

Event / Festival Impact Theory – Social

[Bowdin (2006) adapted from Hall 1989]

- **Positive**

Shared experiences, Revitalised Tradition,
Community Pride, Community Participation,
Reinforcing Heritage / Culture.....

- **Negative**

Community Alienation, Manipulation of Community,
Poor Community Image, Bad Behaviour, Loss of
Community Control, Community Resistance.....

Event / Festival Impact Theory - Economic

- **Positive**

Destination Improvement, Extended Length of Stay,
Higher Yield, Inward Investment, Job Creation, Business
Opportunities – Commercial Activity.....

- **Negative**

Loss of Authenticity, Damage to Reputation,
Exploitation, Inflated Prices, Financial Loss, Lack of
Political Accountability.....

Event / Festival Impact Theory - Environmental

- **Positive**

Showcasing the Country / Area, Best Practice Models, Increasing Environmental Awareness, Infrastructure Legacy, Improved Transport Networks, Urban Transportation.....

- **Negative**

Environmental Damage, Pollution, Destruction of Heritage, Noise Disturbance, Traffic Congestion.