

THE ROLE OF FESTIVALS IN CONTRIBUTING TO THE
DEVELOPMENT OF SOCIAL CAPITAL:
A STUDY OF DUBAI SUMMER SURPRISES FESTIVAL

by
Amal Alharbi



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by
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Presented as part of the requirement for the award of MA Degree in Sustainable Leisure
Management within the Department of Recreation and Tourism Management at
Vancouver Island University

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DECLARATIONS

This thesis is a product of my own work and is not the result of anything done in collaboration.

The role of festivals in building social capital , Amal Alharbi



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I agree



Amal Alharbi

THESIS EXAMINATION COMMITTEE SIGNATURE PAGE

The undersigned certify that they have read, and recommend to the Department of Recreation & Tourism Management for acceptance, the thesis titled “*Add Title Here*” submitted by *Your Name Here* in partial fulfillment of the requirements for the degree of Master of Arts in Sustainable Leisure Management.



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ABSTRACT

This study focuses on the role the Dubai Summer Surprises Festival (DSSF) plays in generating social capital. It seeks insights and tests if a festival can build the stocks of social capital: social trust, networking and reciprocity. The event industry is one of the biggest, most lucrative industries within tourism but the contribution of events to social capital is not well researched. Therefore, to gain more understanding of social capital and its impact through events, this study explored: a) residents' perceptions of how social capital is positively impacted by DSSF; b) residents' perceptions of possible negative outcomes of DSSF; c) how perceptions of social capital and negative outcomes are influenced by age, gender, length of residence, and participation in DSSF; d) the practical implications of this study for festival managers (policy and practice).

A public survey was conducted in Dubai during the festival in August 2015, with a random sample of 345 people. Based on the responses of residents who participated in the study, the findings indicate that the festival has been a generator of social capital stocks. The residents had only minor concerns about possible negative outcomes of the festival. There was no direct relationship between the gender of participants and the production of social capital nor the age or period of residency, however, level of participation did play a role in the enhancement. Other themes emerged such as: collaboration, regional development and collective action.

Lastly, a number of recommendations for future studies and the industry were identified. These could help the event and festival industry to move forward by providing education or implementing further social practices to maintain events in a more socially sustainable and competitive level.

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Additional thanks to the residents of Dubai who took the time and effort during busy and fun days to contribute to this research. I deeply appreciate it. Also, a special thanks to my family, and especially my dad who has always been by my side, encouraging and inspiring me to be the change agent I am today, creating the type of transformation that I want to see in the world.

Maybe the concept of social capital is not going to solve all the world's problems, but it will be a contribution towards generating the type of world people want to live in, where communities are resilient, united and civilized, and collective good is prioritized.

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CHAPTER ONE

INTRODUCTION

The purpose of this chapter is to provide a brief explanation for this thesis. The topic will include the focus of this study, and main research objectives. In this study, and the location for the data collection will also be demonstrated. The main research objectives will be mentioned to give more clarity for this thesis direction.

Humans are social animals, they have an intrinsic sense and desire for sociability that needs to be fulfilled in order to maintain a healthy, balanced and joyful life. Festivals and events have their own deep rooted value and they are a world in themselves, beyond the reality of daily society (Giambrone, 2011).

In the past, daily routines were constantly mixed with festivals and carnivals in Europe, even prior to the industrial revolution (Shone & Parry, 2004). Some community festivals have a way of bringing people from different cultures, races, communities, and genders together through common passions (Stettler, 2011). A significant amount of literature has been involved in describing the growth of festivals, in particular, the roles that festivals play in enhancing the local culture and tourism, and in maintaining history, leisure and recreation (Long & Perdue, 1990). Festivals can be considerable assets to sustainable development in multiple ways; they have the power to strengthen the economic development of the places where they take a place and they support communities by generating massive revenue, as well as helping communities to promote a greater sense of community, place and identity (Stettler, 2011).

Planned events are vibrant social events established for a particular type of outcomes associated with the economy, environment, business and society (Getz, 2012). According to

Getz, (2012), all planned events get classified either as festivals, fairs, or conferences, etc. These shapes of planned events come from a mixture of several “ programmic elements of style”, and this means a distinctive way of making things in order to generate a unique event (Getz, 2012). For example, the hallmark of a conference is a learning communicative gathering mechanism , and for a festival a celebration that is presented in a theme (Getz, 2012).

However, the term festival is usually utilized a lot and misused as well. Festivals have been characterized by Ekman (1999) as events where joint individuals show their attachment to a community or location, also a place where people could have the chance to celebrate a common historic or cultural background which establish communication, socialization, and sustainability (Quinn, 2005). Robinson et. al (2004) argued that festivals are likely or ideally would mirror the culture of the locals, have turned to an aspect of cultural tourism, they appear to overlook the reasoning of celebrating , or the meaning behind it (Getz, 2012). The word festival has turn to a marketing expression used by the public as well as private sectors for broad range of events for the purpose of drawing attention and engagement to their cultural products (Richards & Palmer, 2012). This raises the question about DSS festival as its based around a vision of “ Dubai 2020”. In this vision, under the law concerning the Dubai Corporation for Festivals and Retail Sector Promotion , one of the main objectives is to promote Dubai as a regional and international place for conducting festivals in order to attract tourists, reinforce the economy of the UAE and the retail sector specifically (UAE, Government of Dubai Legal Affairs Department, 2013). In addition, with a collaboration of expert entities, there is an aim to advertise festivals and the retail sector at the local , regional and international scale , as well as coordinating with different economic sectors in the country to engage sponsorship and businesses for festivals (UAE, Government of Dubai Legal Affairs Department, 2013).

Dubai Summer Surprises festival based around a (2020 Vision) is an explicit function of the Dubai department of Tourism and Commerce for specific strategic goals. However, DSS festival reflects a festivity meaning as a planned event. According to Getz,(2012), festivals has been mostly minimized to a public entertainment programme , as well as a unique duration for activities and fun. DSS festival reflects a festival nature as it has many activities that go beyond shopping to include cultural music, concerts, street celebrations, fireworks, desert camps. Also, it fits the traits that Getz (1991) highlighted as the main characteristics for defining festivals as including the following elements: the main purpose of an event should be the celebration or display of a specific theme; it should be open to the public; an event can take place annually or less frequently; opening and closing dates predetermine the length of an event; an event or festival should encompass one or more separate activities that includes but is not limited to dance, music, food, arts, and culture.

During time of non-predictable economy, cities are focusing on their local resources, histories, cultures to make fresh civic identities (Richards & Palmer, 2012). Promoting events and festivals has been an essential part of the strategy of urban development all around the world, there is no city that is not large enough or too complex to be in the planning and production of the event market (Richards & Palmer, 2012). From the industry perspective, events and festivals are among the largest growth sectors in the tourism industry. They are significant motivators of tourism, specifically in term of developing or improving the marketing plans of most destinations (Getz, 2008). They possess valuable traits when it comes to destination branding and they are a valuable marketing tool for place promotion (Jago & Shaw, 1998). Often events are seen as an integral part of tourism development and are used as a tool to attract tourists to destinations (Dickson & Arcodia, 2010).

In the United Kingdom, an economic study of business events from 2010 found that they were worth \$18.8 billion US to the UK Economy (UK Events Market Trends Survey, 2010). There is a significant demand for events in many parts of the world, as illustrated by the nearly 40,000 festivals which take place in the US every year.

From an academic prospective the literature shows a growing recognition of the importance that events play within contemporary society. The type, diversity, and scale of events in relation to their social, economic, and cultural influence require greater effort and focus from researchers (Harris, Jago, Allen, & Huyskens, 2000). In addition, within the past decade, a stream of literature has appeared to spot light the influence of events beyond their economic impact (Getz, 2008; Gursoy & Kendall, 2006).

One aspect not well understood is the impact of festivals and events on social capital, defined by Putnam (2000) as the relationships between individuals and the social networks , reciprocity and the trustworthiness that emerge from these connections. One of the most popular definitions for social capital is Putnam's, (2000) which includes trust, networking, and reciprocity as stocks that rise from the concept through social norms and connection. Social trust is not an easy concept to define. Trust is defined by Newton, (2001) as the person's belief that in the worst situations people will not cause one any harm, and in good situations they will act to ones benefit and advantage.

Networking is the second aspect of social capital, and it refers to the connection element to another person, and the forming of relationships. Networks, can only be formed between people if they share something in common, such as a hobby, sport, occupation, religion or language (Productivity Commission, 2003). The last concept is reciprocity. It is a feature that

refers to the notion of acting in good will and the eventual repayment of same. However, this does not mean a mandatory taking turns in doing actions or favors to one another, or sharp rules of commitment, but a natural payoff by a similar action and value (Newton, 1999).

The main advantage of social capital is that it permits decision makers, scholars, and practitioners to work together regardless of their domains or specialty (Brown 1998; Brown & Ashman 1996). Working together is an important aspect that would facilitate cooperation, unity and collective good. Social capital is described as a collective good that facilitates cooperation (Fukuyama,1995; Putnam, 1993). Therefore, social capital is not only essential and beneficial to the actors who initiate it, but to society as a whole (Coleman, 1988; Lin, 2001). Having a high stock of social capital in a society could be a fundamental base for establishing growth and stability.

There is recognition among festival organizers of the significant role that qualities like love, cooperation, trust, and collaboration play in events planning and decision making (Derrett, 2004). When there is involvement from people in decision making and planning, the possibility for collaboration is higher as does trust. Some scholars have noticed the direct connection between Putnam's theory of social capital in relation to building civil societies and civic engagement (Wallis, Crocker, & Schechter, 1998). Cox (1995) states that social capital is more significant than other concepts of capital such as physical, cultural, economic, natural, or political, because it provides the basis upon which a civil society can be established. Cox further emphasized "Without our social bases we cannot be fully human. Social capital is as vital as language for human society. We become vulnerable to social bankruptcy when our social connections fail" (Cox, 1995, p. 13). Cox also stated that society is losing a number of aspects

related to social capital; such as co-operation, goodwill, trust, and reciprocity, which all play a vital role in holding a society together.

The Dubai Summer Surprises Festival (DSSF) is one of the most renowned and successful yearly festivals in the United Arab Emirates and plays a significant role in the tourism economy of Dubai (Anandkumar, 2011) . Undoubtedly, the Dubai Summer Surprises Festival has been successful in boosting the economy of Dubai in recent years. However, it is not clear what role, if any, the festival plays in enhancing social capital, since it focuses primarily on tourism and commercial activities. There is a need to better understand the extent to which events such as the DSS can enhance social capital, in order to inform policy makers how to maximize social capital through festivals and events. As a result, the purpose of this research is to examine to what extend events can enhance social capital.

Research Objectives

1. To identify resident perceptions of how social capital (positive impacts) is impacted by the DSSF
2. To identify resident perceptions of possible negative outcomes of DSSF
3. To explore how perceptions of social capital and negative outcomes are influenced by age, gender, age, length of residence, or participation in DSSF
4. Explore the practical implications of this study for festival managers (policy and practice).

CHAPTER TWO

LITERATURE REVIEW

This chapter presents the literature relevant to events and the potential for these to enhance social capital.

2.1 Defining Festivals and Events

Festivals and events are important component of all societies. Festivals have been seen as communal gatherings that have provided a venue for entertainment, the arts, important societal rituals, and feelings of festivity (Stettler, 2011). Events and festivals are a growing phenomenon, increasing in number and popularity globally (Getz, 1997), and continue to provide an opportunity for escape from people's daily routines, a chance to gather together and to celebrate. They are a unique tourism product that range in diversity, size and scale from mega-events at one end of the spectrum to small community festivals at the other (Getz, 1989). They present different themes including food and wine, arts, music, sport, religion, history and culture (Getz, 1997).

This diversity of sizes and themes make it difficult to produce one definition for events which encompasses the entire range, and therefore the broad term 'event' is commonly used to refer to a wide variety of celebrations including festivals (Allen, O'Toole, McDonnell, & Harris, 2005). For clarity and the purpose of this study, events will be defined as "a one time or infrequently occurring event of limited duration that provides the consumer with a leisure and social opportunity beyond everyday experience" (Jago & Shaw, 1998, p. 29). This definition is of particular value to this research, since it focuses on the leisure and social opportunities which can benefit a local community in building and enhancing social capital from events.

Furthermore, this definition conceptualizes events as an opportunity that injects both entertainment and social chances where individuals can meet, interact, share mutual interests and cooperate with one another. However, this leisure opportunity could vary from one place to another in terms of providing a person or a society with meaningful benefits or social interaction. The appeal of events is related to the unique experiences they offer, providing an opportunity for individuals to participate in something that is not normally available as part of everyday life (Getz, 1995). However, many events' organizers focus on the economic element, while not fully examining the related socio-cultural influence effects (Kim & Petrick, 2005).

Foley and McPherson (2007) explored the concept of a event's contribution to the public good at the Glasgow Winter Festival. First, to clarify the meaning of public good, Getz (2009) illustrates that the public good can only be realized if the festival asserts strong sustainability initiatives that align with public policy domains of inclusivity, health, cultural celebration and equity. Getz further explains that festivals can contribute, or provide a detriment, to the public good of host communities.

Evidence suggests that events can play an effective role as a tourism development tool. Events help in attracting tourists worldwide to explore and experience an occasion that could generate joy and memories, as well as supporting the economy of host communities. Moreover, Getz (2009) argues that an important function of events and festivals is to generate wealth and jobs, develop the destination's image, and increase tourism and the economy. Events are valuable when it comes to destination branding and are a tool for the media when it comes to promoting destinations (Jago & Shaw, 1998).

Additionally, events can have a political function as well, as communities can come together trying to promote a common cause. The event can also be an effective platform for political actors to present issues, cases or point of views. The economic outcomes of events encourage some benefits politically for both the city and its citizens (Jeong, 1998). They can be a reflection of what the community desires or demands for change. According to Abrahams (1982) and Waterman (1998), based on historical research, early festivals were designed to be an avenue for displaying rejection over some issues and also a generic way for the crowd to voice collective views. This atmosphere creates an opportunity for festivals to be a path for social change (Sharpe, 2008). Many people could see festivals as a place to express their opinions, stories, views, depression, or happiness, which may have helped them connect to their identity and the society as a whole.

There is a growing stream of literature that highlights the influence of events beyond their economic impact (Getz, 2008; Gursoy & Kendall, 2006; Crompton, 1999; Fredline, Raybould, Jago, & Deery, 2005; Faulkner, 1993). Events often provide members of the community with opportunities to engage, volunteer, socialize and networks. These can contribute to the enhancement of community cohesion, the building of social capital, and provide a sense of community to the local people. Through volunteering, leisure activities and social interactions, festivals provide opportunities for developing new skills as well as new interests. The volunteering opportunities in particular could result in local engagement and people embracing skills, learning, and training (Misener & Mason, 2006).

Events also have a unique capacity to build community, and to enhance the sense of identity and place for host societies. Festivals can contribute to enhancing a sense of identity and belonging, as well as helping in intensifying social cohesion and community wellbeing (Arcodia

& Robb, 2000). De Bres and Davis (2001) demonstrated in a case study of the Rollin' Down the River Festival, which was held in the autumn of 1997 along the Kansas River, that despite the fact of the festival being recognized as a touristic endeavor, it had more positive dimensions in affecting the local community's self-identification. This example supports the idea that events can have a positive impact on the sense of community and community involvement by giving the locals an opportunity to interact (Getz, 1998).

2.2 Events Typology

There are many types of events, and each has the potential to contribute to social capital in different ways. Events are varied and include many types like: mega events, hallmark events and community festivals. According to Getz (2012) events tend to be divided based on their kind, size, period of time, and influence, but some of them tend to stand out and gain more attention.

2.2.1 Mega-events. Mega-events, representing the pinnacle of the events scale, can be considered the largest events in terms of both their size and significance (Allen et al., 2005). An event can be considered a mega event if it has the capability to attract at least one million visitors and generate revenue of \$500 million or more (Getz, 1997). Another important feature of mega events, which differentiates them from other types of events, is that due to their size, significance, and popularity, they are capable of affecting more than just a community or country, and often receive worldwide media coverage and attention (Dimmock & Tiyce, 2001). Given these criteria, one useful example of a mega event is the Olympic Games. Events of this scale can enhance the reputation of the city, assist it in addressing complex issues, and facilitate dialogue between private and public sector agencies in concert with other community stakeholders (Silvestre, 2009). For example, Brazil (Rio de Janeiro) is a city that has pursued

hosting the Olympics for a number of years. It was awarded the hosting of the mega event, Pan American Games, which helped in developing the city to have a better experience in order to host the Olympics (Silvestre, 2009). Moreover, after many years of economic hardships, the South Africa World Cup 2010, significantly contributed to making radical change, assisting the government and the society as a whole in terms of poverty reduction (Pillay & Bass, 2009).

2.2.2 Community festivals. Festivals that are designed to offer social and entertainment opportunities, especially for local community members, can be considered community events or festivals (Allen et al., 2005). Community festivals are usually local events that originate from within a specific segment of a community wishing to celebrate particular features of its way of life or history (Dimmock & Tiyce, 2001). Derrett (2000) believes community festivals represent the point “where community and its outward manifestations of image and identity collide” (p. 120). They can be defined as “themed public occasions designed to occur for a limited duration that celebrates valued aspects of a community’s way of life” (Dimmock & Tiyce, 2001, p. 358).

Another important feature of community festivals is that they are often designed and implemented by non-profit organizations using local volunteers and associated organizing committees (Getz, 1991). The host community members are typically responsible for deciding a particular theme or way of life that they wish to celebrate in the community festival, reflecting that community’s culture and sense of community (Derrett, 2004). Derret (2004) further identifies that a greater level of community acceptance comes from the active involvement of community members in the development of the festival’s theme.

Community festivals are one type of activity that provides opportunities for social exchange. Community festivals enable individuals and groups to participate in the community and with each other through leisure activities, volunteering and chances for social interactions. By encouraging active relationships and interactions with others, community festivals can be seen as increasing the stock of social capital within a community. Also, community festivals promote community pride by celebrating things that make a town special and evoke good feelings. Through social engagement residents are able to profit in term of enhancing skills, development, sense of community, spirit, and pride (Small, 2016). For instance, the community of Lindstrom in Minnesota hosts Karl Oskar days to celebrate its Swedish heritage every year. This event features live Swedish music, street play and other tourist attractions (Grames & Vitcenda, 2012).

2.2.3 Hallmark or major events. Ritchie (1984) described hallmark events as “major, one time or recurring events of limited duration, developed primarily to enhance the awareness, appeal and profitability of a tourism destination in the short and/or long term. Such events rely for their success on uniqueness, status, or timely significance to create interest and attract attention” (p. 2). The main distinguishing feature of a hallmark event is that it is identified with a particular place, so that the identity of the event and the place come to be inseparable (Getz, 1997). This kind of festival could help in attracting international tourists even after the event, and could be used as a marketing tool to brand a destination (Getz, 1998). This can be seen in the case of Carnival in Rio de Janeiro, Brazil, Oktoberfest in Munich, Germany, and the Dubai Shopping Festival, United Arab Emirates.

Getz (2012) demonstrated that it is essential for the host community to accept and benefit from a hallmark event. Due to their ability to be an economic profit generator that adds to the

city, the host community should also have at least acceptance of and some satisfaction from these festivals. Many observers share concern that hallmark events do not necessarily provide the desired benefits at the community level. This can be exacerbated by overbearing commercial interests and explicit government policies in funding these hallmark events (Tyson, Hayle, Truly, Ann Jordan, & Thame, 2005). This situation may constrain the power to affect social change through the event by alienating the local populace.

Yet, it could be argued that the level of change that this type of event places on the residents might vary from one place to another. There is an a connection between the notion of celebration and civil society, and social capital (as described in the following section). Festivals can foster that (Getz, 2012). Thus, this emphasis on the importance of the role social capital plays shows that societies will benefit from investing in this concept.

Hallmark events have been referred to as constant “institutions” in the society or the place where they are held (Getz, 2012). They can get more attention because of their function as economic and tourism drivers. For example, in Australia, the America’s Cup Defense sport event of the year 1986/7, used to improve the development of Western Australia, but these developments are not free of any social costs (Hall, 2005). Another example that is used as a case study in this thesis is Dubai Summer Surprises Festival. As with most events of its type, this hallmark event is a major tourist destination. Most of the objectives for the DSS festival are aimed at generating the highest possible economic benefit. Their attendance numbers have been tremendous. For example in 2012 the visitor numbers reached 4.36 million with a local population of only 1.2 million (Peter, Anandkumar, & Peter, 2013). This festival evidently is targeting profit and it could be argued that building social capital is one of the objectives here.

In the domain of event studies, the connection between experiences and the outcomes of events has been weakly understood (Getz, 2012). Many of the goals and aims designed for major events are lacking the social component. Hallmark event objectives mostly revolve around the economic revenue and the greater impact that could be obtained from visitors who attend these events. However, it could be argued that the benefits of these events are not limited to profit generation only, but their impact can extend to obtaining a rich social effect. Trying to produce an effect as powerful as social capital is increasingly seen as a reasonable endeavor as event organizers become more aware that visitors are also attracted to the cultural aspects of an event, thus providing an opportunity to engage local people more meaningfully (Tyson et al., 2005).

However, trying to find a category or classification for Dubai Summer Surprises Festival to identify it with might be challenging and not really accurate. This idea of putting a festival in a certain category could underestimate or overestimate its potentials and dimensions. In this thesis, DSSF is named for the city where it is held. It generates tremendous amount of profit and attracts many visitors, which indicate that it's successful, profitable, and an attraction for tourists, and, based on the literature above, is a hallmark event.

Major events could enhance social capital in addition to economic capital. Event organizers are encouraged to make a shift in the perceptions of these events from occasions that are predominantly premised on and perceived as economic or competitor driven site(s) to locations that help in launching a healthier social society where collective good, trust, networking, and reciprocity could be generated. They might have more chance of success by promoting other traits that events embody like love, compassion, and connection rather than focusing on just profit, image, and classification. This could assist in leading to a higher appreciation of festivals from both residents and tourists. Subsequently, trying to test to what

extent social capital could be generated as an outcome of this hallmark profit oriented event, based on the residents' perceptions, is the purpose of this research.

2.3 What is Social Capital?

Social capital is one of a number of forms of capital assets outlined in Table 1 below. The concept of social capital was first introduced by Pierre Bourdieu and James Coleman, and was further crafted by Robert Putnam (Portes, 2000). Putnam (2000) defined social capital as the relationships between individuals and the social networks, reciprocity and the trustworthiness that emerge from these connections. Social capital can also be defined as the capacity of individuals to secure benefits by virtue of their membership in social structures (Arcodia & Whitford, 2007).

Putnam (1993) states that social capital is grounded in the connectivity of human activity, and it involves several features of social organization, such as networks, norms, and trust, that facilitate co-ordination and co-operation for mutual benefit. He further explains that just as physical and human capital can provide value; social networks can also add value to both individuals and groups within a community (Putnam, 2000). Portes (2000) conjectured, "Whereas economic capital is in people's bank accounts and human capital is inside their heads, social capital inheres in the structure of their relationships. To possess social capital, a person must be related to others, and it is others, not himself, who are the actual source of his or her advantage" (p.7).

Social capital is rooted in people's connection to one another. Portes (2000) pointed out that social capital is formed through strong community networks. On the personal level, obtaining stocks of social capital depends on the degree to which a person holds a combination

of relationships, the number of contacts and the way these connections lead to other linkages of relationships (Sandefur & Laumann, 1998). The concept of social capital is similar to economic capital in that both of them have a value which enhances and decreases over time (Rojek, 2005). However, unlike economic capital that can be stored and allowed to accumulate value, the stock and value of social capital cannot be measured in any currency or figures and increases when it is used, and decreases when it is not used (Putnam, 2000).

Social capital is related to the concepts of solidarity, participation, and coherence (Butcher, 1993). Solidarity refers to the emotional relationships which tie community members to each other. Participation includes shared activities of community members that help them realize common goals and values and aspirations (Small, 2007). Coherence refers to the adoption of a set of meanings and values by individual members of the community that contribute to their sense of identity. Thus, the meaning of community as ‘value’ represents a place where people share similar values (Butcher, 1993).

The value of social capital in community concentrates in the connection of individuals to one another which could create an optimal level of social capital and enhance its value in societies. Rotberg (1999) referred to the idea that the ultimate result that could be obtained from work in any society is through collaborative collective effort based on trust among individuals in order to acquire joint goal.

Table.1: Description of Community Capital Types (Putnam, 2000; Heckman, 2005; Monfreda, Wackernagel, & Deumling, 2004; Hicks, 1974; Tasche, 2004; Throsby, 1999; Chupp, 2004)

Capital Assets	Description
Social Capital	Social capital as the “connections among individuals – social networks and the norms of reciprocity and trustworthiness that arise from them, it is grounded in the connectivity of human activity, and it involves several features of social organization, such as networks, norms, and trust, that facilitate co-ordination and co-operation for mutual benefit (Putnam, 2000).
Human capital	Human capital is investing in and valuing human beings as a main source for a potential change. It emphasizes the significance of humans and the role they play in establishing growth and wealth, and it requires investment. Though it might have a cost, it can produce fruitful results (Heckman, 2005).
Natural capital	Natural capital includes all material manifestation of this planet that people find a use for, minus what people add to these materials as a value (Monfreda et al., 2004).
Physical capital	Physical capital refer to a combination of the stocks of real commodities or goods like machines, plant, and infrastructures such as buildings that participate in production for more goods (Hicks, 1974).
Economic capital	Defined as the worth of the company’s stock capital where it includes all reserves that the bank is holding to cover any potential occurring losses (Tasche, 2004).
Cultural capital	Cultural capital is defined as assets that add to cultural worthiness. Its stocks are shaped in assets, and they could be tangible, embodied in buildings or sites, or they could be intangible like a set of beliefs, customs or thoughts (Throsby, 1999).
Political capital	Political capital refers to giving communities a greater voice in involvement and decision making in the public policy and provincial economics that influence them and their life condition (Chupp, 2004)

Physical capital refers to a combination of the stocks of real commodity or goods like machines, plant, infrastructures such as buildings that participate in production for more goods (Hicks, 1974). Human capital on the other hand is similar to social capital in that both are calling for investing in and valuing human beings as a main source for a potential change. The concept of human capital emphasizes the significance of humans and the role they play in establishing growth and wealth (Heckman, 2005). However, both physical and human capital requires investment and though they might have a cost, they can produce fruitful results (Heckman, 2005). On the other hand, cultural capital is defined as assets that add to cultural worthiness. Its stocks are shaped in assets, and they could be tangible, embodied in buildings or sites, or they could be intangible, like a set of beliefs, customs or thoughts (Throsby, 1999). Natural capital includes all material manifestation of this planet that people find a use for, minus what people add to these materials as a value (Monfreda et al., 2004) where Political capital refers to giving communities a greater voice in involvement and decision making in the public policy and provincial economics that influence them and their life condition (Chupp, 2004).

2.4 Types of Social Capital

The concept of social capital can be divided in two categories: bridging social capital and bonding social capital. Bridging social capital brings people together from different groups within a community, for example, by connecting people of different genders, ages, religions, or cultures (Leonard & Onyx, 2004). In contrast, bonding social capital represents social ties that bind a homogenous group together who are have common interests and goals, providing them with a stronger sense of identity, trust and belongingness (Putnam, 2000). ‘Bonding’ social

relations usually exist among family members and close friends (Cullen & Whiteford, 2001). Bridging social capital helps to create links between heterogeneous groups, while, in contrast, bonding social capital represents strong social ties and a high level of support for group members (Putnam, 2000). In short, while bonding social capital have benefits only for the homogeneous group, bridging social capital focuses on more people and groups within a community. This is not to say that one form of social capital is better than the other, however, as both provide benefits to involved members and develop social capital generally.

2.5 The Definition of Social Capital Used in this Study

Most definitions of social capital focus on the aspects and appearance of social capital rather than the concept itself (Fukuyama, 2001). Putnam (2000) defines social capital as the interaction between individuals that enable and support them to work in a collective manner in order to obtain desirable goals by social networks and reciprocity as well as the trustworthiness that emerges from this notion. Putnam's view has significant support, as it proposes the idea that social capital possesses a high possibility for creating an efficient society and benefits for the larger population through more trust, productivity, and support, the underpinnings of this concept (Kay & Bradbury, 2009). Also, this definition fits the study since the goal is to measure social capital in a festival. Festivals are informal social networking places, and in Putnam's conceptualization of social capital, it is perceived as a collective asset that is found in multiple social networks whether official or not, and in reciprocity (Kay & Bradbury, 2009). Therefore, this definition will be suitable to use in this research. The elements to be measured as stocks of social capital in this study will be trust, networks, and reciprocity that can be generated through events.

2.6 Social Capital Stocks

2.6.1 Social trust. One of the most important aspects of social capital is the trilogy of trust, networking, and reciprocity (Putman, 2000). The trust aspect has been defined by Fukuyama (1995) as “the expectation that arises within a community of regular, honest and cooperative behavior, based on commonly shared norms, on the part of other members of that community” (p. 26). In other words, individuals within a community who are trusting expect that other members of their community will act in an open, predictable and supportive manner. Trust is also defined as the belief that in the worst situations other will not harm the person, and in the best ones, they will behave in the person’s interests (Newton, 2001). Trust aims to create and sustain healthy relationships, where issues could be solved in civilized peaceful manners. Trust eases dealing and working with others in mutual conflicts (Valenzuela, Park, & Kee, 2009). Festivals and events could embrace the stock of trust. During the engagement in events, trust would be adopted in the environments. In addition, collective action would be encouraged (Putnam, 1995). Trust enhances the wellbeing in a society when it’s embraced and strengthened. According to Helliwell and Putnam (2004), some researchers have discovered that people who think that strangers could be trusted revealed higher wellbeing, affirming that social trust and life satisfaction are essential to one another. However, because trust is a belief, it can vary with time (Valenzuela et al., 2009). Therefore, finding ways and methods to enhance this stock in a society is important to obtain.

2.6.2 Reciprocity. The concept of reciprocity is the ethic of “do unto others as you would have them do unto you” (Productivity Commission, 2003). A member of a community that embraces reciprocity is able to undertake an act or service to the benefit of another, with the expectation that this favorable act will be reciprocated. In some communities, reciprocity can

also come to be viewed as a social norm (Leonard & Onyx, 2004). However, this does not mean a tit for tat assumption or attitude (Newton, 1997). Reciprocity is founded on the concept that goods will be returned at some indefinite time in the future and from unspecified strangers (Sahlins, 1972). The norm of generalized reciprocity can be seen as an idea that, “I’ll do this for you now, without expecting anything immediately in return and perhaps without even knowing you, confident in the expectation that you will help me out in the future” (Putnam, 2000, p. 135). In other words, generalized reciprocity is described as a continuing relationship of exchange that at any one point in time is probably unbalanced. What is significant is that there is a mutual expectation that a favor or benefit performed now is expected to be repaid in future (Bridger & Alter, 2006).

Events could be a site where reciprocity could be practiced and seen. Reciprocity is rooted in celebration and embedded in the activities during the act of celebration (Cadaval, 1985). When the norm of generalized reciprocity is followed, opportunism can be more easily restrained and the potential for collective action is enhanced. It works to reconcile self-interest and social solidarity because each act involves a combination of short-term altruism and long-term self-interest (Bridger & Alter, 2006).

2.6.3 Networking. The third aspect of social capital is networking. Networks can only be formed between people if they share something in common, such as a hobby, sport, occupation, religion or language (Productivity Commission, 2003). “(S)ocial capital cannot be generated by individuals acting on their own” (Onyx & Bullen, 2000, p. 106). Thus, networking within community plays an important role in the development of social capital. Basically networking on social capital refers to a network or a group of people who collect together to make services or goods (Rose, 2000). Forret and Dougherty (2001) illustrated networking as proactive trials that a

person makes in order to enhance and sustain relationships whether for the purpose of work or to maintain mutual benefits with others. This type of networking could play a role in strengthening social capital in a society, according to de Janasz and Forret (2007).

Events can embrace networking and encourage the enhancement of this stock of social capital. Festivals or events been described as sights where social interaction and networking could be developed as well as relationships, which are the main components of social capital (Derrett, 2003). Having those type of connections with others eases the exchange of information sharing opportunities, like evolutional relationships contribute in adding new ideas, data, job chances, and support (Baker, 2000). Lin (2001) argues that networking in social capital can lead to earning profit, and relationships can be an investment that holds potential mutual benefits. She also further argues that networking also represents a sort of credential ability through socializing (Lin, 2001).

2.7 Social Norms and their Existence

One element that has been seen as a societal feature that facilitates the production of social capital is social norms. Social norms capture a set of accepted behaviors that shape social capital, and facilitate co-operation between individuals associated with the traditional customs and virtues of any given society. Social norms can include social concepts of reciprocity, reliability, honesty etc. (Fukuyama, 2001).

Social norms consist of a set of rules that provide guidance to the members of society based on behavioral patterns that are acceptable or unacceptable, and those that are more or less valued within human society (Leonard & Onyx, 2004). Social norms typically include rules and regulations such as abiding by the law, not littering, showing respect for elders, and being a

responsible citizen (Productivity Commission, 2003). Social norms can only exist in a community where there is a high level of trust between community members, as people can be trusted to act in accordance with the established social norms, rather than requiring that more formal rules for behavior be in place (Small, 2007). Social norms could contribute to the enhancement of social capital when there are traditions or customs that facilitate the existence of its stocks, and festivals could be one shape of these traditions.

2.8 Social Capital in Relation to Events

In order to explore the relationship between social capital and events, there is a need to breakdown the stocks (aspects) of social capital and connect them with traits or characteristics that are usually found in festivals and events.

2.8.1 Events enable active collective actions and unity through networking and trust.

Events can encourage collectivity and unity through the enhancement of networking and social trust that occurs from the festival's embracing nature and participation. Social capital qualifies people to take action in collective, united ways through networking and social norms (Woolcock & Narayan, 2000). Social networks facilitate the development of social trust which is essential for successful participation in collective activities (Valenzuela et al., 2009). Butcher (1993) defines an active community as a place where collective actions are undertaken by community members with geographic or interest related commonalities. Common interests can include but are not limited to: religion, cultural heritage, occupation, festivals and events, other leisure pursuits or any common experiences or interests that bring the members of a community

together. Thus, an 'active' community emphasizes how people behave and act in relation to their common goals, interests, and shared values (Butcher, 1993).

There has been a positive connection between the aspects of social capital and collective action which have been reflected in many social capital studies as research outcomes (Gioioso, 2010). A collective action is usually undertaken by community groups, networks or organizations, working together towards a predefined goal or purpose. Usually, people come together with their shared goals, values and interests of organizing and staging a festival in their community. With high levels of networking and social capital, people are more likely to collaborate and work collectively (Gioioso, 2010).

Festival attendance can support social capital through encouraging social unity by giving the opportunity for the community to gather and share a worldview with racial, historical, linguistic, or religious bonds (Arcodia & Whitford, 2007), which enable collective action. The existence of social trust in a community can play an assisting role in generating collective action (Gioioso, 2010). Events have a celebratory trait that permits people, no matter their background or status, to contribute through celebration (Salamone, 2000). Events have a high potential to increase unity and cohesiveness in the community by engaging people of different backgrounds, religions, and languages under one umbrella. This unity could be a result of the festival nature in terms of encouraging information sharing, stories, and myths that play a role in strengthening social bonds. Tradition, religion, culture, and history are sources of informal norms which generate social capital (Fukuyama, 2001). Festivals can be an ideal setting to build unity and collectivity through the stocks of trust and networking. Thus events can help to create unity leading to greater community wellbeing (Allen et al., 2005).

2.8.2 Events enable social change and civic engagement through networking and trust. Networking and social trust enhancement can create social advantages and change through the involvement of individuals in volunteering during festivals. Social change is grounded in the networks that holds positive change (Lee, Árnason, Nightingale, & Shucksmith, 2005). Social trust assists in generating an attitude of involvement as it also supports a solid foundation for building a civil society (Putnam, 2000). This civic engagement can be reflected and seen during festivals through the lens of volunteering. Leonard and Onyx (2004) argue that volunteering is actually the best way of generating social capital, since it involves engaging in social relationships outside of family and friend circles and forming relationships with others.

Events, through their provision of entertainment and socialization opportunities, enable community members to participate in the community with each other through volunteering in the festival's activities, setting, and theme. Social capital can be developed within a community through having an active 'civil society'. To clarify, a civil society refers to "any voluntarily formed association of people with common interests or purposes" (Ife & Tesoriero, 2006, p. 17), and includes any kind of voluntary club such as recreational or sporting clubs.

Volunteerism is a useful lens to examine the relationship between enhancing social capital and festivals. First, festivals take place within a geographic location, i.e. within a community or place. Second, according to Getz (1995), not only does a community host the festival in a geographic location, but it's the community members who organize the event, volunteer, labor at, support and attend it. Therefore, it is essential for a community to have a rich array of services, and recreational, sporting and other voluntary organizations through which the stock of social capital can be built. The existence of such groups indicates that social capital within a community is likely to be higher than the social capital in communities that lack

community organizations or voluntary groups (Putnam, 2000). Festivals provide a varied set of activities that encourage individuals to volunteer and participate. An important indicator of the stock of social capital is the active involvement of people in community groups, clubs or activities that involve voluntary tasks (Putnam, 2000).

Networks that could be generated from volunteering during festivals might not only contribute benefits to the individual, but also to the wider community enabling change and social advantages. Putnam (2000) suggests that social capital is not just valuable for the people involved in making the social contacts and connections with others, but it can also be valuable for the wider community. For example, volunteer work not only has personal benefits such as satisfying an individual's own motivations for community involvement and socializing, but it can also help in making "a contribution to the wellbeing of others and the community at large" (Leonard & Onyx, 2004, p. 74).

Networking can generate groups that possess power, ideas, and actions that help enable solutions for internal or external difficulties. Moser (1996) and Narayan (1995) both declared that societies that have a considerable amount of civic engagement and social networks result in a more effective and powerful movement towards dealing with issues. They gave poverty as an example. Consequently, festivals could be a place where community causes or controversial topics could be addressed and thus they can prompt positive change.

Also, they could simply be sites where minorities can present their culture, view, or interests which might enhance the level of civilization in the society, and develop trust. Derrett (2003) explained that festivals serve the demands of the residents, and integrate matters related to culture, identity, isolation, options, and status, which contribute to improving the quality of

their lives. The communitarianism philosophy recognizes and puts a high estimate on social networks and values the community by itself. Where there are higher levels of social bonds, trust is more likely to be enhanced and outspread (Mooney & Houston, 2008). Trust is established through four avenues: social support, place, community issue solving and voluntary organizations (Chupp, 2004). The communitarian view suggests that the presence and effectiveness of social capital is embodied in the existence of clubs, corporations and urban groups, and the more of these organizations there are, the more benefits and wellbeing would result for the society (Woolcock & Narayan, 2000). Mutual support, strong family ties, voluntarism are usually a powerful features of poor places, but it is these characteristics that assist people in dealing with employment, poverty, and social exclusion (Forrest, 2001).

A considerable level of social capital could provide people with an easier entrance to advantages like resources and psychological support (Woolcock & Narayan, 2000). Networking that is embedded as a stock improves life quality by assisting with obtaining healthy mental and physical conditions (Chupp, 2004). Cuthill (2002) described community wellbeing as having both individual and community dimensions. She also stated that the level of involvement of an individual in their community is positively related to both their individual wellbeing and the wellbeing of the wider community as a whole (Beeton, 2006). At the individual level, an individual's wellbeing is influenced by their connections to, and interactions with, other members of the community. Furthermore, involvement is essential for enhancing trust between people in the community, as people who are less trusting lack civic engagement (Gioioso, 2010). For people to maintain their wellbeing at a community level they must become actively involved with other members of the community they live in. For most people, after their family and friends, it is their community to which they turn for support, guidance, social interaction and

relationship building (Beeton, 2006), and festivals can be the venue where these connections and change could occur.

2.8.3 Events enable community development through reciprocity. Festivals provide various leisure activities which help in building reciprocity and social capital stocks by fostering new skills and contributing to community development. Social capital could help in building a healthy resilient community through networking which is a substantial part of creating development and growth (Coleman, 1990). According to Molloy (2002), volunteer participation in events and festivals is one shape that learning can take. Being involved in educational activities and learning is one method to increase social capital (Falk & Kilpatrick, 2000). Festivals usually provide a range of learning opportunities which include cultural, social, organizational, and musical backgrounds that allow volunteers, participants and attendees to gain knowledge and experience. To develop and increase the stock of social capital, community members encouraged in involving in transactions with others, since these transactions can help in building reciprocity and trust with others, and in turn enhancing the social capital.

Reciprocity eases the connections and interactions with one another and permits social advantages (Ostrom, 2000). For example, a study conducted by Burt (1992) revealed that people who have more networks are more likely to have faster access to information and better chances for job security and promotion (Nanus, 1992). Participation in activities and interactions is important for generating community development. Wills (2001) demonstrated the significant role of involvement by giving an example of the recognition which the local government community service association in Australia made through blending in activities, involvement, and interaction as influential elements that shape a sustainable, prosperous community.

Likewise, trust and networking can be perceived as event outcomes and essential requirements for community development (Foley & Edwards, 1998). Van Bastelaer (1999) introduced an example of the Grameen Bank in Bangladesh as a model that holds benefits and possibilities for the underlying potential of projects which are founded on or based on groups.

2.9 Linkage Between Social Capital Stocks and Social Factors

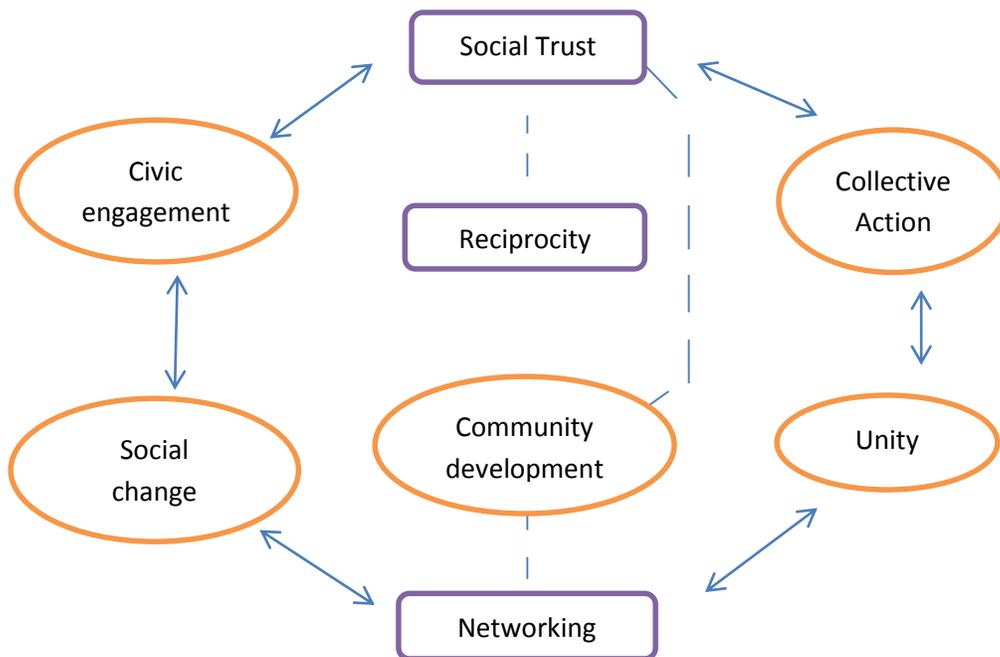


Figure 1. Visual Concept Map. It shows the linkage between social capital stocks and their relation in generating these aspects in a society with social norms.

The concept map above (Figure 1) clarifies the nature of the interrelated concepts and how they are related to each other. Social trust, networking and reciprocity are identified as the stocks of social capital. These stocks play a role in assisting the generation of the other aspects mentioned in the map: collective action, community development, social change, unity and civic engagement. The dashed marks represent the indirect relationships between concepts whereas the solid lines symbolize the direct connections, based on previous literature.

Social trust connects directly to collective action, which facilitates the concept of unity that is directly connected to networking. The presence of high social trust stocks is a way to generate collectivity that leads to enhancing unity and collaboration which has been connected in the literature with the stock of networking. Similarly, the stock of trust has a direct effect on the encouragement of civic engagement. This can be seen in this thesis through residents' participation in the festival, but with less influence on reciprocity. From literature that had examined the relationship, we know that networking has a direct influence on social change, whereas reciprocity has an indirect effect. That means generating that social change through networking is more sensible in the short term and reciprocity will be generated in the longer term. Likewise, where trust and networking have a stronger role in helping with community development, reciprocity has an indirect role in encouragement of this aspect. As is the nature of reciprocity, it comes to fruition and clarifies more in the future. Social norms usually determine the level of enhancement or decline of these stocks and aspects in a place. Elinor and Ellickson (1994) both agreed that cooperative norms could be an outcome of any frequent community event. Tradition, religion, culture, and history are sources of informal norms which generate social capital (Fukuyama, 2001). Festivals can be a perfect setting to deliver and reflect these dimensions simply because they are usually held for historical, traditional, cultural or religious reasons. The map illustrates the strong relationship that social capital stocks have on embracing and evoking the existence of these aspects in societies.

To sum up, events play an important role in contributing to the social capital and the health of the community and its members by providing an environment in which social interactions with others can occur. Events, being a human experience, are diverse and can take

many forms in their purpose, scale and impact. They can be seen as vehicles for promoting change and strengthening civil society.

Trust, reciprocity, and networking are the stocks of social capital that could be enhanced within events to promote personal and community advantages. Social capital includes bonding capital and bridging capital, and can be generated through the nature and the dynamic of events. The enhancement of social capital could be built through civic engagement, celebration and united collective voluntary action.

The Dubai Summer Surprises Festival provides a useful context to explore the potential of events to enhance social capital within host communities and thus add to the growing discourse on the value of events.

CHAPTER THREE

RESEARCH METHODS

The purpose of this research was to examine the perceived impact that the DSS festival has in enhancing the stocks of social capital on the residents. This section provides an overview of the methods for this research. First, the purpose of the study and research goal is reviewed. Then the research design is presented. This section then gives an overview of the methods, how the participants were recruited, and how data was collected.

3.1 The Study Site

Dubai is one of the seven emirates which is located in the United Arab Emirates in the Middle East. In the last thirty years, it has had an astonishing transformation, moving its economy from a trading and fishing base to one with a focus on major tourism, shipping, finance, and multi-billion dollar real estate enterprises (Matly & Dillon, 2007). Dubai, with a population of 1.2 million, is considered a relatively liberal, cosmopolitan society, accompanied by a low rate of crime and civil disorder. (Henderson, 2006). Sheikh Mohammed bin Rashid, the ruler of Dubai, understood the need to develop the city and modify it to have a stronger economic foundation. In contrast to the neighboring areas, Dubai has a limited oil reserve and supply (Matly & Dillon, 2007). Because of this fact, Dubai sought to enhance and diversify its economy by promoting tourism as one of the city's most important economic tools.

The city has been recognized as amongst the world's leading international tourist destinations (Sharpley, 2008). The number of tourist arrivals in Dubai in 2004 was 5,420,000, compared to 374,400 in 1982. This makes it one of the fastest developing tourism destinations in

the world (Henderson, 2006). The city invested largely in marketing and branding its image to engage tourists. Prior to 2010, 275 billion US dollars had been spent on advertising the city, and by 2010 the number of tourists reached five million visitors in a year (Grant, Golawala, & McKechnie, 2007).

Dubai is located in the Middle East where the tourism industry is booming. According to the world tourism organization (UNWTO), the Middle East has been ranked as one of the fastest rising tourism areas in the world (Sharpley, 2008), and there is significant academic interest in studying tourism growth and development (Yeoman, 2008; Balakrishan, 2008; Sharpley, 2008). Dubai has illustrated the ability to deal with tourism challenges, and mark itself as a famous destination with a remarkable tourism growth rate (Henderson, 2006). Having a city where the tourism industry alone forms 20 % of its GDP could affect the festival dimensions and objectives. Also, Dubai is a multicultural city: of the 1.2 million residents of Dubai, 75% represent expatriates (Bagaeen, 2007). Trying to see how this diversity combines and works collectively in the Dubai Summer Surprises Festival is one area that is worth examining.

Dubai summer surprise festival organizing structure is as demonstrated in the chart below according to the (UAE, Government of Dubai Legal Affairs Department, 2013).



Secondly, the DSS festival started in 1998, thus it is comparatively new with impacts yet to be fully realized, in contrast to other longstanding events with many years of history and inherent recognized cultural value. Dubai has situated its image as a place that is safe and contains beach attractions and shopping, with a cultural and natural legacy in the western market (Henderson, 2006). This helped in forming the perception internationally of the city and its festivals as mostly a global shopping destination.

Lastly, the economic impact of this festival is significant thus meriting further examination. In 2012, tourist arrivals to Dubai during the event season were 4.36 million, with the total spending of \$4 billion US (Peter et al., 2013) in a one month period. Consequently, this study might reveal unexpected results regarding how a successful economic generator event like the Dubai Summer Surprises Festival could play a role in the production and building of social capital for the residents of Dubai.

3.2 Measuring Social Capital

Within the domain of tourism literature, there are a number of scales that have been introduced and used for the purpose of measuring social capital. For instance, McGehee, Lee, O'Bannon and Perdue (2010) adapted Flora's (2004) measurement of capital domains of like human, financial, political capitals. Moreover, in terms of the concept in relation to rural tourism, Zhao, Ritchie, and Echtner (2011) added a 10-item scale of social capital (Nahapiet & Ghoshal, 1998). However, measuring social capital in relation to festivals or in a festival theme is rare and further examination is needed. Furthermore, there is a paucity of research about social capital in the domain of tourism compared to other fields. This area of study is still in the developing and discovering stage (McGehee et al., 2010; Zhao et al., 2011).

Many features have been acknowledged as elements that associate with residents' perceptions of social capital - for instance, the period of residency (McGehee et al., 2010), and level of education (Putnam, 1995). Recent research has even proposed that social capital possesses a geospatial dimension (Rutten, Westlund, & Boekema, 2010), since the concept of social capital appears to vary from one location, demographic, and status to another. More studies about geographic indicators in relation to social capital are needed.

Trying to combine these scales to generate a final survey to measure social capital in a festival theme is innovative and could contribute to the field of tourism and research. The characteristics of the Dubai Summer Surprises Festival, the city, the size of the population, and number of visitors made this a unique opportunity to apply the SIP scale. It had never been applied in a festival setting that had these characteristics and to doing so might be innovative (see table 2). In addition, Woolcock and Narayan (2000) encouraged more contributions and research in the domain of social capital, illustrating that only by a collective effort will evolution and progress happen.

3.3 Research Methodology

In order to discover the role of social capital in the Dubai Summer Surprises Festival, this study used a quantitative survey instrument. The reason for choosing this quantitative method is based on number of elements. Since the aim of this thesis is to examine the perception of the residents towards the role of festivals in building social capital, bridging social capital in particular, there is a higher possibility of covering wider population with many ethnicities as possible. Moreover, numerically based data will allow a large number of respondents which would help in making the results more valid. Also, the spreading nature of the festival locations, a quantitative survey method is a better choice. This because it would be more efficient for the researcher and the participant to collect the data in order to obtain both, covering as many residents as possible, and taking less time from the participants to engage in the study.

Quantitative methodologies allow the collection of numerically based data from a large number of respondents, which can be statistically analyzed, with the results often able to be generalized to a wider population (Jennings, 2001). This study uses the Dubai Summer Surprises

Festival to analyze to what extent events can build social capital. The theoretical concept of social capital (Putnam, 2000) is utilized to provide a lens through which the perceptions of the residents of Dubai can be examined.

This approach is in contrast to qualitative methods that include observation, focus groups and interviews (Phillimore & Goodson, 2004). These approaches have a degree of flexibility, which allows for the data that emerged to be iteratively combined into the analysis process (O'Brien, 2006). Moreover, qualitative data can provide a deeper understanding when examining stories, issues, topics and perceptions (Gay, Mills, & Airasian, 2009).

Questionnaire surveys are a common data collection strategy implemented in leisure and tourism research (Veal, 2011). Surveys enable large sample sizes and gather wide-ranging data, which provides more potential for sub-group analysis and helps minimize sampling variance (Fleming & Bowden, 2009). They are an effective way to gather a wide and comprehensive understanding of a population relatively quickly (Gay et al., 2009).

However, there are weaknesses in this method as well. Quantitative survey data depends on collecting data in a numerical form so it is convenient for comparison and analysis, but it does not lend itself well to measuring slight human differences, emotional standards, or whole deep meaning (McCart et al, 2007). Surveys might sometimes face problems of having low response rates, or failures to finish questionnaires due to lack of supervision (Alvarez, Sherman, & VanBeselaere, 2003). Furthermore, people's level of interest in the topic of the questionnaire can vary, which could impact the final result of the research by not having enough responses (Veal, 2011). Therefore, methods which have been tested by research literature and shown to enhance response rates and overcome these challenges should be used (Dillman, 1991). The length,

design, complexity, and content of questionnaires are factors that could affect the response rate (Veal, 2011). Designing an efficient, clear survey helps in gaining higher responses.

3.4 Sampling Strategy

A non-probability sampling approach was used to mitigate sample bias. Since this approach was selected the results cannot be generalized, they do not represent the whole population. This because the sample was selected based on certain c starting from the locations, the age of the participants and the time of conduction. Below is the steps that were taken in doing this data conduction to reduce sample bias.

- Ten survey sites were identified in different locations within 3-4 km of the festival site. These ten locations were selected based on the criteria of safety, high traffic and commerciality. These sites were: The Archive Safa Park- near Dubai mall- near Em'irates mall- Alserkal Avenue- global village- Madinat Jumeirah- Burj Khalifa Square- Wild Wadi Water Park- Marina beach – and Dubai sports city (see map in Figure 2).

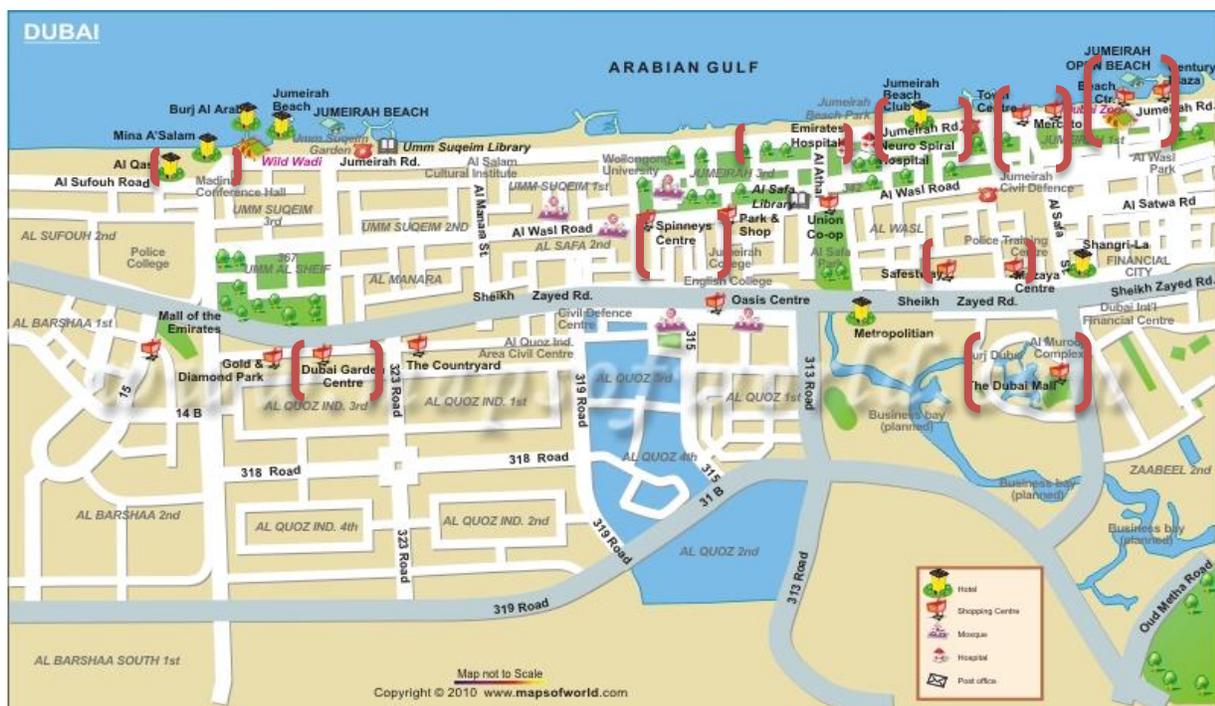


Figure 2. Map showing the location of the ten survey sites

- Survey interviews were conducted at one of these interview sites on randomly selected dates over a two week period between July 1 and July 15. See Table 2 for the interview schedule used for each interview site.

Table 2. Survey Interview Site Schedule

Day	Time/ Site	Time/ Site
Tuesday (Week 1)	1-10 PM (site 1)	4-7 PM (site 2)
Wednesday (Week 1)	1-10 PM (site 3)	4-7 PM (site 4)
Thursday (Week 1)	1-10 PM (site 5)	4-7 PM (site 6)
Friday (Week 1)	1-10 PM (site 7)	4-7 PM (site 8)
Saturday (Week 1)	1-10 PM (site 9)	4-7 PM (site 10)
Monday (Week 2)	1-10 PM (site 2)	4-7 PM (site 5)
Tuesday (Week 2)	1-10 PM (site 3)	4-7 PM (site 8)
Wednesday (Week 2)	1-10 PM (site 6)	4-7 PM (site 1)
Thursday (Week 2)	1-10 PM (site 4)	4-7 PM (site 10)
Friday (Week 2)	1-10 PM (site 9)	4-7 PM (site 7)

- Each survey period was three hours in length. During this period, approximately 12 people were surveyed. For example, on Monday of week 1 at Interview Site 1, the first person over 18 years of age to walk by was asked to participate in an interview beginning at 10 AM. If the person did not agree to be interviewed, the next person to pass was asked until an interview was completed. This process was repeated at 10:15 AM, and every 15 minutes until 1 PM. In this way, 12 surveys were completed during this period.
- This process was repeated at each survey location and time as outlined in the interview schedule in Table 2.

As I was conducting the survey with the residents of Dubai, I expected that my position as an Arabic female in a Middle Eastern city would aid and assist me in connecting faster with residents who have a similar background. Such an expectation seemed sensible based on research that suggests that individuals tend to trust those who possess or have the same racial, occupational, religious or other features, traits similar to them (Batt, 2008). For example, research conducted in Ghana (Lyon, 2000) reported that trust derived from commonalities like family linkage, racial background, and lifetime friends.

Though the demographic nature of Dubai is multicultural, sharing characteristics with many of the strangers being approached played a role in facilitating the whole survey collection process.

3.5 Instrument Design

Given the lack of consistent methods and standardized instrumentation to measure social capital, and specifically social capital in relation to festivals, resident perceptions, a questionnaire were used to assess to what extent the festival was perceived to generate social capital (see Appendix C).

The questionnaire used in this research was constructed from components of two instruments: the SIP scale developed by Small and Edwards in 2003, and a modified scale that was used to assess a community's level of social capital in the study of Xu (2014). The SIP was applied in this study in a festival setting that had the combination of high visitor numbers, high spending, and a major focus of participants seeking high leisure and recreational activities. The items that were picked from the SIP scale were highly related to the focus of this research: the social capital stocks of trust, reciprocity and networking. The questionnaire consisted of 26

questions adapted from Small's (2007) work, with minor modifications in order to fit the study more accurately. The questionnaire also collected data on factors that are thought to affect residents' perception of impacts, such as gender, age, period of residency, and level of participation in the festival. These variables were used in the analysis provided in Chapter four.

The original questionnaire had a ten-part directional scale ranging from -5 (negative five) to +5 (positive five) (Small, 2007); however, this rating was modified to 1- 5 only to minimize measurement error. The other scale that was used came from a study done by Xu Shuangyu (2014) on spatial understanding of themed touring routes of wine trails: characterization, residents' attitudes, and social capital. That study sought to examine residents' perceptions of social capital related to winery development. Six questions from that study related to networking, reciprocity, and trust were added to the survey questionnaire. Since reciprocity effect could take a relatively longer period of time to show its results, the items chosen in the survey in order to demonstrate this aspect reflect the nature of this stock. They describe DSSF as being a place that could assist in increasing job opportunities, developing new skills, fundraising, improving the quality of life and a chance for volunteering are some of the items that relate to reciprocity in this study. An individual who embrace reciprocity is able to undertake an act or service in order to benefit others with the expectation that this favorable act will be repaid in some way in the future whether for the benefit of the community or at the personal level. Thus, these items selected for the representation of this aspect clarify the potential of reciprocity to benefit in community development such as : fundraising , increasing jobs. Additionally , being a site which assist in developing skills or volunteering demonstrate the benefit that could be possessed on the individual level as well as longer term interests for the community.

In summary, the questions in the questionnaire aimed to analyze the stocks of social capital as follows:

Question 1 -4 were general questions to grasp the participants' impressions about the overall impact of the festival.

Question 5 examined the level of social trust that could be generated from the festival.

Question 6 examined the level of networking that could result from the festival.

Question 7 examined the level of reciprocity that could result from the festival.

Question 8 examined possible negative impacts of the festival.

The last section was devoted to getting information about the participants' gender, background, age, and length of residency. This information is important to the study to define the factors that might affect the level of social capital and have an impact on the research outcomes.

Table 3. Questionnaire Items and References

The Survey Items Questions	References
1-4 The participants' impressions about the overall impact of the festival. 9-12 The participants demographics	Items added by the researcher
(Question 5, A-H) Examined the level of social trust that could result from festivals (Question 6, A, B, C, D, F) Examined the level of social networking that could result from festivals (Question 7, A, B, C, D, E) Examined the level of social reciprocity that could result from festivals (Question 8, A, B, C, D, E, F, G, H) Concerns about or negative impacts of the festival	Small (2007). Social dimensions of community festivals: an application of factor analysis in the development of the social impact perception (SIP) scale. <i>Event Management</i> , 11(1-2), 45-55
(Question 5, I, J, L, M) Examined the level of social trust that could result from festivals (Question 6, E) Examined the level of social networking that could result from festivals (Question 7, F, G) Examined the level of social reciprocity that could result from festivals	Xu (2014). Spatial Understanding of Themed Touring Routes through Wine Trails: Characterization, Residents' Attitudes, and Social Capital.

3.6 Data Analysis

Quantitative data from the residents' perception questionnaire was analyzed using SPSS (Statistical Package for the Social Science) for the purpose of identifying relationships between variables and as an aid in conducting descriptive statistical analysis on the results.

3.7 Ethical Consideration

The study was undertaken following the completion of a VIU ethical review (see Appendix D). This study involved people who were living in Dubai who may or may not have been involved in the Dubai Summer Surprises Festival in past years. In order to maintain their privacy, all information was handled with great confidentiality. The researcher did not pressure anyone to answer any questions that they did not feel comfortable with. All the participants were treated with respect and dignity. It was essential to hand out and read a consent form to each participant before they filled out the questionnaire. This form stated that their participation would be confidential, and that if they did not wish their names to be published, their names would not be published.

CHAPTER FOUR

RESULTS

4.1 Introduction

This research sought to examine the perceived impact that the DSS festival has in enhancing the stocks of social capital on the residents of Dubai. In the previous chapters, a literature review discusses the contemporary understanding of event management and social capital. Building on this literature, data was collected through a public survey, involving 345 questionnaires. Data was analyzed with SPSS, and tables of results were generated to illustrate the findings, as outlined in this chapter.

In order to explain the relationship between events and social capital, the research goals are summarized below:

1. To identify resident perceptions of how social capital (positive impacts) is impacted by the DSSF
2. To identify resident perceptions of possible negative outcomes of DSSF
3. To explore how perceptions of social capital and negative outcomes are influenced by age, gender, length of residency, or participation in DSSF
4. To identify the practical implications of this study for festival managers (policy and practice)

Descriptive tables are provided to reveal the general results generated from each question. Furthermore, a set of tables are provided to determine the relationship between the building of social capital stocks in a society with a number of variables, including the gender of the participants, participation, age, years of residency, and ethnic background. In order to

determine where significant relationships occur, an independent sample t-test was conducted with each comparison shown in the tables of results.

4.2 Research Goal 1: Identify the overall experience of the residents of Dubai about the festival.

Overall experience with the festival was measured with a five point scale, ranging from “very positive” to “very negative”, as illustrated in Table 4.

Table 4. Overall Impression of Festival (Q1)

<u>Response</u>	<u>Percent</u>
Very Positive	47.8
Somewhat Positive	29.0
Not Sure	12.2
Somewhat Negative	7.5
Very Negative	2.9
Missing	0.06

This table demonstrates that most residents found the festival to be a positive or very positive experience (76.8%), while only 10.4% thought the opposite. There were .06 missing answers for this question.

Table 5 represents responses to the question regarding participation in the festival, and shows that there were more people who participated in the festival (59.1%), than people who did not participate (40.9).

Table 5. Previous Participation in the Festival (Q2)

Response	Percent
YES	59.1
NO	40.9
Missing	0.0

Table 6 describes why people chose not to participate in the festival. The highest reasons were: “no particular reason” (45 %), and “no time” (37%). However, there were a considerable number of people (299) individuals who chose not to answer this question.

Table 6. Reasons for Not Participating (Q4)

Reasons	Percent
1- No particular reason	45.7
2- No time	37.0
3- Don't like to participate	2.2
4- I don't like the theme of the festival	15.2
Missing	86.7

In summary, these results show that most residents found the festival to be a positive or very positive experience, and there were more people who participated in the festival than those who did not. The highest actual reason residents gave for not participating at the festival was “no time”.

4.3 Research Goal 2: Identify the characteristics of the residents who attended DSSF

This section of the questionnaire represents the demographics of the residents of Dubai who participated in the survey. Table 7 indicates that there were slightly more males in the sample.

Table 7. Gender (Q9)

Response	Percent
Male	56.4
Female	43.3
Missing	0.03

Table 8. Period of Residency (Q10)

Period Of Residency	Responses
1-4 Years	34.9
5-9 Years	32.0
10-15 Years	15.2
All my life	10.3
One year or less	4.1
16 Years and more	3.2
Missing	0.03

Regarding the period of residency for the participants (Table 8), there were the fewest long term residents (16 years and more) of Dubai (3.2%). The greatest number of respondents had lived in the area for 1 to 4 years (34.9%). This raises the question of whether there is any relationship between the period of residency and the level of social capital stocks in a society.

Table 9. Age Category (Q11)

Age Categories	Percent
18-25	10.8
26-35	36.8
36-45	31.0
46-55	17.0
56 and above	4.4
Missing	0.0

Table 9 indicates that the largest age groups in the sample were 24-35 years (36.8%), followed by 36-45 years (31.0%).

Table 10. Self-Identified Nationality

Nationalities	Response
European	35.0
East Asian and the Pacific	27.5
Middle Eastern	14.1
African	7.7
North/Central/South Americans	6.3

Table 10 illustrates the diverse backgrounds of the attendees, between Europe, the East, Middle East, Africa, and the Americas. This is a valuable factor in the study reflecting the diverse cultures and backgrounds in Dubai. It provides a rich element to help evaluate the level of social capital stocks in a multicultural background.

4.4 Research Goals 3 + 4: Identify the extent the stocks of social capital have been enhanced at the DSSF. Identify the extent gender, period of residency, age, and participation level impact the building of social capital stocks.

4.4.1 Social Trust. Putnam’s definition of social trust, used in this study, has three components -- trust, networking, and reciprocity -- as stocks that rise from the concept through social norms and connection. This aspect of social capital trust has been defined by Fukuyama (1995) as “the expectation that arises within a community of regular, honest and cooperative behavior, based on commonly shared norms, on the part of other members of that community” (p. 26). The following section is designed to grasp the aspect of social trust at the festival from the resident’s perspective. Also, further analysis is provided to test if there is any connection

between the levels of social trust with the following factors: gender, participation, age, and the period of residency.

Table 11. Possible Building of Social Trust (Q5)

Possible benefits (social trust) Q5	Response (%)						Mean	Std.Dev.	Somewhat or strongly agree
	Strongly Disagree	Somewhat disagree	Not sure	Somewhat agree	Strongly agree	Missing			
Enjoying interacting with other people who are different	0.9	4.7	8.4	26.7	58.7	0.6	4.6	3.6	85.4
Help in valuing customs and traditions of other cultures	1.2	6.7	9.3	34.0	48.8	0.0	4.2	1.0	82.8
Help in evoking a feeling of interest in other cultures	2.3	4.9	9.9	33.4	49.4	1.0	4.2	1.0	82.8
Enhance sense of togetherness	2.3	7.0	9.0	38.4	43.3	0.0	4.1	1.0	81.7
Provide chances for interactions with other cultures	2.9	6.1	9.3	35.8	45.6	0.3	4.2	1.4	81.4
Show community uniqueness	3.2	6.7	9.6	39.1	41.4	0.0	4.1	1.0	80.5
Positive cultural impact on community	1.2	7.6	11.3	32.7	47.2	0.0	4.2	1.0	79.9
Opportunities for cultural experiences	1.7	7.8	7.7	40.0	39.7	4.1	4.1	1.0	79.7
Enhancing community identity	3.2	5.8	12.0	37.0	42.0	0.0	4.1	1.0	79.0
Opportunities for shared family Experience	2.9	6.7	12.8	30.4	47.2	0.0	4.1	1.1	77.6
Enjoying having visitors	1.4	7.0	14.2	33.9	43.5	0.0	4.1	1.0	77.4
Sense of community and ownership	3.5	7.0	12.3	27.2	49.7	0.3	4.2	1.5	76.9

All items in Table 11 are ranked from highest to lowest in terms of “percent who somewhat or strongly agree” (last column in the table). However, the table displays high level of agreement with all items, ranging from 76.9% to 85.4%. Opportunities for shared family experience, enjoying having visitors and sense of community and ownership got the lowest agreement. Overall, the items rated highest were: interacting with, or valuing other cultures, or evoking an interest about it, Residents mainly enjoyed having an opportunity to deal with other nationalities and knowing about cultures during the festival which embrace those activities.

Table 12. Possible Building of Social Trust (Q5), by Gender

Possible benefits (social trust) Q5	Response %		Difference	T-test	Sig.2 tailed
	Male	Female			
Enjoying interacting with other people who are different	4.65	4.63	0.02	0.34	0.97
Help in valuing customs and traditions of other cultures	4.23	4.20	0.03	0.30	0.76
Help in evoking a feeling of interest in other cultures	4.22	4.22	0.00	0.02	0.98
Enhance sense of togetherness	4.18	4.05	0.13	1.18	0.24
Provide chances for interactions with other cultures	1.64	1.02	0.62	0.71	0.48
Show community uniqueness	4.12	4.02	0.10	0.08	0.48
Positive cultural impact on community	4.19	4.12	0.07	0.64	0.52
Opportunities for cultural experiences	4.07	4.08	-0.01	0.12	0.91
Enhancing community identity	4.07	4.08	-0.01	0.08	0.94
Opportunities for shared family experience	4.13	4.10	0.03	0.26	0.80
Enjoying having visitors	4.09	4.10	-0.01	0.88	0.94
Sense of community and ownership	4.20	4.13	0.07	0.45	0.65

In order to compare samples of male and female respondents, the mean scores were compared using the student’s t-test (Table 12). An independent sample t-test determined if any apparent difference in responses between females and males were “significantly different”. Statistical significance is used with sample data in making comparisons. When the 2 tailed

significance value is less than 0.05 this indicates that there is probably a significant difference in the population, and there are no statistically significant difference when the value is higher than 0.05.

When comparing gender in relation to the social trust responses, the mean response of males and females were not significantly different for any item, since the significant levels for each comparison for all items were higher than 0.05.

Table 13. Possible Building of Social Trust (Q5), by Participation in the Festival

Possible benefits (social trust) Q5	Responses (%)		Difference	T-test	Sig.2 tailed
	Participants	Non. Participants			
Enjoying interacting with other people who are different	5.04	4.06	0.98	2.53	0.01
Opportunities for shared family experience	4.52	3.55	0.97	9.35	0.00
Sense of community and ownership	4.54	3.64	0.90	5.72	0.00
Opportunities for cultural experiences	4.44	3.56	0.88	9.08	0.00
Enjoying having visitors	4.46	3.59	0.87	8.91	0.00
Show community uniqueness	4.41	3.61	0.80	7.50	0.00
Enhancing community identity	4.41	3.61	0.80	7.65	0.00
Positive cultural impact on community	4.48	3.72	0.76	7.80	0.00
Enhance sense of togetherness	4.44	3.70	0.74	7.29	0.00
Help in valuing customs and traditions of other cultures	4.51	3.81	0.70	7.13	0.00
Help in evoking a feeling of interest in other cultures	4.50	3.83	0.67	6.52	0.00
Provide chances for interactions with other cultures	4.47	3.83	0.64	4.25	0.00

When comparing participants and non-participants (Table13), the mean responses were significantly different for each item. The largest differences are indicated at the top of the table, and the smallest differences at the bottom of the table. This indicates that participants experienced more feelings of social trust than non-participants.

Table 14. Possible Building of Social Trust (Q5), by Age

Social Trust	Response %		Difference	T-test	Sig.2 tailed
	18-35 years	35 + years			
Enjoying interacting with other people who are different	4.66	4.64	0.02	0.07	0.95
Opportunities for shared family experience	4.16	4.07	0.09	0.83	0.41
Sense of community and ownership	4.12	4.21	-0.09	0.52	0.60
Opportunities for cultural experiences	3.13	4.08	-0.95	0.44	0.66
Enjoying having visitors	4.13	4.08	0.05	0.44	0.66
Show community uniqueness	4.09	4.08	0.01	0.03	0.98
Enhancing community identity	4.11	4.06	0.05	0.50	0.62
Positive cultural impact on community	4.07	4.08	-0.01	0.88	0.93
Enhance sense of togetherness	4.13	4.13	0.00	1.12	0.27
Help in valuing customs and traditions of other cultures	4.27	4.17	0.10	0.04	0.39
Help in evoking a feeling of interest in other cultures	4.28	4.18	0.10	0.96	0.34
Provide chances for interactions with other cultures	4.20	4.20	0.00	0.04	0.97

When comparing the age of the participants in relation to the social trust response levels (Table 14), the mean responses were not statistically significantly different for any item, because the t-test probability in each case was higher than 0.05.

Table 15. Possible Social Trust (Q5), by Years Residing in the Area

Possible benefits (social trust) Q5	Response %		Difference	T-test	Sig.2 tailed
	up to 4 years	4 years+			
Enjoying interacting with other people who are different	4.67	4.63	0.04	0.89	0.92
Opportunities for shared family experience	4.10	4.12	-0.02	0.13	0.90
Sense of community and ownership	4.05	4.14	-0.09	1.27	0.20
Opportunities for cultural experiences	4.03	4.09	-0.06	0.49	0.62
Enjoying having visitors	4.05	4.14	-0.09	0.80	0.43
Show community uniqueness	4.08	4.07	0.01	0.09	0.93
Enhancing community identity	4.03	4.11	-0.08	0.68	0.50
Positive cultural impact on community	4.19	4.15	0.04	0.41	0.68
Enhance sense of togetherness	4.08	4.15	-0.07	0.68	0.52
Help in valuing customs and traditions of other cultures	4.27	4.20	0.07	0.71	0.48
Help in evoking a feeling of interest in other cultures	4.27	4.19	0.08	0.86	0.48
Provide chances for interactions with other cultures	4.18	4.22	-0.04	0.24	0.81

When comparing the period of residency of the participants in relation to social trust items, the mean responses were not statistically significantly different for any item, since the t-test probability was higher than 0.05 for all comparisons.

In summary, residents' perceptions of the stock of social trust developed by the festival were generally high, and there was no relationship between social trust and the gender of the participants, age, or years of residency. However, there was a relationship between social trust and the participation level within the residents, with participants more strongly agreeing that social trust has increased because of the festival.

4.4.2 Networking. The second aspect of social capital explored in this study was networking (Table 16). Networking in social capital means the amount of connections a person can create (Paldam, 2000).

Table 16. Possible Building of Networking (Q6)

Possible benefits	Responses %						Mean	Std. Dev.	Somewhat or strongly agree
	Strongly disagree	Somewhat disagree	Not sure	Somewhat agree	Strongly agree	Missing			
Opportunities to meet people from outside	2.60	6.50	9.00	28.90	53.10	0.0	4.23	1.03	82.00
Opportunities for social interaction within the community	2.30	7.00	9.70	32.80	48.40	0.0	4.17	1.02	81.20
Opportunities to host family and friends from out of town	4.10	7.80	13.50	27.90	49.60	4.00	4.15	1.05	77.50
There were more visitors to the community	0.60	9.60	12.50	39.80	37.50	0.0	4.04	1.00	77.30
Talk to my neighbors about visiting the festival	2.30	10.20	13.10	32.10	42.30	0.0	4.01	1.08	74.40
Form new relationships with people from other cultures	2.90	6.10	14.00	26.20	48.00	1.00	4.06	1.13	74.20

All items got a considerable amount of residents' attention, with agreement with each item varying from 74.2% to 82%. The highest level of agreement was with, "the opportunities to meet people from outside of the community" (82.0%), followed by the festival being an "opportunity for social interaction" (81.2%). Therefore, the main point is that the festival was a chance for socializing with people.

Table 17. Possible Building of Social Capital (Q6), by Gender

Possible benefits (Networking)	Responses (%)		Difference	T-test	Sig.2 tailed
	Male	Female			
Opportunities to meet people from outside	4.16	4.13	0.03	0.23	0.82
Opportunities for social interaction within the community	4.20	4.13	0.07	0.65	0.52
Opportunities to host family and friends from out of town	4.06	4.06	0.00	0.02	0.99
There were more visitors to the community	4.06	4.00	0.06	0.53	0.60
Talk to my neighbors about visiting the festival	4.04	3.98	0.06	0.52	0.60
Helped me form new relationships with people from other cultures	4.49	4.24	0.25	0.78	0.44

Table 17 indicates there is no significant difference between male and female responses in relation to the any of the items measuring the perceived impact of the festival on the networking aspect of social capital. All items got a higher significant value than 0.05 which indicates that the difference is not meaningful in term of gender. This indicates that there is no relationship between forming new networks and the gender of the participants.

Table 18. Possible Building of Networking, Comparing Participants and Non- Participants

Possible networking benefits	Responses (%)		Difference	T-test	Sig.2 tailed
	Participants	Non Participants			
Opportunities to meet people from outside	4.56	3.56	1.00	9.79	0.00
Opportunities for social interaction within the community	4.51	3.70	0.81	7.99	0.00
Opportunities to host family and friends from out of town	4.47	3.47	1.00	8.79	0.00
There were more visitors to the community	4.36	3.58	0.78	7.98	0.00
Talk to my neighbors about visiting the festival	4.38	3.49	0.89	8.25	0.00
Helped me form new relationships with people from other cultures	4.55	4.12	0.43	1.36	0.17

However, when looking at participants and non-participants in relation to the building of the networking aspect of social capital (Table 18), the mean responses were significantly different for all but one item. Participants tended to rate each of these items higher (stronger agreement).

Table 19. Possible Building of Networking by Age

Possible networking benefits	Responses (%)		Difference	T-test	Sig.2 tailed
	18-35 years	35+ years			
Opportunities to meet people from outside	4.16	4.14	0.02	0.25	0.80
Opportunities for social interaction within the community	4.24	4.12	0.12	1.09	0.28
Opportunities to host family and friends from out of town	4.14	3.99	0.15	1.20	0.23
There were more visitors to the community	4.07	4.01	0.06	0.54	0.59
Talk to my neighbors about visiting the festival	4.06	3.98	0.08	0.72	0.47
Helped me form new relationships with people from other cultures	4.26	4.50	-0.24	0.72	0.47

Table 19 shows that there is no statistically significant difference when it comes to the age of participants in relation to enhancing the network aspect of social capital. All items got a t-test probability higher than 0.05 which indicates that there is no relationship between forming new networks and the age of the participants.

Table 20. Possible Building of Networking by Years Lived in the Area

Possible benefits of networking	Responses (%)		Difference	T-test	Sig.2 tailed
	up to 4 years	4 + years			
Opportunities to meet people from outside	4.13	4.17	-0.04	0.38	0.70
Opportunities for social interaction within the community	4.15	4.19	-0.04	0.36	0.72
Opportunities to host family and friends from out of town	4.02	4.08	-0.06	0.51	0.61
There were more visitors to the community	4.06	4.09	-0.03	0.54	0.59
Talk to my neighbors about visiting the festival	3.09	4.02	-0.93	0.36	0.76
Helped me form new relationships with people from other cultures	4.22	4.46	-0.24	0.73	0.46

Table 20 shows that there is no statistically significant difference when it comes to the period of residency of participants in relation to enhancing the network aspect of social capital. All items got a t test probability that was higher than 0.05 which indicates that there is no relationship between forming new networks and the period of living in Dubai for the participants.

In summary, resident’s responses were generally positive regarding the role of DSSF in enhancing the stock of networking. However, there was no significant relationship between the responses and the gender of the participants, nor the age or the years of residency. On the other hand, participants tended to more strongly agree that the festival enhanced the social networking aspect of social capital.

4.4.3 Reciprocity. The stock of reciprocity is the ethic of “do unto others as you would have them do unto you” (Productivity Commission, 2003). A member of a community that embraces reciprocity is able to undertake an act or service to the benefit of another with the expectation that this favorable act will be reciprocated. In some communities, reciprocity can also come to be viewed as a social norm (Leonard & Onyx, 2004).

Table 21. Possible Building of Reciprocity (Q7)

Possible benefits regarding reciprocity	Response (%)						Mean	Std. Dev.	Somewhat or strongly agree
	Strongly disagree	Somewhat disagree	Not sure	Somewhat agree	Strongly agree	Missing			
Provide opportunities for members to develop their skills	1.5	9.3	6.4	38.8	44.0	0.0	4.1	1.1	82.8
Provide opportunities for residents to display their talents	2.0	5.0	11.9	35.9	45.2	0.0	4.2	1.1	81.1
Community worked together to achieve the festival goals	1.5	6.1	13.1	39.2	40.1	0.0	4.1	1.1	79.3
The festival provide increased job chances for the local	3.5	6.1	14.5	26.5	49.4	0.0	4.1	1.0	75.9
Will volunteer in the festival in the future	3.2	6.4	16.0	25.6	48.8	0.0	4.1	1.0	74.4
Provided fundraising opportunities for community groups	2.3	9.6	16.3	27.0	44.8	0.0	4.0	1.0	71.8
Helped in improving the life quality	2.9	8.1	17.4	32.0	39.5	0.1	4.0	1.1	71.5

Table 21 indicates that all items got a considerable amount of attention with a high percent of the residents somewhat or strongly agreeing with each item. The highest levels of agreement were for: “the festival being an opportunity for developing skills” (82%), followed by being a chance for talents to be displayed (81.1%). On the other hand, lower agreement was found for: “having the festival as a way that enhances the quality of life” (71.5%), followed by “being a fundraising opportunity for community groups” (71.8%).

Table 22. Possible Building of Reciprocity (Q7), by Gender

Possible benefits regarding reciprocity	Responses (%)		Difference	T-test	Sig.2 tailed
	Male	Female			
Provide opportunities for members to develop their skills	4.2	4.1	0.0	0.2	0.87
Provide opportunities for residents to display their talents	4.2	4.2	0.0	0.2	0.84
Community groups worked together to achieve the festival goals	4.1	4.1	0.0	0.1	0.88
The festival provide increased job chances for the local	4.1	4.2	-0.1	0.8	0.45
Will volunteer in the festival in the future	3.4	4.0	-0.7	1.2	0.25
Provided fundraising opportunities for community groups	4.1	4.0	0.1	0.5	0.62
Helped in improving the life quality	4.0	4.0	0.0	0.0	0.97

Table 22 shows that there is no significant difference between male and female responses in relation to the reciprocity aspect of social capital. All items got a higher t-test probability than 0.05 which indicates that there is no difference in term of gender.

Table 23. Possible Reciprocity (Q7), by Participation in the Festival

Possible benefits regarding reciprocity	Responses (%)		Difference	T-test	Sig.2 tailed
	Participants	Non Participant			
Provide opportunities for members to develop their skills	4.5	3.7	0.8	8.0	0.00
Provide opportunities for residents to display their talents	4.4	3.8	0.7	6.7	0.00
Community groups worked together to achieve the festival goals	4.4	3.7	0.7	7.0	0.00
The festival provide increased job chances for the local	4.6	3.5	1.1	10.3	0.00
Will volunteer in the festival in the future	4.7	3.5	1.2	4.2	0.00
Provided fundraising opportunities for community groups	4.4	3.4	1.0	9.4	0.00
Helped in improving the life quality	4.4	3.4	1.1	10.1	0.00

On the other hand, testing the relationship between participants and non-participants in relation to the building of the reciprocity aspect of social capital (Table 23), the mean responses were significantly different for each item. Participants tended to show higher level of agreement with each statement compared to non-participants.

Table 24. Possible Building of Reciprocity (Q7), by Age

Possible benefits regarding reciprocity	Responses (%)		Difference	T-test	Sig.2 tailed
	18-35 years	35+ years			
Provide opportunities for members to develop their skills	4.2	4.1	0.0	0.4	0.69
Provide opportunities for residents to display their talents	4.2	4.2	0.1	0.6	0.58
Community groups worked together to achieve the festival goals	4.1	4.1	0.0	0.4	0.70
The festival provide increased job chances for the local	4.2	4.0	0.2	0.2	1.35
Will volunteer in the festival in the future	4.1	4.3	-0.2	0.6	0.56
Provided fundraising opportunities for community groups	4.0	4.0	0.0	0.7	0.43
Helped in improving the life quality	3.9	4.0	-0.1	0.7	0.46

Furthermore, when comparing the age of the resident's responses in relation to reciprocity level, the mean response were statistically not significantly different for each item, all items had a t test probability higher than 0.05.

Table 25. Possible Building of Reciprocity (Q7), by Residency Period

Possible benefits	Responses (%)			T-test	Sig.2 tailed
	up to 4 years	4 years+	Difference		
Provide opportunities for members to develop their skills	4.1	4.2	0.0	0.2	0.86
Provide opportunities for residents to display their talents	4.2	4.2	0.0	0.3	0.79
Community groups worked together to achieve the festival goals	4.1	4.1	0.0	0.2	0.84
The festival provide increased job chances for the local	4.1	4.1	0.0	0.2	0.87
Will volunteer in the festival in the future	4.1	4.3	-0.2	0.5	0.61
Provided fundraising opportunities for community groups	4.0	4.0	0.0	0.3	0.75
Helped in improving the life quality	4.9	4.0	0.9	0.8	0.45

Table 25 shows that there is no statistically significant difference when it comes to the period of residency of participants in relation to enhancing the reciprocity aspect of social capital. All items got a higher probability value than 0.05 which indicates that there is no direct relationship between the reciprocity stock of social capital and the period of time participants lived in Dubai.

In conclusion, generally residents' responses to the stock of reciprocity was positive during the festival. Moreover, there was no significant relationship between the responses and the gender of the participants, nor age or the years of residency. Nevertheless, there is a relationship between the enhancement of this aspect of social capital and the residents' participation level.

4.5 Research Goal 5: Possible Negative Outcomes: Identify if the resident’s age, participation level, gender, or period of residency impact their perception of the possible negative outcomes of DSSF

Table 26. Possible Negative Outcomes (Q8)

Possible negatives	Response (%)						Mean	Std. Dev.	Somewhat or strongly agree
	Strongly disagree	Somewhat disagree	Not sure	Somewhat agree	Strongly agree	Missing			
Increase prices of goods and services	26.7	22.0	20.7	18.1	12.5	0.0	2.7	1.4	30.6
Overcrowding in public spaces	22.8	19.3	30.7	19.0	7.9	0.3	2.7	1.3	26.9
The level of noise has been increased	22.3	27.8	24.9	18.6	6.1	0.3	2.6	1.2	24.7
Decrease in the tranquility of the community	34.0	32.3	11.3	11.0	11.3	0.1	2.3	1.3	22.3
Traffic congestion and parking problems	24.8	34.7	19.2	12.5	8.7	0.1	2.5	1.2	21.2
Local heritage has been negatively impacted	33.5	30.6	18.1	12.5	5.2	0.1	2.3	1.2	17.7
Increase in the garbage	78.8	6.1	9.0	4.4	1.7	0.0	1.4	1.0	6.1
Increase in the crime level	87.5	3.2	3.8	2.9	2.6	0.0	1.3	1.0	5.5

Results from Table 26 indicate that fewer people agreed with the concerns about the festival (between 30.6% and 5.5%) than had perceived benefits from it. Highest levels of agreement were for: increase of the prices in goods and services (30.6%) followed by

Table 27. Possible Negative Outcomes (Q8), by Gender

Concerns	Responses (%)		T-test	Sig.2 tailed
	Male	Female		
Increase prices of goods and services	2.6	2.8	1.3	0.19
Overcrowding in public spaces	2.7	2.8	0.6	0.56
The level of noise has been increased	2.6	2.6	0.1	0.94
Decrease in the tranquility of the community	2.6	2.4	0.9	0.93
Traffic congestion and parking problems	2.4	2.5	0.6	0.58
Conservation of the local heritage has been negatively impacted	2.3	2.3	0.1	0.93
Increase in the garbage	2.6	2.6	0.0	1.00
Increase in the crime level	1.3	1.4	1.1	0.27

Table 24 shows that there was no significant difference between male and female responses in relation to the possible negative outcomes of the festival. All items got a t-test probability value higher value than 0.05 which indicates no difference in term of gender.

Table 28. Possible Negative Outcomes (Q8), by Participation

	Responses (%)			T-test	Sig.2 tailed
	Participants	Non participant	Difference		
Increase prices of goods and services	2.4	3.1	-0.8	5.3	0.00
Overcrowding in public spaces	2.0	2.7	-0.8	3.8	0.00
The level of noise has been increased	2.4	2.9	-0.6	4.6	0.00
Decrease in the tranquility of the community	2.0	3.2	-1.3	3.8	0.00
Traffic congestion and parking problems	2.2	2.9	-0.7	5.3	0.00
Conservation of the local heritage has been negatively impacted	2.0	2.7	-0.8	6.0	0.00
Increase in the garbage	1.3	1.8	-0.6	4.8	0.00
Increase in the crime level	1.9	1.7	0.2	5.2	0.00

However, there is a significant difference between participants and non-participants in relation to each of the negative outcomes of the festival (Table 28). In each case, non-participants more strongly agreed with each negative outcome.

Table 29. Possible Negative Outcomes (Q8), by Age

Concerns	Responses (%)		Difference	T-test	Sig.2 tailed
	18-35 years	35 years +			
Increase prices of goods and services	2.7	2.7	-0.1	0.3	0.76
Overcrowding in public spaces	2.6	2.9	-0.2	1.4	0.16
The level of noise has been increased	2.6	2.6	-0.1	0.5	0.64
Decrease in the tranquility of the community	2.3	2.6	-0.3	0.8	0.40
Traffic congestion and parking problems	2.4	2.5	-0.1	1.1	0.29
Conservation of the local heritage has been negatively impacted	2.2	2.3	-0.2	1.1	0.26
Increase in the garbage	1.5	1.5	0.0	0.3	0.75
Increase in the crime level	1.3	1.4	-0.1	1.1	0.29

When comparing the age of resident's responses in relation to the negative outcomes, the mean response were not significantly different (Table 29).

Table 30. Possible Negative Outcomes (Q8), by Residency Period

Concerns	Responses (%)		Difference	T-test	Sig.2 tailed
	Up to 4 years	4 Years +			
Increase prices of goods and services	2.7	2.6	0.1	0.5	0.59
Overcrowding in public spaces	2.7	2.8	-0.1	0.8	0.41
The level of noise has been increased	2.5	2.6	-0.1	0.5	0.64
Decrease in the tranquility of the community	2.4	2.5	-0.1	0.3	0.73
Traffic congestion and parking problems	2.4	2.5	-0.1	0.6	0.57
Conservation of the local heritage has been negatively impacted	2.2	2.3	0.0	0.2	0.81
Increase in the garbage	1.5	1.5	0.0	0.1	0.95
Increase in the crime level	1.2	1.4	-0.2	1.4	1.55

In Table 30 there is no significant difference between the possible negative outcomes of Dubai Summer Surprises Festival and the residents' years of residency, since all significant levels are higher than 0.05 percent.

Overall, residents' responses to the possible negative outcomes shows that fewer agreed with the concerns compared with the previous sections examining perceived benefits. Furthermore, there was no relationship between the responses and the gender of the participants, nor the age or the years of residency. However, there was a significant relationship between concerns and the responses of residents who participated in the festival compared to those who did not.

4.6 Summary

The results show that most residents found the festival to be a positive or very positive experience. The main findings regarding each research goal can be summarized as follows:

- 1- To identify resident perceptions of how social capital (positive impacts) is impacted by the DSSF

All three aspects of social capital (social trust, networking, and reciprocity) were rated positively by most people, although there was some variability in responses. This means that the residents found the festival to be a chance for networking and enhancing their social trust as well as engaging in activities that provided for them something that they could benefit from, either now or in the future.

- 2- To identify residents' perception of possible negative outcomes of DSSF

Generally there was less agreement with the negative outcomes of DSSF, compared to perception of positive impacts, although there was some variability in responses.

- 3- To explore how perceptions of social capital and negative outcomes are influenced by age, gender, length of residency, or participation at DSSF

Age, gender, and length of residency do not appear to influence the perception of the residents towards the production and enhancement of social capital stocks. However, participation does appear to influence the enhancement of these stocks with participants more strongly agreeing with each type of the impact of social capital.

The negative outcomes were more strongly supported by non-participants in the festival. Additionally, age, gender, and length of residency did not appear to influence the perception of the festival as a place for enhancing social capital stocks.

CHAPTER FIVE

CONCLUSIONS AND DISCUSSION

Chapter five provides a discussion of the fundamental findings, and their significance for academia as well as for future community and event organizers. In addition, it offers suggestions for future research and looks at limitations that occurred. The purpose of this research was to examine to what extent social capital is generated and developed in the Dubai Summer Surprises Festival. Data was collected in Dubai, one of the seven emirates which is located in the United Arab Emirates, in the Middle East. Data was collected through a public survey, involving 345 completed questionnaires.

5.1 Main Findings:

Only a small amount of literature has looked at the concept of social capital and its stocks regarding festivals. A few publications have described events as an opportunity for building social networks and interactions that help in the formation of relationships which is the essence of social capital. The main finding in this study is that all three aspects of social capital under consideration (social trust, networking, and reciprocity) were rated as increasing as a result of the festival, although there was some variability in responses. This variability in perceived increases was not related to age, gender, or length of residence in the community; however the results identify that participation in the event lead to generally agreeing more strongly that the festival contributed to the building of each type of social capital.

The following section will summarize the findings based on the main research goals: to identify resident perceptions of how social capital (positive impacts) is impacted by the DSSF, to identify resident perceptions of possible negative outcomes of DSSF, to explore how perceptions

of social capital and negative outcomes are influenced by age, gender, age, length of residence, or participation in DSSF, and to identify the practical implications of this study for festival managers (policy and practice).

5.1.1 Social trust and events. Most respondents indicated that social trust had improved because of the festival. For example, over 80% of respondents indicated they agreed that the festival resulted in: enjoying interacting with other people who are different; valuing customs and traditions of other cultures; evoking a feeling of interest in other cultures.

The findings of the study are largely consistent with the findings of previous studies of social capital. In another similar study which tested Putnam's social capital theory as well and focused on "the individual-level predictors of Social Capital and Participation in Collective Action on the Island of Carriacou, Grenada", revealed that during events, whether formal or non-formal, trust would be highly fostered (Jicha, 2011).

Compared to people who did not participate, participants in the Dubai Festival more strongly agreed that the festival contributed to social trust. This is a similar finding to the study of Jicha (2011) which inspected how social capital and individuals' involvement in events in the summer of 2006 on a Caribbean island were related to generating collective action. Jicha found that individuals participating in events, whether formal or non-formal, had their trust levels highly fostered through communication and interaction that assisted in collective action. This showed that events could enhance the stocks of social capital, including trust, through the actions of celebration in an active community.

Furthermore, communication and interaction within communities is another element that generated trust in this study. The definition of social trust used in this study was the one that

Fukuyama set out in 1995: “the expectation that arises within a community of regular, honest and cooperative behavior, based on commonly shared norms, on the part of other members of that community” (p. 26). Trust is an element that is grounded in each person; however, the external environment either encourages the increase of this stock or its decline. Festivals and social hubs could be a reflection of the external environment aspect of this definition. Social capital cannot be created and developed without the necessary opportunities for the establishment of social networks and social interactions between members of the community (Falk & Kilpatrick, 2000).

As a society promoting aspects like trust, honesty, cooperation and activism is needed. Unlike economic capital that can be stored and allowed to accumulate value, the stock and value of social capital cannot be measured in any currency or figures. It increases when it is used, and decreases when it is not used (Putnam, 2000). Furthermore, (Jicha, 2011) interpersonal trust is considered to be related to involvement in collective civic action as supported by the results of this study. This claim is important because recently the aspect of social trust stock has been underestimated. This emphasizes the importance of creating opportunities within the community like festivals, NGO’S, events and social hubs where individuals can have the chance to interact, exchange knowledge, and enjoy shared activities that enhance social trust.

5.1.2 Networking and events. Respondents indicated that the festival had a positive impact on and enhanced the networking aspect of social capital. Most of the residents agreed that the festival was an opportunity for interaction with other members within and external to the community, and gave them opportunities for forming new relationships with people from other cultures. These responses seem to be largely conceptualizing the festival as an opportunity for connecting with one another and building different and additional relationships for participants. Thus, these results support the arguments that festivals and events play a role in assisting the

residents' communication and they facilitate effective interactions which add directly to the enhancement of social capital (Moscardo, 2007).

Furthermore, Wollebæk and Selle (2003) provide more support that voluntary organizations or institutions assist in the building of social capital. Their study tested to what extent voluntary association can influence and facilitate horizontal networking resulting in the production of societal trust. These findings suggest that festivals can be one of the new forms of institutional practice that foster and encourage direct networking towards the enhancement of social capital.

Participation in the festival had a relationship to the building of social capital in this study. This result is supported by the finding from Jicha (2011) that tested Putnam's (2000) theory, revealing that participating in events facilitates the production of trust and the formation of reciprocal relationships through participant socializing. Furthermore, Grobstich (2012) identified how leisure and intergenerational art activities could build social capital through the networking of multiple different generations. Likewise, it was evident that the DSS also played a role in providing the right social atmosphere where people could interact and communicate with one another facilitating valuable social networking opportunities and enhancing communal social capital.

Additionally, networking appeared to be a relatively strong driver that encouraged and stimulated individuals to find a sense of purpose and connect with it during the festival looked at in this thesis. Kawachi and Berkman (2001) examined social ties and social connections and the subsequent effect on mental health. They showed that people involved in active social networking experiences have a sense of purpose that makes them more capable and optimistic in

solving and dealing with the issues within their community, and that they demonstrated a stronger ability to seek solutions.

The findings suggest in this thesis also suggest that events and festivals may also have implications for collaboration and resilience. When social capital stocks are high in a society or place, other elements, like collaboration and resilience, could be formed and enhanced. One of the findings in Jin (2009) suggested that networks help individuals and organizational members to make goals and produce collaboration. Participation here is not suggesting being involved in the festival only, but going far beyond into dimensions that are related to strengthening the foundation of civic engagement and building a resilient community. That benefits extend beyond the economic has been supported by the finding of Kim, (2012). This suggests that the festival embodies a fundamental role as an institution that provides a nexus for exchanging information, a finding which aligns with a number of studies that suggest that social capital assists in encouraging knowledge integration (e.g., see Huang, Newell, & Pan, 2001), and knowledge exchange (Tsai & Ghoshal, 1998). Through networking, it was evident that residents seem to establish new relationships as one of the survey items indicated. These interactions help in generating further impacts, like collaboration, that is not limited to the festival time only but can have effects later on as well. Therefore, it is important for a community to have a rich array of service, recreational, sporting and other voluntary organizations through which the stock of social capital can be built. The existence of such groups within a society predicts that social capital within such a community is likely to be higher than in communities where there is lack of community organizations or voluntary groups (Putnam, 2000).

5.1.3 Reciprocity and events. Reciprocity is an aspect of social capital that has been rated positively by most of the residents who participated in the survey. The concept of

reciprocity is formed when a member of a community is able to undertake an act or service to the benefit of another, with the expectation that this favorable act will be reciprocated. In some communities this could be viewed as a social norm (Leonard & Onyx, 2004). One purpose of this study is to fill a gap in the body of knowledge linking concepts of social capital and reciprocity, to festivals and events.

The type of social capital under examination in this study is bridging capital as tested in a multicultural environment, among residents who did not have a previous relationship. This study showed an increase in the perception of social reciprocity within the community by those who participated in the event. This might suggest that reciprocity or reciprocal relationships could be built and developed through events that facilitate interactions between participants with no previous relationships. Furthermore, the study of Faas (2012) looked at how reciprocity functions and assists in disasters, and found that networks that have reciprocal exchange relations obtained a higher access to shared assistance and resources development in their communities. This implies that providing an environment like festivals could help in creating those relationships that facilitate the exchange of information and community resilience.

In the Dubai festival reciprocity referred to other advantages that the residents noted. Developing skills, increasing job and learning opportunities, and improving the quality of life were some of the elements that the residents agreed that the festival provided a chance to embrace and enhance. This aligns with the research of Moscar (2007), who found that one of most direct links found in festivals and events was the ability of events to develop skills in the community. Reciprocity or reciprocal relationships in social capital depend on mutual benefits, so since the festival held many activities, it was seen by the majority as an opportunity for residents to develop skills. Also, it indicated that involvements in events, whether sport events

(Lade & Jackson, 2004) or cultural performances (Hiroyuki, 2003), foster skills and create chances for learning. As Taylor described (1982), “in a system of reciprocity, each individual act is usually characterized by a combination of what we call altruism in the short term, and self-interest in the long term: I will help you in the hope (possibly vague, uncertain and not premeditated) that you will help me in the future. Reciprocity is made up of a series of acts, each of which is altruistic in the short term (benefiting others at the cost of the altruist), but which as a whole tend to improve the condition of all the interested parties” (pp. 28-29).

These type of activities that embrace reciprocity and encourage its existence lead to development and progression in the community that extend beyond the festival period and thus have a positive impact on residents’ quality of life and overall wellbeing. Event organizers and policy makers should take these dimensions into consideration and acknowledge their significance and effect.

The results of this thesis indicate no relationship between reciprocity and gender, age, or the length of time people had been living in Dubai. This conclusion appears to be different from the finding of Wollebæk and Selle (2003) whose study suggested that socio-demographic characteristics of age, sex, religion, education, or the area of residency are equally as essential as participation in the building of social capital. It is important to keep in mind that reciprocity is reinforced in a multi ethnic background environment, and it would not be very fruitful unless other parties who are involved accept and tolerate one another (Ostien, 2003).

5.2 Negative Outcomes

On the other hand, when comparing residents’ responses to the possible negative outcomes of the festival to their responses to possible positive outcomes, it seems clear there

were fewer concerns about negative consequences than there were positive responses to possible enhancements of social capital stocks coming out of the festival. This finding deserves to be highlighted as it contradicts many related studies that focus on the negative outcomes of large scale and profit oriented festivals (Kim, 2012).

Moreover, Choe (2011) tested Shanghai residents' perceptions of the impact of hosting the 2010 World Expo, a mega event, on their community. That study revealed findings – showing the residents agreed highly on concerns relating to traffic congestion, crime, increased noise, prices and disruption -- that contradict findings in this thesis. However, Choe's result correlated with residents' attachment to their community. The people who were highly attached to Shanghai had viewed the event of 2010 World Expo 2010 as more beneficial than negative. In the study in this thesis, residents who perceived DSSF as an opportunity to enhance social capital stocks more than the producing negative outcomes were more likely to be attached to Dubai than the residents who expressed more concerns.

The diverse multicultural nature of the ethnic background in Dubai could be a factor in explaining why these results differ from related studies. Diversity in all forms, whether in culture, religion or ethnicity, plays an essential part within social capital groups (Ostien, 2003). The results of Choe (2011)'s study suggest that residents who have high ethnocentric values are less accepting and more intolerant of the negative outcomes of the festival.

There seem to be differences in the results where the residents' points of view towards concerns were low. The family-oriented nature of the festival and high security in the city of Dubai might have played a role in producing comparably favorable responses related to the DSS. The levels of trust, networking and reciprocal relationships were elevated during the festival,

which in turn impacted the overall atmosphere. Enhanced levels of social capital are associated with low crime rate, positive economic development, less corruption and a better sense of wellbeing (Halpern, 1999).

5.3 Revisiting the Conceptual Framework

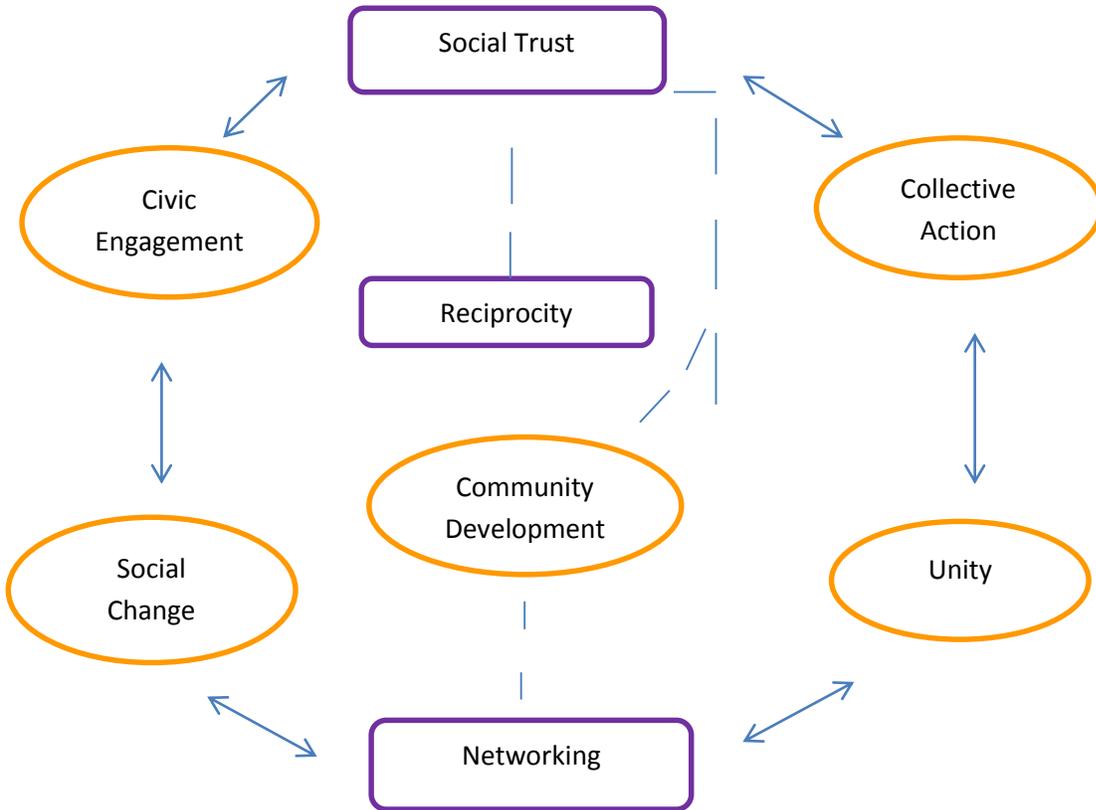


Figure 3. Revisiting the Visual Concept Map. It shows the linkage between social capital stocks and their relation in generating these aspects in a society with social norms.

With all that been said about the possible building of social capital stocks in festivals, it is worth mentioning again that in this study participants agreed strongly on the event being a chance for social trust enhancement as well as networking and reciprocity. These findings contribute to the model that has been created in this study showing that trust building is related to engagement in a collective civic action and assists in the creation of social change. Trust would

facilitate collective actions. Furthermore, participants in the festival were more likely to see the festival as an opportunity to support social change than people who did not get involved. These findings contribute to the model that shows where trust building is related to civic engagement in a collective civic action and that it assists in the creation of social change. Also, networking appeared to assist in regional development through residents' interactions, as well as encouraging the concept of unity. The findings shown in the model help in visualizing the complex nature of these interrelated concepts and how they are interconnected. The festival played a role in embodying these notions.

5.4 Summary

The former discussion of the findings of this thesis and its relation to previous literature and research provides evidence that addresses the research question: To what extent can events generate social capital in the Dubai Summer Surprises Festival?

The main themes in this research were highlighted in the research goals which were identifying the residents' perceptions of how social capital (positive impacts) is impacted by the DSSF, and identifying their perceptions of possible negative outcomes of the festival, and exploring how perceptions of social capital and negative outcomes are influenced by age, gender, age, length of residence, or participation in DSSF.

The main findings of this study indicate that most residents found the festival to be a positive or very positive experience as all three aspects of social capital (social trust, networking, and reciprocity) were rated positively by most people, although there was some variability in responses. First, there was a finding that social trust has been enhanced and developed in the festival. It was suggested in previous literature, and supported in this study, that events will

embrace trust, and that there is a connection between trust generation, participation, and communication. Also, it was noted as an implication that trust would facilitate collective civic action. The second finding was that events embraced and enhanced networking. A third finding was that events enhanced the stock of reciprocity and the existence of this stock in a society would assist in developing skills and learning opportunities.

The second part of the research question was addressing the possible negative outcomes. There was generally less agreement with statements about the negative outcomes of DSSF, compared to the perception of positive impacts, although, again, there was some variability in responses.

The third part of the research goal was addressing how perceptions of social capital and negative outcomes were influenced by age, gender, length of residency, or participation at DSSF. The study revealed that age, gender and length of residency do not appear to influence the perception of the residents towards the production and enhancement of social capital stocks. In contrast, participation does appear to influence the enhancement of these stocks. There are factors that have been tested and suggested in other research and literature that could have played a role this response. These are: the residents level of attachment to the community, and the multiethnic environment that could affect individuals and that people who have high ethnocentric values could be more tolerant of the negative impact, or perhaps the existence of high levels of social capital stocks had the impact of lowering the possible presence of the negative outcomes.

However, having a festival like the Dubai Summer Surprises Festival that generates tremendous revenue in a one month period and is highly promoted and profit oriented, impacted dimensions that extended beyond the cliché marketing image. This result suggests that festivals

do not have to be small or community oriented to be a source of social capital. On the contrary, it became evident from the residents' responses in this thesis, that social hubs in many shapes, sizes and themes could be a reflection and production of these stocks.

The world is operated in a capitalized system that prioritizes consumerism and profit over community resilience and especially social benefits. It is worth mentioning that it is not necessary to fight the system to evoke a change for the better in the system. Improvement can be made through innovating ways to enhance human's wellbeing, connection and social justice. Working within the system is one effective way to evoke change in a civilized, united, collective form, and festivals are one shape that embodies that change by the participation of citizens. Civic involvement would increase the level of trust in a society, as the more voluntary associations that come to be in a community the more trusting its citizens will become (Putnam, 1995).

Giving more focus to our social instinct is essential to our survival and development. As Cox noted and mentioned in the literature, social capital is significant because, compared to other kinds of capital, it provides the basis upon which a civil society can be established. Cox further emphasized "Without our social bases we cannot be fully human. Social capital is as vital as language for human society. We become vulnerable to social bankruptcy when our social connections fail" (1995, p. 13). Cox also stated that society is losing a number of aspects related to social capital, such as co-operation, goodwill, trust, and reciprocity, which play a significant role in holding a society together. Putnam (2000) distinguishes between thick and thin trust, as he referred to the first one as the type of trust that existed between groups who have solid, frequent relationships like family and friends. Thin trust, according to Putnam (2000) exists among people who are involved in more general social interaction. However, Putnam, (2000) also mentions that the thin trust is more beneficial for a society because when chances to

encourage and practice thin trust are decreasing in a place, it is an implication that the citizens are prioritizing and abandoning the benefits of it for the thick trust (Ostien, 2003).

5.5 Recommendations

- One of the services that professional associations should provide is specialist advice and detailed information for event planners who are looking for ways that could help them in enhancing and developing festivals dimensions at least according to Crosetto and Salah (1997) and Kloss (1999). Festival and event organizers need to establish key programs to help events reach specific goals that add to the enhancement of social capital. This would lead to community development, unity and collaboration. From the residents responses, it became evident for event's organizers the importance of incorporating some innovative practices into the daily festival's activities which would play an essential role in the building of social capital. Carù and Cova (2003) suggest that some events can be experienced as a routine while others result in effecting attitudes , knowledge and behaviors which also impact their consumption experience . In the present "experience economy", consumers search for experience that has a distinct value system (Sutton, 2016). This could have a big impact on shaping the commitment of the consumer which can be the residents, visitors, or participants of the event.

- Organizers now making the exceptional attempts to create more value by combining extra unique characteristic, and traditional cultural activities within major events to enhance the amount of visitors (Chalip & McGuirty, 2004). One of the objectives of "Dubai 2020" vision is to create annual and seasonal market that aims to support and enhance the shopping activities in the area (UAE, Government of Dubai Legal Affairs Department, 2013). Encouraging activities

that embrace reciprocity and networking would attract and motivate the residents to attend the festival and being involved as well. Building an image of a social oriented event rather than economic driven emerged in the responses of the residents as dominant desirable theme which implies to proactive actions from the organizers to increase practices that would enhance that image, or rather attempts to avoid negative publicity. However, it might be challenging to measure the assets, the outcomes of the social activities in events in order to seek and show not only their social and environmental value but their economic one. Number of methods and tools have been introduced and implemented by the event industry ,and (SROI) Social Return on Investment is one of them. This highly supported technique is aimed to manage and grasp the social , economic and environmental value established by an organization (New Economics Foundation (NEF), 2004). In the United Kingdom, policy makers have highly recommended encouraged social enterprises to consider using SROI to quantify their social value (Nicholls, 2007). It has been encouraged as a way for social enterprises that could help and enable them to comprehend more the value of their services in a monetary value (Millar & Hall, 2013).

- Other advanced standards and tools has been improved to monitor the effect of events such as IMPLAN . This model is one of the most famous input-output analysis used to quantify economic impact on the tourism domain (Crompton & McKay, 1994). When festival's organizers undertake this analysis , they use what the customer "visitor spends" as an input within the activities , services of the festival (Crompton & McKay, 1994). One of the objectives that Dubai Corporation for Festivals and Retail sector is directing the retail sector to increase the tourist activities in the city, as well as investing in projects that re associated with the duties of corporation (UAE, Government of Dubai Legal Affairs Department, 2013). Some of the revenue

generated from these activities could be invested for other plans that promote more social aspect of the festival. Implementing these activities in order to capitalize on the prediction that events with more social nature rather than economic only have the potential to be a successful trend. There is reasonable broad spectrum to be added within events to contribute to the enhancement of social capital and the success of the festival as well as obtaining competitive advantages. Therefore, if the residents or visitors are attracted to a certain festival or community , more demand will be on its services.

5.6 Possible Limitation in the Study

During the development process of the survey, more questions should have been asked regarding social trust and collective action in order to have a deeper understanding of these concepts. However, that would have made the questionnaire too long to complete and it may have led to fewer responses. A definite limitation of this research was that it was based on approximate randomness of sample selection to participate in interviews. Yet, since the sample was not entirely randomly selected, there is a risk that sampling bias might have occurred. If so then the findings may not accurately represent the views of all people in Dubai. Moreover, there is some bias because the researcher only interviewed the people who agreed to participate in the study. Thus, a limitation of the study is not having the perspectives of those who self-selected not to participate in the survey.

Also, there was only one method used in this study, a quantitative method. A qualitative methods like interviews or focus groups may provide different results by letting people open up more and be more descriptive in expressing their opinion about the stocks of social capital. Due to the implementing process, with the survey conducted during the festival period, there is a

concern that the timing of the survey may have influenced the results. There may have been different results if the data collection was conducting either before or after the festival, it might have prompted different responses from the residents. Furthermore, every area or city around the world has different lifestyle, demographics, economic status, and security levels which may have impacted the answers. Different results may have emerged if the study have been carried out in another country.

5.7 Future Studies

Given that there is relatively limited literature linking social capital with festivals, additional scholarly work in this areas is needed. Also, this study had a narrow scope, and it would be interesting to try to replicate the study on a larger scale and in other countries, cities, or villages in order to know how generalizable the results are, and what hidden dimensions various locations possess. Given that, future research should test the perception not only of the residents but also of visitors. Also, studies about the existence of the aspect of social capital and its effect on wellbeing and lifestyle in other areas around the world are needed as well. It would be exciting to examine different shapes, sizes, types of social setting or hubs, not only festivals, and the effects they have in generating and building social capital. It would be beneficial to understand more about their role in society, the short and long term effects of these social hubs, and to identify the barriers and the drivers for people to engaging in such organizations. Furthermore the use of qualitative or mixed research methods, like observation and semi-structured interviews, would add value and create greater insights in examining perceptions and values.

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APPENDIX A: Knowledge Mobilization Product

Knowledge mobilization plan

Due to the limited amount of research and literature on social capital in relation to festivals and social hubs, especially in the Middle East, this study will add to the literature in a number of ways that contribute to deeper understanding of this concept and its potentials in the domain of festivals. Also, since this study is multidisciplinary to a certain degree, it is important to share this study with other academics and students in other domains of social science like political science, leisure studies and arts departments not only in North America but in the Middle East as well.

This study will be shared and presented in an academic journal format. This research will be valuable for academics and individuals who are interested in pursuing further research on events, social trust, networking, reciprocity, or the impact of high social capital stocks in a society.

The findings of this study will also be shared with a number of places like academic audiences, future researchers, and academic websites. In order to pursue that I have chosen several knowledge mobilization methods to obtain my goals:

- a) The first presentation of this study will be conducted at Vancouver Island University in Feb 2016. This thesis will be presented to my thesis committee, faculty, friends, classmates, and students from all over the campus who are willing to attend.

- b) An academic journal will be submitted for publication on Vancouver Island University's World Leisure Centre of Excellence website.

- c) Since this thesis study has been conducted in Dubai, the study will be translated into Arabic after completion to share with Tourism Dubai, and Dubai Festival City.
- d) Participating in international conferences to present the findings in the future as any opportunity arises.
- e) Transforming the theoretical suggestions that this thesis revealed into a project after the graduation. The project will involve creating a social hub (non- profit) oriented place that aims to be a place for inspiring and influencing social change, where people from all social backgrounds and status could come, interact, build networks, help one another in an atmosphere that will aim to diminish all boundaries.

KMB Outputs and Timeline

- Present the thesis to my faculty and classmates in (February, 2016)
- Translating the thesis to Arabic for sharing (August, 2016)
- Submitting an article journal to Vancouver Island University's World leisure Centre of Excellence website (May, 2016)
- Presentation on- going when the opportunity arise

APPENDIX B. Reflective Chapter

Main Findings

The main findings are summarized in the following points:

- (a) The findings indicate that the festival been a generator of social capital stocks based on the responses of residents who participated in the study.
- (b) There was no direct relationship between the gender of the participants and either the age or period of residency in the production of social capital, but level of participation played a role in the enhancement of the stocks of social capital. There were also other findings, themes or implications that emerged from the result and responses of the residents such as: collaboration, regional development, collective action.
- (c) The residents had a minor concern about the possible negative outcomes of the festival comparing to the social capital outcomes.

Given the narrow scope of this study, it would be useful to extend future research to examine the perception of locals, or tourists. Moreover, testing the relationship between multiculturalism and the production of social capital would be useful as would testing social capital theories in different events which have similar levels of success and marketing.

In order to look into the proposed study questions above, it is recommended that any research use a qualitative methods like: semi –structured interviews, observation, or focus groups. These would provide deeper insights into values and perceptions that could be missed with measures that focus on numbers.

Reflect on the Research Process

During my thesis process, I developed a better understanding of researching and expanded my knowledge with a wide range of literature. I also learned how to determine my research topic and narrow it down the best way possible. During the conduct of my research, I developed skills in collecting and understanding quantitative research data. I had great mentoring and transforming the numbers and data in SPSS into tangible, meaningful findings was a great experience. This Masters research has been a considerable learning opportunity for my further studies in the future as I am applying for a PhD after graduation.

Furthermore, the feedback given to me by my supervisors, which has led to the thesis being revised several times, has taught me to be patient and more critical about my work. It has spurred me to keep seeking the best results possible and has enhanced my competitive instincts.

Moreover, during this process I learned the dimensions of ethical issues in data collection, such as the significance of keeping data confidential and making a consent form.

A Change in the Research

If I could redo this research, I would add interviews to the data collection. This would have helped me in getting a deeper understanding of the stocks of social capital, and how the residents perceived them, and where exactly they saw the presentation of these stocks in the festival. That might have provided different findings, or it may have enhanced the results of this thesis.

A Challenge in the Research

There was a challenge in this research in terms of collecting the surveys. I was really lucky in being able to administer 345 surveys all by myself. However, it was a bit hard because

of the high temperature, and most of the data collection was in the open air. Happily, residents were willing to participate and were engaging most of the time.

Practical Implications of the Research

There are number of practical implications that arise from this research. The first one is to enable the events industry to incorporate the component of social capital into festival operations and activities as much as possible. This study indicates that injecting that element is not only a necessary thing but is there is a demand from people to see it in festivals. This puts the managers and organizers in a position to fulfil the requirements of the clients.

Furthermore, to earn a competitive advantage over other festivals and events, it is essential to implement more social practices to maximize the best benefits possible from people's networking. This will increase the popularity of a festival and put it at a competitive advantage. Furthermore, this would help managers with cost saving and budgeting in terms of running events because providing activities for socialization costs less than other types of activities. The event industry should establish these programs, to embrace and provide a foundation for change socially, physically, and economically.

In addition, the results of this study indicate that people care about having this component present in a festival. The events industry should not only provide the tools and places to enhance the stocks of social capital in a society, but also education and promotion about the benefits of a city with high stocks levels. This will add more to their success and also to the wellbeing, regional development, and the unity in the community.

APPENDIX C. Questionnaire

**Your Opinions
About Dubai Summer Surprises Festival:
A Public Preference Survey**



July 2015

Dear Resident:

As an adult aged over 18 and resident of Dubai, you are invited to participate in a research project where you can share your opinions about what did or did not you like about the 2015 Dubai Summer Surprises Festival. Your participation in this survey will be used to help festival organizers better understand the social impacts of community festivals.

This survey will take approximately 10-15 minutes to complete. Your participation is voluntary and you are free to stop at any point. There are no right or wrong responses.

This research is being conducted by researchers at Vancouver Island University, which is located in Nanaimo, British Columbia, Canada.

Should you have any questions, comments or concerns regarding this project please feel free to contact Rob Ferguson at rob.ferguson@viu.ca (250) 753 3245 ext 2835

If you have any concerns about your treatment as a research participant in this study, please contact the Vancouver Island University Research Ethics Officer at reb@viu.ca or by telephone at (250) 753-3245 (ext. 2665).

Dubai Summer Surprises Festival: A Public Preference Survey

Q.1 Overall, how good or bad do you feel about the festival?

1. VERY POSITIVE
2. SLIGHTLY POSITIVE
3. NOT SURE
4. SOMEWHAT NEGATIVE
5. VERY NEGATIVE

Q.2 Have you participated in the festival this year?

1. YES
2. NO

Q.3 How many times did you participate?

.....TIMES

Q.4 Is there a particular reason why you have not attended the festival?

POSSIBLE BENEFITS AT THE DUBAI SUMMER SURPRISES FESTIVAL

Q.5 For each of the following types of **possible benefits** at the Dubai Summer Surprises Festival, please indicate how you feel about the role the festival played in your personal interaction by circling the number beside each statement below.

	Strongly Disagree	Somewhat Disagree	Not Sure	Somewhat Agree	Strongly Agree
A. The festival provided opportunities for shared family experiences.....	1	2	3	4	5
B. The festival provided local residents with increased opportunities for cultural experiences.	1	2	3	4	5
C. Residents enjoyed having visitors in the region during the festival.....	1	2	3	4	5
D. There is a sense of community ownership of the festival	1	2	3	4	5
E. Community identity is enhanced through the festival.	1	2	3	4	5
F. The festival helps to show others why the community is unique and special.	1	2	3	4	5
G. The festival contributed to a sense of togetherness within the community.	1	2	3	4	5
H. The festival had a positive cultural impact on the community.	1	2	3	4	5
I. The festival helped me to value more the customs and traditions of other cultures.	1	2	3	4	5
J. The festival provide opportunities interact with people who are different than myself	1	2	3	4	5
L. The festival evoke a feeling of interest in knowing more about other culture	1	2	3	4	5
M. I enjoy interacting with people at the festival who are different than me.	1	2	3	4	5

Q6. Next, we would like you to consider the role Dubai Summer Surprises Festival played in forming new relationships and networking. Please indicate the extent to which you AGREE or DISAGREE with each statement.

	Strongly Disagree	Somewhat Disagree	Not Sure	Somewhat Agree	Strongly Agree
A. The festival provided residents with the opportunity to meet new people from outside the community.	1	2	3	4	5
B. The festival provided opportunities for social interaction with other members of the community.	1	2	3	4	5
C. The festival provided residents with opportunities to host family and friends from out of town.	1	2	3	4	5
D. During the festival there were more visitors to the community.	1	2	3	4	5
E. I talk to my neighbors about visiting the summer surprises festival	1	2	3	4	5
F. The festival helped me to form new relationships with people from other cultures	1	2	3	4	5

Q7. We would like to consider another possible benefit in terms of contribution to the festival. Please indicate the extent to which you AGREE or DISAGREE with each statement.

	Strongly Disagree	Somewhat Disagree	Not Sure	Somewhat Agree	Strongly Agree
A. During the festival there were increased job opportunities for locals.	1	2	3	4	5
B. During the festival there were increased job opportunities for locals.	1	2	3	4	5
C. The festival provided opportunities for members of the community to develop new skills.	1	2	3	4	5
D. Community groups worked together to achieve the goals of the festival.	1	2	3	4	5
E. The festival provided opportunities for residents to display their talents.	1	2	3	4	5
F. The festival provided fundraising opportunities for local community groups.	1	2	3	4	5

G. The festival helped in improving the quality of my life	1	2	3	4	5
H. I will volunteer at the festival activities if needed	1	2	3	4	5

Q.8 In order to understand more about possible concerns that is related to Dubai Summer Surprises Festival, here is a list of any concerns that might occur in your opinion:

	Strongly Disagree	Somewhat Disagree	Not Sure	Somewhat Agree	Strongly Agree
A. Decrease in the tranquility of the community	1	2	3	4	5
B. Conservation off local heritage has been negatively impacted	1	2	3	4	5
C. Increased prices of goods and services	1	2	3	4	5
D. Increase in the Crime level	1	2	3	4	5
E. Overcrowding in public spaces	1	2	3	4	5
F. Increase in the garbage.	1	2	3	4	5
G. The level of noise has increased.	1	2	3	4	5
H. Traffic congestion and parking problems	1	2	3	4	5

Any other concerns

About you

Q.9 What is your gender?

1. Male 2. female

Q.10 How long have you been living in Dubai?

Q.11 Which age group you belong to?

1. 18-25
2. 24-35
3. 36-45
4. 46-55
5. 56 and above

Q.12 What is your nationality?

.....

If there is anything else you would like to say about the festival, please use the space below.

Thank you for completing the Survey, wish you enjoy the festival!!

APPENDIX D. Ethics Form (Research Consent Letter)



VANCOUVER ISLAND UNIVERSITY
EXPLORE. DISCOVER. EXCEL.

The role of festivals in contributing to the development of social capital

A case study of Dubai Summer Surprises Festival

27st May, 2015

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The purpose of this research is to examine to what extent Dubai Summer Surprises Festival could generate social capital. This research seeks to identify the underlying dimensions of the social impacts of Dubai Summer Surprises Festival, and to identify the residents' perceptions of the social impacts of this Festival.

During this study you will be asked to fill out a survey questionnaire regarding the social impacts of Dubai Summer Surprises Festival. It is anticipated that participation in the survey might take 15 minutes at the maximum to complete.

There are no known harms associated with participation in this research. It is assured that the information will not be shared with any third party, and it would be destroyed after finishing the research.

Only members of the research team including me and my supervisor will have access to the research data. Data will be stored at Vancouver Island University. Upon completion of the research and presentation and publication of the research findings, the data will be destroyed. The data will not be available to other researchers for examination.

Your participation is completely voluntary. Not completing the survey at any time for any reason without explanation and without penalty. You may choose not to answer any survey question for any reason. If you decide to withdraw from the study at any point, the information you have already provided will be removed from the study results and destroyed and you will be requested to either return or destroy the consent form.

If you have any concerns about your treatment as a research participant in this study, please contact the VIU Research Ethics Officer, by telephone at 250-753-3245 (ext, 2665) or by email at Rob.ferguson@viu.ca.

If you have any questions about this research project, or would like more information, please feel free to contact me at the e-mail addresses below:

Amal Khalid Alharbi

Student of Masters in Sustainable Leisure Management,
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Email: amal_ksu_2010@yahoo.com

Phone. 604-679-8529

I have read and understand this research consent form, specifically noting that the interview will be recorded and that some of my words may be quoted directly. I also understand that I can ask questions during the interview or withdraw at any time. I consent to participate in today's research study.

Amal Alharbi

Participant's Signature

Date

Witness's Signature

Date

