primarily driven by the economic benefits (Dwyer, Forsyth and Spurr 2006; Herrero et al. 2006; Dwyer, Jago and Forsyth 2016), and so much research has been devoted to economic impacts, while other outcomes were neglected for many years. In addition, local authorities and festival organizers focus on the economic benefits of the event, and there is no doubt that they are important, but the social impacts may have an even more profound effect on the local community (Delamere 2001). Recently a fair amount of research (Delamere 2001; Delamere, Wankel and Hintch 2001; Fredline, Jago and Deery 2003; Small and Edwards 2003; Small, Edwards and Sheridan 2005; Small 2007; Rollins and Delamere 2007; Woosnam, Van Winkle and An 2013; Dragičević et al. 2015; Bagiran and Kurgun 2016; Woosnam et al. 2016; Pavluković, Armenski and Alcantara-Pilar 2017) has been conducted concerning the social impacts of festivals. However, Pavluković, Armenski, and Alcantara-Pilar (2017) highlighted that there was a lack of studies comparing the social impacts of similar events between host destinations. Moreover, in many countries, especially in emerging ones, such in the case of Serbia and Hungary, social impacts of events, and specifically festivals, are empirically still underresearched (except the work of Pavluković, Armenski and Alcantara-Pilar 2017).

One of the first scales used to measure residents' perception of social impacts of festivals was the Festival Social Impact Attitude Scale (FSIAS), developed by Delamere (2001) and Delamere, Wankel and Hintch (2001). While FSIAS was firstly used on small community festivals, there was a need to further validate it by testing it in other community types and with different types of festivals (Delamere 2001).

Therefore, the objective of this study is to assess the local residents' perceptions of the social impacts of two large-scale and worldwide popular music festivals, Sziget (Budapest, Hungary) and Exit (Novi Sad, Serbia), using the modified FSIAS. Exploratory factor analysis was carried out in order to determine the underlying factor structure of modified FSIAS. In addition, Importance-Performance Analysis (IPA) was employed to compare the results and to examine the implications of the findings for both festivals' management and destinations that can assist them to develop a focused action agenda to achieve and maintain festivals' sustainability and community support.

As these two festivals take place annually in summer months, attract similar music performers and visitors, they are often seen as competitors. Moreover, the festivals are held in Europe, in neighboring countries that have some similar political and economic settings – post-communist countries that experienced a transition to a market-based economy (Stankov and Dragičević 2015). In this context, the comparative study is of importance.

2 Literature review

2.1 Social impact of festivals

»Festivals are emerging as growing and vibrant sector of the tourism and leisure industries and are seen to have significant economic, sociocultural, and political impacts on the destination area and host groups« (Arcodia and Whitford 2007, 1). According to Getz (2008) festivals produce various outcomes and managers cannot concentrate only on event profitability as a measure of success. Instead, social and environmental impacts of an event should be equally considered (Small et al. 2005; Wood 2005; Reid 2007; Kim and Petrick 2005; Delamere et al. 2001; Fredline, Jago and Deery 2003). However, there are difficulties involved in distinguishing between social, cultural, environmental and economic impacts of the events all of which can have political repercussions (Getz and Page 2016) and affect the quality of life of the host community. Park (2007) defines social impacts as positive or negative changes in social and cultural conditions directly or indirectly resulting from an activity, project, or program. For the purpose of this paper, social impacts are defined as any impacts that potentially affect the quality of life for local residents (Fredline, Jago and Deery 2003). Similarly, Sharpley and Stone (2012) pointed out that the social impacts of events refer to effects on people's life.

There have been significant efforts to create measurement scales in order to assess how residents perceive the social impacts of events. Delamere, Wankel and Hintch (2001), Fredline, Jago and Deery (2003),

and Small and Edwards (2003) developed the most commonly used scales. Fredline, Jago and Deery (2003) developed a scale similar to FSIAS to measure the social impacts of a variety of medium to large-scale events. Small and Edwards (2003) created the Social Impact Perception (SIP) scale with 35 items across six factors which are comparable with factors presented by Delamere (2001) and Fredline, Jago and Deery (2003).

Delamere, Wankel and Hinch (2001) developed FSIAS to be used for the measurement and interpretation of residents' perceptions of the social impacts of community-based festivals. Through exploratory factor analysis and removal of cross loading and low loading items (from 70 to 47 items), two main factors of the scale were determined: social benefits (comprising 21 items – positive impacts) and social costs (26 items – negative impacts) of festivals. Delamere (2001) further refined FSIAS and verified the two-factor scale across 25 items. The social benefits factor comprised items relating to community image, identity, wellbeing, experiencing new things, opportunities to develop new skills. The second factor (social costs) explained a range of items related to overcrowding, traffic, litter, noise and disruption and intrusion into the lives of local residents.

Recently, there has been an increase in the utilization of FSIAS in different community settings and types of festivals. Bagiran and Kurgan (2016) applied original FSIAS in their research on the residents' perceptions of the Foca Rock Festival in Izmir, Turkey. They confirmed the two-dimensional nature of FSIAS (social benefits and social costs) with 35 items in total. Similarly, Woosnam, Van Winkle and An (2013) confirmed the factor structure of the FSIAS utilizing the context of a cultural heritage festival in rural Texas. They found that residents' perceptions of impacts differed across the length of residency and annual household income. Dragičević et al. (2015) assessed Maribor residents' attitudes towards the social impacts of the European capital of culture, using modified FSIAS. They found that residents perceived more positive than negative impacts of the event.

Woosnam et al. (2016) examined perceived social impacts of the annual harvest festival in the rural town of Morden, Manitoba (Canada) on the community as well as the underlying structures of motivations to attend the festival among residents and visitors through modified FSIAS and a newly developed festival-attending motivation scale. Their modified FSIAS had a four-factor structure: social costs (comprised of the same items as in original FSIAS), community benefits, individual benefits (the same as factor social benefits in original FSIAS) and new factor labeled new opportunities. In addition, this was the first study to consider motivations as a predictor of perceived impacts. Pavluković, Armenski and Alcantara-Pilar (2017) utilized modified FSIAS to identify the underlying dimensions of social impacts of two large-scale music festivals, Exit (Serbia) and Sziget (Hungary), and to explore moderation effect of Hofstede's national cultural dimensions on residents' perceptions of impacts of these festivals on their communities. Results reveal the six-factor substructure of FSIAS that represents two main, positive and negative, dimensions of social impacts of large-scale music festivals. In addition, they found that national culture significantly influenced residents' perception of the impacts of the festival on their community.

All the above-mentioned studies call for further testing and modification of FSIAS in order to contribute to the academic literature on the social impacts of the events and on a practical basis to improve the management of festivals. Therefore, this research is of importance.

2.2 Importance-Performance Analysis

Importance-Performance Analysis (IPA) introduced by Martilla and James (1977) is a widely used technique for developing management strategies. IPA identifies attributes for which, given their importance, a product or service underperforms or over-performs. It combines measures of attribute importance and performance into a two-dimensional grid in order to facilitate data interpretation and attain practical recommendations (Dwyer et al. 2016).

Figure 1 illustrates the IPA grid. The Y-axis shows the perceived importance of specific attributes while the X-axis reflects the performance when compared with these attributes. The four quadrants are labeled as follows: Concentrate here, Keep up the good work, Low priority and Possible overkill. In the Concentrate here quadrant, attributes are considered to be very important, but of low performance, meaning that improvement efforts should be concentrated here. In the quadrant labeled Keep up the good work very important attributes with high levels of performance in relation to these activities are concentrated. In the Low priority quadrant, attributes have both low importance and low performance and therefore should not be of management concern. Possible overkill quadrant gathers attributes of low importance and of relatively high performance meaning managers should consider their efforts on these attributes as being overexploited

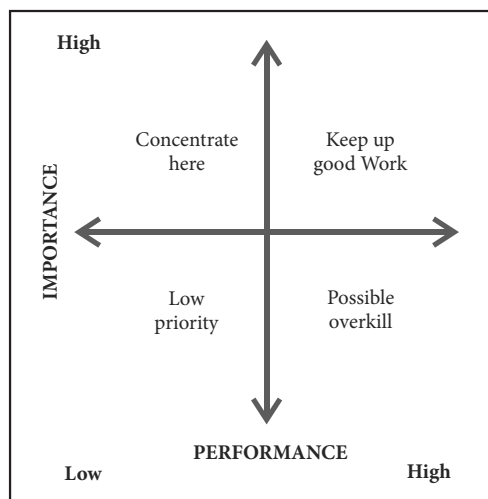


Figure 1: Importance–performance grid (Dwyer et al. 2016).

(Chu and Choi 2000). The standard four quadrants matrix helps stakeholders/managers to identify the areas for improvement and actions for minimizing the gap between importance and performance.

Importance-Performance Analysis has increasingly been applied in tourism contexts, including the hotel industry (Beldona and Cobanoglu 2007; Chu and Choi 2000), travel markets (Murdy and Pike 2012), leisure and recreation (Deng 2007; Chen 2014), tourism destination competitiveness (Dwyer et al. 2013; Dwyer et al. 2015; Dwyer et al. 2016), festival quality and attractiveness (Kim, Ahn and Wick 2014; Choi 2015), transportation (Huang, Wu and Hsu 2006).

3 Methods

3.1 Study site

Exit festival is a summer music festival held annually since 2000 in the city of Novi Sad, Serbia. It started as a student movement fighting for democracy in Serbia, but already in 2001, it became one of the most important music festivals in Europe. The four-day festival takes place on the first weekend of July. It was ranked top 10 best major festivals at European Festival Awards from 2009 to 2013, one of the 10 Best Overseas Festivals at UK Festival Award 2014 and Best Summer Music Festival in Europe for 2016 by travel portal »European Best Destinations« in cooperation with the European Commission. More than 2.5 million people from over 60 countries around the world have visited the festival so far (Internet 1; Pavluković, Armenski and Alcantara-Pilar 2017).

From a student event in 1993 Sziget Festival has become one of the largest summer music events in Europe, held every August in Budapest, Hungary. This seven days festival has had more than 500,000 visitors from over 100 countries in 2016. It was ranked one of the five best festivals in Europe by The Independent in 2011 and is a two-time winner at the European Festivals Awards in the category Best Major European Festival in 2012 and 2015 (Internet 2).

3.2 Research instrument, sampling and data collection

To achieve the objective of the study, a two-step procedure was conducted. First, in order to adopt original FSIAS to the research setting of large-scale music festivals, five academics from Serbia and Hungary who have research experience in tourism and event management were asked to discuss on FSIAS. Based on this discussion, the original scale was refined to suit specific cases of Exit and Sziget festivals. Namely, 20 original items from FSIAS were kept and 11 new items were proposed. The final scale consists of 31 items with good internal consistency ($\alpha = 0.88$).

Second, by using the refined scale, the main survey was conducted among residents of Novi Sad and Budapest, host destinations of Exit and Sziget, in summer months June–September 2014, when festivals are held. The questionnaire used was composed of three sections. The first part included background information of participants. The second part consisted of 31 items – social impacts, for which local residents of Novi Sad/Budapest were asked to evaluate the perceived importance of the impacts when organizing any festival in their community on a five-point Likert scale ranging from 1 (least important) to 5 (most important). In the third part residents evaluated the same 31 items in respect of actual festival performance using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire was prepared in two languages: Hungarian (for respondents from Budapest) and Serbian (for respondents from Novi Sad). It was created using *Google Docs* and distributed electronically. In total 505 usable questionnaires were obtained (301 from Novi Sad and 204 from Budapest). Some authors believe that the assessment will be good only if the sample contains a minimum of 51 units (Bagozzi 1981; Barrett and Kline 1981), while others think that 150–300 observations will be sufficient (Pallant 2011). According to MacCallum et al. (2001), a sample size between 100 and 200 is acceptable. Therefore, the sample size used in this study is adequate for the analyses conducted. The data was processed with the statistical package *SPSS 2.0*.

4 Results

4.1 Respondents' profile

The respondents characteristics are shown in detail in Table 1. In both subsamples, females, younger residents (less than 31) and those who attended the festival evidently show higher interest to take part in the research.

Table 1: Respondents' characteristics.

City/Festival	Novi Sad/EXIT		Budapest/SZIGET	
	Absolute frequencies	(%)	Absolute frequencies	(%)
Gender				
Female	200	66.4	120	58.8
Male	101	33.6	84	41.2
Age				
Less than 31	167	55.5	111	54.4
Between 31–41	92	30.5	56	27.5
More than 41	42	14.0	37	18.1
Years of residence in the cities				
Less than 10 years	76	25.3	68	33.3
Between 10 and 20 years	78	25.9	42	20.6
More than 20 years	147	48.8	94	46.1
Level of Education				
High school	70	23.2	50	24.5
2–years higher education	31	10.3	59	28.9
Graduate studies	133	44.2	54	26.5
Post graduate studies	67	22.3	41	20.1
Attendance at the festival				
Yes	216	71.8	147	72.1
No	85	28.2	57	27.9
Number of times attending the festival				
Never	85	28.2	57	27.9
Once	34	11.3	27	13.3
Two times	27	9.0	32	15.7
Three times	25	8.3	19	9.3
More than three times	130	43.2	69	33.8
Total	301	100.0	204	100.0

4.2 Exploratory factor analysis

To explore dimensions of modified FSIAS exploratory factor analysis was carried out, using the principal component method and Oblimin rotation. The Kaiser–Meyer–Olkin (KMO) overall measure of sampling adequacy (KMO = 0.927) and Barlett's test of sphericity ($p = 0.000$) suggested that the data were suitable for factor analysis. In this study, all factors with an eigenvalue greater than 1 and with factor loadings of more than 0.5 were retained. The results of the factor analysis suggested a two-factor solution, which explained 46.35% of the total variance. The results produced a clean factor structure with relatively higher loadings on the appropriate factors. Most variables were loaded heavily on one factor and this reflected that there was minimal overlap among factors and that all factors were independently structured. Cronbach's α values for each factor were greater than recommended 0.7 (DeVellis 2003), suggesting that the scale used in the survey has considerable reliability (Nunnally 1978).

Table 2: Results of exploratory factor analysis for modified FSIAS.

Factors	Variance explained	Eigen value	Parallel analysis 95 percentile of random Eigenvalues	Cronbach's alfa	Number of items
F1 Social benefits – Positive impacts	32.35	10.027	1.538	0.937	22
F2 Social costs – Negative impacts	14	4.342	1.472	0.863	9

The factors are labeled as in the original FSIAS scale (Delamere 2001): first factor »social benefits«, as it involves 22 items referring to positive impacts of a music festival on the local community, and second factor »social costs« consists of nine items – negative impacts of a festival on the local community. In the following sections, we will discuss each of the items – social impacts of two festivals across two dimensions of scale, positive and negative.

4.3 IPA results

Table 3 shows the mean values of social impacts of music festivals on local communities in relation to importance and performance. For almost each of the impacts, the respondents rated importance relatively highly and consistently higher than performance. In addition, t-test of paired samples was employed in order to test the difference between each festival impact performance and importance mean. Almost all importance and performance means for both festivals were found to be significantly different ($p < 0.05$) (see Table 3). Interestingly, for both groups of respondents, there is no statistically significant difference in evaluating the importance and performance of impact labeled P3. In addition, this social impact of both festivals demonstrates strong performance. Further, the data were transferred to the IPA grid presentation in order to provide easier interpretation and discussion of the results and comparison of the festivals.

Figure 2 and Figure 3 are constructed using data means (the mean scores of importance and performance across all 31 social impacts) as the intersection point of the x (performance) and y (importance) axes. For easier interpretation, positive impacts are labeled P1–P22 and negative impacts N1–N9 (see Table 3).

Almost all of the negative impacts (except two) of Exit festival are located in Low priority or Possible overkill quadrants, while most of the positive impacts are in Keep up good work and Concentrate here area, meaning that respondents from Novi Sad are more focused on positive impacts of the festival. This is consistent with the literature in general, which emphasizes that local communities are more aware of festival benefits to the community. In the case of the Sziget festival, the benefits and costs are more dispersed among quadrants, and we assume a higher level of tourism development and event industry.

Table 3: Descriptive statistics of the importance and performance of social impacts of festivals and t-test paired samples.

Impacts	EXIT				SZIGET			
	I	P	t	p*	I	P	t	p*
P1 Festival enhances image of the community	4.59	4.40	-3.828	0.000	3.64	3.57	-0.729	0.467
P2 Community identity is enhanced through festival	4.47	3.89	-8.825	0.000	3.41	2.87	-6.512	0.000
P3 Hosting festival improves promotion of the city internationally	4.66	4.73	1.803	0.072	4.42	4.44	0.291	0.771
P4 Festival enables local community to present itself to others (visitors) as special and unique	4.38	4.09	-4.430	0.000	3.78	3.64	-1.601	0.111
P5 Festival acts as a showcase for new ideas for the locals	4.46	3.76	-11.116	0.000	4.00	3.36	-7.246	0.000
P6 Festival contributes to sense of community well-being	4.24	2.89	-19.271	0.000	4.00	3.11	-6.166	0.000
P7 Community feels a sense of pride due to hosting festival	4.37	3.75	-10.224	0.000	3.70	3.50	-7.367	0.000
P8 Festival has ongoing positive cultural impact on community	4.41	3.81	-11.594	0.000	4.18	3.51	-6.462	0.000
P9 Festival improves the quality of life in community	4.57	3.03	-16.970	0.000	4.13	2.57	-11.810	0.000
P10 Festival provides residents with opportunity to learn new things	4.33	3.58	-9.936	0.000	3.64	3.05	-6.498	0.000
P11 The local community has a chance to meet festival performers	4.30	3.04	-8.325	0.000	3.75	3.11	-3.911	0.000
P12 Local community is exposed to a variety of cultural experiences through festival	3.69	3.92	-6.576	0.000	3.50	3.65	-3.136	0.002
P13 Local community gains positive recognition as a result of festival	4.35	3.70	-7.847	0.000	3.96	3.26	-9.043	0.000
P14 Festival provides new job opportunities for residents	4.45	3.63	-11.702	0.000	4.41	3.72	-7.725	0.000
P15 Due to hosting the festival, residents have the opportunity for additional income	4.53	4.31	-4.230	0.000	4.52	3.75	-9.022	0.000
P16 Festival is of great importance for exploring the local culture by visitors	4.60	3.95	-10.365	0.000	4.13	3.13	-9.593	0.000
P17 There is high security level of festival visitors	4.81	3.60	-18.475	0.000	3.36	3.58	2.214	0.028
P18 There is high security level of residents during the festival	4.82	3.55	-19.135	0.000	4.48	3.38	-12.415	0.000
P19 Festival visitors behave properly	4.70	3.28	-20.716	0.000	4.49	3.15	-15.091	0.000
P20 Festival program is rich and diverse	4.71	3.83	-13.407	0.000	4.63	3.79	-10.347	0.000
P21 Local community is involved in the organisation of the festival	4.32	3.21	-15.327	0.000	3.46	2.79	-7.153	0.000
P22 Local community attitudes toward organization of the festival are acknowledged	4.28	2.79	-18.731	0.000	3.98	2.78	-12.354	0.000
N1 Festival leads to disruption in normal routine of residents	3.95	3.18	-7.911	0.000	3.85	3.27	-5.586	0.000
N2 Community facilities are overused	3.38	3.45	0.720	0.472	3.57	3.39	-1.796	0.074
N3 The influx of festival visitors reduced privacy in community	3.56	2.61	-11.142	0.000	3.99	3.18	-9.479	0.000
N4 Community is overcrowded during festival	3.08	3.68	6.266	0.000	3.34	3.11	-2.131	0.034
N5 Local traffic increases to unacceptable levels	3.52	3.01	-5.865	0.000	3.48	2.90	-5.837	0.000
N6 Noise levels increase to an unacceptable level	3.33	3.71	4.599	0.000	3.77	2.84	-9.136	0.000
N7 Litter increases to unacceptable levels	4.52	3.44	-12.915	0.000	4.10	2.99	-11.935	0.000
N8 Prices of products and services increases	4.16	3.69	-5.404	0.000	4.14	3.11	-9.644	0.000
N9 Crime in community increases	4.78	2.59	-28.928	0.000	4.59	2.25	-24.708	0.000
Mean value of whole scale (for all items)	4.23	3.55			3.95	3.25		

Note: I – mean value of Importance, P – mean value of Performance, *p < 0.05

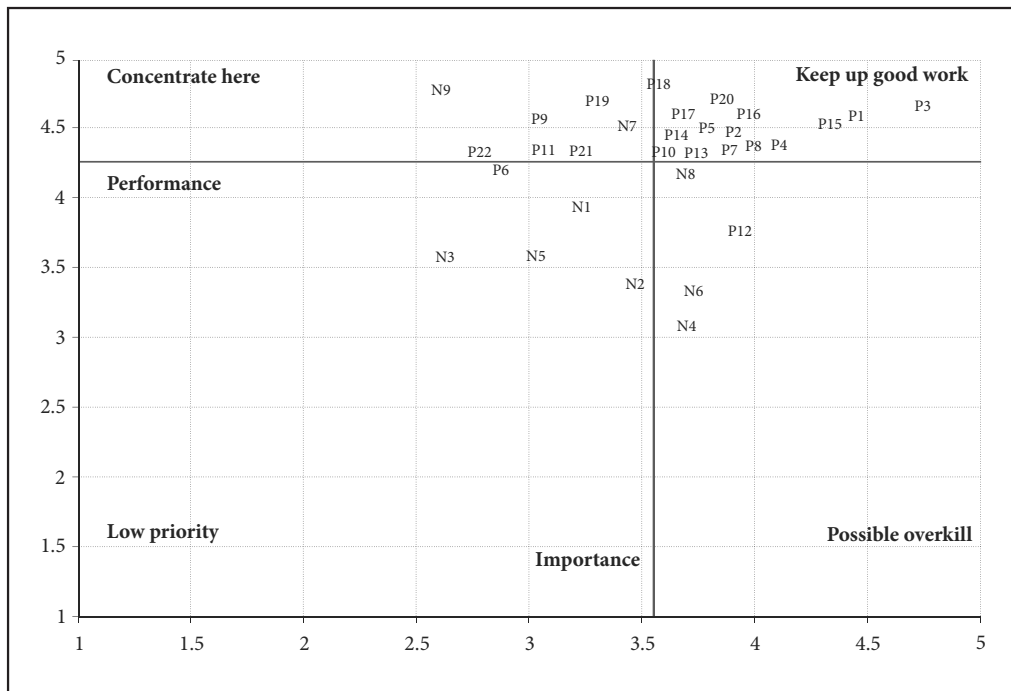


Figure 2: IPA grid for the Exit festival.

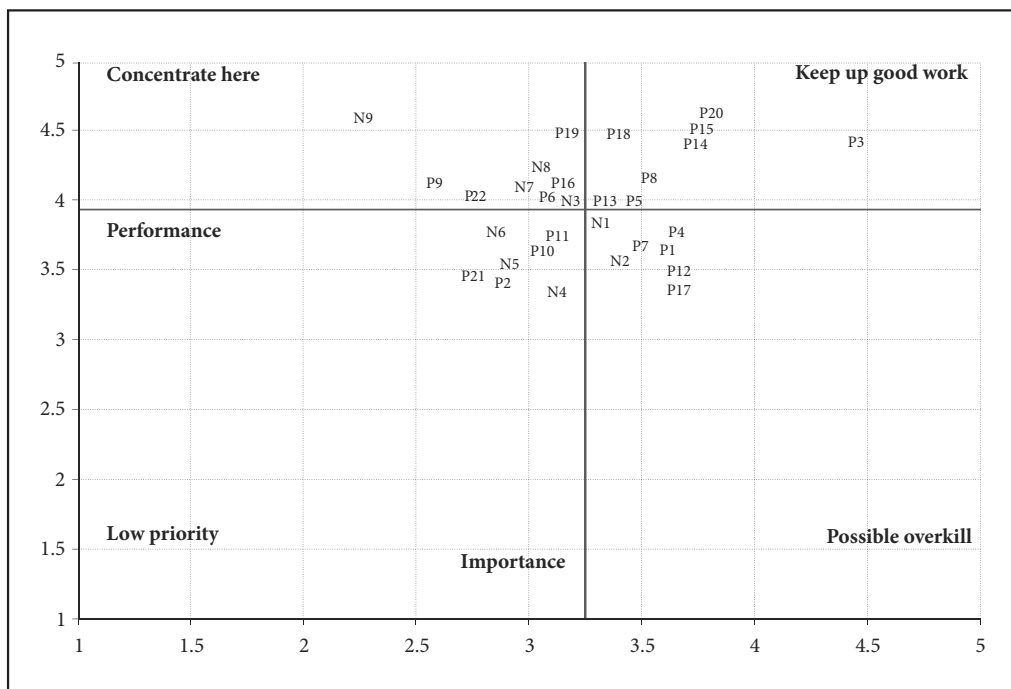


Figure 3: IPA grid for Sziget festival.

5 Discussion

5.1 Social impacts of Exit and Sziget in common

In this section, the social impacts of Exit and Sziget, which are located in the same IPA quadrants (see Table 4), will be discussed in order to highlight festivals' similarities. Both sets of respondents from Novi Sad and Budapest nominated eight positive impacts of festivals as combining relatively high importance and performance.

Table 4: Social impacts of Exit and Sziget located in the same IPA quadrants.

IPA Quadrant	Impact of festival
Keep up the good work	P3 Hosting festival improves the promotion of the city internationally
	P5 Festival acts as a showcase for new ideas for the local community
	P8 Festival has an ongoing positive cultural impact on the community
	P13 Local community gains positive recognition as a result of the festival
	P14 Festival provides new job opportunities for residents
	P15 Due to hosting the festival, residents have the opportunity for additional income
	P18 There is the high-security level of residents during the festival
	P20 Festival program is rich and diverse
Concentrate here	P9 Festival improves the quality of life in the community
	P19 Festival visitors behave properly
	P22 Local community attitudes toward the organization of the festival are acknowledged
	N7 Litter increases to unacceptable levels during festival
Low priority	N9 Crime in community increases during the festival
	N5 Local traffic increases to unacceptable levels
Possible overkill	P12 Local community is exposed to a variety of cultural experiences through the festival

That festival program is rich and diverse and adds entertainment opportunities for the community is consistent with recent awards both festivals got an increased number of visitors. In this field, festival organizers should keep up the good work. Respondents in both destinations affirmed the importance of residents' safety during the festival, which was expected as safety risks are associated with outdoor music festivals. Research suggests that safety and security are fundamental requirements for tourism destination competitiveness (Dwyer and Kim 2003) as well as for festivals' sustainability. It seems that so far Exit and Sziget have performed well with respect to residents' safety and should continue in the same manner.

Affirmation by both sets of respondents that Exit and Sziget festivals provide new jobs and additional income opportunities is consistent with research literature emphasizing the capacity of festivals to generate increased revenues and job opportunities for locals (Dwyer, Forsyth and Spurr 2006). This is specifically important for countries like Serbia and Hungary where average wages are among the lowest in Europe (Stankov and Dragičević 2015; OECD 2016).

That hosting festival improves the promotion of the city internationally was another benefit of festivals. Both festivals have been attracting an increasing number of people from different parts of Europe as well as from other continents in the past decade (Nagy and Nagy 2013). Namely, the number of foreign visitors in both, Novi Sad and Budapest increased in July and August, months when festivals are held. Both festivals emerged from small local events to multicultural European music festivals. In addition, the impact of festivals on the promotion of cities and consequently tourism development is well documented in the literature on festivals (Getz 2008; Montgomery 2007).

Findings that local communities gain positive recognition as a result of festivals and that both festivals have an ongoing positive cultural impact on host communities are consistent with research literature (Bowdin et al. 2006; Gursoy, Kim and Uysal 2004).

Five impacts of festivals fall into Concentrate here category for both Exit and Sziget. It seems that both festivals management together with local authorities should focus on decreasing crime rates during festivals, solving environmental issues (increased garbage in public areas) and controlling the behavior of festival visitors. The literature emphasizes that the delinquent behavior of festival visitors in the long-term impacts residents' support for the festival and the image of destination (Deery and Jago 2010), as well as the quality of life in the community. Residents' attitudes toward festivals are of great importance as the local community is directly involved in creating an experience for visitors and furthermore, their support for the event will probably affect the festival sustainability (Gursoy and Kendall 2006). Festivals' management and local authorities should acknowledge that there could not be a successful festival unless the community is involved in it (Mason 2015).

Both sets of respondents accorded low-priority to traffic jams during the festival. Since Exit and Sziget last a few days, the residents of both cities may not think that festivals can create any major traffic problems in a few days period. Local residents are willing to accept short-term irritation (such as traffic and parking problems) as they are aware of numerous benefits that festivals generate (Deery and Jago 2010).

5.2 Differences in social impacts priorities of Exit and Sziget

There are a large number of benefits and costs of Exit and Sziget festivals valued differently by the two sets of respondents. We herein focus on Keep up the good work and Concentrate here categories since these have important implications for the action agenda of festival management and tourism leaders in each destination.

Respondents from Novi Sad consider that Exit is performing well in respect of several impacts of relatively high importance. They identified high performance in the enhancement of community image, which is consistent with literature that emphasizes the role of the festival in improving the place's image (Getz 2008; Van den Berg 2012). In contrast, respondents from Budapest placed this impact in a Possible overkill quadrant, which was expected as Budapest has already created an image as a travel and event destination.

In addition, respondents from Novi Sad allocated several benefits of the festival (enhancement of community identity, sense of pride, opportunity to learn new things, the high-security level of festival visitors) to Keep up good work quadrant while respondents from Budapest placed them into Possible overkill and Low priority quadrant.

These differences could be due to slightly different tourism development stages of hosting destinations. Budapest is the most populous city in Hungary, with about 1.7 million inhabitants and more than 3 million tourists in 2017, while Novi Sad is a smaller community with about 300,000 residents and 130,000 tourists in 2014. According to Pizam (1978), tourism concentration on a destination area leads to negative attitudes toward tourists and tourism in general. The differences in population and in the number of tourists in Budapest and Novi Sad could affect both communities' attitudes towards benefits of festivals, meaning residents of Novi Sad perceived more benefits of festivals than residents of Budapest. Respondents from Budapest think more efforts should be made towards presenting the local culture to the festival visitors.

Respondents from Novi Sad indicated two impacts of the festival that deserve priority: the local community should be involved in the organization of the festival and should have a chance to meet festival performers. However, these are low priorities for respondents from Budapest. In the case of Serbia, these results are not surprising as younger respondents with less than 31 years old make more than half of the sample in this research, and they are usually willing to socialize and meet new people, specifically festival performers, which bring excitement to their everyday life and create positive memories related to festival.

Interestingly, the respondents from Novi Sad affirmed that Exit festival management and local authorities should concentrate on involving the local community in the festival organization and should acknowledge community's attitudes, which is consistent with general opinion in the research literature (Arcodia and Whitford 2007; Gursoy and Kendall 2006; Mason 2015). Both festivals' management should concentrate on collaboration with community and consultation before, during and after the festival, in order to provide community well-being and its support for the festival in long terms (Arcodia and Whitford 2007).

Respondents from Budapest emphasized as priority area the festival's contribution to the sense of community well-being. However, respondents from Novi Sad regard it as a low priority, which is not in accordance

with the positive impacts of the Exit festival located in Keep up good work quadrant that altogether contribute to community well-being. In addition, it is inconsistent with the growing evidence in the literature that festivals have public good aspect beyond generating revenue (Getz and Page 2016).

Respondents from Hungary indicated two negative impacts of the festival, which should be in the focus of local authorities. The research literature indicates that like any other type of tourism development, festivals generate an increase in prices of goods and services and overcrowding in streets and public places, which affects residents' privacy (Gursoy, Jurovski and Uysal 2002; Tosun 2002). For the Exit festival, these impacts are located in Low priority and Possible overkill category. A number of researchers who examined the link between the perception of negative impacts and the support for tourism development reported that there was a negative relationship between negative impacts and residents' perceptions of tourism development (Gursoy, Jurovski and Uysal 2002; Tosun 2002).

6 Conclusion

This study has presented and discussed the social impacts of two famous European music festivals Exit and Sziget on their communities using modified FSIAS and IPA. So far, there was a lack of studies comparing the social impacts of similar events between host destinations with an exception to the work of Pavluković, Armenski and Alcantara-Pilar (2017). Moreover, this study was conducted in response to recent calls for further testing and modification of FSIAS in different settings.

The paper has theoretical and practical contributions. First, it expands the body of knowledge on the social impacts of festivals. Then, it validates the usage of FSIAS in a novel context of large-scale festivals in urban communities. The scale can still produce reliable results even if slightly modified and utilized in different environments. The results of exploratory factor analysis show the acceptable and meaningful two-factor structure of modified FSIAS, as in Delamere et al. (2001) original FSIAS. In addition, this study seeks to encourage the use of IPA in geography, specifically urban and social, as this technique is widely used in a tourism context. Also, within urban social geography, considerable effort has been directed to assessing the quality of life and urban environmental quality (Pacione 2003). Given the importance of social impacts of festivals on the quality of every-day life for local residents and on the urban space, this paper contributes to the body of knowledge in urban social geography field.

The results have practical implications for festival/urban destination management in each community. Namely, the paper discussed similarities and differences between two festivals proposing the priorities for each festival/destination management implied by IPA results. Strong areas of both festivals were determined as well as those that should be improved by festivals' management and local authorities in order to maximize benefits and minimize the costs of hosting the festival. In addition, low priority or possible overkill points are defined and should not be ignored as they can largely influence both community wellbeing and the sustainability of the festival itself. It is the social impact in Concentrate here quadrant that deserves special emphasis by festival organizers.

As with any research, limitations exist that need to be discussed. Although two countries have a common history of being communist countries, differences exist in their level of economic and tourism development, and in the transition to a market-based economy, which affects the respondents' perceptions of festival impacts. Cultural differences also exist and may well impact on the study results (see Pavluković, Armenski and Alcantara-Pilar 2017).

Although it was not the purpose of this study to examine whether sociodemographic variables and previous attendance at the festival affect residents' perceptions of social impacts, a description of survey samples from Novi Sad and Budapest may potentially shed light on the findings. For instance, more than 50% of the respondents in both samples are females and younger (under the age of 31), and more than 70% of the respondents in both samples attended the festival. Perhaps such a high level of the respondents who attended the festival, and specifically younger respondents who are usually in favor of music festivals, affect the perception of positive and negative impacts of the festival. Therefore, future research would need to examine this speculation. In addition, Small (2007) and Woosnam, Van Winkle and An (2013) note that within any given community residents will perceive the same impact in different ways based on their personal background whether it is from previous festival participation, sociodemographic and socio-economic classification.

Since most of the researchers use the quantitative approach in examining perceptions of social impacts of festivals, further research orientations could be towards a qualitative approach (e.g. interviews with the representative stakeholders and/or focus groups).

As perceptions of the impacts of the festival are not static and the festival itself changes, it would be interesting to see how perceptions of festival impacts change over time in a longitudinal study. To the authors' knowledge, this has rarely been done by researchers and festival organizers, although it can provide valuable information for the festival and destination management.

Despite the abovementioned limitations of the work, findings from this study support the use of FSIA and make a significant contribution to understanding residents' attitudes toward the social impacts of large-scale music festivals.

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