Resident Perceptions of Event Impacts:
Taupo & Ironman New Zealand

A thesis submitted to AUT University in partial fulfilment of the degree of Master of Business.

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Glossary of Terms / Abbreviations

The following terms and abbreviations are used throughout the report:

- ▪ NZTRI   New Zealand Tourism Research Institute
- ▪ DLT   Destination Lake Taupo
- ▪ RTO   Regional Tourism Organisation
- ▪ TDC   Taupo District Council
- ▪ WTC   World Triathlon Corporation
- ▪ IMNZ   Ironman New Zealand
- ▪ EO   Event Organiser
- ▪ SH1   State Highway 1
- ▪ CBD   Central Business District
- ▪ TRCNZ   Tourism Research Council New Zealand

Attestation of Authorship

"I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the qualification of any other degree or diploma of a university or other institution of higher learning, except where due acknowledgement is made in the acknowledgements."

Signature of the candidate………………………………………….

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Abstract

In New Zealand the development and promotion of sporting events is becoming increasingly popular, due in part to the role of sport in building the nation's identity, the economic benefits, and a growing awareness of the importance of health and fitness within the community. Given this increased popularity it is important that the impacts of these events upon the local 'host' communities be understood. Social impacts have been given more and more attention in recent years by event researchers, due to the recognition that the long term sustainability of such events can only be achieved with the approval and participation of residents. This research addresses these issues in the context of Taupo, New Zealand using the case of Ironman New Zealand.

This thesis adopts a mixed method approach using interviews (n=7), participant observation, and a web-survey (n=111). The findings confirm that it is vital to investigate and understand impacts of events on host communities. The findings are also consistent with theories identified in the literature in terms of the nature of social impacts on host communities. The overall results indicate that residents are aware of both the positive and negative impacts of Ironman New Zealand. Respondents highlight positive impacts such as economic benefits, exposure of Taupo, community togetherness, and the encouragement of sports, yet they also recognize negative impacts such as inconvenience from traffic congestion, and road closures. Accordingly, the community was grouped into three distinct clusters with positive, negative and ambivalent perceptions, and were labelled 'Lovers', 'Pessimists' and 'Realists'. The findings further suggest that the use of web-surveying for community research is still in its infancy and needs further development enabling it to be used as an effective tool. Finally it is proposed that small to medium scale sporting events hosted in regional communities may contribute to a sense of community and to the creation of social capital. Further research is needed to confirm this proposition.

CHAPTER 1 : INTRODUCTION

Sport is part of both culture and identity: "As part of our culture, sport helps define us as a people" (Phillips, 1993, p. 251), and it has the "capacity to reinforce, reduce or change the formation of our identity" (Collins, 2000, p. 126). Evidence of how sport influences culture and identity is clear in the case of New Zealand. The national identity has been shaped by icons such as the All Blacks and Sir Edmund Hilary's Everest quest (Collins, 2000; Jacques, 2005), which has given sport a central place in New Zealand culture. It is even said, and true, that the success of the All Blacks affects the wellbeing of the 'Kiwis' (Laidlaw, 1999).

Sport in New Zealand society is significant both within family, education, politics and economy (Collins, 2000). While today's civic society has been criticised for being weak in social relationships (Putnam, 2001), the profound role of sport in New Zealand society also signals that sport potentially can help in the building of stronger communities. The community benefits tremendously from sport, and thus sporting events could be argued to play a central role in bringing people together, and in the creation of social capital (Misener & Mason, 2006).

Sport and tourism are among the largest and fastest growing sectors worldwide, both socially and economically (Kurtzman & Zauhar, 2003). Interest in sport is growing due to the emergence of new sports, an increase in public health awareness, and growing media focus on sporting events (S. Williams, 2003). Tourism markets are growing due to a change in lifestyles, values, and demographics. (Poon, 1993). This growth in tourism and sports has evolved into a shift towards more active holidays (De Villers, 2003), and towards holidays with sport as a central element. Sport tourism is thus becoming a popular branch of tourism. With the first world conference in sport tourism held in Barcelona, Spain 2001, this form of tourism has been given serious attention (World Tourism Organisation & International Olympic Committee, 2001).

New Zealand is a good example of a country tagging on to the "event-wave". The synergy between events and New Zealand's natural landscape is a great opportunity for attracting visitors. Visitors originate from both international and domestic destinations, and they

come as participants as well as spectators. Sporting events such as rugby and cricket have long been a central element in New Zealand society (Collins, 2000), but also sports like endurance races, multi-sport and triathlons are becoming a part of many New Zealanders' lives. Smaller and medium sized sporting events are in particular becoming a current trend around New Zealand. Today, almost every region in New Zealand has a series of sporting events, and a quick glimpse at some of the online event calendars (e.g. coolrunning.co.nz, enteronline.co.nz, endurancesport.co.nz) quickly gives an overview of the large number of sporting events on offer.

While there are great opportunities for the growth in sport tourism events there are simultaneously certain issues and concerns that need to be addressed. The increased popularity of outdoor sporting events has brought an increased demand for the use of event venues, which normally occur within regional communities and surrounding natural resources, particularly wilderness areas and national parks (Higham & Ritchie, 2001; Kliskey & Kearsley, 1993). There is also increased pressure upon those resources (Standeven & De Knop, 1999), and focus turns to crowding and carrying capacity issues (Mieczkowski, 1995) related to both the host community and the natural environment. The social/cultural impacts of events on host communities have, compared to economic impacts, been given relatively limited attention. Increasingly it is recognised that the sustainable development of sport tourism and events depends on partnerships with local communities, and that all dimensions (economic, environmental, social and cultural) must be considered (Hall, 2005).

1.1 The Case Study – An Introduction

Ironman New Zealand (IMNZ) has been held each year since 1999 in Taupo, New Zealand. The triathlon combining a 3.8 km lake swim, a 180 km cycle with a full 42.2 km marathon, is one of Taupo's biggest international events attracting more international than domestic competitors, and considerable international TV coverage. IMNZ has a week long build-up before the start of the race, and is an event attracting thousands of people from overseas and nationally. Last year the event attracted nearly 1200 competitors as well as a great number of supporters and spectators. One in ten Taupo residents are volunteering to help the event become successful (TDC, 2005a).

IMNZ represents a good case for a study examining residents' attitudes and perceptions of event impacts. Much anecdotal evidence exists that IMNZ appears to be embraced by all. Yet according to previous event research, residents can usually be divided into clusters or subgroups sharing different opinions as to how they perceive the event. Resident perceptions are expected to be divided into at least three subgroups (Fredline, Jago, & Deery, 2003), that is those who will have mainly positive perceptions, those with mainly negative perceptions, and those who are unconcerned.

1.2 Towards a Framework

Figure 1.1: Stakeholder interaction framework
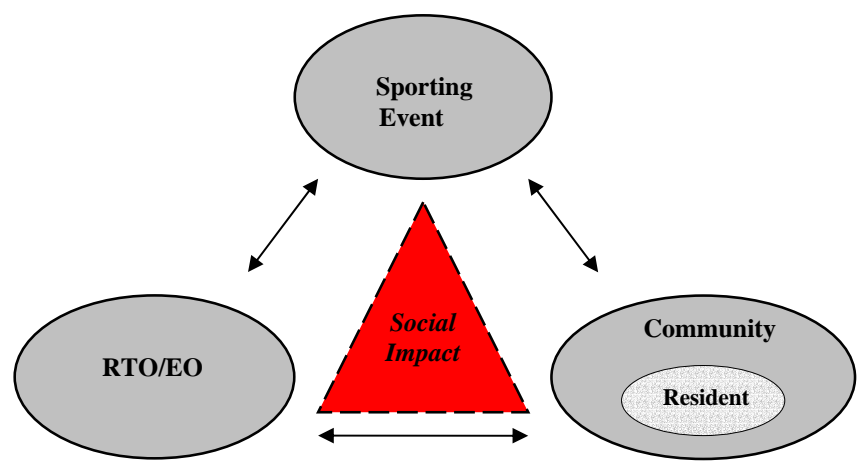
Interaction between the community and residents as well as the Regional Tourism Organisation (RTO)/Event Organiser (EO) and the event itself decide what degree of social impacts an event will have upon the community (Figure 1.1). Residents function as part of the community, as individual residents may have their own opinions and perceive impacts differently than the community as a whole. Thus, there is a reciprocal relationship between RTO/EO, the event, and the community and residents. Social impacts include both costs such as traffic congestion, noise and littering, and benefits such as civic pride, social bonds and a 'sense of community'. The key, however, is that the degree of social impacts alone are influenced by the level of involvement and interaction between RTO/EO, the event, and the community/residents. The RTO/EO (who may be the same organisation) share the responsibility for how the event will impact upon the community and residents; however for the impacts to be as beneficial as possible, the community itself must also be involved

with the event. The RTO/EO are responsible for involving the community. A combination of good communication with the community, alignment with community values, and resident involvement provides the basis for not only maximising the benefits and minimising the costs, but also for a successful event, which can only happen with the approval of the local community.

Relatively limited research has been done on residents' perceptions of events. Although a few studies have been done in Australia, among other countries, there is a lack of studies in New Zealand, on different kinds of events, and in different settings. New Zealand is rich in tourism studies, but has the potential to contribute to studies in the events literature given the numbers of sporting events in New Zealand are increasing. Most social impact research has been conducted on major events (Fredline & Faulkner, 2000; S. S. Kim & Petrick, 2005), thus there is a need for research on small and medium sized events and events with different themes. Most studies have been conducted on events in larger cities (Fredline & Faulkner, 2001; Waitt, 2003), thus research is needed on events hosted in smaller towns and regional communities.

1.3 Aims & Objectives

The main objective of this research is to identify residents' perceptions of the 2006 IMNZ.

This thesis has the following aims and objectives:

- Review existing events literature and relevant methodologies
- Replicate a previous study in a new setting – the New Zealand setting
- Build upon and refine past web-survey approaches

This research is designed to provide:

- A profile of resident respondents;
- A picture of residents' attendance at and level of interest in IMNZ;
- An indication of how IMNZ affects residents' lives, both positive and negative impacts;

- An analysis of resident perceptions of the impacts of IMNZ;
- An evaluation of IMNZ in a community context;
- Implications of findings for future events.

This study will contribute to existing studies via the replication of an instrument used in previous research, and add to existing literature on social impacts of events. It will also apply sporting events and their impacts to a community context.

1.4 Thesis Outline

The remainder of the thesis is divided into four sections: literature review; methodology; findings and discussion; and conclusions.

As a study on resident perceptions of events, the literature review in Chapter 2 relates to the disciplines of sport tourism and events. This is presented in the first part of the chapter. This leads on to an evaluation of social impacts, positive and negative, within the listed disciplines. This study adopts a broader definition of social impacts, including all aspects of impacts that may affect residents' lives. A detailed analysis follows as to how social impacts relate to sporting events. This study of resident perceptions is taking a social angle to the research, relating to various aspects of community theory. Community theories are evaluated as are existing national and local government strategies, how these interrelate, and relate to this thesis.

The first part of Chapter 3 provides a description and history of IMNZ, and puts it into a general perspective of Taupo tourism and events, and the Taupo community. The second section evaluates the methodological paradigms generally used and the one chosen for this research. The third part of the chapter looks at the sampling methods for both the qualitative and the quantitative parts of the research. This includes drawbacks and advantages, and a description of the design and development process of the quantitative survey instrument. The final section of this chapter provides an analysis of the representativeness and general characteristics of the web-survey sample.

Chapter 4 presents the findings and a discussion of the interviews and web-survey data. The first part of the chapter covers resident participation and awareness, and perceptions of the event, which is mainly provided through descriptive data. The following section analyses in

more depth the personal and community perceptions, which are then compared with previous research for similarities and differences. The last part of this chapter is dedicated to a cluster analysis, where respondents are divided into sub-groups according to their perceptions of IMNZ.

Chapter 5 concludes the thesis with a discussion of the limitations and implications for social impact research, as well as the use of web-surveying for community research. A future research agenda is also proposed.

CHAPTER 2 : LITERATURE REVIEW

Sport tourism is not a new phenomenon; the first Olympic Games in 776 B.C. attracted thousands of spectators travelling to support their teams or athletes (Weed & Bull, 2004). In 1896 the modern Olympics were reinstated (Leonard, 1989) in a belief that they would bring people together and lead to a better understanding among nations (Kurtzman & Zauhar, 2000).

At the very beginning of the 20th century, New Zealand was promoted as "one of the foremost sporting countries" (McClure, 2004, p. 52), particularly for its game sport and fishing opportunities in the scenic environment. Exotic species of game and fish were imported to the country's parks and lakes in order to attract interested sport tourists from all over the world. However, conservationists protested that they were a threat to the native vegetation. This was in 1901-09, and was the beginning of a now longstanding conflict between "the pleasures of the tourists and the needs of other New Zealanders" (McClure, 2004, p. 54).

2.1 Sport Tourism

The growing interest in sport tourism is caused by a variety of factors: increased attention paid to health and fitness, a growing participation in sports by older people, an increase in demand for female sports, and a growing market for alternative/extreme sports (Coakley, 2004). Additional factors considered by Gammon & Robinson (2003b) are the increasing popularity of national and international sporting events, and increased variety of sporting events available throughout the year. Williams (2003) also mentions the growing media exposure of sporting events, and the making of certain sports 'fashionable'. Lastly and important to be mentioned is the growing number of sport tourism-related publications such as the Journal of Sport Tourism (Gammon, 2003).

As a discipline, sport tourism is multifaceted, and incorporates academic backgrounds from business, management, economics, psychology, sociology, geography, tourism and sport to mention a few (Gammon, 2003). Sport tourism definitions are typically constructed by combining sport and tourism definitions, such as determinants of a tourist stay and sporting or physical activities (Bouchet, Lebrun, & Auvergne, 2004). Standeven and De Knop

(1999) provide the following definition: "All forms of active and passive involvement in sporting activity, participated in casually or in an organized way for non-commercial or business/commercial reasons, that necessitate travel away from the home or work locality" (p. 12).

Sport tourism may comprise many different forms of sports (such as skiing, cycling, golf, trekking, adventure sports, and motorsports); levels of involvement in sport (Gammon & Robinson, 2003b; Hinch & Higham, 2003) for example elite and amateur, participant and spectator, competitive and recreational; and different categories such as luxury sport tourism, resorts, cruises, tours and events (Kurtzman & Zauhar, 2003; Weed & Bull, 2004) or nostalgia and fantasy sport tourism (Gammon, 2002; Gibson, 2002).

A general issue in conceptualising sport tourism is whether sport or tourism comes first, and whether participation is active or passive. Some commentators argue it is not important to have an exact theoretical definition. Green and Chalip (1998, p. 276) noted that "from the standpoint of theory, it is necessary to understand what sport tourism shares with, and what distinguishes it from other tourist activities". Gammon and Robinson (2003a) divided sport tourism into either 'sport tourism' or 'tourism sport'. Sport tourism includes competitive active or passive participation at international/national sporting events, and active participation at a recreational level. Tourism sport has tourism as the main purpose with sport only as a secondary or pure incidental element.

Standeven and De Knop (1999) propose a framework that divides holiday sport into passive and active. Passive sport comprises either the 'casual observer' or the 'connoisseur'. Active sport is divided into 'holiday sport activities' and 'sport activity holiday', which are then broken down into organised/independent and multiple/single sport holidays. Standeven and De Knop identify, similarly to Gammon and Robinson's (2003b) model, one element where sport is dominant and one where holiday/tourism is dominant.

Gibson (2002) identified three categories: active sport tourism, event sport tourism, and nostalgia sport tourism. The first two are more self-explanatory, whereas the latter has not been given as much attention within the research area. This more psychological concept

concerns the glorification of sport heritage, and includes visits to sport halls of fame, museums, and stadia.

According to these various definitions or frameworks, what distinguishes sport tourism from other forms of tourism is the core of the product, namely sport. Hinch and Higham (2003) also referred to this as the nucleus of the attraction as initially defined by Leiper (1990). They also mention the amount of broadcasting of sport competitions and sport advertisements to be another point differing from ordinary tourism products. However, apart from those elements, the main basic framework for tourism can be used for sport tourism.

2.2 Sport Tourism & Events

> *"Events are transient, and every event is a unique blending of its duration, setting, management, and people"* (Getz, 1997, p. 4).

The term "event tourism" was first applied in the 1980s, but has since become a well established term and is increasingly used as part of a destination's tourism development and marketing strategies. Reasons for using events as part of the tourism strategy are to reduce seasonality of the tourist season, attract foreign visitors and their spending, and create a positive destination image (Getz, 1989, 1997).

The world of events is usually categorised into 'special', 'hallmark', and 'mega' (Getz, 1997). Special events can range from small community garden festivals to larger music concerts or national rugby tournaments. The initial staging of these events is often not primarily for tourism reasons, but for local interests in sports, competitions, cultural celebrations or community leisure (Getz, 1989). Hallmark events are normally distinguished as holding certain perceptions such as tradition, attractiveness, image and publicity, and can over time become a destination's competitive advantage (Getz, 1997). However, hallmark events have also been addressed with questions as to who these events actually benefit. The criticism suggests bribery of bidding processes, political corruption, and how the benefits often are emphasized at the cost of long-term negative consequences (Hall, 1992; Higham, 1999). Mega-events are characterised by their large size or high economic yield and heightened image, which they bring to the host destination. Hence

larger events are increasingly seen as the 'bad', while smaller events are seen as 'good' (Higham, 1999).

The obvious link between sport tourism and events is that a great number of events are of a sporting nature, and are accompanied by loyal fans and competitors – sport tourists. Many of those events are high-profile events such as the Olympic Games, Wimbledon, Soccer World Cup, and Commonwealth Games. Within almost any kind of sport there is a World Cup, which often before long becomes a large-scale event attracting the attention of millions of people across the globe partly due to immense media coverage. However, the large number of small-scale sporting events does not get the same attention. Higham (1999) defined those events as regular seasonal sporting competitions, international/national championships, local/regional competitions, and the like. He also argued that these kinds of events have great potential for attracting tourists, both domestic and international. While domestic tourists might be drawn to an event as fans, the attraction for international visitors will be the cultural element of attending the sporting event. Milne, Dickson, McElrea, and Clark (2005) have similarly argued the important impacts that micro-events such as regional triathlons can have on the local communities hosting them. These arguments of smaller events have also been confirmed in a study of the Super 12 Rugby competition (Higham & Hinch, 2002).

Events have become an important part of contemporary living, perhaps because "events create links between people and groups within a community, and between the community and the world" (Getz, 1989, p. 133). An event is a social thing, it is fun and entertainment. It is an escape from everyday life through seeking different experiences (Graburn, 1989). The fact that many sporting events are dependent on natural resources not found elsewhere, also gives the sport tourists a motive to travel away from home and escape from everyday life (Getz, 2003). Thus events bring people together, locally and internationally.

Motivation for participation in sport tourism is in general based on social psychology theory and Maslow's (1998) hierarchy of needs. Whether one is a spectator, supporter, participant or volunteer, needs such as 'social', 'esteem' and 'self-actualisation' are relevant motivators. Bouchet et al. (2004) identify five different motivators in sport tourism: physical experiences of participation, independence (choice of activities), self-

actualisation based on health and challenge, ecological experiences (demand for nature as place for sporting activities), and social experiences. Kabanoff (1982) identified challenge/competition, esteem, health, escape, stimulation and interaction, and Crandall (1980) listed enjoying nature, physical exercise, social contact, recognition, self-actualisation and achievement/challenge.

Several studies have been conducted on the motivations of spectators or fans (Bernthal & Graham, 2003; Wann, 1995) and of volunteers (Solberg, 2003; Twynam, Farrell, & Johnston, 2003). Spectator motivations generally include similar elements to those identified above, excluding the physical and health elements, and adding positive arousal, entertainment and aesthetics (Wann, 1995). "Getting drawn into the excitement of a crowd and the atmosphere…" (Getz, 2003, p. 56) can be enough motivation, which is further reinforced by eager patriotism at international events. There is a special relationship between participants and spectators, because the spectators "share a common identity with the participants" (Kurtzman & Zauhar, 2003, p. 36), thus the participants' mastering of skills and abilities contribute to the satisfaction of the spectators (Kurtzman & Zauhar, 2000). Sporting events are usually dependent on a large number of volunteers, who are not just doing a job. They enjoy volunteering, and are rewarded psychologically by the same factors as spectators (Solberg, 2003), if not on a higher level as they are part of the 'crew'. Volunteering is said to have a positive relationship with one's sense of well-being, and is likely to increase self-esteem, life satisfaction and decrease risk of depression (J. Wilson, 2003).

2.3 Impacts

Compared to the body of literature on impacts of tourism there has been relatively little written on impacts of sport tourism and events. Tourism impacts are generally divided into three or four categories: environmental, economic, social and cultural (or socio-cultural) (Mathieson & Wall, 1982; Mieczkowski, 1995). Impacts are generally seen as being either negative or positive. Economic impacts are perceived as having mainly positive impacts, yet have also been associated with a number of economic costs. Similarly, while environmental, social and cultural impacts have mostly been associated with negative effects, there are also certain benefits linked with these impacts. The focus of this paper is

on the social impacts, yet it adopts a broader definition of social impacts, which will be explained in subsequent sections.

2.3.1 Social Impacts on Communities

Studies of the social impacts of tourism on host communities and residents started to gain influence in the 1980's (Ryan, 1991). During the 1980's few studies on community impacts of tourism appeared, and the studies have been criticised as being mostly descriptive and lacking a theoretical framework (Ap, 1992; Gursoy & Rutherford, 2004). Since then a number of studies have emerged measuring resident attitudes to tourism (Ap & Crompton, 1998; M. C. Shone, Simmons, & Fairweather, 2003), and events (Fredline & Faulkner, 2000; Gursoy & Kendall, 2006).

Changes in residents' attitudes can occur either as a result of tourism development or from tourist-host interaction (Sharpley, 1999); the latter is frequently known as the host-guest relationship (V. L. Smith, 1989). Tourists not only visit a destination because of the natural and cultural resources, but also because the host population in itself is 'an attraction' to the tourists. Residents have mainly been expected by government to embrace tourism, which is looked upon as a positive way of bringing economic benefits into communities. However, residents' attitudes towards tourism may not always be known, either because they are not being considered, or because the locals are 'silent' (Krippendorf, 1989). Tourism can, over time, leave long-lasting marks on local communities as illustrated by Saveriades' (2000) study in Cyprus:

> …traditional tranquillity associated with village life was affected and the lifestyle of the local inhabitants has been permanently disrupted by the physical presence of tourists…the character of the area lacks depth and appears superficial…a development which rather resembles a stage set in which tourists are the actors. (p. 148)

Social impacts have been referred to as the "intrinsic/extrinsic" dichotomy (Faulkner & Tideswell, 1997). The extrinsic dimension refers to the community as a whole and includes: stage of event development, where Butler's *Destination life cycle* (1980) and Doxey's *Irridex* (1975) have been basic frameworks for explaining changes in residents' attitudes; seasonality (Sheldon & Var, 1984) as events can ameliorate or intensify peaks and troughs; and cultural differences (Sharpley, 1999) of event visitors. In terms of the event

development stage, longitudinal event studies have shown that with time residents become adapted (Soutar & McLeod, 1993b; Waitt, 2003) perhaps due to the increased experience of event organisers, thus annual recurring events may cause less annoyance. As for cultural differences, it depends on the type of event, yet the overwhelming number of attendees at most events are members of the local community (Fredline et al., 2003), and thus not a significant cultural factor.

The intrinsic dimension of social impacts takes into account that the host community is heterogeneous and that residents perceive impacts differently. Intrinsic variables observed are proximity to the centre of tourism/event (Jurowski & Gursoy, 2004; Teo, 1994), extent of involvement in tourism/event (Ap, 1992; Brougham & Butler, 1981; Pizam, Milman, & King, 1994), demographic characteristics (Liu & Var, 1986), and community attachment (Davis, Allen, & Cosenza, 1988; Liu & Var, 1986). The latter can be measured in terms of length of residence or native born status, since it not always are the native born who mostly are against tourism development or events. Newcomers to the community can rapidly develop social networks and thus become highly attached (McCool & Martin, 1994). The intrinsic dimension is argued to be a more central element in the analysis of events than the extrinsic dimension (Fredline & Faulkner, 2000).

Increasingly, a broader definition of social impacts has been accepted, incorporating all aspects (social, environmental, cultural, and economic), which is also consistent with Mathieson and Wall's (1982) early definition of social impacts as "the changes in the quality of life of residents of tourist destinations" (p. 137). The argument is that economic and environmental impacts of tourism/events also have an effect on residents, e.g. economic benefits such as increased job opportunities may benefit residents, and environmental effects such as litter may have a negative effect on residents' lives (Fredline et al., 2003).

This approach is known as the 'triple bottom line'; "focusing on economic prosperity, environmental quality and the element which businesses have tended to overlook – social justice" (Elkington, 1998, p. 2). Economic benefits are usually used by policy makers as a justification for hosting an event (Mules & Faulkner, 1996), and are sometimes exaggerated by using procedures yielding favourable results (Chalip & Leyns, 2002). Government and

public sector managers have come under pressure to understand and act upon the triple bottom line (Fredline, 2006). This proposes a bigger challenge to all industries, including tourism and events, as not only economic and environmental performance, but also *people* are on the sustainability agenda.

A number of event studies have also attempted to create a more holistic social impact framework (Dwyer, Mellor, Mistilis, & Mules, 2000; Fredline, Raybould, Jago, & Deery, 2005), which incorporates three different measurements for assessing the various impacts under one 'umbrella'. While the majority of event impact studies have not (yet) taken this approach, various aspects of all impacts have commonly been included in the overall assessment (Barker, Page, & Meyer, 2002; Fredline et al., 2003; Twynam & Johnston, 2004).

2.3.2 Social Impacts of Sporting Events

Events can be good for the communities involved, but there is also the risk that they will bring negative impacts. The saying 'everybody loves a parade' (Hall, 1992, p. 66) needs to be followed with some caution. Accordingly resident perceptions toward events have increasingly been studied, however studies have mainly focussed on major events such as the Olympics (Deccio & Baloglu, 2002; Waitt, 2003), World Cups (Jones, 2001; H. J. Kim, Gursoy, & Lee, 2006), America's Cups (Barker et al., 2002; Soutar & McLeod, 1993a), motorsport events (Cegelski & Mules, 2002; Fredline, 2000), and major festivals (Delamere, 2001; Fredline, Deery, & Jago, 2005a). Research on small to medium scale events has been relatively neglected. The following sections discuss the broader social benefits and costs in the hosting of sporting events, and from this point forward 'sporting events' refers to just small and medium scale events.

The hosting of sporting events within a community encourages local participation in sport, which not only improves health and increases residents' lifespan, but also saves dollars on the public health system in the long run (Jensen & Hillary Commission for Recreation & Sport, 1993). Long and Sanderson (2001, p. 189) list a number of community benefits of sport:

- Enhanced confidence and self-esteem;
- Empowering disadvantaged groups;

- Improving the capacity of the community to take initiatives;
- Reduction in crime, vandalism and 'delinquency';
- Increased social integration and co-operation, promoting a collective identity and increasing cohesion;
- Encouraging pride in the community;
- Improving employment prospects;
- Generating employment and income;
- Increasing productivity with a fit and healthy workforce;
- Improving health;
- Environmental improvements.

Increased community pride, spirit, and identity are commonly identified community benefits related to the hosting of sporting events (and events in general) (Fredline & Faulkner, 2001; Getz, 1989; Hall, 1992). These very intangible benefits stem from the community being able to work together in order to host a great event. Benefits also include improving social bonds, which can help integration of different ethnicities into the community. "Festivals and events demonstrate the popular definition of sense of community through offering connections, belonging, support, empowerment, participation and safety" (Derrett, 2003, p. 52). A heightened spirit will also help increase volunteerism for the organisation of events among residents, since the residents will then take pride in being part of the "event crew" (Getz, 1997; A. Shone & Parry, 2004).

For the above benefits to accrue it is essential that the events are aligned with the social and environmental values of the local community (Fredline et al., 2003). If the event theme meets community values (Getz, 1997) it will help the community to embrace the event and increase the number of volunteers willing to assist. If events are imposed on communities, are purely commercial, or controlled by narrow interest groups, problems may occur and some of the benefits might be compromised by the costs (Getz, 1989).

Economic benefits traditionally applied to major sporting events are also applicable to smaller sporting events, although on a smaller scale. Moreover, the economic costs are not as detrimental with smaller events; there is less burden on public funding, and the local community are more likely to benefit (Higham, 1999). Hosting even a small scale sporting event attracts visitors from outside the region, who invariably will spend money in the

region, which will generate income for local businesses, and work and income for local residents (Milne, Dickson, & Buch, 2006; Mules & Faulkner, 1996), thus leading to a more prosperous community. The presence of a local or non-local EO, however, may influence the degree of economic benefits that are retained within the local community. City authorities often lose money on hosting sporting events, yet this is justified by the city itself benefiting from the additional spending by event visitors (Gratton, Dobson, & Shibli, 2000). Benefits cannot only be judged on profit or loss alone. Place promotion for tourism and heightening of the town profile are benefits accrued from the hosting of an event (Dwyer et al., 2000; Gratton et al., 2000). Small and medium scale sporting events utilise existing infrastructure, so that no huge investments need go into new developments. However, existing infrastructure and facilities might be subject to upgrading and maintenance for the hosting of the event, which in the end will be beneficial to the local residents (Gursoy, Kim, & Uysal, 2004; Higham, 1999).

Despite the many community benefits from hosting a small or medium-scale sporting event, there are also a number of event-related costs. Increased crime is commonly associated with large crowds (Hall, 1992). Another negative impact, which can occur in a community having a busy events schedule, is "volunteer burnout" (Getz, 1997). Only a certain number of residents are available for volunteering, and each one of them cannot be expected to volunteer for each event. Thus, there may come a time when there will be a lack of volunteers.

Noise levels are clearly related to the type of event and the number of people attending. However, this will also be an individual perception (Fredline & Faulkner, 2001). Some residents may dislike the noise, whereas others are not disturbed by it. Noise could come from the event venue itself - before, during, and after the event, and there may also be additional people out on the town at night contributing to increased noise. Littering and other forms of pollution can also upset or annoy local residents (Orams, 2005). So, the harmful effects that littering, pollution and noise from sporting events may have upon the natural and aesthetic environments may generate negative attitudes of the residents.

Various sporting events have different degrees of environmental impacts, and the location of the event and the sensitivity of the exposed ecosystem are aspects that need to be

considered when assessing potential environmental impacts. The growth in sporting events places increased pressure upon the natural resources. If local residents perceive the use of the natural environment as 'overuse', and that "their" surrounding natural resources are being damaged by event participants, they may oppose having sporting events within their community.

Crowding and congestion are two event-related issues, which can be of great concern to the community. Crowding theory is used to explain "the negative effects of high density on human beings" (G. W. Evans & Lepore, 1992, p. 164), which assumes that the number or density of people is the critical factor (Wall, 1982). 'Perceived crowding' is more related to a social psychological state (Lee & Graefe, 2003), thus it becomes an individual perception whether a place is crowded or not. Sporting events can create problems with traffic congestion, parking problems and leading to disruption of everyday life (Fredline & Faulkner, 2001). Inconveniences also include queuing for services and route disruption (Waitt, 2003). Residents may feel annoyed that they suddenly have to queue at the chemist, or that their favourite quiet picnic spot has been invaded by event goers. The event can also be perceived as causing reduced access to facilities for residents and similarly an overuse of some facilities (Fredline, 2004).

Carrying capacity is closely related to the concepts of crowding, congestion and social impacts. Carrying capacity has been defined as "the maximum number of people who can use a site without an unacceptable alteration in the physical environment and without an unacceptable decline in the quality of the experience gained by visitors" (Mathieson & Wall, 1982, p. 21). This early definition does not seem to take into account the social aspect of residents. More recently social carrying capacity has been defined as "the maximum level of use…that can be absorbed by an area without an unacceptable decline in the quality of experience of visitors and without an unacceptable adverse impact on the society of the area" (Saveriades, 2000, p. 149), thus leaning more towards a social definition.

Carrying capacity can be categorised as recreational and managerial. The latter deals with management issues of how to control carrying capacities (Mieczkowski, 1995). Recreational carrying capacity comprises two components (Wall, 1982): a biophysical component relating to the quality of the environment (natural carrying capacity) and a

behavioural component reflecting the quality of the recreational experience (social carrying capacity). Social carrying capacity is closely related to the concept of social impacts, since it not only evaluates residents' attitudes toward crowding, but also toward visitors' behaviour in the environment (Mieczkowski, 1995). A community of a certain size can only absorb an event of a certain size. If the event is too big for the community, then there is a risk that the social and natural carrying capacities will be exceeded. Consequently more negative impacts may occur, and the success of the event from the residents' point of view might be questionable.

Limits of acceptable change (LAC) are established when suggesting appropriate, optimal or desirable levels of sustainable development (Mieczkowski, 1995). LAC are "reliant upon identifying the desired social and environmental conditions in an area, which subsequently necessitates the involvement of the community in determining the desired conditions" (Holden, 2000, p. 142).

Two different theoretical frameworks have been used within tourism and event studies to explain host perceptions: social exchange theory and social representations. Social exchange theory is based on a cost-benefit relationship, thus residents' positive or negative perceptions can be explained by looking at the perceived benefits received compared to the costs paid (Ap, 1992; Jurowski & Gursoy, 2004; H. J. Kim et al., 2006). In the context of events, the benefits should outweigh costs for residents to extend friendliness, courtesy and hospitality to event goers, and tolerate inconveniences such as queuing, sharing facilities, crowding, and noise (Waitt, 2003). After the event, residents are likely to re-evaluate the value of the exchange (H. J. Kim et al., 2006). Thus this framework has proven useful while considering both positive and negative outcomes.

Other research on events has used social representations theory to explain residents' perceptions (Fredline & Faulkner, 2000, 2001). Pearce et al. (1996) suggested that social representations theory would be a better framework than social exchange theory, since the latter does not consider that peoples' perceptions are formed within a social context. The theory was introduced by Moscovici in an attempt to get away from the American individualistic way of thinking about community (Jahoda, 1988). Social representations deals with the way individuals share concepts and images within groups of a society (Hogg

& Cooper, 2003). Three elements are said to influence social representations: direct experience, social interaction, and the media (Fredline & Faulkner, 2000). Social representations suggest that the way people feel about hosting an event within the community is "affected both by their direct experience and by personal and societal values" and they "are transmitted throughout the community and shared by groups with similar experience and values" (Fredline & Faulkner, 2001, p. 113).

2.4 Community & Tourism

The term community can be difficult to define, yet the following definition from Blackwell's Dictionary of Sociology captures its multifaceted nature well:

> Community is a term with numerous meanings, both sociological and nonsociological. A community can be a collection of people who share something in common – as in "the artistic community" – without necessarily living in a particular place. It can be a feeling of belonging and identification, as in "community spirit" or "sense of community." It can be a collection of people who do related kinds of work, as in "the health community" or "the academic community." And, in perhaps its most common sense, it can be a collection of people who share a geographical territory and some measure of interdependency that provides a reason for living in the same place. (A. G. Johnson, 2000, p. 53)

Wood and Judikis (2001) stress three criteria that are important for being a member of a community: one must be wanted by the other community members; feel a part of the community; and make commitments to the community i.e. being an active member. The same authors also propose a "Multiple Communities Theory" suggesting that each individual is simultaneously a member of several communities including geographical, work related, organisations, schools, and recreational communities. The idea of multiple communities is not new; the original idea of "nested communities" came from Molotch (1976), who suggested that each member of the community also is a member of one or more other communities, formal or informal, which are competitive at various levels. Thus, one can be part of a geographical community, the neighbourhood, as well as part of a work-related community, or even through sharing a feeling of belonging with other members, a 'sense of community'. This means that residents who share the same perceptions are part of the same community (Madrigal, 1995).

The term 'community' often has a feel-good factor about it; it is a safe place where people are not strangers, they look after one another and help each other. "Company or society can be bad; but not the *community*. Community, we feel, is always a good thing" (Bauman, 2001, p. 1). Bauman also notes how increasingly community resonates a nostalgic feeling of something that is lost, but that people would like to experience again, so they try and find ways to get it back. "We miss community because we miss security, a quality crucial to a happy life" (Bauman, 2001, p. 144). The search for re-experiencing community is a reflection of people living more individualistic and more physically isolated lives. There are several reflections on why community is weakening, and central to those theories are elements of social interaction and involvement; the theories of sense of community and social capital.

"A sense of community is an almost invisible yet critical part of a healthy community" (Derrett, 2003, p. 51). McMillan and Chavis (1986) proposed four criteria for defining sense of community: membership, influence; integration and fulfilment of needs; and shared emotional connection. Membership refers to a sense of belonging and constitutes boundaries, emotional safety or security, sense of belonging, personal investment, and a common symbol system. Shared emotional connection includes the interaction elements such as contact, quality of interaction, shared event and spiritual bond.

McMillan (1996) later proposed a change to the earlier definition including as main elements spirit, trust, trade and art. The spirit is the defining aspect, and emphasis is placed on friendships that come along. The shared history of the community is symbolised in art, thus "a community chooses the events that become a part of its collective heritage" (p. 323). Trust and mutual benefits are products of social interaction.

Sense of community is not only an abstract concept, but also related to a physical sense of place. Thus events can connect people to places where people can experience the sensual dimensions of place, when events are situated in spectacular locations (Derrett, 2003).

Social capital is similar to human capital in that it is a people-based asset, and it constitutes the most intangible form of capital (Coleman, 1988). It differs from traditional forms of capital (economic, physical) as it is not depleted, but augmented by use (Mazzone, 2003).

The various theories of social capital view it from different angles, but central to all theories is the notion that positive social outcomes will arise from community networks and relationships (Coleman, 1988; Fukuyama, 1995; Putnam, 2001). Trust and norms of reciprocity are also central elements of social capital. Social capital is the quantity and quality of social connections: "whom you know can be as important for personal advancement as what you know" (Mazzone, 2003, p. 1262). Social capital has a private side, as people network for their own personal interests, and a public side, where networking benefits the whole community. Reciprocity is the central element as people in networks will do favours for others without expecting anything back, but with a confidence that someone else will return the favour later in life (Putnam, 2001). On the flipside of the coin, social capital is also argued to have negative aspects in being unequally distributed, and that it can be exploited by gangs, elites or movements that operate against societal ends (Glover, 2004; Putnam, 2001; Silverman, 2003).

High levels of social capital in a community create increased economic prosperity, more effective government, lower crime, and happier and healthier citizens (Knack & Keefer, 1997; Mazzone, 2003; Putnam, 2001). Onyx and Bullen (2000) refer to it as a form of "people power" (p. 39). Putnam stresses the importance of social interaction with a rule of thumb: "If you belong to no groups but decide to join one, you cut your risk of dying over the next year *in half*" (p. 331).

Putnam (2001) highlighted the relevant importance of social interaction in his book, *Bowling Alone*, in which he argued and documented a decline in American society's civic engagement. Whether this also applies to other countries is uncertain, however it appears that the arguments could easily be applied to other industrialised nations. Putnam argued that people have been drawn away from social activities due to the increased amount of time spent watching TV; pressures of time and money; the individualisation of technology and mass media; and the ease of mobility and frequency of moving house. Thus people are spending less time with friends and neighbours. Putnam also argued that participation in some sports has seen a decline, and generally there was trend to participate less in social sports and more in individual ones.

This last point is backed up by Arai and Pedlar (2003) who note that the concept of leisure has changed "to restrict our perception of the social benefits of leisure as a practice to those that are reaped by the individual (e.g. individual health and well-being), and to de-emphasize the meaning of leisure to the community" (p. 186). Ingham, Howell, and Schilperoort (1987) similarly argue that sport has moved from being a social element to an economic commodity, thus moving away from 'community'. Another issue is the unequal access to commercial leisure; some are exclusive, and others widely available (Hemingway, 1999). Communities need shared public spaces, community associations and activities to give local residents an opportunity to engage in social relationships (G. Wilson & Baldassare, 1996), which can re-emphasize the meaning of leisure to the community.

Putnam (2001) moreover argued that volunteerism in the United States is in decline, however other research covering several countries found little evidence of that (Baer, Curtis, & Grabb, 2001). There is more a change in the way which people are volunteering, i.e. one-off occasions instead of long-term, which again is a reflection of busier schedules in modern society. A strong citizenship, including participation, requires more time and effort (Hemingway, 1999).

There could be reason to believe that community, sense of community and social capital are more endangered in the city than in peripheral areas. Many studies focus on the city, (Colombo, Mosso, & De Piccoli, 2001; Gratton, Shibli, & Coleman, 2005) which perhaps is a reflection of the large and impersonal city picture. Farrell, Aubry and Coulombe (2004) found that living in high-rise buildings foster fewer opportunities for social interaction. Wilson and Baldassare (1996) similarly noted that a sense of community decreases as city size, density and ethnic diversity increases. However, they also found that the increased amount of privacy surprisingly does not encourage isolation, but on the other hand helps in lowering the levels of stress and increasing overall sense of community. Onyx and Bullen (2000) noted that rural communities may demonstrate a higher levels of social capital as they have stronger sense of internal identity and boundaries. Thus, there may be reason to believe that regional communities such as Taupo, New Zealand have a stronger sense of community and higher levels of social capital than a city, and if not they may have easier access to it.

2.4.1 Community Participation

"A thriving and healthy tourism industry depends upon an equally healthy and thriving local community" (Sharpley, 1999, p. 273). This is because the community itself is seen as part of the tourism resource, if not even "the nucleus of the tourism product" (Simmons, 1994, p. 98), and thus calls for community involvement in defining the 'community tourism product'. Community participation is "the involvement of individuals within a tourism-oriented community in the decision-making an implementation process with regard to major manifestations of political and socioeconomic activities" (Pearce et al., 1996, p. 181). A participatory community is a central element in sustainable tourism development (Tosun & Timothy, 2003), simultaneously achieving increased tourist satisfaction, an even distribution of benefits and costs among all stakeholders, and meeting locally identified needs. The community must be involved as active participants where local culture and heritage are being built into the tourism mix (Milne & Ewing, 2004). Community participation also supports democracy, ensures that the ones most affected by tourism are heard, uses valuable local knowledge, and involves the residents in setting limits of growth and development (Getz, 1983; Pavlovich, 2001; Swarbrooke, 1999).

This 'bottom-up' approach involves the community in the planning of events instead of having events forced down onto the community (Madrigal, 1995; Murphy, 1985). By participation the community will, to a degree, have control over event developments and environmental considerations, show a commitment to the community, and be able to seize opportunities for local businesses (Getz, 1989; Gursoy et al., 2004). Madrigal (1995) also referred to community participation as a form of internal marketing strategy. The strategy should be designed to serve the needs of the community. The community will then be able to decide which types of events they would like to attract, e.g. a request for small or medium sized sporting events, and events that are centred around recreation reserves or rather within the town centre.

A study by Gursoy et al. (2004) focused on the way event organisers view the level of benefits and costs that impact on a host community. Their study showed that event organisers generally perceive more benefits than costs associated with events, which perhaps does not come as a surprise. This provides another argument for why it is important for residents to be part of planning for the development of sustainable sporting events, as

they can consider issues which they find important. In the end, if the host community is positively disposed towards events it will ultimately enhance the experience for the event tourists (Fredline & Faulkner, 2000).

Difficulties in community planning include maintaining the continuous involvement and interest of residents (Van der Stoep, 2000), as well as finding members of the community who hold views representative of the general population (Simmons, 1994). Simmons used interviews, surveys and focus groups for the evaluation of public participation, and found that no single method on its own is sufficient, but a combination of methods (or mixed methods) will provide the best solution for addressing different information requirements of local residents. Another approach is community-based participatory research, which encourages an active and equal partnership in the research process between community members and professional or academic researchers (Jason, 2004). This process empowers local community members to become shared partners. Murphy (1988) also argued that while just a few members of the community are likely to become involved, many appreciate just being given the opportunity to participate and to know that they can participate should they wish to do so.

Community participation does not only constitute involvement in planning processes, but also the more nebulous term of civic virtue "as the common good, a result of people participating together in a shared endeavour which they perceive to be meaningful" (Arai & Pedlar, 2003, p. 198). Active involvement by community residents provides a perception of living in a unified community as those involved share a common goal. Even the individual resident who is not an active participant, will ultimately benefit from the increased community togetherness (G. Wilson & Baldassare, 1996).

Involvement also constitutes volunteering, which is said to not only provide happy and healthier residents, but is argued to encourage greater participation in civic matters in general, thus "creating more active and concerned citizens" (J. Wilson, 2003, p. 1469). For volunteers the primary motivation may be a leisure experience, but also altruism and a desire to contribute to society have important parts to play (Twynam et al., 2003). Volunteering, along with altruism and philanthropy, are also important elements of social capital (Putnam, 2001). Social networks foster norms of reciprocity that encourage

attention to other's welfare. Volunteer opportunities foster skills, training, and further volunteer participation or work opportunities that can be transferred to other parts of residents' lives (Derrett, 2003; Misener & Mason, 2006).

McMillan and Chavis (1986) demonstrate how the four elements of 'sense of community' can be applied to volunteering for an event: The local newspaper announces that volunteers are needed for a community event. People attend the initial meetings as strangers due to their individual needs (integration and fulfilment of needs). The volunteers are bound by place of residence (boundaries), and spend time together preparing for the event (contact hypothesis). They assist in running a successful event (shared event). During the event they all exert energy on behalf of the whole volunteer team (personal investment). As the same people continue to volunteer year after year and host successful events, they become recognised (gaining honour and status). They all get matching t-shirts (common symbol).

There appear to be stronger arguments for government, local and central, to play a part in the creation of social capital within communities (P. Evans, 1996; Hibbitt, Jones, & Meegan, 2001; Warner, 2001), than against it (Fukuyama, 1995). Cuthill (2003) also noted that "the development of local government policy and programs which support effective citizen participation in local governance [and thus bottom-up decision making] are argued as key requirements in achieving local community well-being" (p. 373). Moreover, a community rich in social capital has a more effective government; when citizens are used to working together, building trust and networking, it is easier for government to implement new programmes (Mazzone, 2003).

Community values should be central to decision-making processes in building a community-based vision (Misener & Mason, 2006; Van der Stoep, 2000). Values and beliefs that individuals in a community hold are incorporated into the community as a whole. Values are influenced by the physical environment defined as place and space, thus leading to a sense of community and community well-being, which residents ultimately share with visitors (Derrett, 2003). Involvement of community give them opportunity to harness their vision of which values and beliefs are important to them, and to create attachments to place, space and people. Sporting events must therefore respect community values about place and space (Lepofsky & Fraser, 2003).

2.4.2 Sport and Leisure Building Community

Misener and Mason (2006) argue that sporting events can assist in the construction of community networks and social capital. Sporting events bring a large number of people together; locals and visitors, competitors, supporters, spectators, and volunteers. Misener and Mason argue that this coming together creates new networks, and thus strengthens social capital within the community. They also argue that everyone within the community can participate in sporting events; as a competitor, a volunteer or just by being out on the street cheering on fellow locals. Thus the hosting of sporting events fosters opportunities for involvement of the local community, and becomes a vital source of social capital. These opportunities for involvement will also provide citizens with knowledge to further participate in community-building projects.

J. M. Smith and Ingham (2003) have focussed on whether professional sports can help re-build a sense of community. Sporting events marketed as 'community events' can unite a community in a common cause and those involved can experience bonding with others from the region and a sense of social participation. Professional sports and the building of sports infrastructure, however, are found to not generate a sense of community. This research focused on professional sports in cities; differences may be evidenced with similar research in regional communities on professional or even professional/amateur sports. Ingham and McDonald (2003) argued that representational sport is more likely to contribute only to spontaneous 'communitas', which cannot form the base for community as such as community takes time, effort and investment in social capital.

While Putnam (2001) argued that sport participation in the US has declined, he also notes that spectatorship on the contrary has grown, which is not all bad:

> Sitting with friends in the bleachers for a Friday night high school football game might be just as productive of community as sitting across a poker table. Moreover, at least for the fans of winning teams, the sense of shared enthusiasm for a common passion can generate a certain sense of community. (p. 113)

Community should increasingly participate in, and not just consume, activities which can be anything from the arts to festivals to sports. "Let us discover new ways to use …[sports] as a vehicle for convening diverse groups of fellow citizens" (Putnam, 2001, p. 411), which will allow for the re-emergence of leisure as central to community and community well-

being. Putnam also suggests that sporting events can help build bridging social capital (between heterogeneous groups), as people do not need to share ideologies to participate or be spectators together. Yet, Hemingway (1999) notes that different forms of leisure support different forms of citizenship participation, and it is uncertain which forms of leisure create social capital.

Jarvie (2003) noted that "if social inclusion and social capital are related to a broader participation in wider society, then sport at an ideological level…has a part to play" (p. 144). Yet he also notes that a community cannot build social capital solely on sport, but suggests that sport can make a valuable contribution to community-wide initiatives that can uphold a sense of community.

Theories addressing the links between community and leisure must address the importance of public spaces, "the creation of space for individuals to come together" (Arai & Pedlar, 2003, p. 199) thus bringing people together around the appreciation of the activity, e.g. a sporting event, which can be a powerful illustration of community and in the building of social capital.

2.4.3 Role of Government

Planning of events must fit with national and local strategies, and take into consideration the values and norms of the surrounding community (Lepofsky & Fraser, 2003; Misener & Mason, 2006). Evidenced in New Zealand is the recognition that the growing tourism industry, including the events industry, must be managed in a sustainable manner, and for that purpose partnerships between national and local government and communities are essential.

The vision for tourism in New Zealand 2010 is that:

> Visitors and their host communities understand and embrace the spirit of manaakitanga (hospitality) while, New Zealanders' environment and culture is conserved and sustained in the spirit of kaitiakitanga (guardianship) and, tourism is a vibrant and significant contributor to the economic development of New Zealand. (Tourism Strategy Group, 2001, p. ii)

It is recognised in the New Zealand Tourism Strategy 2010 (NZTS 2010) that 'kiwi' friendliness is what differentiates New Zealand as a destination. However, it is also

acknowledged that tourism is not desired by everyone. One of the goals within the strategy's Objective 1 is to secure community awareness, understanding, support for and interaction with tourism, which will assist in highlighting the benefits of tourism and lessen resistance. Community values are identified as a central element in the sustainability context, as the growth of tourism should not compromise community values. For planning and development it is recommended that Territorial Local Authorities (TLAs) and RTOs undertake planning processes that "uphold community values and involve communities in identifying local assets and defining acceptable limits of change" (Tourism Strategy Group, 2001, p. 31).

The purpose of the Local Government Act 2002 is "to provide for democratic and effective government that recognises the diversity of New Zealand communities; and, to that end…provides for local authorities to play a broad role in promoting the social, economic, environmental, and cultural well-being of communities" (Department of Internal Affairs, n.d., para. 2). The planning part of the Act includes a new requirement, in which local authorities on a six-yearly basis must identify, through a facilitation process with the local community, a set of Community Outcomes. The local authority only acts as a facilitator; they can identify appropriate processes, but must ensure community participation, and the end product of their Community Outcomes is the ownership of the community. The aim is to "promote better co-ordination and application of community resources, and inform and guide priorities for activities undertaken by local authorities and other organisations" (Department of Internal Affairs, n.d., Planning section, para. 3).

Taupo District's first report following the Local Government Act's requirements, *The Top Twenty Report on Community Outcomes 2006*, identifies, as chosen and reported by the community, the top twenty indicators for the community's 10-year vision of the District (TDC, 2006c). The outcomes are grouped under five headings: lakes, rivers, landscapes – places we are proud of; healthy people, healthy communities; safe & secure; thriving & prosperous; and vibrant & diverse (TDC, 2006c, p. 7). The first outcome includes both natural and built environmental aspects such as lake water quality, and urban land development. It is evident that the importance local residents put on place and space is a vital community value. The second outcome incorporates physical, mental, spiritual and emotional health, and includes aspects such as socio-economic and overall well-being.

Overall well-being is measured in terms of community spirit, a sense of belonging, and a good atmosphere. The last heading 'vibrant and diverse' is an indicator of who the local people are, and relates to cultural well-being such as "arts, creative and cultural activities, languages, history and heritage, sport and recreation and a sense of place/identity" (TDC, 2006c, p. 21).

These Community Outcomes for Taupo are important as they represent the Taupo community's values, which are essential to building a community vision. The community values of Taupo are in this manner represented in the presentation of the town to visitors. Community Outcomes are adhered to in the Taupo Commercial Events Policy, and are therefore important pieces of information in this thesis and in the IMNZ and Taupo contexts.

CHAPTER 3 : METHODOLOGY & RESEARCH CONTEXT

The research methodology choice of using a single case study over multiple case studies was for two specific reasons: the nature of the specific event chosen, and the advantage of using a mixed methods approach. For the social impact study, any event anywhere in New Zealand could have been a potential case study, yet IMNZ was chosen as one single study as it possesses certain characteristics that make it an interesting case study. In choosing to study just one event, it allows for the use of mixed methods, which would have been too cumbersome for multiple events. A mixed methods approach brings more depth and breadth to the overall research, and this approach was the preferred option.

3.1 Case Study Context

Situated in the geothermal area in the central North Island, surrounded by snow-covered mountains, green rolling hills, dense forest, New Zealand's largest river, and a deep blue lake, Taupo is great location for almost any outdoor activity. Taupo has become an attractive holiday destination for domestic and international visitors alike, a popular destination to relocate/retire for lifestyle reasons, and has gained popularity as 'New Zealand's event capital'. The natural environment is not the only reason why Taupo can claim this title; the local Taupo community (being local businesses and residents) all play a in widespread community support for the events. Businesses are aware of the economic opportunities that arise when events attract a huge influx of visitors to town, and local residents get involved in supporting the participants, volunteering, or participating themselves.

3.1.1 Taupo Tourism & Events

Taupo District's population has shown steady growth over the last decade with an annual growth of 0.9% (TDC, 2006c), and the number of local businesses in the area is also steadily growing. In 2005 the District resident population was 33,900 residents, however, on a busy day during summer there could be up to 58,000 people in the District (TDC, 2006c).

The tourism and events industry is the cornerstone of the Taupo economy. Domestic travellers account for 1.06m overnight visitors and 967,600 day visitors (in 2004),

equivalent to 42.2% and 38.5% of total visitors respectively (TRCNZ, 2005). International visitors account for 354,800 overnight visits (14.1%) and 131,200 day visits (5.2%) (in 2004) with the main markets being UK/Nordic/Ireland, Australia, and the Americas. Total visits are forecasted to increase by 14.2% by 2011 with the largest increases being in international day and overnight visits (TRCNZ, 2005). Not surprisingly, tourism is now the largest industry in the Taupo District employing one person in five (21% of all jobs) (TDC, 2006c).

Taupo is the site of a large number of holiday homes (APR Consultants, 2003). A survey of 1123 non-resident ratepayers (out of a population of 5386 non-resident ratepayers) shows the importance of holiday home owners in the Taupo District. Taupo Township was the second most popular location for a holiday home in the District. Nearly all of the respondents had used their holiday home in the past year, and nearly one third had also rented out their home in that period. The local Taupo residents know these non-resident ratepayers as 'semi-locals' (Taupo resident interviewee, personal communication, 29 March, 2006). The semi-locals naturally also contribute to the local economy with an estimated $3m being spent by holiday home owners and visitors per year. However, the total economic contribution of holiday homes to the Taupo District was estimated to be approximately $25m (year ended April 2003). Sport and leisure was one of the most common activities undertaken by holiday home owners and visitors.

Taupo currently hosts around 30 annual major events, with ten of these, IMNZ included, considered to be 'iconic' events by the local council. According to the Taupo Commercial Events Policy (TDC, 2006a):

> An iconic commercial event represents the essence and uniqueness of the Taupo District Brand. It provides clearly identifiable major economic returns to the district and provides positive media for Taupo as a destination. The event has a track record of growth or shows sustainable operating systems. There is strong community involvement and support. (p. 2)

IMNZ meets this criteria: The event provides significant economic benefits to Taupo with an estimated $8m worth of direct economic impact to Taupo and $22m to New Zealand as a whole (IMNZ, 2006b). The event creates positive media for Taupo as a destination. There is live coverage of event on the World Triathlon Corporation (WTC) website

(ironmanlive.com) and features on ESPN International (IMNZ, 2006b). The event has a track record of growth, and there is strong community involvement and support for the event. This last feature is discussed in more detail in a subsequent section.

The Commercial Events Policy must comply with the areas set out in the District's Community Outcomes policy (TDC, 2006a, 2006c). One aspect is 'healthy people, healthy communities', which encompasses the promotion of healthy, active lifestyles and a sense of community belonging. IMNZ does appear to influence these areas because of the extreme physical demands required of the event. Active lifestyles are promoted in Taupo for example with the Ironkids Triathlon, Women's Duathlon and fun run/walks taking place in the week leading up to the race, and are also evidenced in the increasing number of Taupo athletes participating in the Ironman race.

3.1.2 Ironman New Zealand

The Ironman triathlon is a race that combines a 3.8km swim, 180km bike and a 42km run in a single event. Introduced in Hawaii in 1978, the event became increasingly popular throughout the early 1980s, due largely to the success of a television highlights package that would feature a variety of dramatic narratives and thematic discourses. In 1985, IMNZ (March 24) and Ironman Japan (June 30) became the first two international races to adopt the Ironman brand and form part of an international qualification system. This qualification system continues to grow and has expanded to nearly 20 such races on all continents of the world.

IMNZ was originally based in Auckland but relocated to Taupo in 1999. Since the move, entries have increased by nearly 30% (Taupo Times, 2001). The 2006 IMNZ attracted 1490 competitors from 40 countries with 806 international and 684 domestic competitors (IMNZ, 2006a). On this basis, IMNZ claims to have the highest proportion of international competitors of any of the world's Ironman events. Fifty-six competitors from Taupo itself entered in 2006. The race is always scheduled for the first Saturday in March but competitors and their supporters often arrive many days and sometimes weeks before the race to train and acclimatise to local conditions (TDC, 2005a). Other activities scheduled in the days leading up the race are swimming events, expos, briefings, and athlete dinners. The awards party and a volunteers' party take place in the days after the race, and it is also

common for participants, particularly from overseas, to stay in town longer to enjoy a well-deserved holiday. It is evident that the event attracts a large number of non-locals to Taupo, and that their impact on the local community is not confined to the day of the race.

The race starts and finishes in the centre of Taupo at the Tongariro Domain, an indoor/outdoor venue situated around the Great Lake Centre. State Highway 1 (SH1), the main traffic route south, runs in between the domain and the Central Business District (CBD) (Tongariro St). On race day roads are closed off around the CBD. The 3.8km swim takes place in Lake Taupo, followed by a 180km bike ride comprising two laps from Taupo to Reporoa return, and is finished off with a full marathon completed over a two-lap course along the lakefront to Five Mile Bay, finishing at Tongariro Domain (See Appendix A for venue and course maps). The race course covers most parts of Taupo, from the CBD to the outer lying suburbs, but mainly affecting the area around the CBD and SH1. Full race information is given on the IMNZ website (www.ironman.co.nz).

In normal circumstances, IMNZ starts at 7am and the course closes at midnight. The slowest competitor must finish the race within 17 hours to be considered an official finisher. In 2006, extreme winds forced race organisers to cancel the swim section of the race and reduce the bike leg to only one lap (90km rather than 180km). In order to maintain balance between the cycling and running demands of the race, race organisers elected to reduce the run to 21km. Participants commenced this bike-run format as a time-trial (i.e. the athletes started one at a time at regular intervals) at 11am with the course closing at 7pm. The restructuring of the race is noteworthy in the context of this research because it meant that the degree of interruption on the day of the 2006 race was less than what is normally associated with this race.

3.1.3 IMNZ and the Taupo Community

Community for the purpose of this thesis is identified as comprising two separate dimensions; as an overall whole including all residents within the geographical area of Taupo, as well as on a more ideological and individual level, considering that one simultaneously can be a member of several communities.

IMNZ is embraced by large sections of the Taupo community - businesses and residents alike. This is evidenced by 'a buzz about the town' when IMNZ is being staged, the

decoration of shop fronts with Ironman-related features, and the recruitment of a volunteer workforce for the event that numbers in excess of two thousand (IMNZ, 2006c). A local newspaper even used the word 'Irontown' in a headline referring to Taupo's identification with IMNZ (Gavan, 2006).

Businesses support IMNZ by having "Welcome all participants" signs in the windows and some also take part in the "Adopt an Ironman" concept. These initiatives are facilitated by Destination Lake Taupo (DLT) (the RTO), and the local business association, Towncentre Taupo. Business owners acknowledge that their business benefits from the event in terms of extra numbers of people in town and longer lengths of stay (Milne, Dickson, Clark, & Buch, 2006), and that Taupo itself benefits not only economically, but also from putting Taupo on the map.

In order to promote involvement of locals, Taupo residents who participated in the race were easily identifiable by virtue of wearing yellow race numbers. Many comments from participants and organisers have highlighted the friendly and supportive Taupo community: Ahron Fleming, who raced for IMNZ's official charity Cystic Fibrosis, commented, "Taupo has been marvellous and really supportive" (Gavan, 2006, para. 7). IMG (NZ) managing director Paul Gleeson told Taupo Times that "the support we receive from the Taupo community has been remarkable. It's a great place and a great race" ("Ironman stays in Taupo," 2006, para. 9).

Despite the apparent large amount of community support for IMNZ in Taupo, there are issues that could potentially cause differing perceptions among residents. One is that of the obvious traffic issues and congestion in the CBD and around SH1 in the proximity of the event. Many local residents use the Tongariro Domain for recreational purposes (TDC, 2005b), which could mean that they are restricted from using this area when the event is on. This should also be seen in the light of the large number of events the town hosts annually, particularly in the summer period.

Another issue which has appeared and could be a possible concern for some residents is the Taupo District Council's provision of $50,000 to ensure the event is based in Taupo. A request from Ironman franchise-holders IMG to receive a further $20,000 received some

controversy at the District Council when two members voted against this request (Udy, 2004). The debate centred on whether it was appropriate for all ratepayers to pay for IMNZ. Councillor Mrs McElwee, who opposed to further funding, argued that "those who benefit from it – the business community – should support it" (Udy, 2004, para. 12), and that it would not be fair to make "farmers from the back of Tihoi, people in Mangakino and Artiamuri pay for Ironman" (Udy, 2004, para. 13). Chairman David Steele, who supported the funding, argued that IMNZ should be supported by "the general rate – not just tourism or business – because it is our event" (Udy, 2004, para. 19), "it is the home of Ironman here in Taupo…this event is something special, and this area took hold of it and made it their own" (Udy, 2004, para. 18).

Concern also exists as to whether there is value enough in the investment (Vos, 2004). Given that the event is said to have an estimated direct economic impact of $8m, with each participant bringing on average 2.5 supporters and staying an average 10 days (TDC, 2005a), these concerns are not debated at length. Council debates reflect the interests of the local residents, and when taken into account, it is likely that differing opinions could exist among the Taupo community regarding IMNZ.

The RTO is an important link between IMNZ and the community as the RTO produces the annual events calendar for Taupo. As Taupo hosts a large number of events it is important for the RTO to have the support from the local community in the hosting of these events. The RTO must consider economic benefits as well as community benefits and costs when signing up for events. The RTO is also highly involved with the running of IMNZ as it engages with the EO in the planning of the event.

On 4 March 2006 it was announced that Taupo will host IMNZ until 2011 under a new partnership between WTC and Taupo District Council (TDC) (IMNZ, 2006b). The event management company that has been organising IMNZ for the past eight years, The Patter, will continue to manage the event. According to Warwick Hall, DLT's Events Marketing Manager, this means new opportunities for the event in that they can work more closely with the event organisers to develop IMNZ "for the benefit of Taupo" (IMNZ, 2006b, para. 13).

3.2 Research Paradigms

The three main approaches to social science research are positivist, interpretive, and critical (Neumann, 1997). Research on resident perceptions of tourism has persistently been dominated by the positivist paradigm (Allen, Long, Perdue, & Kieselbach, 1988; J. Williams & Lawson, 2001), which is also true for event related studies (Fredline & Faulkner, 2000; Soutar & McLeod, 1993b).

The positivist paradigm "sees social science as an organized method for combining deductive logic with precise empirical observations of individual behaviour in order to discover and confirm a set of probabilistic causal laws that can be used to predict general patterns of human activity" (Neumann, 1997, p. 63). Positivism is linked to quantitative research methods such as surveys and statistics in the search of rigour and "how things *really* are" (Guba, 1990, p. 19). While positivism is embraced for its accuracy by many such as market researchers, policy analysts and planners, it has also been criticised for reducing people to mere numbers (Neumann, 1997).

Those adopting interpretive social science approaches are often, as opposed to positivism, less concerned with measurements and more focussed on providing an in-depth understanding of the subject. Interpretive social science is "the systematic analysis of socially meaningful action through the direct detailed observation of people in natural settings in order to arrive at understandings and interpretations of how people create and maintain their social worlds" (Neumann, 1997, p. 68). Interpretive researchers use qualitative methods such as field research, in-depth interviews and participant observation in order to understand how people interact in everyday life. The interpretive paradigm has been criticised for having a lack of rigour and validity (Decrop, 1999).

Neumann (1997) defines critical social sciences as a "process of inquiry that goes beyond surface illustrations to uncover the real structures in the material world in order to help people change conditions and build a better world for themselves" (p. 74). Critical social science is less frequently adopted by researchers than the two other approaches, and is often associated with research methods such as feminist analysis and conflict theory. Researchers adopting this paradigm agree with the interpretive view of positivism for ignoring social

contexts and being antihumanist, but at the same time they criticise the interpretive approach for being overly concerned with the subjective reality (Neumann, 1997).

This thesis adopts the positivist social research approach combined with elements from the interpretive paradigm, a so-called mixed methods approach. Tourism and event research have mainly been dominated by the positivist paradigm, yet the use of multiple or mixed methods has also emerged (Dwyer et al., 2000; M. C. Shone et al., 2003). Mixed methods in this study are further explained in the subsequent section.

3.2.1 Mixed Methods

Mixed methods combine quantitative and qualitative methods in a single study. Initially, mixed methods were described as 'method triangulation'. Triangulation is "a vehicle for cross validation when two or more distinct methods are found to be congruent and yield comparable data" (Jick, 1979, p. 602). The main goal of triangulation is commonly assumed to be greater convergence of results (Decrop, 1999; Tashakkori & Teddlie, 1998). However, as suggested by Mathison (1988) and Jick (1979), often results are not convergent, but inconsistent or even contradictory, which can allow for a better understanding of the phenomenon under study. Mixed methods designs have evolved to serve purposes beyond triangulation (Tashakkori & Teddlie, 1998).

Greene, Caracelli, & Graham (1989) identified five purposes for conducting mixed methods research:

- Triangulation – convergence of results
- Complementarity – seeking clarification of results from one method to the other
- Initiation – discovering paradoxes and fresh perspectives
- Development – results from one method can sequentially inform the other
- Expansion – adding depth and breadth

Johnson and Onwuegbuzie (2004) outline some strengths and weaknesses as they apply to mixed methods research. Using mixed methods does require more time for the researcher to become familiarised with both methods, and the research process is more time consuming as the researcher has to dedicate additional time to collect data and analyse a second data set. The research as a whole becomes more expensive to conduct as the research will incur

additional interviewer-related costs. On the other hand, the use of mixed methods brings a number of strengths which can outweigh the weaknesses of using only one method.

This study adopts an equal status sequential mixed method design as outlined by Tashakkori and Teddlie (1998) and Johnson and Onwuegbuzie (2004). Equal weight is given to each method in understanding the research question, and conducting the qualitative phase after the quantitative phase allows for the qualitative results to complement the quantitative results. This research also incorporates a multilevel use of approaches. This is done by collecting data at the local government level (RTO interview) as well as at the community level (resident interviews and web-survey). Data collection at different levels adds to a broader understanding of the phenomenon under study.

This study uses the following mixed methods (Figure 3.1). The web-survey of residents is quantitative in nature, and the complementary qualitative phases are field observations, resident and RTO interviews. Originally, an EO interview was part of the qualitative phase, but unfortunately this did not proceed and has therefore been omitted from this diagram. The figure illustrates how the various methods interrelate and complement one another. Mixed method results are more likely to show convergence, or even if the results end up being contradictory, they will ultimately bring more depth and breadth to the research.

Figure 3.1: Diagram of mixed methods used in study
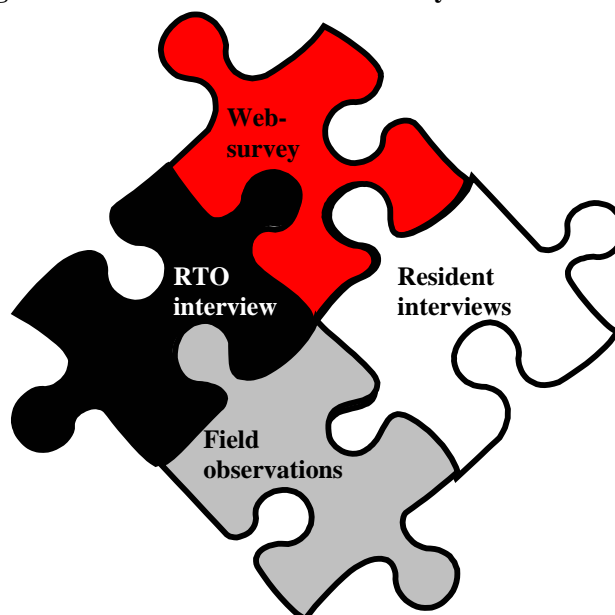
The use of pictures taken at IMNZ combined with the narratives from the interviews can be used to add meaning to the quantitative analysis. This is also the case for the open-ended question responses in the web-survey, as they allow for deeper insights into the categorised answers. Finally, mixed methods can tap into concepts and ideas that might be overlooked in a predetermined questionnaire.

The use of mixed methods serves as a 'backup' for the web-survey; as the web-survey is exploratory, it is uncertain whether this will yield good response rates or not, and having separate qualitative data is thus 'good practice' in ensuring a broader spectrum of data sources.

3.3 Interviews

Snowball sampling was used to select a number of interview respondents. Snowball sampling is a way of identifying and sampling respondents within a network, such as a friendship network of individuals (Neumann, 1997). While being a fairly convenient method, the drawback with 'snowballing' is that it can limit the diversity of informants (Taylor & Bogdan, 1998). This is due to the likelihood that people within a network will be similar in terms of interests, attitudes, beliefs and even demographics such as age. There was no predetermined aim for the sample size, as qualitative research calls for a flexible design and "an '*N* of 1' can be just as illuminating as a large sample…" (Taylor & Bogdan, 1998, p. 91). Given that the interviews were designed to complement the results from the resident web-survey, it was anticipated that six interviewees would be sufficient.

Resident interviews were conducted approximately three weeks after the IMNZ event took place. Five face-to-face interviews and one telephone interview were conducted. Four face-to-face interviews were conducted in Taupo either at the interviewees' home addresses or at their workplace; one interview was conducted in Auckland whilst the respondent was there on business. All of the interviews were tape recorded (including the telephone interview) with the consent of the participants, and note taking was also used.

The face-to-face interview method was chosen because the interviewer can more easily interpret the answers given via the participant's nonverbal body language, and can more simply adapt or rephrase questions for better understanding than with questionnaires

(Sekaran, 2003). The disadvantages of this method are the additional costs for the researcher's travel and interview time. However, as the sample only comprised six individuals, it was possible to organise and conduct the interviews in one day (apart from two that were unavailable), thus only one day trip to Taupo was necessary. Another known disadvantage of face to face interviews is that participants may feel that their anonymity is compromised by acting face to face with the interviewer. As the interview did not include particularly sensitive subjects, this was not thought to be a factor.

The interview sample is skewed towards 31-45 year olds. The majority of participants are males. Five out of six interviewees are part of couples with children; just one respondent is single with no children. None of the interviewees were born in Taupo; they have all moved to the town at some stage in their lives and have lived in Taupo between 1-2 and 17-23 years. Half of the respondents are from Hilltop, and the other half from the suburbs of Nukuhau, Brentwood/Acacia Bay and 'other' as the respondent refers to as the "bird area". Half of the interviewees are self-employed, the other half being full-time employees. Just one respondent is involved in the travel and tourism industry (see Appendix B for Interview Profiles). The interviews sought information on what residents think of IMNZ, how they feel about Taupo hosting the event, and why they have those perceptions (See Appendix C).

Two of the resident interviews were conducted at participants' homes, which is one of the most frequently used interview locations (Alreck & Settle, 2004). It is preferable if no other persons, apart from children, are present during the interview as their presence may affect the participant's answers (Neumann, 1997). Both interviewees had young children at home, which caused a slight distraction. Two interviews were conducted at the interviewees' workplace. Another two interviews were conducted at public cafes, where obvious distractions were the noise from the surrounding environment, and the slight awkwardness in running the tape-recorder in a public place.

The RTO interview took place approximately three weeks after the event at the researcher's workplace in Auckland. The RTO interview followed a semi-structured schedule with a number of pre-set questions (See Appendix D). The researcher used note taking and tape-recording during the interview (with the permission of the interviewee). The aims of the RTO interview were to assess the RTO's involvement with and perceptions of the event,

interaction with EO regarding planning and management of the event, and RTO involvement of the local community in the planning process.

A planned interview with the EO was not concluded due to unwillingness on the part of the EO to participate.

The interviews were analysed using a thematic analysis. This was done by going through the data several times to get a feel for any similar themes among the responses. Of course some directional questions were asked similarly to all respondents, so they would all have some form of theme in common. However, the aim was to find similarities among the individual respondents' answers i.e. did they mention the same negative or positive impacts. The interviews were also examined for any other themes or ideas regarding resident perceptions of IMNZ that had not been identified at the beginning of the research and perhaps not identified in the literature.

Open-ended questions were analysed by theme and 'quantizised' (Tashakkori & Teddlie, 1998). The analysis firstly required several runs through the comments, which could identify potential quotes to enliven the report, as well as identify themes for categories. Subsequently, a list of representative categories was created as a starting point, and as the analysis developed other categories could be added or deleted. The final aim was to have categories that actually captured respondents' answers and simultaneously included an interpretable number of respondents in each category. Ideally, the number of categories should be mutually exclusive, meaningful and consistent (Kent, 2001). The next step was the actual coding of the responses, which Kent explains as the "converting of verbatim answers into numerical code" (p. 229). The open-ended questions were considered multiple response questions as respondents could give more than one answer. Finally, the answers for each respondent and each category were counted, and subsequently frequencies, percentages and graphical displays were conducted. The full list of open-ended comments was sorted to go into appendices (I-M) to offer the inquisitive reader a more in-depth feel.

3.4 Field Observations

Field observations were used to add depth and breadth to the overall research. Field observations occurred during the actual staging of IMNZ in Taupo, on the day before the

event and during the actual race day. Observation involved viewing, listening, taking notes and photos. The field notes included descriptions of events, the atmosphere, people, and conversations, as well as the researcher's own actions, evaluations and interpretations. Photos assist in capturing details "that would otherwise be forgotten or go unnoticed" (Taylor & Bogdan, 1998, p. 127), and "at least convey something that words cannot" (Taylor & Bogdan, p. 128).

When the race was on, it could be difficult deciding where to spend time taking notes, as one could not be at several places at once. Taylor and Bogdan (1998, p. 30) recommend to "go to where the people are", thus the researcher spent time at several 'popular' places.

The involvement of the researcher was as a participant observer. It was easy to blend in as there were a lot of people in town, including men, women and children of all ages, of various nationalities and ethnicities, so no individuals did really stand out.

Field observations were not analysed as a separate dataset, but in general served as background information to complement the holistic view of the research. The use of the photos taken in conjunction with analysed data and quotes especially assisted in providing a further sense of the event and its social impacts.

3.5 Web-Survey

Previous studies of resident perceptions of events have used more conventional modes of surveying (i.e. personal interviews, postal mail), and have tended to use conventional sampling frames (electoral role, White Pages). Fredline (2000) used the electoral roles in Melbourne and the Gold Coast as sampling frame for her study on host community reactions to major motorsport events. Cegelski and Mules (2002) and Fredline, Deery, and Jago (2005b) used the White Pages as sampling frame for their studies of resident perceptions of the Australian Open Tennis Tournament and Canberra's V8 Supercar Race, respectively. For their study on host community perceptions of three different events Fredline et al. (2005b) used the Australian National Consumer File as sampling frame.

This study used an online data collection method due to the cost efficiencies, and as well to explore this method as an approach for conducting community event research. Flyers

inviting residents to go online to www.trace.org.nz and complete the survey were distributed to the letterboxes of all Taupo households.

Web-surveys today face similar problems as mail surveys did in the 1970's, when the mail delivery systems were not yet well-developed (Schonlau, Fricker, & Elliott, 2002). Internet surveying is still in its infancy, and although the popularity of Internet surveying is growing there is still controversy among researchers whether the data collected over the Internet is as reliable as with the more traditional forms of surveying (Best, Krueger, Hubbard, & Smith, 2001; Schonlau et al., 2002). While researchers are still evaluating the Web as a tool for scientific research, some have acknowledged web-surveying as being as reliable a data collection method as traditional paper-based surveys (Ballard & Prine, 2002; Denscombe, 2006; Gosling, Vazire, Srivastava, & John, 2004). The following sections describe the pros and cons and issues in the sampling and administration of the web-survey.

3.5.1 Sampling Frame

The survey aimed to get a sampling frame including as close as possible, the entire population of Taupo. An entire population listing of households was obtained for the urban Taupo area consisting of 7,100 households. However, the listing did not include households that had marked their letterbox with a "no junk mail" sticker. This particular segment of the population accounted for around 13% of total households (New Zealand Post Letterbox Channel, personal communication, 6 September, 2006), which were subsequently excluded from the sample. The sampling frame (Table 3.1) was obtained from Letterbox Channel, which is a subsidiary of New Zealand Post.

Table 3.1: Taupo delivery areas included in population frame

Delivery Area	Total households
Acacia Bay	310
Henry Hill	865
Lower Rifle Range	1055
Nukuhau	1145
Rainbow Point	795
Riverbank	185
Upper Rifle Range	1640
Waipahihi	930
Wharewaka	175
Total	7,100

Choices for sampling frames in web-surveys are somewhat different from when using conventional methods. Target populations that are listed e.g. by a list of employees, a list of enrolled students, or a list of subscribers to a magazine are known as 'closed' target populations. The term 'general population' is used for target populations that are not listed, e.g. a town (Schonlau et al., 2002). If using a closed population for web-surveys, such as individuals in an organisation or enrolled students, it is usually easy to obtain a complete sampling frame of emails to which the survey link can be sent. Thus web-surveys work best on closed populations with an established email database. Web-based surveys on closed populations provide new opportunities, compared to traditional survey modes, much easier and less costly to include entire populations or conduct censuses (Sills & Song, 2002).

Some drawbacks exist in using email-address listings (Bradley, 1999; Sills & Song, 2002). A common problem is when emails 'bounce' back to the researcher as undeliverable, which increases non-coverage error. It is also common that people obtain multiple email-addresses, e.g. from Internet providers, workplace or university, and the many free Internet emails such as Hotmail and Yahoo. Implications of this are that certain emails may not be checked regularly, and respondents could potentially receive multiple invitations to the same survey. Researchers using email web-surveys (Porter & Whitcomb, 2003; Sills & Song, 2002) have reported issues with respondents perceiving surveys as 'junk mail'. It is thus important for researchers to find creative ways to distinguish themselves from spammers, and it has been suggested that emails coming from an institution of higher education may be perceived as credible (Porter & Whitcomb, 2003).

If surveying the general population such as a whole town, it is still impossible to obtain email listings for everyone. The differences here between web and conventional modes include issues such as: while the telephone directory for example might be useful as a probabilistic sampling frame for the entire population when surveying by mail, it cannot be used as an exclusive list for web-surveying as no information is given as to who has got access to the Internet. Even if a sampling frame of Internet access listings was available, it would be impossible to have current listings as the percentage of the population who has access to Internet changes daily (Sills & Song, 2002).

3.5.2 Sampling Method

Based on previous event research (Fredline et al., 2005b; Twynam & Johnston, 2004), web-survey research on general populations (Miller, Kobayashi, Caldwell, Thurston, & Collett, 2002; Witte, Amoroso, & Howard, 2000) and resources available, it became clear that a convenience sample was the most feasible option. The majority of web-surveys of general populations have used convenience rather than probability samples (Schonlau, Asch, & Du, 2003). For the purpose of this present study, a convenience sample was satisfactory for testing the web-survey sampling approach of a general population.

While convenience samples are not generalisable to the population it is important to avoid any unnecessary sources of bias. The survey results will be more valid the closer the convenience sampling procedure comes to a random selection (Alreck & Settle, 2004). Including everyone in the sample frame and thus getting closer to a census appears to cover some of that bias. Internet users are also be non-representative of the general population. In terms of generalisability, Internet users have been assumed to represent a narrower demographic segment dominated by higher educated, higher income earners (Litvin & Kar, 2001) and predominantly young, white males labelled "techies" or "nerds" (Gosling et al., 2004, p. 94). However, Gosling et al. also found that Internet samples, although not completely representative of the population, "are more representative than traditional samples with respect to gender, socioeconomic status, geographic location, and age" (2004, p. 99).

Some event impact studies (Fredline, 2000; Fredline & Faulkner, 2000) use disproportionate stratified sampling to ensure that residents living closest to the event area are overrepresented in the sample as these are of greatest interest as they may be more adversely affected by the event. However, in a more recent study the same authors argue that the relationship between event proximity of residence and impacts has already been sufficiently evidenced (Fredline et al., 2003), so therefore the authors argue that it is unnecessary to use a disproportionate sampling design. This thesis took a similar approach, including all areas of Taupo equally in the sample. Moreover, the argument for overrepresentation in the previous studies also relied on the fact that the events were situated in the inner city areas of larger Australian cities, and based around motorsport events, thus effects such as noise and road closures would have been aggravated. In

constrast IMNZ is held in a smaller New Zealand town, Taupo, the course is widespread from the CBD to the outskirts of town, and it does not include loud V8 engines, thus the proximity effects will not be as significant as in previous examples.

When comparing the relatively low costs for distributing the surveys through Letterbox Channel and simultaneously anticipating a realistic response rate of 10% or less, it seemed feasible to send the survey invitation to every household within the sampling frame rather than to a sub-sample. A response rate up to 10%, was considered realistic (and perhaps optimistic), and would give a sample size of up to 710 households and possibly even more individuals. Anyone within the household 20 years of age and above (age limit due to ethical considerations) could participate in the survey. Thus one household, depending on the number of adults, could produce more than one survey response. This also means that the relationship between the sampling frame and the sampling unit was not consistent, as some households consist of one single adult, while others consist of two or more adults. As the sampling unit for the study was the individual, everyone in the household 20 years of age and above was encouraged to fill out the survey.

3.5.3 Administration

In order to reach those with and without access to the Internet, this study adopted a modified dual response mode. Dual-mode using both postal mail and Web have been suggested as a strategy for increasing coverage (Dillman, 2000; Miller et al., 2002; Zhang, 2000), however research has also shown that the dual-mode has resulted in minimal use of the Web response mode (Schonlau et al., 2003). It was decided to use a modified dual mode, as opposed to the more common option using postal mail and the web, as there was the risk that the cost efficiency could be lost.

Flyers were then distributed to all household letterboxes within the sampling frame on the Tuesday/Wednesday in the week after the event inviting residents to go online and complete the survey. Residents could pick up a paper-based survey at The Great Lake Centre in Taupo, thus giving households that did not have access to Internet the opportunity to participate in the research. This was important as previous research has shown that residents might resent not having another option than the web in case they do not have Internet access (Miller et al., 2002).

The 2001 Census showed that 35.5% of urban Taupo households (32.9% for Taupo District) did have access to the Internet (Statistics New Zealand, 2001), and this number is expected to have increased considerably in the five years since 2001. Unfortunately, it was not yet possible to obtain data from the 2006 Census for urban Taupo; however data for Taupo District was available. In 2006, 58.1% of the District's households have Internet access, showing an increase of more than 40% over five years. When comparing to the 2001 data it can be assumed that a slightly higher percentage will be applicable to urban Taupo. A survey by the International Telecommunications Union verify the growth in Internet access, as 76% of the New Zealand population in 2005 had access to the Internet at home or at work (Miniwatts Marketing Group, 2006). Thus, the Taupo population's level of Internet access is assumed to be even higher than 58.1% when including additional access at the workplace.

The flyers were designed containing the basic information about the research, mentioning the incentive of entry into a $100 draw, and instructing the reader to go onto the Internet to www.trace.org.nz and fill in the online survey (Appendix E). They were presented with an expressive heading "Community Research – Help us to help Taupo", which could aid in catching residents' interest and reduce the risk of the flyers being disregarded as junk mail (TNS, 2004). The flyers also mentioned that paper-based surveys would be available at the Great Lake Centre. The flyers were in DLE format (210x99mm size flyer) and printed in black and white on glossy paper. It has been argued that colour printing for unaddressed mail might give the recipients the impression of direct mail advertisement (Alreck & Settle, 2004), thus black and white or grey colours may be more appropriate for flyers.

The chosen 'flyer' form of distribution does, however, have a number of limitations: 1) These forms of circulars are often seen as 'junk mail', hence the mail may go straight in the bin; 2) the flyers are delivered with a number of other circulars and can thus easily disappear among the lot depending on the amount of 'junk' being delivered on a given day; 3) households letterboxes labelled "no circulars" or "no junk mail" are automatically omitted from the sample frame (New Zealand Post Letterbox Channel, personal communication, 6 September, 2006). Despite the issues of increasing junk mail, a large proportion of people still read it (Envision New Zealand Limited, 2005). Hence, these

limitations seemed acceptable, outweighed by the cost efficiencies, and deemed to be an avenue to explore for community research.

Another limitation of this study is that the resident survey coincided with the five-yearly New Zealand Census, which also was conducted in the week following IMNZ. This was somewhat unfortunate, as it is likely that this concurrence would have negatively influenced response rates. The lack of media coverage of this research on IMNZ was furthermore a limitation over which the researcher had no control.

3.5.4 Instrument Design & Development

Social impact assessment studies can usually be divided into three techniques according to the type of assessment used, i.e. social impact assessment (SIA), contingent valuation, and resident perceptions. SIA has typically been used as a technical term in development research as a pre-assessment of how potential policies and programmes will impact on residents and communities (Finsterbusch, 1985). Thus, the assessment takes place before the actual implementation of the policy or programme. Contingent valuation functions as a cost-benefit analysis, where respondents are asked to attach a monetary value to the perceived impact, thus facilitating an understanding of how much respondents are willing to pay for putting up with or decreasing the impacts (Lindberg & Johnson, 1997). This technique, however, has been criticised for implying the "supremacy of economic considerations" (Fredline, Raybould, Jago, & Deery, 2005, p. 7). The most commonly used technique is the resident perception approach (Fredline & Faulkner, 2000; King, Pizam, & Milman, 1993; M. C. Shone et al., 2003; Soutar & McLeod, 1993b), where respondents are asked to rate the impact of a tourism/event on their lives. This assessment is subjective, but it is argued that social impacts cannot be objective as they relate to individual opinions and thus will be subjective in nature (Fredline et al., 2005). This study adapts the latter technique.

According to McDougall and Munro (1994) there are generally three different ways in which a researcher can design and develop a survey instrument:

- Select a scale that has previously been developed and tested by others;

- Develop a scale by modifying an existing scale or introducing a new set of items;

- Develop a new scale that is valid and reliable.

A number of attitude scales have already been developed, used and tested, both within tourism research (Ap & Crompton, 1998; Lankford & Howard, 1994) and event/festival related research (Delamere, 2001; Fredline et al., 2003). Thus it was straightforward to make use of the scales already developed in previous studies. Attitude scales used in tourism and event research could equally serve the purpose; however event related scales appeared to have the advantage over tourism scales that they were already modified to fit the event context, and would thus require minimal modifications to fit the purpose of this study. See Table 3.2 p. 50 for a list of considered attitude scales.

Fredline and Faulkner's (2000) scale is a simple scale using a 5-point Likert scale. However, it is a rather lengthy instrument with 36 items representing the broader definition of social impacts also consistent with the literature identified earlier in this paper. The scale does not appear to have been tested or replicated in other studies.

Fredline (2000) has also developed a more complex scale, which similarly adopts the all-inclusive definition of social impacts. This scale is also rather lengthy consisting of 38 items and uses a more complex 3-part scale. The length of the scale was recognised, but the author decided as part of the scale development process that priority should be given to thoroughness over parsimony (Fredline et al., 2003).

Table 3.2: Event/festival scales in consideration

Subject / Author	Event	Scale items	Tested / replicated
Host community reactions to the impacts of events (Fredline & Faulkner, 2000)	The Gold Coast IndyCar Race 1996	36 items. 5-point Likert scale.	
Resident perceptions of the impacts of events (Fredline, 2000)	Melbourne Formula One Grand Prix 1999 & Gold Coast IndyCar Race 1998	38 items. 7-point Likert scale. 3 parts. a) indicate change, b) affect personally, c) affect community.	Australian Formula One Grand Prix 1999 (38 items); 2002 (45 items), Gold Coast IndyCar Race1998 (38 items), Melbourne Moomba Festival 2002 (42 items), The Horsham Art Is…Festival 2002 (42 items)
Host community perceptions of events (Fredline et al., 2005b)	Australian Open Tennis Tournament (Melbourne) 2003	12 items. 7-point Likert scale. 3 parts. a) agree / disagree / don't know b) affect personally, c) affect community	Rugby World Cup 2003 (Brisbane & Townsville Matches)
Resident attitudes towards the social impacts of community festivals (Delamere, 2001; Delamere, Wankel, & Hinch, 2001)	Edmonton Folk Music Festival	26 items. 5-point Likert scale. Expectancy x value	(Scales vary. Expectancy-only vs. expectancy x value / 5-point vs. 3-point Likert scale) Pacific Rim Whale Festival (Ucluelet) The Parksville Sand Castle Festival

The 3-part scale differs from an ordinary Likert scale and is argued to be less biased in terms of the direction of the impact: "it cannot always be assumed that strong agreement or disagreement with a statement necessarily translates to a serious concern about the impact on quality of life" (Fredline & Faulkner, 2001, p. 106). The development of this multi-item Likert-type scale was based around Ap and Crompton's (1998) earlier work. Albaum (1997) has also argued that a two-stage format results in higher quality data. The idea of separating personal from community level impacts, as suggested by Ross (1992), is that residents are likely to perceive stronger impacts on the community as a whole than for

themselves personally. Research has since confirmed this proposition (Fredline et al., 2003).

A decision was made to replicate the 12-item scale by Fredline et al. (2005b). Reasons for this were the benefits in using a shorter scale, thus enabling a less lengthy and more manageable questionnaire on the whole. When considering using the lengthier scales, it would have been preferable to shorten them; however, this would again have altered the validity of the existing scales. The 12-item scale was derived from the 38-item scale, which had been tested in numerous settings, thus the consistency of the scale appeared reliable. (See Appendix F: web-survey for scale).

The intention was to keep the scale as close as possible to the original, so that only some modification was made to allow for variances between the original event setting and IMNZ. "THE EVENT" in the original scale was substituted with "IMNZ". It was also decided to reword the statements into simpler text as some concern was raised over the original scale having too much wording in terms of descriptive text. Questions should be kept brief and not exceed 20 words (Sekaran, 2003). Some concern was also raised over the original scale being developed through the Grand Prix, the IndyCar Race and the Australian Tennis Open, which are all larger events than IMNZ, thus some items seemed irrelevant (e.g. rowdy behaviour, price increases). Nevertheless, it was decided to keep them in the scale to keep as much as the original validity of the scale as possible.

Two scale items regarding 'distribution of benefits and costs' and 'waste of public money' were reworded from negative into positive statements. The former item appeared slightly ambiguous, thus it was reworded into asking only about benefits; the latter was modified to specifically mention TDC's funding of the event to better reflect the IMNZ setting. It appeared less biased to use a positive wording after this modification. Despite the changes, both questions still tapped into the same variables as in the original scale.

The questionnaire format was divided into three sections (See also Appendix F):

1. Overall impacts of IMNZ, open-ended questions and independent variables (attendance, identification with sport as a theme);
2. 12-item attitude scale;

3. Independent variables (community attachment, involvement in tourism, proximity) and demographics.

The web-survey was designed in a simple HTML (Hypertext Markup Language) output excluding any flash graphic features (colours, animations possible via the Internet). This of course could have made the survey appear more interesting, however not all browsers would be able to download the format, and the longer download time if using dial-up Internet could be frustrating for respondents (Schonlau et al., 2002). Respondents could enter their name and email address to go into the prize draw; to ensure the anonymity and confidentiality of the details, a separate page was given at the end of the survey for this (See Appendix F: web-survey).

3.6 Representativeness of the Sample

A total of 114 residents responded to the survey; 112 through the online option and two through the survey drop box at the Great Lake Centre. Three responses were subsequently deleted from the sample due to incomplete data.

It is generally seen to be inaccurate to calculate response rates for non-probability samples. Response rates are usually calculated by the number of cases approached as a percentage of number of completed questionnaires (Kent, 2001). This approach would give a rather low response rate of 1.5%, but would not be an accurate response rate as some households consist of more than one person. Perhaps more accurate would be to use the number of adults aged 15 and over (n=15,516), which yields a response rate of 0.7%.

Given the fairly low response rates of the web-survey sample it seemed appropriate to calculate whether the number of responses would be sufficient to perform the data analyses. A post hoc statistical power test using GPower software was performed in order to assess whether the sample size would be sufficient for performing Chi-square (Chi^2) analyses. The 111 responses resulted in a power of .8150, which is above the suggested minimum power level of .80 (Cohen, 1977) (See also Appendix G). One issue, however, is that the sufficiency only goes as far as for Chi^2-tests that are performed on the entire data set; when dividing the data into clusters and then performing the Chi^2-tests, the groups are smaller and thus not longer subject to the GPower test.

To assess the representativeness of the sample with the Taupo community, a number of demographic variables from the sample, such as gender, age, income, family status and suburb, are compared with corresponding data from Statistics New Zealand's Census. Statistics New Zealand's data used in this study is the Taupo urban area community profile from the 2001 Census (Statistics New Zealand, 2001). These figures are five years old and it must be assumed that some differences exist; unfortunately this particular data from the 2006 Census was not yet published.

According to the Taupo Census, the division between females and males is 52% and 42% respectively. Comparatively, there are more females (67%) in the sample. The reason for this could be that it is common in social science research that more females than males respond to surveys (Institutional Research Unit, 2005).

Due to the gender disparities, cross tabulations were performed to see whether any bias would exist between gender and various variables. The majority of variables are not dependent on gender and for the few variables indicating a relationship; the test statistics indicate that the relationship is a weak one (Appendix H). Thus, the gender differences in the sample do not significantly bias the results. Other event impact studies referred to within this thesis have similarly not reported on gender differences in perceptions.

Respondents in the sample belong to various age groups ranging from 25-70 years or more, with the majority from the 35-39 year age group and the minority from the 25-29 year age group. Nearly one quarter of respondents (23%) are over 60 years of age (Figure 3.2).

Figure 3.2: Age groups (N=111)
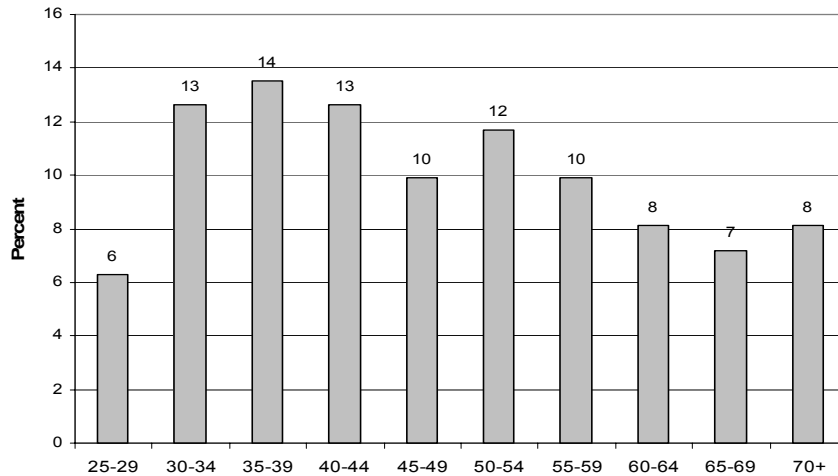
When comparing age groups from the sample with the Taupo Census, the groups are fairly similar, only with a 3% difference. There are slightly fewer respondents in the sample's 65+ age group compared to the Census, which could be a result of the web-survey approach. It can be expected that individuals from the older age groups are less likely to participate due to unfamiliarity with the Internet (Figure 3.3).

Figure 3.3: Age groups sample vs. Taupo (n=15.516*; N=111)
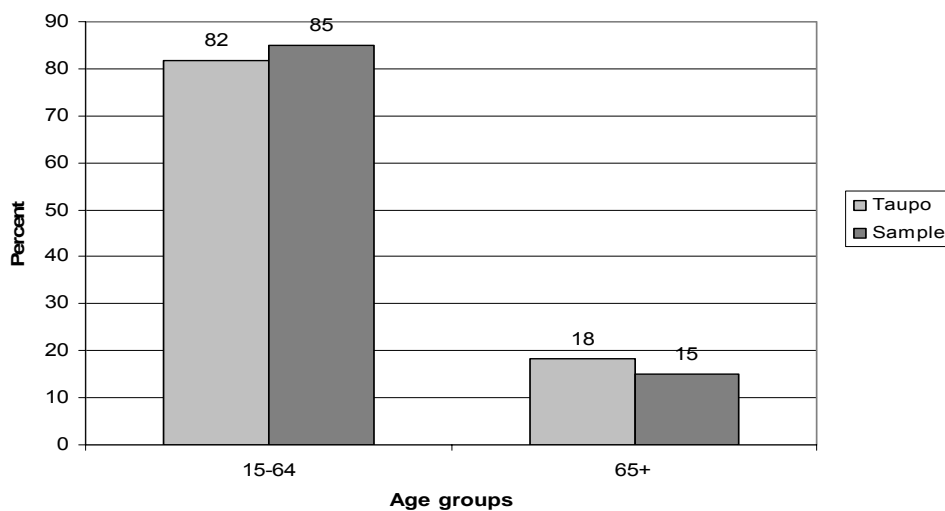
* *Note.* Taupo Census has an age group category for 0-14 year olds (n=4793, 23.6%). This group is not applicable to the sample, and is excluded from this graph. 15-20 year olds are still accounted for in Census, and not included in sample.

As the differences in age groups are minimal, there is no reason to believe that this should cause any bias in subsequent findings. Similarly, previous research has provided limited reason to suggest that perceptions of tourism/events are dependent on age (Davis et al., 1988; Fredline et al., 2005b; J. Williams & Lawson, 2001).

A comparison of personal income level data for the sample and Taupo shows that the sample is overrepresented of the higher income groups ($40,000-$100,000 & $100,000+), and somewhat underrepresented of the lower income groups (under $10,000 & $10,000-$20,000) (Figure 3.4). One reason why the data is skewed towards the higher income groups, could be due to the fact that Internet users are more likely to be higher income earners (Statistics New Zealand, 2004). The median annual income for Taupo is $18,900; a $2,886 difference when compared to the median of the sample ($21,786).

Figure 3.4: Personal income level sample vs. Taupo (n=19.599*; n=108)
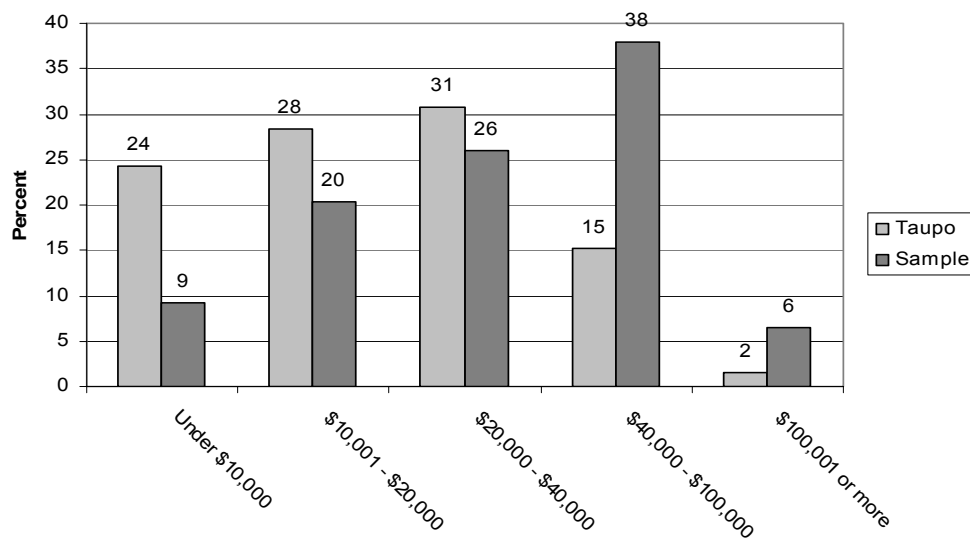
Note. Taupo Census has two categories ('nil' & 'loss') that does not feature in the sample, thus these two categories (n=710) have been excluded from this graph.

While there are some inconsistencies in the representativeness of the sample in terms of personal income level, this is not expected to significantly affect the results. Previous research has not included income as an independent variable related to event perceptions; perhaps a reflection that income is not expected to be influential. Research on tourism has found some differences in resident perceptions and income level (Perez & Nadal, 2005; J.

Williams & Lawson, 2001), yet the strength of these relationships is not stated, which perhaps could be an indication of weak relationships.

Couples with children are overrepresented in the sample, and the sample is underrepresented with regard to couples without children and one parent with children. The Taupo Census does not provide information about singles without children, thus those equivalent sample respondents have been excluded from the calculation (Table 3.3). Family status is not anticipated to influence event perceptions, thus any bias that exist in the sample is not of relevance to the results.

Table 3.3: Family status sample vs. Taupo

Family Status %	Taupo	Sample
Couples with child(ren)	38%	59%
Couples without child(ren)	43%	35%
One parent with child(ren)	19%	7%
Total	100%	100%

A number of suburbs are overrepresented in the sample (Nukuhau, Richmond Heights, Taupo Central) and others underrepresented (Acacia Bay, Hilltop, Tauhara) while two are relatively similar (Rangatira Park, Waipahihi) (Figure 3.5).

Figure 3.5: Suburb of residence sample vs. Taupo (n=18.540*; n=108)
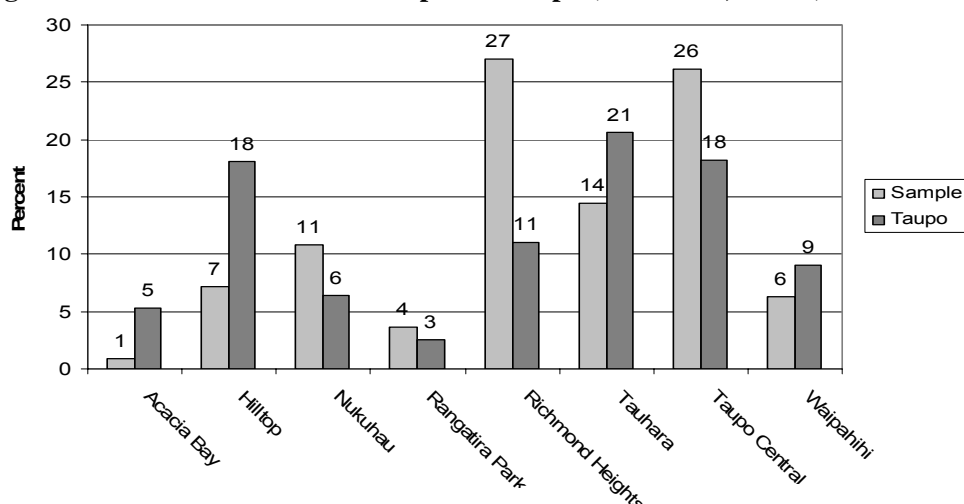
Note. Figures from Taupo Census are only taken from those suburbs that also figure in the sample, but taken as proportion of all of urban Taupo

Previous research has confirmed that the distance between residents' homes and the event does influence perceptions (Fredline & Faulkner, 2001). Yet, distance effect is not expected

to play a major part in this study as IMNZ is smaller, of a different nature, and with a more widespread course than other events studied.

The following demographics have no equivalent Census data, but are presented as additional information about the sample. Half of respondents have lived in Taupo for 10 years or more. A further 12% have lived in Taupo all their life. Only 2% have lived in Taupo for less than 1 year (Figure 3.6).

Figure 3.6: Length of residence (N=111)
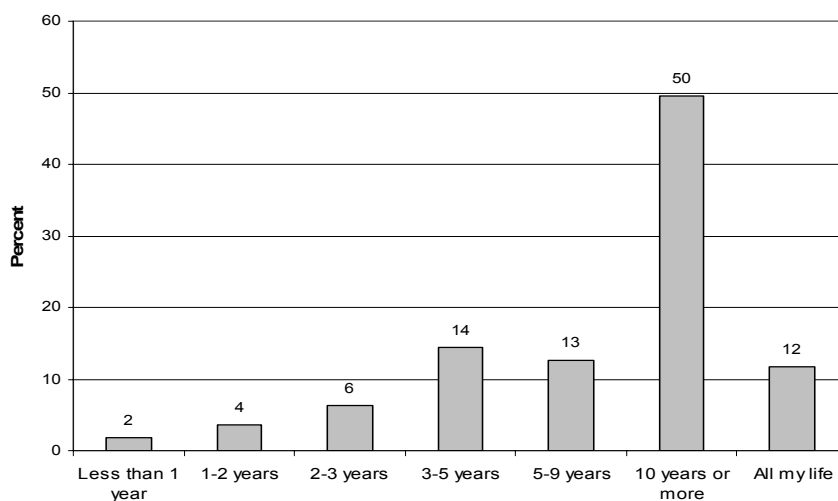
The majority of residents in the sample are either part-time employed (22%) or self-employed (20%). A further 15% are retirees, and 9% describe themselves as 'mother/housewife'. Only 1% of the sample is students (Figure 3.7).

Figure 3.7: Employment status (N=111)
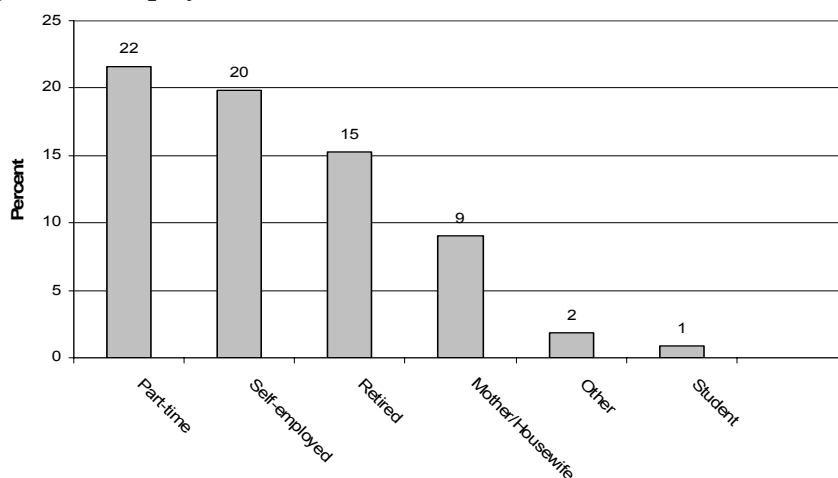
The respondents were asked to indicate which industry sector they work in or used to work in. The responses were sorted according to the Yellow Pages business categories (Telecom Directories Ltd, 2005). A wide range of industry sectors were listed with 'business services' (11%) and 'community' (11%) being the most common answers. Six percent of the sample is employed in the travel and tourism sector (Figure 3.8).

Figure 3.8: Industry sector (n=106)
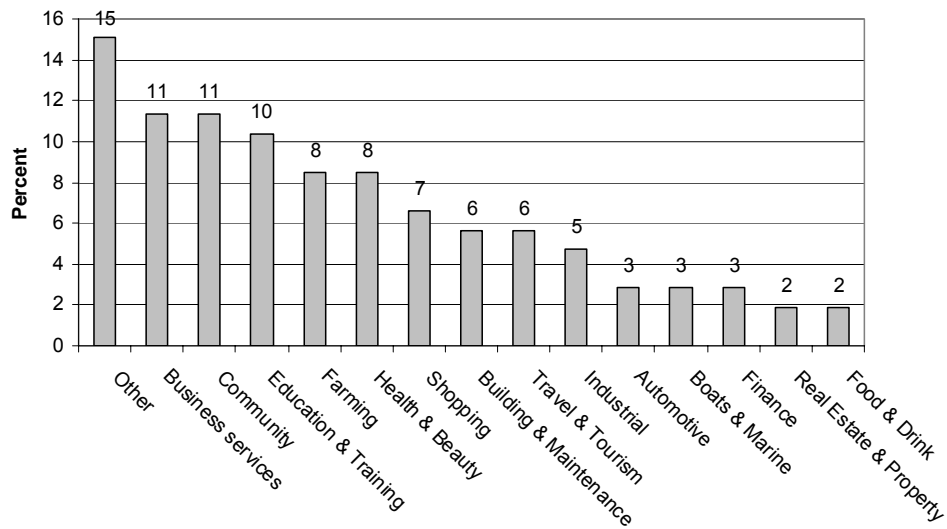
CHAPTER 4 : RESIDENT PERCEPTIONS OF IMNZ

This chapter presents the research findings. The first part of the chapter relates to the general perceptions of IMNZ, and is presented in terms of participation and awareness, first word responses as well as positive and negative impacts. The next section discusses the personal and community perceptions of the event, which are based on the answers given to the 12 impact statements. A number of trends within the data regarding positive, negative and ambivalent attitudes are introduced. Comparison with similar data from previous studies using the same scale is also presented. The final part of the chapter is dedicated to the cluster analysis. Cluster solutions and profiles are presented. The clusters are then interpreted and labelled according to their individual characteristics, and are subsequently profiled according to a number of independent variables. The cluster solutions are finally compared with clusters derived from previous research.

Whenever the 'sample' is mentioned, it refers to the sample from the web-survey and subjects are referred to as 'respondents'. When information from interviews is used, this is specifically mentioned and they are referred to as 'interviewees'.

4.1 Resident Participation & Awareness

The majority of the sample (99%) did not compete in this year's IMNZ, and the majority (98%) have never competed in this event. Just under half of residents in the sample (46%) consider themselves active sports persons. None of the resident interviewees have ever competed in IMNZ, but they all appear to have an interest in sports at some level. Different sports are mentioned such as fishing, golf, tennis, mountain biking, swimming, walking, badminton, cycling, and soccer. Most interviewees are active at a recreational level, or their partners/children are active in sports. None of the interviewees are directly involved with triathlon sport, but one would like to get into the women's mini triathlons. One interviewee mentioned that she would like to be more involved with sports, but has not had time in the last years due to having a child. Half of the respondents have participated in some of the sporting events in Taupo such as the Day-Nighter, Taupo Halfmarathon, and Round the Lake.

Nearly three quarters of the sample (72%) attended this year's IMNZ, where of half (51%) were spectators, nearly a quarter (24%) volunteered, and 18% were supporters for friends or family. Just 3% attended as paid employees or event committee/organisation (Figure 4.1).

Figure 4.1: If you attended IMNZ, how were you involved? (n=77)
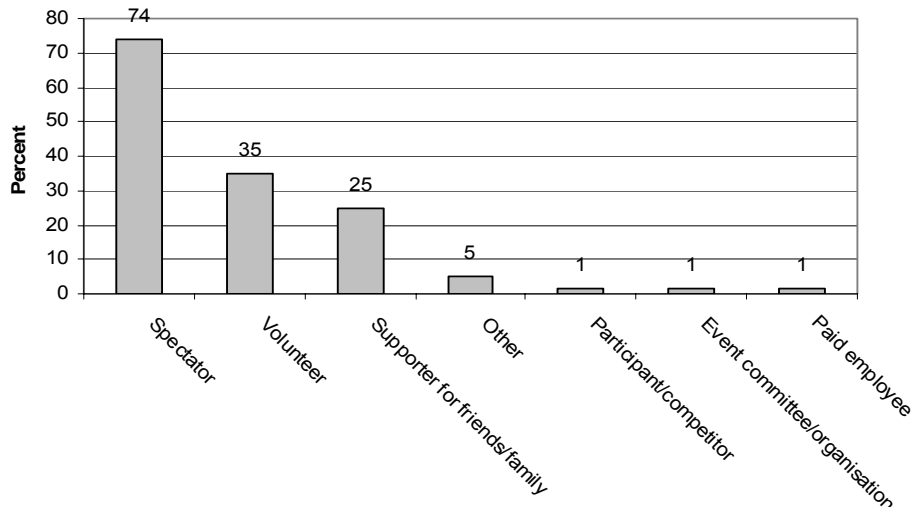
Of those that did not attend reasons given were: not interested (26%), too busy/work (32%), and not home/out of town (23%). A number of 'other' comments refer to the bad weather, which discouraged people from going out, one respondent was at home looking after children, and another commented on being new to town and unsure of where to watch (Figure 4.2).

Figure 4.2: Reasons for not attending IMNZ? (n=31)
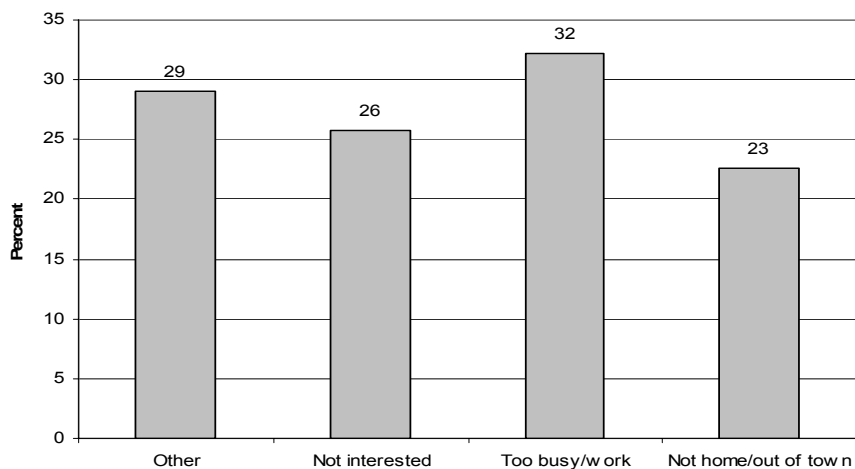
The majority of the interviewees, on the contrary, did not attend this year's IMNZ, which was either due to work commitments, the weather or being out of town. Of the two interviewees that did attend IMNZ, they only watched parts of it due to the weather and the restructuring of race. Comments reflected the nature of this year's race, and thus would probably not reflect a 'normal' year's comments, as the majority of the interviewees indicated that they normally would watch the race. Some responses from interviewees who did not attend the event were:

> *"Not home this year, but worked out well, as wasn't a proper IMNZ"*

> *"No, after it was cancelled, went out of town for the day, which wouldn't have done had it been on"*

> *"No, family was just home for the day. It was a pretty nasty day, so not a nice day to be out"*

The majority of respondents (99%) were aware of this year's IMNZ before it was staged, and 14% of the sample stated that they had the opportunity to be involved with the planning and management of the event. The majority of the interviewees feel that information given about the event is good. Particularly information given in the local papers and radio appears to provide a lot of information on profiles of the local competitors, timings, and road closures. Only one interviewee disagreed, while another felt it could be useful to receive flyers or brochures, which could include a map of the course "so you know where to stand".

Some interview respondents commented on the fact that it is a small and close community, and therefore information is easily spread around. This is also the case regarding opportunities for being involved with the planning and management of the event. As two interviewees highlighted:

> *"It is a small town and ..., I guess it's a close community in some respect, so you find out about these things pretty quickly"*

> *"And there's a lot of talk as well, it's a small community, and ...you probably know a lot of the people organising it anyway, so there's often a lot of talk going on about what's happening and when. It's easy to have your opinion heard"*

As part of a small community it is likely that residents know of someone partaking in organising the event, and it is therefore easier to have your opinion heard. One respondent

mentions that a group of IMNZ people (refers to it as a 'clique') often meet at a local café in the weeks up to the race. The respondent is not sure how to get in the 'clique', but says that if one wanted to, one could probably go in and take part.

The RTO representative believes that communication to the community is good as it is, but can always be improved. The RTO representative agrees that there is not an actual forum for residents to be involved with the planning and management of IMNZ, but mentions, similarly to the resident interviewees, that it is a small town and a small community, and any monitoring or input will usually happen through word of mouth. Residents may know one of the race directors, and can have their say through them. As the RTO representative noted:

> "*It's a small town, everybody knows everybody, and they'll come up to you in the street and say, hey have you ever thought about doing such and such...It's that sort of town. Everyone has got their opinion, and they are not afraid of giving it to you*".

Some of the interviewees commented on aspects of volunteering. Interviewee 'B' used to be a volunteer for IMNZ, when it was hosted in Auckland and B was a member of the cycling club. The tourism business owner does not have much time on event day for volunteering, "because my Ironman is in the kitchen back there". Another of the interviewees has been involved as a volunteer for IMNZ in Taupo, although not for this year's event. The interviewee noted:

> *"You get a real buzz when you are in a support station as a volunteer"*

Another interviewee would like to volunteer and commented:

> *"It would be neat to help out on the day...I definitely want to volunteer"*

The RTO interviewee acknowledges that the volunteers play a very important role in IMNZ, and that it is vital to value them. The RTO representative further commented:

> "*All year long I'm hitting the media with snippets of how great the volunteers are, without them we couldn't do this, we couldn't do that. I try and give as much back to the volunteers as I can*".

The RTO representative says that it usually is not a problem finding volunteers. The race directors source their own volunteers, and most times if a volunteer knows that he/she will

not be volunteering next year, they find their own replacements. They are passionate about it.

> *"The finisher that finishes the race gets a finisher-shirt, and that's their badge of honour, for the volunteers it's almost the same thing. Their volunteer shirt is theirs..., it's part of the passion"*.

This year the RTO started a new incentive where the volunteers can go into the draw to win two free entries to IMNZ 2007, including a six month coaching package. When these two volunteers next year compete it will trigger something, "because now the volunteers have got two of their own 'family' next year doing the race...they are gonna get a hell of a cheer".

The volunteers can have their say through their volunteer director. Each volunteer group has their own debrief with their race director, and all ideas from the individual debriefs, both good and bad, are then taken to the actual debrief with the event director. So this is a way for those locals to have their input.

The majority of the sample (67%) have family or close friends who worked or volunteered for this year's IMNZ. Similarly the majority of the interviewees have friends or family out supporting or volunteering, and most of them know of someone, who has competed at some stage; be they family, friends, business partners, colleagues, or neighbours. As two interviewees stated:

> *"Yeah, lots"*

> *"Every year there's someone we know...Four neighbours have done it"*

4.2. Perceptions of the Event

The opening question of the survey asked respondents to mention the first word that came into mind when thinking of this year's IMNZ. A range of different words were listed, and they seemed to be positively or negatively loaded, as in Fredline's (2000) original use of the question, thus they could be categorised accordingly (Table 4.1). This categorisation, however, is subject to the researcher's subjective views, thus the words may be interpreted differently.

Table 4.1: Respondents' first word when think of this year's IMNZ (N=111)

Positive words (n=22)	Negative words (n=48)	Neutral words (n=37)
Great (4)	Disappointing (16)	Weather (15)
Amazing (2)	Disaster (7)	Wind(y) (7)
Awesome (2)	Unfortunate (5)	Busy (5)
Excitement (2)	Bugger (3)	Banana(s) (2)
Fantastic (2)	Blowout (2)	People (2)
Inspiring (2)	Congestion (2)	Challenging (1)
Atmosphere (1)	Nuisance (2)	Competition (1)
Buzzing (1)	Sad (2)	Cycle (1)
Cool (1)	Traffic (2)	Endurance (1)
Encouraging (1)	Boring (1)	Fitness (1)
Nice (1)	Chaos (1)	Hugh (1)
Wicked (1)	Drama (1)	Pain (1)
Wow (1)	Frustration (1)	Taupo (1)
Yippeee!!!! (1)	Havoc (1)	Volunteers (1)
	Sorry (1)	Waves (1)
	Unlucky (1)	

The list in Table 4.1 representing positive words is associated with positive impacts/benefits from the event. The words reflect that respondents associate IMNZ with something great, exciting and amazing, and thus have positive perceptions of the event. These respondents most likely look forward to the event each year. Words listed such as 'inspiring' and 'encouraging' also reflect the impact that IMNZ has in leading other people to do something similar, such as sports. The words placed in the 'negative' column have a strong reflection of the nature of this year's event – as being disappointing. The word 'disappointing' was also used by one resident interviewee in commenting on the lack of contingency plans. Words listed such as 'unfortunate' and 'disaster' also reflect the disappointment. Relatively few words are related to a general negative perception of the event such as 'congestion', 'nuisance', and 'traffic'. It can be assumed that this division among disappointing and negative aspects have shifted away from general negative issues due to the particular circumstances of this year's event.

Words categorised as 'neutral' do not reflect particular positive or negative aspects. Again the main theme here is a reflection of the nature of the day, yet not with a negative sound as opposed to the 'disappointing' comments. 'Weather', 'windy' and 'waves' strongly characterise that particular day. Another 'neutral' theme reflects the race itself described by

words such as 'challenging', 'competition', 'cycle' and 'fitness'. Just two respondents mention a sponsor-related word, 'bananas' (Bonita Bananas, main sponsor).

The resident interviewees were also asked to mention the first word that would come into mind. Words mentioned by the interviewees did not reflect any negative aspects. A positive perception was indicated by 'enjoyment', and a reflection of the race itself by 'hard work'. One interviewee mentioned CF (Cystic Fibrosis - official charity), which was not mentioned by the web-survey respondents. The connection between the race and Taupo was highlighted as one interviewee noted:

> *"When I think of IMNZ I think Taupo straight away, it's a great location for it"*

Another respondent noted how IMNZ engenders an emotional response:

> *"When I watched it for the first time, I was amazed how emotional I was…just watching their families, and watching their faces, and people crying, it was really emotional"*

Over half of respondents (56%) altered their shopping patterns to avoid this year's event, indicating that IMNZ has a major impact on people's shopping routines. Just under one third (30%) altered their recreational activities to avoid the event. The majority (96%) did not leave Taupo to avoid this year's IMNZ.

Most of the interviewees talk about altering of patterns as being part of life in Taupo. One respondent also notes that town gets busier in summer, swells to three times its size. Comments from the interviewees may help explain why such a large percentage of survey respondents alter their shopping patterns. As one interviewee noted:

> *"You learn, do it during the week or later that day, but usually the shelves are bare by then…work your way around it. But if you're in the middle of it, you gotta go with the flow – and it's pretty slow…"*

Another interviewee also noted that the altering of patterns is not an issue:

> *"Plan around shopping, etc. I like the buzz, I like people. I didn't come to Taupo to get away from people. It's for the lifestyle"*

The general awareness of how the event affects daily lives was also noted:

> "I think the town's just well aware of it...You know in town what streets to take, you wouldn't go the main road, you would go the back roads"

The RTO representative commented similarly: *"the locals are kind of event savvy, so they know – okay, we got [IMNZ] coming up, get the groceries on Thursday, because Friday it's gonna be chocker"*.

Survey respondents could also provide additional comments as to why they altered their patterns or not. The comments reflected that they 'have to plan around it' (25%), 'like to stay and watch' (20%), or that the event 'was no hassle' (16%) (Figure 4.3). (See Appendix I for a full list of comments)

Figure 4.3: Comments on (not) altering patterns (n=44)
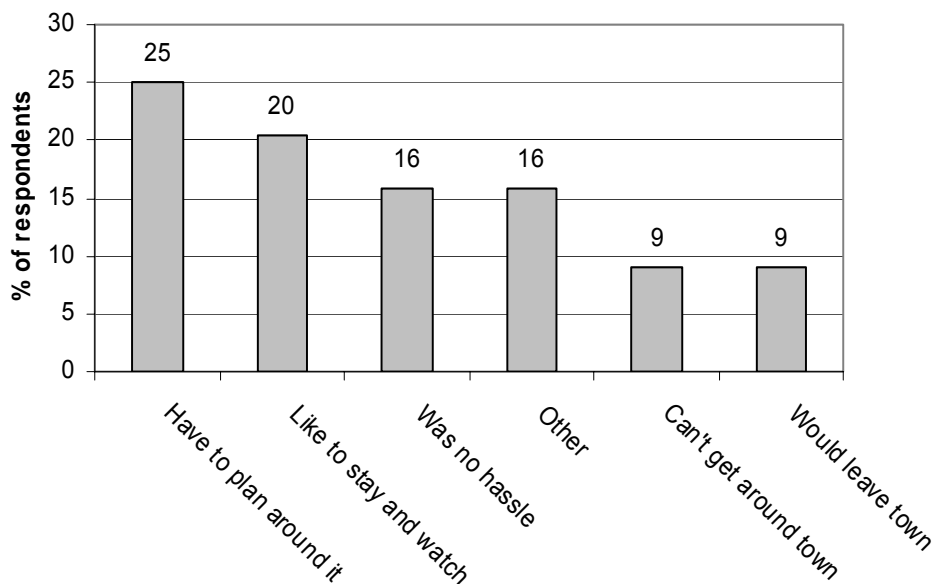
One survey respondent commented:

> "Its only one day a year - you can still get into town – it's no busier than x-mas time in Taupo"

This comment reflects what was earlier highlighted by an interviewee that Taupo is a popular holiday destination, and generally grows in population over the holidays, thus it is not a big difference with an event. The following comment again shows how respondents

are aware that they need to do their shopping earlier. Yet, their recreational patterns may also be affected by the event:

> *"Shopped one day early to avoid traffic. Choice of sport venue rendered inaccessible by event (bowling club)"*

From the comments above it becomes clear that some inconsistencies exist in respondents' perceptions of IMNZ. While a number of respondents do believe that the event is no inconvenience, and that they can easily work around it, a number of respondents also indicate that it does create inconvenience, and that they would prefer to leave town to avoid it.

Respondents were asked to comment on how the staging of IMNZ affects their lives. Just over one quarter of comments (27%) are related to inconvenience including traffic, difficulty in getting about, and access to streets. A high number of comments are also related to positive aspects of the event, such as enjoyment in watching and partaking (23%), and excitement (19%). A further 13% of respondents comment that the event gives them the pleasure volunteering (Figure 4.4). (See Appendix J for a full list of comments)

Figure 4.4: How does the staging of IMNZ in Taupo affect your life (N=111)
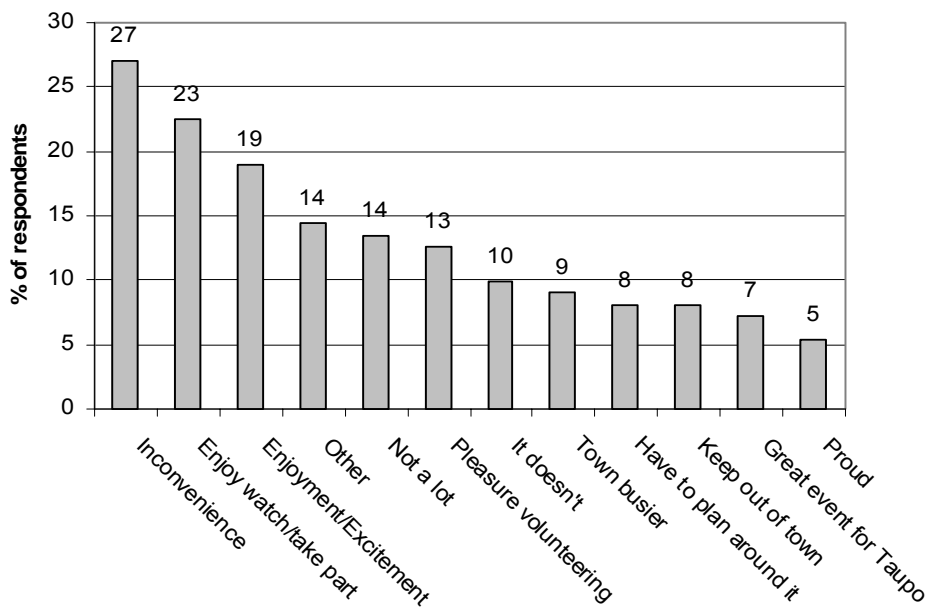
The comments to how IMNZ affect residents' lives certainly reflect that respondents recognise both the benefits as well as the negative externalities resulting from IMNZ. There

also appear to be three differing underlying dimensions of attitudes. The first dimension reflects respondents who only recognise positive impacts of the event. As one respondent notes:

> *"It's an iconic activity that is fun to support. It unites Taupo people in a common cause for the weekend"*

In the second dimension respondents mainly raise negative issues such as:

> *"Forget about doing anything in town! Stay home cause we can't get out of our street"*

The third dimension represents those respondents who recognize the inconveniences that IMNZ causes, but still enjoy the event. As this respondent notes:

> *"Traffic detours on the day and in preceding week are inconvenient, but acceptable. I get involved as a volunteer, which is enjoyable"*

One resident interviewee also commented on the fact that residents must accept that Taupo is a tourism destination and thus is busier at certain times of the year:

> *"You have to accept that Taupo is a tourism destination, so every Easter, every Christmas, every school holiday it's busier so you get used to it…It's just something you'll say okay, won't go into town that day"*

Respondents were asked to comment on the three most positive impacts from IMNZ, and economic benefits are highlighted as a major impact (69%). Just over two fifths of respondents (42%) feel that IMNZ puts Taupo on the map and over one third (37%) believe that IMNZ brings the community together. Further comments are related to 'tourism' (18%) and the encouragement of sports (18%) (Figure 4.5). (See Appendix K for a full list of comments)

Figure 4.5: Most positive impacts of IMNZ (n=108)
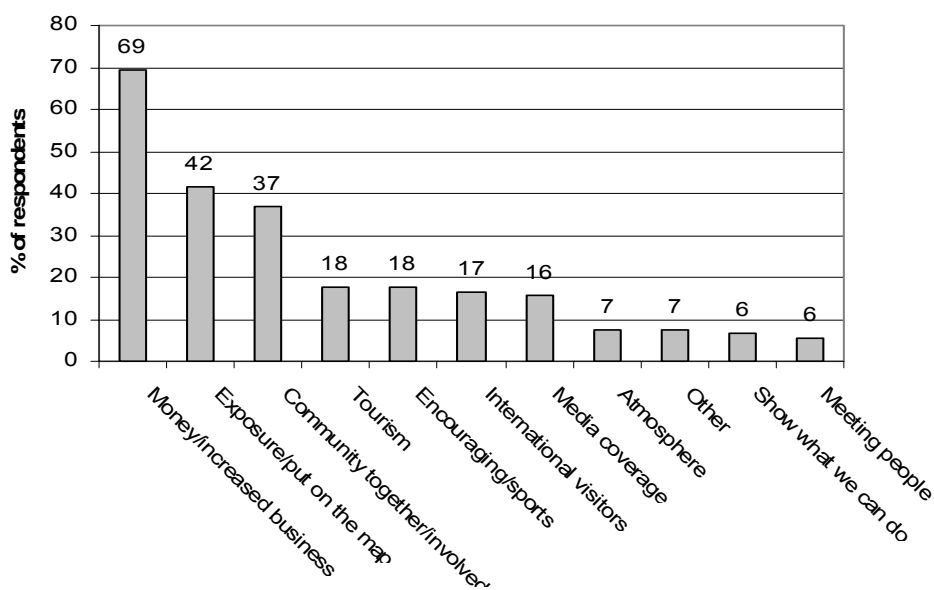
Positive comments highlighted by survey respondents refer to social benefits identified in the literature. Events are said to heighten community spirit, provide a sense of community, and increase community bonding. As one survey respondent noted:

> *"Community spirit is lifted, voluntary work is promoted and encouraged, good for town morale"*

Other benefits include exposure, encouragement of sport, and increased pride. This was captured by another respondent:

> *"1. Puts us on the global map; 2. Encourages our kids to become involved in tri sports; 3. And, that Taupo is capable of staging a successful international event"*

The interview respondents also generally agree that IMNZ brings positive impacts to Taupo. Many themes are highlighted, reflecting similar comments as given above among

the web-survey responses. Community bonding is again highlighted as noted by this interviewee:

> "Volunteering brings the community together. And just going down watching and seeing other locals down there watching and also lots of local doing it. That brings the community together, they all train together"

The element of exposure of Taupo as a tourism destination is also highlighted:

> "Huge exposure to an international market and we are a tourism destination, a tourism economy, so that's important"

Another interviewee commented on the benefits of sport as well as a sense of community:

> "Retains the local interest in sport, which is good for everybody...and IMNZ generates a sense of community, everybody takes part in it in one format or the other"

Respondents were also asked to comment on the three most negative impacts associated with IMNZ, and "traffic" (59%), related to both the CBD and SH1, is brought up by the majority of respondents. Nearly one fifth (17%) of respondents mention no negative impacts. Some further comments relate to road closures and parking (15%), disruption (14%), ignorant cyclist groups (9%), and rubbish (6%) (Figure 4.6). (See Appendix L for a full list of comments)

Figure 4.6: Most negative impacts of IMNZ (n=108)
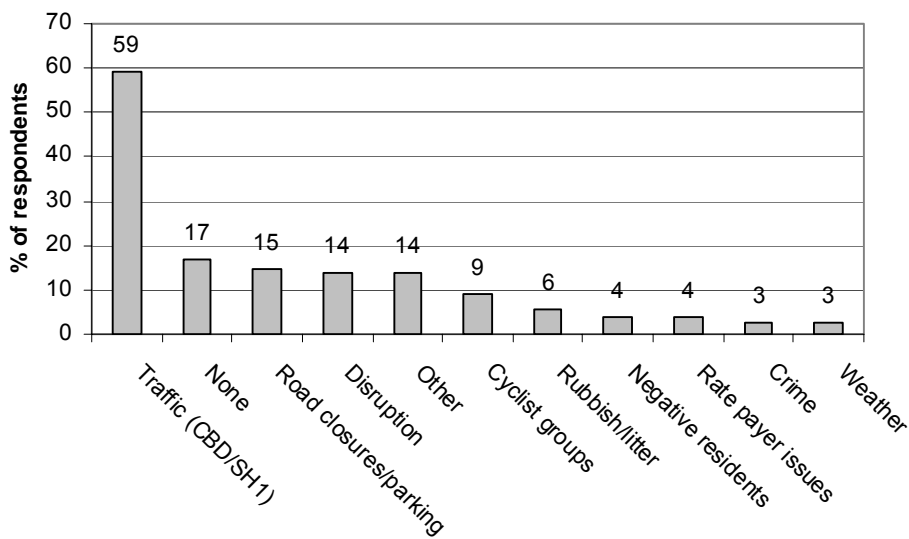
Negative perceptions from the comments refer to social costs identified in the literature. Traffic is a very common issue, both in theory and also for IMNZ. Crime has also been associated with large crowds, and is also noted by this respondent alongside the traffic issues:

> "Traffic delays. Not enough police on point duty directing traffic. Open slather for thieves"

Besides traffic, a small number of respondents also comment on rate payer issues, which is a relevant issue in the IMNZ context. As one respondent notes:

> "Traffic woes - very frustrating to locals not involved in Ironman, how much benefit do we get as a community for the resources (voluntary and otherwise) that are poured into the Ironman by the community. When the weather is crap and stages are cancelled - if not well organised it makes Taupo look crappy by association"

The majority of the resident interviewees do not feel that there are any major negative impacts from IMNZ. As this interviewee explains:

> "I cannot think of anything negative about IMNZ. I mean it's an international event, it makes us busy, it's fun to watch, where's the problem?"

The interviewees do mention some issues (traffic, facilities, and rate payer issues), but they also make a note that the issues do not affect them personally. This could be that they may not feel the effect personally, but are still aware that it might affect other residents in the community. This appears to be a reasonable conclusion as it relates to the argument that residents perceive impacts stronger on the community as a whole than personally (Fredline et al., 2003; Ross, 1992). Some comments from the interviewees highlight those negative issues:

> "The only problem is the traffic, but it doesn't bother me, because I'm a local, I don't need to go anywhere"

> "I don't think there would be. Probably a little bit of stretch from some of the facilities, but I think the benefits would far outweigh that"

> "After last year's event on the local radio they were taking about Taupo District to pay $10,000 or something like that for IMNZ, and they said it was a bribe,

but for the money generated through the local economy...I think it's important that we do anything we can to keep IM in Taupo"

The RTO representative also commented:

"We try constantly to mitigate any adverse effects of events. Now what I'm doing with the portfolio is, I'm not putting any more big events in that close roads, inconvenience rate payers, or require big volunteer numbers because they've got enough to do now. So I'm getting more festivals and things, so they are contained in one area, so if you want to go to that festival, you go to that area and you enjoy it. Otherwise you are not affected at all by it being there for the weekend. There's no roads closed, there's no major congestion."

Respondents were asked what could be done to improve their overall experience of IMNZ. The majority of respondents felt nothing could be improved. Some comments, however, relate to improvements in traffic issues and the Eastern Taupo Arterial (ETA) (15%). A further 14% comment on a change of location/route. Again the circumstances of this year's event emerge among the responses with 11% commenting on better weather and 6% on contingency plans (Figure 4.7). (See Appendix M for a full list of suggestions)

Figure 4.7: What could be done to improve your overall experience of IMNZ (n=98)
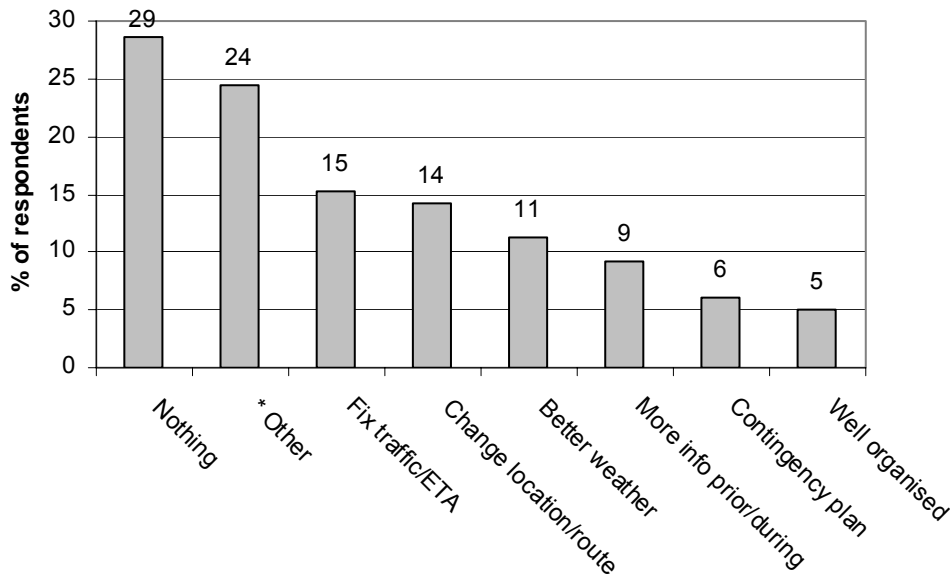
Note. 24 respondents commented on other issues not categorised in graph due to too small categories.

Some of the suggestions as to how respondents' experience of IMNZ could be improved are a general reflection of the inconvenience the event causes being situated in the heart of town. Due to concerns over traffic congestion issues some respondents suggest moving the event out of the CBD. Owen Delany Park is repeated by a number of respondents as a suggested location. One respondent suggests:

> *"Change course to avoid encircling Taupo CBD but still have SOME spectator areas close to town"*

In terms of traffic, the long expected ETA is also mentioned as a solution:

> *"Get the eastern bypass up and running "*

The nature of this year's race and the disappointment, which was also reflected among the respondents' first words, are repeated here. As this respondent notes:

> *"The organisers could have a contingency plan formulated…Their response and decision making appeared ad-hoc and disappointed participants and fans alike"*

The majority of the interviewees similarly had some final comments to make; two of the interviewees' responses highlighting traffic issues and volunteer information are provided below:

> *"I guess any kind of event around the main lakefront is a major disruption to the town, solely because SH1 uses that. And that's a major, because the traffic congestion caused by it is enormous…But it's a great location, we wouldn't have it anywhere else. So bring on the Eastern Taupo Arterial! I guess a lot of locals are really looking forward to that coming. The lakefront is a perfect place for it, but I'd rather see traffic taken off the lakefront and have walking and cycling only."*

> *"Could probably give more advice on how the local community can help. In the paper they say they need volunteers, but you don't know exactly what you've gotta do…Some people might be put off I think thinking they gonna have to help the whole day. It's easy to help out for a couple of hours; it's not always easy for a whole day."*

Comments from the RTO representative are in line with the residents' comments in terms of how they perceive the various impacts. The RTO representative's comments about Taupo being a small town in terms of information and how to have your say, match the

resident responses. The representative also refers to residents as being event savvy, which complies with resident answers, as to their awareness of having to plan around the event. From the RTO interview it emerges that Destination Lake Taupo (DLT) realise that there is a limit to the number of major events that the community can cope with, e.g. events that potentially cause traffic congestion and volunteer burnout. Hence no more major events are added to the calendar. This implies that the RTO recognises the importance of valuing the volunteers.

4.3 Personal & Community Perceptions

The mean ratings for the responses given to part B and C of the impact statements in the questionnaire are shown in Table 4.2. Parts B and C focus on the personal and community impacts of the event, which were measured on a scale ranging from -3 (very negative) to +3 (very positive). The scores for the personal impact mean range from -0.2 to 1.9, indicating that respondents generally feel that the impacts have 'no effect' or a somewhat positive effect on them personally. The neutrally centred mean is a reflection of the large number of 'no effect' responses (See Appendix N for full table). The community impact means cover a slightly wider range (from -.03 to 2.3) than the personal impact means, reflecting that the various impacts have greater effects on the community as a whole.

Table 4.2: Mean ratings for personal & community impacts

Impact Statements	Personal Impact Mean	Community Impact Mean	Significance (2-tailed)
Opportunity to attend interesting event	*1.7*	**2.0**	0.019
Good for Taupo's economy	0.8	**2.0**	0.000
Increases local pride in Taupo	*1.9*	**2.2**	0.006
Showcases Taupo in a positive light	*1.7*	**2.3**	0.000
TDC investment good use of public money	0.6	1.2	0.000
Lives of local residents	**-0.1**	**-0.3**	0.018
Benefits distributed evenly across community	0.4	0.8	0.000
Residents' access to facilities	**-0.2**	**-0.3**	0.077
Better maintenance of public facilities	0.6	0.9	0.000
Behaviour	0.2	0.4	0.015
Environmental impact	0.2	0.1	*0.320*
Leads to some price increases	**-0.1**	**-0.2**	*0.417*

The most strongly perceived impacts at the personal level are the opportunity to attend an interesting event, local pride, and showcasing Taupo. Similar impacts are rated the highest

at the community level, and additionally economic benefits are perceived as being significantly more positive for the community. It is very likely that respondents would feel that the community as a whole really receives the economic benefits more than the individual residents. The few impacts that show some form of negative sentiment at both the personal and community levels are related to disruption of residents' lives, restricted access to facilities, and price increases.

A paired samples t-test was performed, showing a statistical comparison of the personal and community means (Table 4.2). The majority of the items are significant at the 1%, 5% or 10% level, and thus support previous research arguing that residents tend to perceive stronger impacts on the community as a whole than on themselves (Fredline et al., 2003; Ross, 1992). Only 'environmental impact' and 'price increases' do not show a significant difference, which could be due to some respondents being particularly environmentally concerned, and some may disagree whether price increases are good or bad (e.g. a business owner). There could also simply have been some confusion among respondents of how to rate these impacts, which is evidenced in price increases for the community receiving the fewest number of responses.

The relationship between personal and community items and gender was further examined, and a table displaying personal and community means by gender is shown in Appendix H. It is very interesting to note that the mean ratings for females are consistently (apart from one community item) higher than for males. The differences in community means between females and males show higher differences (range -0.1 to 1.0), compared to the personal means that have a difference range of 0.0 to 0.6. Again, community impacts are overall rated stronger than, or equally to, the personal impacts, thus once more confirming previous theories (Fredline et al., 2003; Ross, 1992).

4.3.1 Comparison of Event Studies
A comparison of the means for IMNZ with the means of other events that have been analysed with the same scale reveal fairly similar findings (Table 4.3), adding some confidence to the reliability of the scale (See also Appendix O for reliability analysis). IMNZ means appear to have more similarities with the Townsville means, perhaps a

reflection of both event locations being smaller towns, yet this is somewhat uncertain as contexts will always differ.

Economic benefits are rated more positively for IMNZ on both the personal and community level, which could be due to Taupo being a smaller town, thus the economic benefits will be perceived as greater. Local pride and showcasing is also rated more positively for IMNZ, which perhaps could be a reflection of the large number of Taupo volunteers, thus showing greater local pride in showcasing the town. This could also imply that a smaller event such IMNZ comprises a greater opportunity for contributing social benefits than larger events. The showcase effect is also rated high for the Townsville community, perhaps an indication of the one-off grand event for the smaller regional town. Perceived impacts for disruption of residents' lives are very similar across all events, all with slightly negative indicators, and are perhaps an indication of the 'truth' behind this particular impact. Events, small or large, do disrupt residents' lives, and thus must be accounted for in the planning of events.

Table 4.3: Comparison of means for events using 12-item scale

Event	IMNZ		Australian Tennis Open		Rugby World Cup		Rugby World Cup	
Location	*Taupo, NZ*		*Melbourne, AU*		*Brisbane, AU*		*Townsville, AU*	
Frequency	*Annual*		*Annual*		*One-Off*		*One-Off*	
Administration	*Web-survey*		*Telephone int.*		*Telephone int.*		*Telephone int.*	
Sample size	*111*		*300*		*306*		*303*	
Perceived impacts	Pers.	Comm.	Pers.	Comm.	Pers.	Comm.	Pers.	Comm.
Opportunity	1.7	2.0	0.5	1.5	0.4	1.2	0.6	2.1
Economy	**0.8**	**2.0**	0.4	1.5	0.3	1.5	0.5	2.0
Local pride	**1.9**	**2.2**	0.6	1.2	0.8	1.2	0.9	1.7
Showcase	**1.7**	**2.3**	0.5	1.5	0.4	1.2	0.6	**2.1**
Public money *	0.6	1.2	0.0	0.0	0.0	-0.1	0.0	0.0
Disrupt lives	**-0.1**	**-0.3**	**0.0**	**-0.1**	**-0.3**	**-0.3**	**-0.1**	**-0.2**
Costs and benefits *	0.4	0.8	0.0	0.0	0.0	-0.1	0.0	-0.1
Access facilities	**-0.2**	**-0.3**	0.0	-0.1	-0.1	-0.2	-0.1	-0.1
Maintenance	0.6	0.9	0.3	0.7	0.2	0.7	0.3	0.7
Behaviour	**0.2**	**0.4**	0.0	0.0	0.0	**-0.2**	0.0	**-0.2**
Environment	0.2	0.1	0.0	0.0	0.0	-0.1	0.0	0.0
Price increases	-0.1	-0.2	0.0	0.0	-0.1	0.0	-0.1	-0.1

Data sourced for other three events from Fredline (2006).
Note: Items marked with * were reversed into positive statements for the IMNZ study.

Behaviour generally shows 'no effect' across the across the events, but does have slightly negative values at the community level for the two Rugby events, which could possibly be associated with drinking behaviour and noise of fans. For IMNZ, behaviour shows slightly positive scores, perhaps a reflection of the healthy, sporty people attracted by the event, who most likely do not go out partying every night. Price increases also show a fairly similar pattern across events, yet with a slightly more negative effect on the Taupo community. Perhaps, respondents would have answered the question thinking it would be a bad thing *if* prices went up. Price increases could have been anticipated to have had a greater effect on the much larger events, where it would be more common that prices actually go up; for Taupo this would probably not be the case.

Access to facilities is rated slightly more negatively for IMNZ than for the other three events. This could possibly be a reflection of the three other events being staged at permanent sporting venues, whereas IMNZ takes place at a public recreation reserve. The statements regarding public money and benefits and costs were reversed for the IMNZ scale, which can help explain the positive ratings as opposed to the other events' slightly negative ratings. The impacts for IMNZ are also rated stronger, yet this could perhaps also be an effect of the reversing of the statements.

4.3.2 Attitudes to IMNZ

The following section analyses the responses to the first part of the impact statements in the questionnaire, part A (Table 4.4). Some of the statements were reworded into positive to all be in the same direction. When adding up responses according to the percentages of respondents that chose 'agree', 'disagree' and 'don't know', a pattern emerges suggesting 3 underlying dimensions of attitudes:

1. The first group generally seem to show broad agreement on all of the six statements listed as '*favourable*'. No less than 70% agree with each of the statements, and very few disagree or are unsure.

2. The second group shows *ambivalence* to the 3 statements; the numbers of respondents who agree, disagree and don't know are fairly evenly distributed.

3. The third group seems to contain some form of *controversy,* as the division among yea and nay say'ers are nearly 50/50 indicating disagreement between

these two groups as to whether or not the event disrupts residents' lives and restricts residents' access to facilities.

Table 4.4: General attitudes to event

Favourable	% Agree	% Disagree	% Don't know
Showcases Taupo in a positive light	95	2	3
Is an opportunity to attend interesting event	95	3	3
Increases local pride in Taupo	92	5	4
Is not associated with disorderly behaviour	92	2	6
Does not have a negative environmental impact	84	5	11
Is good for Taupo's economy	78	9	13
TDC's investment in IMNZ is good use of public money	70	20	10

Ambivalence	% Agree	% Disagree	% Don't know
Leads to better maintenance of public facilities	44	22	34
Does not lead to some price increases	41	25	33
Benefits are distributed evenly across community	32	40	28

Controversy	% Agree	% Disagree	% Don't know
Does not disrupt the lives of local residents	42	50	7
Does not restrict residents' access to facilities	48	44	8

The pattern emerging in Table 4.4 is interesting; it confirms the initial assumption that not every resident embraces the event, and also reconfirms the findings from the open-ended questions which similarly indicated that three underlying dimensions of resident perceptions exist.

The RTO representative was also asked to comment on both positive and negative impacts associated with IMNZ. The RTO representative rated economic benefits, destination promotion, health benefits, community pride and spirit, social bonds and volunteerism, and community involvement as 'extremely relevant' benefits for Taupo. The representative further noted:

"*The event stands out in the way it unites the town under one banner in a passionate, supportive way. We've got great events, and all the other events do that, but IMNZ for some reason does it better than any other. The community gets behind it just so much more*".

In terms of costs, the RTO representative rated increased crime as 'very relevant', which was the highest rating among all the listed impacts. The representative explained:

> *"I know there's a lot of petty crime created around events, the bad guys see it as an opportunity"*

There are no additional police around, but they are more vigilant, the RTO interviewee explained. The community is also trained to be more vigilant, and the athletes are warned of potential theft.

Volunteer burnout was rated as 'moderately relevant'. This, however, should be seen in the light of the fact that finding volunteers for IMNZ never seems to be an issue. This year at the last minute the RTO needed to find an extra 50 volunteers for IMNZ, "we put an ad in the paper and got 200!"

The RTO representative only rated other negative impacts as 'slightly relevant', such as: crowding, traffic congestion, reduced access to and overuse of facilities, noise, littering and environmental damage. The interviewee further commented:

> *"There might be a little bit more traffic around, but nothing major"*

When comparing the RTO ratings of benefits and costs to responses given by respondents in Table 4.4, it shows that there is a close match between the results.

4.4 Cluster Analysis

Various studies within both tourism and events have utilised the cluster design in identifying groups of residents sharing the same perceptions (Fredline et al., 2005b; Fredline & Faulkner, 2000; Madrigal, 1995; J. Williams & Lawson, 2001). Studies have commonly identified two to five clusters, ranging from positive, negative, to ambivalent groups within a community. For example, Fredline and Faulkner (2000) identified the following five groups: Lovers, Haters, Ambivalent Supporters, Realists, and Concerned for a Reason.

The cluster analysis was performed in order to do a comparison with previous event impact studies. Cluster analysis is a multivariate technique that allows for the analysis of three or more variables simultaneously (Hair, Anderson, Tatham, & Black, 2005). The main

objective of the cluster analysis is to classify or group similar objects: "Cluster analysis groups individuals or objects into clusters so that objects in the same cluster are more similar to one another than they are to objects in other clusters" (Hair et al., 2005, p. 470). In other words, cluster analysis groups individuals based on their responses to a number of variables (Field, 2000). While cluster analysis is not a statistical inference technique, it has its usefulness in many areas and is especially known in market research as a segmentation technique (Hair et al., 2005). Everitt, Landau and Leese (2001) note an important point to keep in mind in that respect:

> So it should be remembered that in general a classification of a set of objects is not like a scientific theory and should be judged largely on its usefulness, rather than in terms of whether it is 'true' or 'false'. (p. 4)

Hair et al. (2005) outline three steps usually involved in cluster analysis: 1) measurement of similarity to determine how many groups exist in the sample; 2) the clustering process where cases are grouped into clusters; and 3) the final profiling of clusters with the assistance of descriptive variables. This approach was also followed in this study. Initially, a hierarchical cluster analysis was applied to the data using Ward's method of agglomeration with Euclidean distance measures to determine the number of groups, and then a k-means clustering procedure was performed grouping the cases into clusters.

4.4.1 Cluster Solution

Selecting the proper cluster solution (also known as the stopping rule) in cluster analysis is not a statistical procedure, and no standard, objective selection procedure exists (Hair et al., 2005). One simple method that has empirically been used is to examine the fusion process in the agglomeration schedule derived from the cluster procedure. Large increases in the agglomeration coefficients indicate a decrease in similarity between the clusters, and thus the best place for the cut in clusters (Everitt et al., 2001; Hair et al., 2005). Yet, any theoretical foundations, practical judgement and common sense must also be taken into consideration when selecting the proper solution.

If various cluster methods produce similar results one might have more confidence in the results (Everitt et al., 2001). Several methods were then applied to the data to test for differences and similarities with the Ward's method results. The various methods'

agglomeration schedules indicated possibly two to five clusters, with the strongest indication for two or five clusters, followed by a three and a four-cluster solution. Ward's method suggested primarily two, then three clusters.

Cluster solutions ranging from two to five clusters were examined (Table 4.5). The five-cluster solution has been seen in previous research, but has in this analysis two clusters with a very low number of cluster members (2%). These small clusters could be outliers, or possibly represent valid segments in the population. Yet, the small sizes basically excludes them as practical options, and thus for this analysis the five cluster solution was excluded.

Table 4.5: Percentage of sample in cluster solutions (N=111)

Cluster	2	3	4	5
1	40%	66%	48%	49%
2	60%	28%	11%	10%
3	-	6%	6%	38%
4	-	-	35%	**2%**
5	-	-	-	**2%**

The three and four-cluster solutions each have a cluster with just 6% of the sample, which is an acceptable size. The two-cluster solution was seen in the event study using the 12-item scale (Fredline et al., 2005b), in which hardly any negative sentiment was found. The three and four-cluster solutions have emerged in tourism contexts (Madrigal, 1995; Ryan & Montgomery, 1994; J. Williams & Lawson, 2001), however the three-cluster solution appears to be more common (See also Table 4.10, p. 93). The two and three cluster solutions were tested to find the most appropriate option.

When examining the cluster means on the 12 variables for the two-cluster solution, it appears that the two cluster segments are almost identical; Cluster 1 has scores from positive to ambivalent across all variables; Cluster 2 has relatively ambivalent scores with just a few dips into somewhat negative scores. The difference between the two clusters is greatest over 'opportunity', 'local pride', and 'showcase'.

For the three-cluster solution, the profiles of Cluster 1 and Cluster 2 look very similar to the two cluster segments in the two-cluster solution. Cluster 3, however, has a different pattern from Cluster 1 and 2 on a number of variables and with negative scores across all variables

(Figure 4.8). It appears that the three cluster solution may have provided a more appropriate solution, considering the fact that it accounts for clusters with both positive and negative score profiles.

Figure 4.8: Profile of the three cluster solution
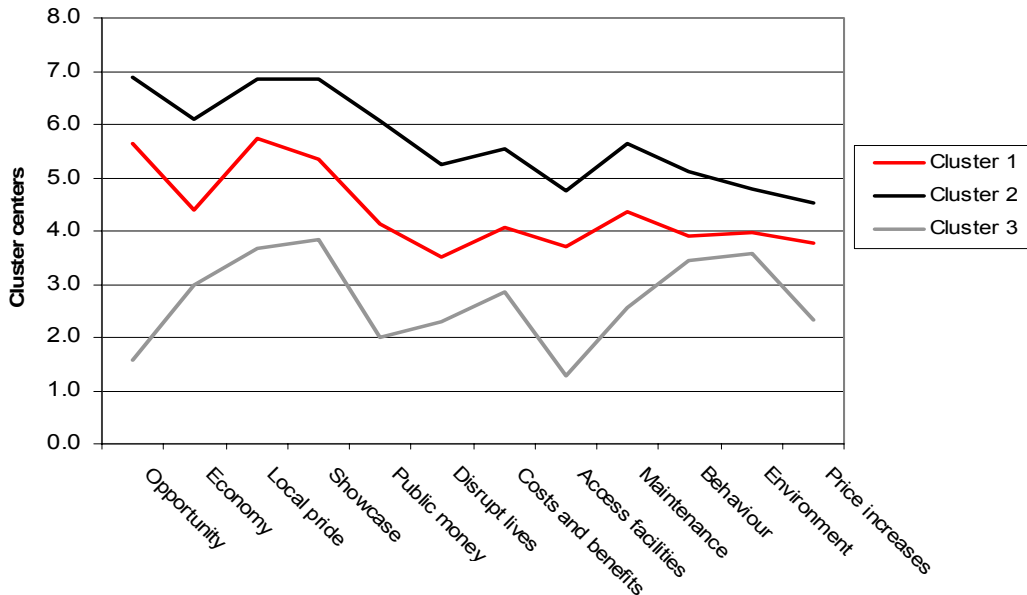
In order to test for differences between the clustering variables in the two and three-cluster solutions, an analysis of variance (ANOVA) was also performed. While one should be careful not to make interpretations from the significance levels from this table, the values can still be used descriptively (Hair et al., 2005; SPSS Inc., 2005). The two-cluster solution differs in a statistical significant manner at the 1% level (p < .01) for the first 10 variables and at the 5% level for the last two variables 'environment' and 'price increases' (p < .05) (Appendix P). The three-cluster solution shows statistical significance at the 1% level for all 12 variables, which shows an improvement from the two-cluster solution.

This stage of the analysis furthermore involves examining and interpreting the average score profiles or means for each cluster segment, which then creates basis for assigning a label to each cluster. Table 4.6 shows the distance between the final cluster centres, which are measured in Euclidean distance. The higher the values the more different the clusters are from each other. As can be seen, Cluster 2 and 3 differ more than Cluster 1 and 2, and Cluster 1 and 3.

Table 4.6: Euclidean distance between final cluster centres

Cluster/Distance	1	2	3
1	-		
2	4.755	-	
3	6.537	10.963	-

The means and range of each cluster were also calculated, providing a picture of each cluster compared to the others (Table 4.7). The cluster with the highest and most positive mean score (5.7) is Cluster 2, whereas Cluster 3 has the lowest and somewhat negative score of 2.7. Cluster 1 has a mean score of 4.4, which lies just above the midpoint of the scale ('no effect').

Table 4.7: Cluster means and range

Cluster	Mean	Range
Cluster 1	4.4	3.6 - 5.6
Cluster 2	5.7	4.4 - 6.9
Cluster 3	2.7	1.3 - 3.8

The cluster scores in relation to each other also match up when comparing with the distance measures above. It is also apparent that Cluster 2 has the highest score interval of the three clusters from 4.4 (no effect) to 6.9 (very positive). Cluster 3 has the lowest ranging scores from 1.3 (very negative) to 3.8 (no effect). Cluster 1 again shows scores covering the mid area from 3.6 (no effect) to 5.6 (positive). The results of this analysis simply means that three distinct groups of residents with differing perceptions of IMNZ have been identified, which corresponds with the main objective stated in this thesis.

Table 4.8 shows the means for the three cluster solution as well as the number of members in each cluster. Although Cluster 3 only has seven members, it is expected to represent a valid component of the sample, and possibly of the population, and is included in the analysis.

Table 4.8: Cluster means for the three cluster solution

Means	Cluster 1 (n=73)	Cluster 2 (n=31)	Cluster 3 (n=7)
Opportunity to attend interesting event	**5.6**	**6.9**	**1.6**
Good for Taupo economy	4.4	6.1	3.0
Increases local pride in Taupo	**5.8**	**6.8**	3.7
Showcases Taupo in a positive light	**5.4**	**6.8**	**3.8**
TDC good investment of money	4.1	6.1	**2.0**
Disrupts the lives of local residents	**3.5**	**5.3**	2.3
Benefits distributed evenly across community	4.1	5.5	2.9
Restricts residents' access to facilities	**3.7**	**4.7**	**1.3**
Better maintenance of facilities	4.4	5.6	2.6
Associated with disorderly behaviour	3.9	5.1	3.4
Negative environmental impact	4.0	4.8	3.6
Leads to some price increases	3.8	4.5	2.3

The three clusters derived from the analysis are characterised by different perceptions of the 12 impact statements. Based on the responses, the clusters have been labelled "Realists", "Lovers" and "Pessimists". By combining the provided information of means given in Table 4.8 with information from Figure 4.9 p. 86, it is possible to interpret the clusters. Figure 4.9 describes how members of each cluster responded to part A of the impact statements, in which respondents were asked to agree or disagree. The following gives a brief description of each cluster:

"*Realists*": The first cluster includes the majority of respondents (n=73, 66% of the sample). This cluster has positive or neutral scores on the benefits of the event, and neutral or somewhat negative scores on the costs of the event. This means that the respondents in this cluster agree with the benefits of IMNZ, but at the same time have no strong feelings about the costs. Most Realists strongly believe that the event is worth attending, that it increases local pride, and that it showcases Taupo in a positive light. They are also in some agreement that the event disrupts the lives of residents and restricts their access to public

facilities. Realists disagree that benefits are distributed evenly across the community, and there is some controversy among respondents within the cluster as to whether the event leads to price increases.

"Lovers": The second cluster segment comprises the second largest group (n=31, 28% of the sample). This cluster has positive scores on both the positive and negative aspects of the event. In other words respondents in this cluster agree with the benefits associated with the event, and disagree with the costs. Their strongest positive viewpoints are that IMNZ gives an opportunity to attend an interesting event, that it increases local pride, and showcases Taupo in a positive light. They agree that IMNZ leads to better maintenance of facilities, and disagree with the event leading to price increases, being a disruption to residents' lives and restricting residents' access to facilities.

"Pessimists": The last cluster is the smallest group of the three, containing only 7 cluster members (6% of the sample). Respondents in this cluster have low scores on all aspects, both benefits and costs, as opposed to the Lovers that have high scores across benefits and costs. This indicates that members of this cluster feel negatively or neutrally about the benefits from the event. Their most negative sentiment, and where everyone agrees, is that IMNZ restricts residents' access to public facilities. Everyone also agrees that the event disrupts residents' lives and leads to price increases. The majority of respondents agree that IMNZ gives residents an opportunity to attend an interesting event, but that they themselves do not attend. This cluster's most positive score relates to the showcasing of Taupo in a positive light – all of the cluster members agree on this benefit. This is also the only cluster to disagree with TDC's funding of IMNZ.

Figure 4.9: Cluster level of agreement with 12 statements
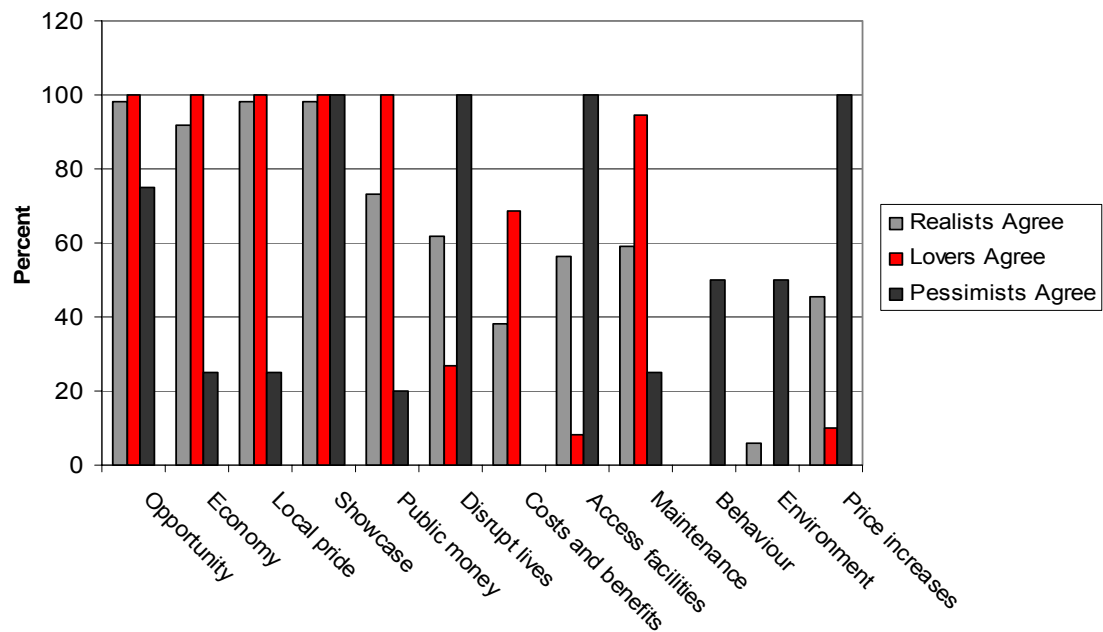
4.4.2 Implications of the Cluster Solution

While the above derived clusters do show distinctiveness and have practical significance, it is somewhat disappointing that the three clusters are all high or low across the 12 variables. Hair et al. (2005) would call this an inappropriate solution, as the two underlying dimensions (benefits and costs) should be inversely related, so that high values on benefit variables would be associated with low values on cost variables and vice versa. It would therefore have been better if there had been more 'interaction' between the cluster segments. This pattern of little interaction is likely to be a reflection of the data containing a large number of 'no effect' responses.

In an effort to see whether another underlying pattern could exist in the data, a second cluster analysis was performed. Rather than using all 12 variables as in the preceding analysis, this analysis was performed on the five variables identified earlier as 'ambivalent' or 'controversy' (refer also Table 4.4, p. 78). As there was no overall agreement within these variables, it was anticipated that perhaps different cluster solutions and profiles would emerge.

The cluster sizes and profiles derived from the second cluster analysis are not very different from the initial analysis on all 12 variables (See also Appendix Q). Cluster sizes vary slightly; with the most notable difference in the cluster with the most positive values (Cluster 2) containing more cluster members than the cluster with negative values (Cluster 3). Cluster 1, the Realist cluster, is still the largest. The three cluster solution, however, does lead to a more even division of members among the three clusters. The profiles plots for the two different analyses are very similar. Yet again for the second analysis, there is still no 'interaction' between the cluster segments, and profiles are fairly similar, thus it can be concluded that this is due to the structure of the data. In considering which cluster analysis to use for further analysis, the alternative analysis on five variables does perhaps not provide the better solution, and it would be the safest option to stick with the original version, which is also seen in the light of making comparisons with previous studies.

Before profiling the final cluster solution, it is a good idea to attempt to validate the cluster solutions (Hair et al., 2005). For this purpose a split sample approach was taken, and a hierarchical clustering procedure with Ward's method was then applied to each sub-sample in order to assess for similar patterns. The test indicates that the samples show somewhat similar patterns. Thus, to some extent it should be safe to say that the cluster solution is somewhat stable, and not just sample specific, as similar results appears with a split sample.

Certain demographic characteristics and independent variables are believed to have a relationship with cluster membership, and have also been evidenced in previous research. The following variables will be assessed against the derived clusters:

a) Demographic characteristics
b) Proximity
c) Community attachment
d) Involvement in tourism/event
e) Public participation
f) Identification with sport as a theme
g) Attendance/participation
h) Change of leisure/shopping patterns,

A summary of the three cluster profiles in relation to the number of independent variables as outlined above is provided in Table 4.9. It must be mentioned again that due to the non-probability sampling as well as the sample size, the Chi^2 significance listed in the table below should only be taken as an indicator that a relationship may or may not exist. The profiles are for descriptive purposes only.

Table 4.9: Overview of cluster profiles

%	Cluster			Significance
	1 "Realists"	2 "Lovers"	3 "Pessimists"	
Cluster size (n=)	73	31	7	x^2
Gender				
Female	70%	68%	29%	.085
Male	30%	32%	71%	
Age				
20-44	59%	42%	71%	
45-64	33%	48%	29%	.444
65+	8%	10%	0%	
Length of residence				
Less than 1 year	1%	3%	0%	
1-5 years	23%	23%	0%	
5-9 years	14%	13%	0%	.579
10 years or more	61%	61%	100%	
Suburb of residence distance to event				
Acacia Bay	0%	3%	0%	
Hilltop	10%	3%	0%	
Nukuhau	11%	10%	14%	
Rangatira Park	4%	3%	0%	
Richmond Heights	29%	19%	43%	.633
Tauhara	12%	16%	29%	
Taupo Central	25%	32%	14%	
Waipahihi	4%	13%	0%	
Other	6%	0%	0%	
Public participation				
Yes	12%	23%	0%	.211
No	88%	77%	100%	
Did you compete				
Yes	1%	0%	0%	.769
No	99%	100%	100%	
Ever competed				
Yes	1%	3%	0%	.756
No	99%	97%	100%	
Active sports person				
Yes	38%	61%	57%	.083
No	62%	39%	43%	
Attend IMNZ				
Yes	70%	87%	14%	.001
No	30%	13%	86%	

Family/friends involved in IMNZ				
Yes	62%	84%	43%	**.034**
No	38%	16%	57%	
Alter shopping pattern				
Yes	59%	45%	71%	.301
No	41%	55%	29%	
Alter recreational pattern				
Yes	32%	19%	57%	.121
No	69%	81%	43%	
Leave Taupo				
Yes	3%	0%	29%	**.001**
No	97%	100%	71%	

Note. This data is indicative only.

Demographics: are likely to be related to cluster membership, and the clusters were analysed for differences in demographic characteristics. The majority of demographic variables (age, personal income, employment status, and family status) did not produce statistically significant results, which is somewhat disappointing, but not uncommon in this type of research (Davis et al., 1988; J. Williams & Lawson, 2001). Gender, however, does differ at the 10% level, but it is a fairly weak relationship. Thus, there appears to be somewhat more females than males in the Lovers and Realists clusters, than in the Pessimist cluster. Age-wise, Realists and Pessimists appear to be more likely to be of a younger age group (20-44), whereas Lovers appear to be slightly more likely to be of the middle age group (45-64).

Proximity: can be a determining factor in residents' perceptions. It can be expected that residents living closest to the centre of the event will belong to a cluster with stronger perceptions, positive or negative. Residents living further away from the event are more likely to belong to a cluster with ambivalent perceptions. When comparing suburbs of residence with cluster membership, there are no significant differences. Realists, the most ambivalent cluster, are more likely to reside in Richmond Heights and Taupo Central; Lovers are most likely to reside in Taupo Central, and the majority of Pessimists reside in Richmond Heights – all relatively central suburbs. The fact that Lovers are more likely to reside in Taupo Central could support the theory, as they live right in the event zone and thus have stronger perceptions, however the other clusters show no equivalent signs. Moreover, proximity was not expected to be a significant factor for this event.

Community attachment: influences cluster membership, and has been measured in various ways such as length of residence, place of birth and other forms of scales (McCool & Martin, 1994). In this case, community attachment is simply measured as length of residence, and does not show any statistically significant differences among clusters. For Realists, Lovers and Pessimists the majority of members have all lived in Taupo for more than 10 years.

Involvement in tourism/event: Residents who are involved in the tourism industry or involved in the event, or have close friends or family, who are involved in the event are likely to belong to a more positive cluster. Respondents' occupational sector was compared to the clusters, but no noteworthy patterns emerged. When assessing clusters against whether respondents had close friends or family working or volunteering for the event, it emerges that Realists and Lovers are more likely to have friends/family involved in the event, than are the Pessimists. This difference is significant at the 5% level, but yet again it is a rather weak relationship. It does, however, back up the theory that the more positively loaded clusters are more likely to be influenced by friends and family.

Public participation: Residents, who have an opportunity to be involved in the management and planning of the event, have more positive perceptions of the event (Fredline & Faulkner, 2001). While the results from this sample show no statistical significance for public participation and cluster membership, and the majority of respondents in all three clusters indicate that they had no opportunity to be involved, it does appear that Lovers are more likely than the other groups to have had an opportunity for planning; conversely Pessimists are the least likely.

Identification with sport as a theme: Residents that can identify with sport as a theme are more likely to belong to a cluster with positive perceptions. Fredline and Faulkner (2001) found the highest levels of identification with the event theme in their most positive cluster. The three clusters show differences at the 10% level indicating a fairly weak relationship. Yet, it is interesting to see that Lovers is the cluster most likely to consider themselves as active sportspersons, thus showing that respondents, who can identify with the theme, are more likely to have positive perceptions of the event.

Attendance/participation: High levels of attendance or participation in the event is likely to influence cluster membership positively (Fredline & Faulkner, 2001). A relationship exists between attendance and cluster membership, having the strongest relationship of all variables assessed, and being significant at the 1% level. Lovers and Realists are more likely than Pessimists to attend the event. This, of course, could seem as a very ordinary conclusion, yet it does confirm some truth about the clusters.

Change of patterns: Residents, who alter their shopping or recreational patterns, or leave Taupo to avoid the event, are likely to belong to a cluster that exhibits more negative perceptions. As seen in Table 4.9, change of shopping patterns and recreational patterns does not show any statistical significance (p > .05), but leaving Taupo did differ significantly at the 1% level among the clusters. While not significant, the results still present interesting information. Lovers are less likely than both Realists and Pessimists to alter their shopping patterns. Pessimists are more likely than both Lovers and Realists to alter their recreational patterns, and while the majority of respondents in all three clusters did not leave Taupo to avoid the event, Pessimists are somewhat more likely to leave town compared to Lovers and Realists.

4.4.3 Summary of Cluster Profiles

Considering the results discussed above, the following descriptive profiles of each cluster can be provided:

Realists are more likely to be female than male, and are also more likely to be aged 20-44. The majority have lived in Taupo for 10 years or more, and live in the more central suburbs of Taupo - Richmond Heights and Taupo Central. Realists are less likely to consider themselves as active sports persons, yet they are the only cluster having a member who competed in this year's IMNZ. Only a minority of this cluster feel that they have the opportunity to be involved with the planning and management of the event. Cluster 1 is more likely to attend IMNZ than not attend, and is also more likely to have friends or family involved in the event. The Realists are likely to alter their shopping patterns because of the event; yet they are more likely to do so than Lovers are, but less likely than the Pessimists. Realists appear to be less likely to alter their recreational patterns because of IMNZ, and just a few of them left Taupo to avoid this year's event.

Lovers are also more likely to be female than male, but are slightly older than the Realists with the majority being 45-65 year olds. Lovers have also lived for 10 years or more in Taupo, and they are most likely to live in the Taupo Central area. Cluster 2 is more likely than both Realists and Pessimists to be active sports persons. While none of the Lovers have competed in this year's event, they are more likely than other clusters to have competed in IMNZ at any other time. The Lovers also contain the group of respondents most likely to have had an opportunity to be involved with planning and management of the event. Members of Cluster 2 are more likely than both Realists and Pessimists to have attended IMNZ, and they are also most likely to have friends or family involved in the event. Lovers are the least likely group of the three to alter their shopping patterns as well as their recreational patterns. Also none of the Cluster 2 members left Taupo to avoid this year's event.

Pessimists appear to be the only group more likely to be male than female. They are also, as with the Realists, more likely to be of the younger age groups, 20-44 year olds. Pessimists have lived in Taupo for 10 years or longer, and they are most likely to live in the Richmond Heights suburb. They are somewhat less likely than Lovers to be active sports persons, but more so than Realists. They appear to not have competed in IMNZ. Cluster 3 is the group least likely to have had an opportunity for involvement in planning and management of the event. The Pessimists are also the least likely group of the three to have attended this year's IMNZ, and they are also somewhat less likely than the other two groups to have friends or family involved in the event. Cluster 3 is most likely to have altered their shopping and recreational patterns. While the majority of Pessimists did not leave Taupo to avoid this year's event, this group appears to be more likely than both Realists and Lovers to do so.

4.4.4 Parallels between IMNZ Clusters and Clusters from Other Studies

Having defined and profiled the three clusters - Realists, Lovers and Pessimists – a comparison can be made with clusters derived from other event and tourism studies. However, as Fredline and Faulkner (2000) note, when comparing clusters, highly relevant issues such as length of the instruments used and factors measured, make it very difficult to make any direct comparisons. Apart from Ryan and Montgomery's (1994) study with a sample size of just 59 respondents, all other studies had larger sample sizes ranging from 279 to 1,062 respondents, possibly capturing a wider range of respondent profiles, which

could have affected their more evenly distributed cluster sizes. A comparison between the IMNZ clusters and five other studies is provided in Table 4.10.

Compared to the IMNZ clusters, the groups identified in other studies are fairly similar. The ambivalent cluster is the biggest in all cases, where respondents agree with both positive and negative aspects of tourism/event. In the two other studies where three clusters were identified, the most negative group contains more respondents than the most positive, which is the reverse of the IMNZ results. The most negative IMNZ cluster is referred to as Pessimists, as they agree with negative impacts, and agree and disagree with the positive impacts. Thus they are not 'haters' as such as in Madrigal's cluster, but more similar to Ryan and Montgomery's 'somewhat irritated'. Those three studies' Lovers are similar as they all agree with benefits and disagree with the costs.

Table 4.10: Comparison with clusters from other studies

IMNZ	Fredline et al. (2005b)	Fredline & Faulkner (2000)	J. Williams & Lawson (2001)	Madrigal (1995)	Ryan & Montgomery (1994)
Pessimists (6%)		Haters (15%)	Cynics (10%)	Haters (31%)	Somewhat irritated (24%)
		Concerned for a reason (9%)	Innocents (20%)		
Realists (66%)	Unconcerned (66%)	Ambivalent supporters (29%)	Taxpayers (25%)	Realists (56%)	Middle of the roaders (54%)
		Realists (24%)			
Lovers (28%)	Positive (34%)	Lovers (23%)	Lovers (44%)	Lovers (13%)	Enthusiasts 22%)

The reason for Madrigal's (1995) larger negative cluster, could be that this study involved issues of tourism development such as planning, regulations and support for additional taxes. It is possible that these issues would attract more negative responses than IMNZ. The bias of the sample data in this thesis towards a large number of 'no effect' responses is also likely to have interfered with the cluster profiles as the means would have been lowered and influenced the more extreme values.

CHAPTER 5 : CONCLUSIONS

Events have become a popular part of the destination marketing mix (Getz, 1997). Events attract domestic and international visitors, who invariably spend money within the local economy, encourage repeat visits and may increase positive word of mouth. Media coverage ensures exposure of the destination domestically and perhaps internationally. Besides the tangible economic benefits, the local community is said to benefit from increased pride when hosting a successful event, community spirit is heightened and social bonds strengthened. Yet, the hosting of an event may also come at some costs to the local community; traffic issues, congestion, noise and litter are issues that may put some local residents off. Increasingly, local governments have come under pressure to also address these issues, thus considering the broader social impacts (Fredline, 2006).

This thesis has addressed the various issues underlying the broader social impacts of a sporting event. IMNZ in Taupo was chosen as an example of an event that appears to be embraced by all, yet at the same time shows a possibility that the community may be divided in terms of the level of support for the event. This study used a resident perceptions approach, which has also been commonly used in previous research, to assess the social impacts of IMNZ on local Taupo residents and community. The framework adopted for this study took a different angle than most frameworks for previous research, which have used social exchange theory or social representations theory. This thesis' framework used a community approach suggesting that in order to host a successful and sustainable event, community involvement is a central element. The RTO/EO must ensure communication and involvement of the local community, and consider community values related to place, space and people.

In order to assess the social impacts a survey instrument was designed replicating a previously developed and tested event impact scale. This study used a different methodological approach than most commonly used in assessing the social impacts of events; mixed methods using interviews and a web-survey of local residents. The use of a web-survey for community research was also an exploratory part of the study. Web-surveys have most successfully been adopted in research with an available sampling frame of email addresses, as this ensures an easy and cost-efficient administration of the survey to potential

participants. However, for a general population it becomes more difficult to administer the surveys; thus an exploratory approach was taken delivering flyers inviting residents to go online to www.trace.org.nz and complete the survey. This approach had some obvious drawbacks, but was considered an appropriate solution.

It is vital to assess the social impacts of events, but using a web-survey for community research is still a methodologically challenging approach. Nevertheless, it is certainly a cost-efficient method partly because web-programming assistance was readily available, but also as no expensive postage was needed, and no data entry of the returned responses was required as they download directly into a database. The use of flyers was a cost-effective distribution alternative via Letterbox Channel.

While it is not possible to accurately calculate response rates for this type of sampling, it is not difficult to see that 111 responses out of 7,100 households would give a fairly low percentage. A recent study on the Lindauer Queenstown Winter Festival (NZTRI, 2006) obtained a similarly low response rate of approximately 3%. That research was solely promoted to the local community through articles and advertisements in the local newspaper, on local radio, and also featured on local websites and in the Local District Council's newsletter. The findings from IMNZ and Queenstown Winter Festival are also consistent with other research using web-surveys on general populations (Schillewaert, Langerak, & Duhamel, 1998). Research using dual-mode for community research has obtained higher response rates (Ballard & Prine, 2002; Schonlau et al., 2003), however the cost-efficiencies appear to have partly been lost.

The adapted dual-mode used for this thesis with the drop box at the Great Lake Centre, elicited just two respondents. This method seemed an appropriate solution as respondents should be given a non-web option, and this option would keep costs down. The very few responses perhaps are a reflection of the ineffectiveness of this approach. Yet, the nature of this year's IMNZ (the weather) and the fact that the surveys were distributed the same week as the New Zealand Census increases the difficulty for making any certain conclusions from these findings.

5.1 Resident Perceptions

Generally clusters derived from previous studies cover a spectrum from positive to negative values including somewhat ambivalent viewpoints. This indicates the usefulness of the clustering procedure to group respondents according to their attitudes and perceptions. The cluster profiles can confirm that there are groups of residents with differing attitudes, and while the various characteristics cannot help identify exactly who members of the groups are, it is still useful for planners and managers to be aware of, and act upon, the needs of different groups.

The initial findings from the overall attitudes towards the event confirmed the assumptions that differing underlying dimensions of resident perceptions exist: positive, negative and ambivalent. The subsequent section on the general attitudes toward the event also showed three underlying dimensions of attitudes: favourable, ambivalence, and controversy. The findings from the cluster analysis also corresponded with the findings from the two previous sections; a three cluster solution emerged representing positive, negative and ambivalent perceptions, which were labelled Lovers, Pessimists, and Realists.

This three-way finding supports the argument that a community should be considered as consisting of subgroups, as not every resident will perceive impacts of an event in a homogeneous way (Faulkner & Tideswell, 1997). The grouping of residents into clusters may give a better understanding for why some residents react the way they do. It appears that participation, identification with sports as a theme, and involvement of family or friends in the event play a key role in determining cluster membership. Variables identified by previous research, proximity, involvement in event/tourism industry, demographics and community attachment did not appear to be of significance in determining cluster membership.

Social exchange theory can help explain the reasoning behind members in the largest cluster. The Realists agree with the benefits, but also realise that the event has negative impacts, thus they feel that the benefits outweigh the costs – they exchange benefits for costs. While the derived clusters perhaps do not reflect totally distinct groups, and do not differ in a significant manner across a large number of variables, they should still be seen in the light of their usefulness. Grouping respondents (and residents) according to their

perceptions can therefore be an important and valuable segmentation exercise for planners and managers alike.

Further findings in terms of personal and community perceptions of impacts also confirmed previous theory stating that community impacts are generally perceived to be greater than at the individual level (Fredline et al., 2003; Ross, 1992). Thus, even if the individual resident does not perceive a great impact, they most likely recognise that there are larger implications for the community as a whole. This study found that the most positive impacts of IMNZ were the opportunity to attend an interesting event, local pride, and the showcasing of Taupo, while respondents identified disruption of residents' lives, restricted access to facilities, and price increases as the most negatively perceived impacts.

5.1.1 Practical Implications

The descriptive statistics derived from this research regarding positive and negative impacts can be of value in the future planning of the event. When looking at the most positive impacts (economic benefits, exposure, community involvement, tourism, and sports), these are obviously values of importance to residents and can thus assist in the marketing of the event to the local community. In attempting to 'win' some of the less positive residents across to the positive side, these benefits can be highlighted as valuable benefits to the community in the hosting of IMNZ. In terms of the negative impacts, DLT can get a feel for which impacts are of most concern to the local residents (traffic and road closures), and make an effort to mitigate these impacts. Suggestions may also be taken into consideration – some comments related to a desire for the relocation of the event out of the CBD, and while this may not be the general agreement of all Taupo residents, it is unclear whether this actually is a reflection of a larger proportion of the population. Thus, perhaps this subject could be explored in a form of community consultation process.

The usefulness of the derived cluster profiles emerges in terms of community consultation processes. However, this leads back to implications regarding community planning (Simmons, 1994), as it may be difficult to retain local residents' interest in participation and also to find residents with a representative views of the population. Madrigal (1995) argued that only the groups with the most positive and most negative perceptions, i.e. the Lovers and Pessimists in this thesis, would be interested in planning participation, since they were

the two groups with the strongest feelings, but also the smallest groups. Madrigal called the ambivalent group, the "silent" majority, as they may not feel strongly enough to participate, which is unfortunate as their balanced perceptions of acknowledging both positive and negative impacts would be valuable for community planning. While it may be more difficult to persuade residents from the Realist group to participate, a careful selection process must be in place when selecting participants for community consultation processes ensuring that all groups are represented.

Some form of consultation process may be useful to ensure that local residents can have input in the planning and management of the event, so they feel their concerns are being heard and addressed. Some elements in this respect have been considered, such as the resident participation in the consultation process for the Community Outcomes. Thus issues have been identified that residents overall (in the Taupo District as a whole) are concerned with and value. These issues are somehow incorporated into the IMNZ profile which, as an iconic event (Commercial Events Policy), must comply with the Community Outcomes. There is also the common statement highlighted by both residents and RTO that the small-town picture allows residents to address the appropriate person 'on the street' or 'in the supermarket' to put forward concerns or suggestions. Nevertheless, looking beyond IMNZ and considering the context of the large number of other events that Taupo currently hosts, the events industry has become such a central element that perhaps some consultation in this regard would be appropriate.

Destination Lake Taupo and TDC can make use of the identified positive and negative impacts of IMNZ in conjunction with the Community Outcomes, and compare those impacts that represent core values and those that do not. This may be a valuable exercise as these two values should match up. The Community Outcomes are to be revised continuously and the event impact assessments should also be a continuous process in order to ensure that the core community values are represented, any adverse effects mitigated and benefits increased. Therefore, in the case where a community consultation process regarding the number of annual events and impacts of those is for some reason is not applicable, continuous monitoring in terms of a social impact assessment on a number of selected events is recommended.

In reference to the proposition stated earlier in this thesis whether sporting events can help create social capital and a sense of community, it is not the objective for this study to make any inferences on that. While this would need to be examined further in future studies, some elements do appear to suggest that local sporting events do have a role to play. First of all, as Taupo is a regional community without high-rise buildings, it could be argued that Taupo could have higher levels of social capital. This is based on the small-town picture, 'everyone knows everyone'. Many locals are actively or passively involved in IMNZ either as participants, volunteers, supporters or spectators. Following previous research arguments, this is a basis for creating social capital. The social coming together as a community, was identified by residents as a positive impact, and helps establish a sense of community.

Comments on positive impacts highlighted an encouragement for participation in sports, thus the event empowers residents to become agents of change for an active lifestyle. Healthier communities, as identified in the Community Outcomes, also contribute to higher levels of social capital. The new ownership structure of IMNZ also helps shift the balance of power more towards the local community; empowerment helps create social capital. Ultimately, the economic benefits, also recognised by the majority of respondents, will lead to a better functioning community.

5.1.2 IMNZ in Future

Destination Lake Taupo commented on some of the future intentions regarding IMNZ. First of all DLT highlighted that with the change in event ownership they now have a greater say in the development of the event, as "it's now in effect for retention purposes locally operated, which ensures the continued passion of the community. DLT see the benefits staying in the region rather than going off to IMG Australia". This local ownership appears to be a vital element in continued or increased support from the local community.

Destination Lake Taupo would like the event to retain its position as the only Ironman race in the world with more international than domestic participants. This, of course, is a contributing factor to the huge economic contribution that the event has on Taupo, as well as bringing the aspect of international 'flavour'/cultural tourism to the event. DLT in that

regard also wishes to see ESPN continue to cover the race, because this gives free destination marketing of Taupo to more than 80 million homes globally.

As a final point, DLT mentions the issue of a possible increase in participant numbers and/or a cap. There is a lot of growth in this sport considering the distances and the training that goes into it. DLT says that 1500 competitors would be amazing in terms of the development of the race and for Taupo as a destination, but they would not want to go beyond that as being "ego and perhaps money driven isn't good, you've got to ensure the quality of the experience…and we could manage that and still give the same quality experience we're giving now".

Carrying capacity is a central issue that must be considered by DLT and TDC when deciding on more entries to the race. This is also referred to in the NZTS 2010, where local government must address carrying capacity issues and limits of acceptable change with the involvement of the local community. Destination Lake Taupo expects a spike in competitor numbers in 2008, due to unfinished business from this year's event. Some competitors will do the Busselton Ironman in Western Australia in December, but IMNZ is the sort of event that, even if you do another event, "you still haven't done Taupo". "And…if you're a sports person, if you have an event that's unfinished business, you gotta go and finish it". DLT notes that it would be nice to see more than a hundred local participants for next year's IMNZ. This perhaps could be possible as the local competitors receive tremendous support from their fellow community members; in giving away free entries, DLT encourage volunteers to participate; and general encouragement for participation in sports come from being involved in the event at any given level.

IMNZ and other events in general may in future years cause less disruption to the CBD and town in general. The Eastern Taupo Arterial has now obtained the approved funding for the entire project. While this is not projected to be undertaken until 2007-2010/11, it does provide some confirmation for the Pessimists, and to a certain extent the Realists, that eventually the traffic issues will be mitigated (TDC, 2006b).

5.2 Future Research Agenda

Web-surveying for community research on a general population has been shown to be a useful and cost-efficient tool. More studies are needed in this area, however, in order to provide some form of guidelines as to how community web-surveys can be done most successfully. The flyer approach is potentially still an avenue of survey distribution; however this needs to be verified by complementary studies. In the future more and more households will have Internet access, thus coverage errors from unequal access will in time decrease. Perhaps the future holds possibilities where email addresses on every registered resident can be obtained via the Yellow Pages. As purchasing of email databases becomes more popular it may also facilitate some form of town listing database. Thus, this sampling approach certainly presents more opportunities ahead.

In terms of media coverage, future studies invariably need confirmation that some publicity of the research will take place. It is unknown how much effect this would have, but it certainly cannot be a drawback. For future research a more direct targeted approach to get the research promoted in the media would be recommended.

As this study only briefly touched on the subjects of how sporting events can help create social capital and a sense of community, there appears to be a basis for further research in these areas. Using the social capital or sense of community framework, research should address how regional communities, as opposed to cities, can benefit in terms of from hosting sporting events.

A quote from Hall (2005) seems suitable in the light of Taupo as a future sustainable sport tourism destination:

> Sustainable sport tourism destinations require more than just the development of product and image. Instead, destinations are fundamentally about the people who live and play there. Most fundamentally of all, from a destination perspective, planning for sport tourism is not just about building another sports facility or hosting an event; it is about maximising the benefits of sport tourism to the people that live in the destination. (p. 119)

This research has revealed the need for social science researchers to undertake studies on New Zealand's many annual events and their surrounding host communities. The challenge

now is to involve residents in a more meaningful way in event planning and implementation; this thesis has gone some way to showing how this might be achieved.

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APPENDICES

Appendix A: Venue and Course Maps
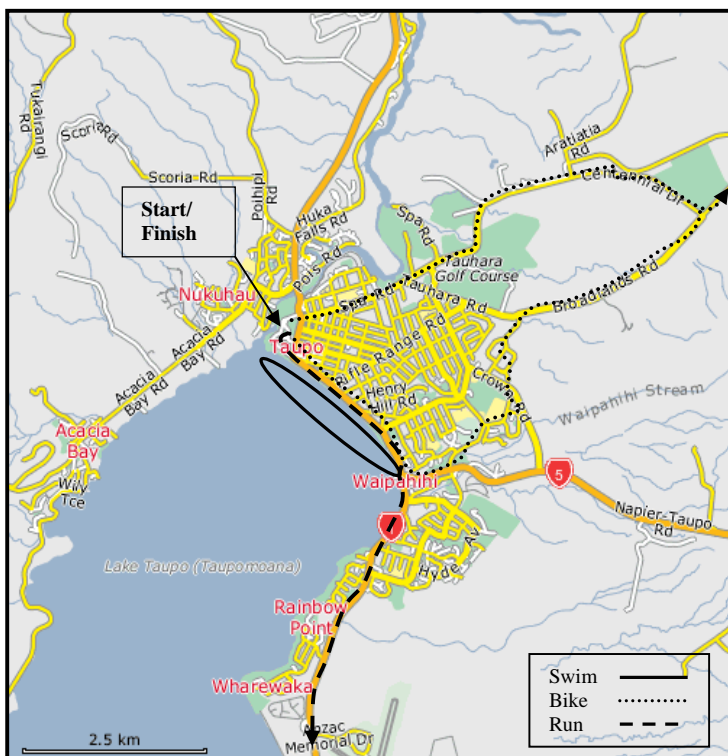
Appendix B: Resident Interview Profiles

Interviewee	A	B	C	D	E	F
Characteristics	Male, age 41-45, couple with child(ren) Lived in Taupo 23 years Travel & Tourism Self-employed Hilltop	Male, age 31-35, couple with child(ren) Lived in Taupo one year Sports & Leisure Self-employed Bird area	Male, age 31-35, single, no children Lived in Taupo 17 years Shopping Full-time employee Nukuhau	Female, age 31-35, couple with child(ren) Lived in Taupo 2 years Computers & Electronics Self-employed Hilltop	Male, age 31-35, couple with child(ren) Lived in Taupo 2 years Computers & Electronics Full-time employee Acacia Bay	Female, age 41-45, couple with child(ren) Lived in Taupo 18 years Finance Full-time employee Hilltop
Live before	Waikato	Auckland	Hamilton	Auckland	Scotland	Wanganui
Taupo	Lifestyle, outdoors, business centre, no traffic jams, burdens of huge populations		Nice place, settle down, lifestyle, central location.	Lifestyle, expecting baby, own business, size, central, outdoors, friendly community	The lake, quiet, central, clean, relaxing, laid back, no traffic jams	The lake, size, location, easy to get to places
Interest in sports	Recreational mountain biking, Day-Nighter event.	Fishing, golf, boating. No interest in triathlons	Tennis socially, mountain bike	Like watching. Gym, play sports, less now with child. Swimming, walking, biking. Want do triathlons.	Play soccer for Taupo, running, recreational cycling. Taupo Halfmarathon.	Badminton, biking, walking, Round the Lake, walk Taupo Halfmarathon. Family play sports
First Word	Busy	Taupo	CF	Emotional	Enjoyment	Hard work
Attend	No, was working.	No, was working	Watched a little bit	Not home this year	We watched half of it	Out of town for the day after cancelled
Family/friends participate(d)	Not family, couple of friends have done it	No	No, not this year	Always someone we know. Four neighbours done it.	Brother in law, soccer mates, colleague	Not this year…but always someone you know
Volunteer	Lots of friends/family volunteering	No friends or family volunteer. Used to volunteer for Auckland IM	No	Want to volunteer	Not this year, last two years been part of support station	
Positive impacts	Exposure, healthy, clean environment, local economy. Sense of pride, Taupo support	Businesses benefit, extra people in town, exciting for town	Turnout, Internet/ TV coverage, retail together, places booked out, exciting	Community together, volunteering/watching, competing, town busy; more attractive	Local interest in sport, sense of community; volunteering/supporting, watching.	People in town, awareness, businesses/rent out homes-money, friendships

Negative impacts	I cannot think of anything negative about IMNZ	Part of living in Taupo, closed road/detour, didn't affect me. Take back roads	No, IMNZ is annual so used to it, just something you gotta cope with	Traffic, but doesn't bother me. SH1 where main highway goes through.	None. Taupo District to pay $ for IM, but for money generated - important to keep IM in Taupo	I don't think so. Some stretch from facilities, think benefits outweigh that.
Alter patterns	Taupo is a tourism destination – every holiday is busy, so getting used to it. You'll say okay, won't go into town that day.	Avoid town in event weekends, avoid central area/shops/ supermarket. Just do things during the week - not a major.	Diabolical. You learn, do it during the week or later that day, town very busy, expect delays, work around it. Big crowds	Plan around shopping, etc. Like the buzz and people. I didn't come to Taupo to get away from people. It's for the lifestyle.	We stay over the river, previous years people have had problems getting across the bridge. We would be careful of what we would do.	Extra staff at work, Supermarket shopping we do mid-week. It's not a major. You wouldn't go the main road
Information	Local media, organisers, lot of talk, small community, know organisers, easy to have your opinion heard.	Local papers, the Taupo Times, small town, close community	Paper media and radio. Billboards. CBD retailers get behind	Local papers and radio. Pay to send out flyers or brochures, a map of where they go so you know where to stand	Don't think everybody is well informed. Had to actively seek info. In local paper, but not much. No flyers to promote it.	Enough information, thru newspaper. Is common sense. With all the events on in Taupo, like the IM, locals know.
Suggestions		Bring on the ETA, lot of locals are looking forward to that. I'd rather see traffic taken off the lakefront and have walking and cycling only.	Could get some good roading systems, just a general thought into growing town.	More advice on how community can help as volunteers. Knows girls done massage courses, that would like to help, but they don't know how. Easy to help out for couple of hours, not always easy for a whole day. They need to have a contingency. Was really disappointing	Taupo Times everybody reads it. Lot of other events really don't get the exposure. As you come in to Taupo, there are billboards up with local events, but you don't notice them.	Seems to run well. Well informed of what streets are closed. Which are the busy ones, what's going on you can keep up to date on the radio. It's up to people to take notice of that.

RESIDENT PERCEPTIONS OF THE 2006

IRONMAN NEW ZEALAND, TAUPO

Background
Ice breaker: Can you tell me a bit about yourself?
(Length of residence in Taupo, location/suburb)

What do you like most about living in Taupo?

Level of interest in sports?

Ironman
First word that comes into your mind when you think of IMNZ?
Could you describe what you think are the most positive impacts for Taupo from hosting IMNZ?
Could you describe what you think are the most negative impacts for Taupo from hosting IMNZ?
Could you tell me what you did during the IMNZ weekend?
Family/friends – participate/volunteer?

Change of patterns/habits when IMNZ was on?

Other
Could you describe how residents receive information about IMNZ?
What options are there for involvement in planning and management of event?
Describe what you like to see in future regarding IMNZ

Note:
Age
Gender
Family status
Employment
Suburb

Appendix D: RTO Interview Schedule

ECONOMIC IMPACT & RESIDENT PERCEPTIONS OF IRONMAN NEW ZEALAND

Regional Tourism Organisation INTERVIEW SCHEDULE

Date of interview:

The New Zealand Tourism Research Institute and Destination Lake Taupo are undertaking a study on economic impact and resident perceptions of the 2006 Ironman New Zealand event. We have surveyed participants and local businesses to find out how much money the event brings to Taupo, as well as surveyed local Taupo residents to assess their perceptions of this event. Your assistance by filling in this survey will contribute to valuable research, which you will be able to access at www.tri.org.nz. The research on resident perceptions also represents a part of a graduate thesis being conducted at AUT University

QUESTIONS RELATED TO THE 2006 IRONMAN NEW ZEALAND

1. **In your assessment, what are the main benefits of Ironman NZ for the local Taupo community?**

Please rate each benefit from 1 to 5 in the appropriate box.
1 = Extremely relevant
2 = Very relevant
3 = Moderately relevant
4 = Slightly relevant
5 = Not relevant

Benefits	Rating
Direct economic benefits	
Destination promotion	
Promotes an active, healthy lifestyle	
Increased community pride & spirit	
Uses existing infrastructure	
Improve social bonds, increase volunteerism	
Involves the community	
Improvement of facilities	

2. **In your assessment, what are the main negative impacts of Ironman NZ on the local Taupo community?**

Negative impacts	Rating
Crowding & queuing for services	
Traffic congestion & route disruption	
Volunteer burnout	
Increased crime	
Reduced access to facilities for local residents	
Overuse of facilities	
Noise	
Littering & pollution	
Environmental damage	

3. **Does your RTO collaborate with the event organiser to mitigate these negative impacts?**
   ☐ No   ☐ Yes *If yes* - How?

4. **How important is the Ironman in comparison to other events held in Taupo?**
   ☐--------------☐---------------☐----------------☐----------------☐
    low profile   average profile   main event
   Please explain:

5. **Did your RTO help the event organiser advertise and market the event?**
   ☐ No   ☐ Yes *If yes* - How?

6. **Did your RTO play any role in raising local resident awareness/ensure community support of the event?**
   ☐--------------☐---------------☐----------------☐----------------☐
   no contact   some contact   highly involved
   Please explain:

7. **How do local residents get an opportunity to be involved with the planning and management of this event? (have their say)**

8. **Was your RTO involved with recruiting volunteers for the event?**
   ☐ No   ☐ Yes

9. **Were you or someone from your RTO or DC present at the event?**
   ☐ No   ☐ Yes

10. **What would your organisation ideally like to see happen in relation to Ironman New Zealand?** (with regards to number, size, profile, types etc)

11. **Does your RTO monitor the success and/or negative externalities of Ironman NZ?**
    ☐ No   ☐ Yes*, If yes* – how?

12. **Does your RTO provide feedback to organisers and the wider community about Ironman NZ?**
    ☐ No   ☐ Yes, *If yes* – what?

13. **In your opinion, what are the main ways that Taupo residents could benefit more from events such as the Ironman?**

14. **What additional actions could your RTO take in order to realise these benefits?**

15. **Anything further to add?**

Appendix E: Flyer

– Front –

Community Research - Help us to help Taupo

This is your chance to **have your say** – help us with our **Resident Survey** on the **IRONMAN NEW ZEALAND** event

Simply go to www.trace.org.nz and click on the "Take the Survey" button, and you'll go into the Draw to **WIN $100 CASH!**

This research is being conducted by The New Zealand Tourism Research Institute (AUT) with support from Destination Lake Taupo. See over for more details.

– Back –

As a local Taupo resident you are invited to complete our Resident Survey on the **Ironman NZ** event held in **Taupo** on 4 March 2006.

The New Zealand Tourism Research Institute (AUT) and Destination Lake Taupo invite you to **spend a few minutes answering this survey.**

We will ask you **questions** about what you did during the Ironman event weekend, and what you as a **resident think** about the impacts that the event has on Taupo. This research also represents a part of a graduate thesis being undertaken at AUT University.

Within the next two weeks, **Please go onto the internet to www.trace.org.nz and click on the "Take the Survey" button** Complete the quick survey and you'll go in the **PRIZE DRAW for $100 CASH**

If you don't have internet access, please pick up a copy of the survey from the Great Lake Centre.
For further information about this research email us: geoff.dickson@aut.ac.nz or tina.buch@aut.ac.nz (graduate researcher)

AUT

Appendix F: Web-Survey

Resident Survey Introduction

As a Taupo resident, we'd appreciate you taking a few minutes to fill in this survey about your perception of this year's Ironman NZ weekend. To thank you for your time, you can enter the draw to **WIN $100 CASH!!**

Triathlons, multisports and adventure racing are becoming increasingly popular in NZ. The New Zealand Tourism Research Institute and Destination Lake Taupo are conducting research to assess residents' perceptions and feelings about the Ironman NZ event. This research also represents a part of a graduate thesis being undertaken at AUT by Tina Buch.

The results of this research will be used to help plan and develop events in the region, and better understand the impacts of events in general. This research is part of a wider programme of research run by the NZ Tourism Research Institute to help communities and local government understand the effects and impacts of events in their region.

The survey is voluntary and completely anonymous. To participate simply click on the <Take the survey> button below. The overall results of this research will be used in academic publications and presentations in the future. Contact details you provide when you enter the prize draw are not linked to your survey answers.

Thank you for your participation.

The survey will run until **9am 22nd March 2006** so you can complete it at any time during this period.

For further information, please contact Tina Buch: tbuch@aut.ac.nz

The New Zealand Tourism Research Institute is a part of AUT University.
Participant Concerns
Any concerns regarding the nature of this project should be notified in the first instance to the Project Supervisor. Concerns regarding the conduct of the research should be notified to the Executive Secretary, AUTEC, Madeline Banda, madeline.banda@aut.ac.nz , Ph 64 9 921 9999 ext 8044.
Project Supervisor Contact Details: Geoff Dickson, Ph 09 921 9999 ext. 7851, email: geoff.dickson@aut.ac.nz & Simon Milne, Ph 09 921 9245, email: simon.milne@aut.ac.nz
Approved by the AUT University Ethics Committee on <28.02.2006> AUTEC Reference number 06/18

Resident Perceptions of the 2006 Ironman NZ in Taupo

Everyone in the household above 20 years of age is invited to fill out this survey.

IRONMAN NZ QUESTIONS

Question 1:
What is the first word that comes into your mind when you think of this year's Ironman NZ? (Just one word please)

Question 2:
How does the staging of Ironman NZ in Taupo affect your life?

Question 3:
What do you think are the most positive impacts of Ironman NZ? (list up to 3 impacts)

Question 4:
What do you think are the most negative impacts of Ironman NZ? (list up to 3 impacts)

Next

Question 5:

a) Did you compete in this year's Ironman NZ? ○ Yes ○ No

b) Have you ever competed in Ironman NZ? ○ Yes ○ No

c) Do you consider yourself an active sports person? ○ Yes ○ No

Question 6:
Were you aware of this year's Ironman NZ before it was actually staged?

○ Yes ○ No

Question 7:
Did you get the opportunity to be involved in the planning and management of this event?

○ Yes ○ No

Question 8:
Did you attend Ironman New Zealand last weekend?

○ Yes ○ No

Question 9:

a) If you answered yes to Q8 – how were you involved? (tick as many as apply)

☐ Participant/competitor
☐ Supporter for friends/family
☐ Spectator
☐ Volunteer
☐ Paid employee
☐ Event committee/organisation
☐ Other (please specify) _____

b) If you answered no to Q8 – why not? (tick as many as apply)

☐ Not home/out of town
☐ Not interested
☐ Too busy/work
☐ Other (please specify) _____

Question 10:
Did any of your family or close friends work or volunteer for this year's Ironman NZ?

○ Yes ○ No

Question 11:

Did you:

a) alter your shopping patterns to avoid this year's Ironman NZ? ○ Yes ○ No

b) alter your recreational activities to avoid this year's Ironman NZ? ○ Yes ○ No

c) leave Taupo to avoid this year's Ironman NZ? ○ Yes ○ No

Please add any comments on the above responses

[ ]

Question 12:
What could be done to improve your overall experience of Ironman NZ?

[ ]

[Next]

IMPACT STATEMENTS

This section has 12 questions each with 3 parts.

In part A of each question, a statement is made. You will be asked whether you agree, disagree or 'don't know' with the statement.

Part B of the question asks you to rate how this affects *you personally*.

Part C of the question asks you to rate how you think it affects *the whole Taupo community*.

You will need to supply an answer for each question before you can click next.

Question 13:

Ironman NZ gives Taupo residents an opportunity to attend an interesting event.	○ Agree ○ Disagree ○ Don't know		
What effect does this have on you personally?	○ - 3 (Very Negative) ○ - 2 ○ - 1 ○ 0 (No Effect) ○ + 1 ○ + 2 ○ + 3 (Very Positive) ○ N/A	How do you think this affects the Taupo community as a whole?	○ - 3 (Very Negative) ○ - 2 ○ - 1 ○ 0 (No Effect) ○ + 1 ○ + 2 ○ + 3 (Very Positive) ○ N/A

[Next]

Question 14:

Ironman NZ is good for the Taupo economy and helps stimulate employment opportunities.	○ Agree ○ Disagree ○ Don't know		
What effect does this have on you personally?	○ - 3 (Very Negative) ○ - 2 ○ - 1 ○ 0 (No Effect) ○ + 1 ○ + 2 ○ + 3 (Very Positive) ○ N/A	How do you think this affects the Taupo community as a whole?	○ - 3 (Very Negative) ○ - 2 ○ - 1 ○ 0 (No Effect) ○ + 1 ○ + 2 ○ + 3 (Very Positive) ○ N/A

Next

Question 15:

Ironman NZ increases local pride in Taupo.	○ Agree ○ Disagree ○ Don't know		
What effect does this have on you personally?	○ - 3 (Very Negative) ○ - 2 ○ - 1 ○ 0 (No Effect) ○ + 1 ○ + 2 ○ + 3 (Very Positive) ○ N/A	How do you think this affects the Taupo community as a whole?	○ - 3 (Very Negative) ○ - 2 ○ - 1 ○ 0 (No Effect) ○ + 1 ○ + 2 ○ + 3 (Very Positive) ○ N/A

Next

Question 16:

Ironman NZ showcases Taupo in a positive light.	○ Agree ○ Disagree ○ Don't know		
What effect does this have on you personally?	○ - 3 (Very Negative) ○ - 2 ○ - 1 ○ 0 (No Effect) ○ + 1 ○ + 2 ○ + 3 (Very Positive) ○ N/A	How do you think this affects the Taupo community as a whole?	○ - 3 (Very Negative) ○ - 2 ○ - 1 ○ 0 (No Effect) ○ + 1 ○ + 2 ○ + 3 (Very Positive) ○ N/A

Next

Question 17:

Taupo District Council's investment in Ironman NZ is a good use of public money.	○ Agree ○ Disagree ○ Don't know

What effect does this have on you personally?	○ - 3 (Very Negative) ○ - 2 ○ - 1 ○ 0 (No Effect) ○ + 1 ○ + 2 ○ + 3 (Very Positive) ○ N/A	How do you think this affects the Taupo community as a whole?	○ - 3 (Very Negative) ○ - 2 ○ - 1 ○ 0 (No Effect) ○ + 1 ○ + 2 ○ + 3 (Very Positive) ○ N/A

[Next]

Question 18:

Ironman NZ disrupts the lives of local residents and creates inconvenience.	○ Agree ○ Disagree ○ Don't know

What effect does this have on you personally?	○ - 3 (Very Negative) ○ - 2 ○ - 1 ○ 0 (No Effect) ○ + 1 ○ + 2 ○ + 3 (Very Positive) ○ N/A	How do you think this affects the Taupo community as a whole?	○ - 3 (Very Negative) ○ - 2 ○ - 1 ○ 0 (No Effect) ○ + 1 ○ + 2 ○ + 3 (Very Positive) ○ N/A

[Next]

Question 19:

The benefits of Ironman NZ are distributed evenly across the Taupo community.	○ Agree ○ Disagree ○ Don't know

What effect does this have on you personally?	○ - 3 (Very Negative) ○ - 2 ○ - 1 ○ 0 (No Effect) ○ + 1 ○ + 2 ○ + 3 (Very Positive) ○ N/A	How do you think this affects the Taupo community as a whole?	○ - 3 (Very Negative) ○ - 2 ○ - 1 ○ 0 (No Effect) ○ + 1 ○ + 2 ○ + 3 (Very Positive) ○ N/A

[Next]

Question 20:

Ironman NZ restricts local residents' access to public facilities.	○ Agree ○ Disagree ○ Don't know		
What effect does this have on you personally?	○ - 3 (Very Negative) ○ - 2 ○ - 1 ○ 0 (No Effect) ○ + 1 ○ + 2 ○ + 3 (Very Positive) ○ N/A	How do you think this affects the Taupo community as a whole?	○ - 3 (Very Negative) ○ - 2 ○ - 1 ○ 0 (No Effect) ○ + 1 ○ + 2 ○ + 3 (Very Positive) ○ N/A

[Next]

Question 21:

Ironman NZ leads to better maintenance of public facilities.	○ Agree ○ Disagree ○ Don't know		
What effect does this have on you personally?	○ - 3 (Very Negative) ○ - 2 ○ - 1 ○ 0 (No Effect) ○ + 1 ○ + 2 ○ + 3 (Very Positive) ○ N/A	How do you think this affects the Taupo community as a whole?	○ - 3 (Very Negative) ○ - 2 ○ - 1 ○ 0 (No Effect) ○ + 1 ○ + 2 ○ + 3 (Very Positive) ○ N/A

[Next]

Question 22:

Ironman NZ is associated with disorderly crowd behaviour.	○ Agree ○ Disagree ○ Don't know		
What effect does this have on you personally?	○ - 3 (Very Negative) ○ - 2 ○ - 1 ○ 0 (No Effect) ○ + 1 ○ + 2 ○ + 3 (Very Positive) ○ N/A	How do you think this affects the Taupo community as a whole?	○ - 3 (Very Negative) ○ - 2 ○ - 1 ○ 0 (No Effect) ○ + 1 ○ + 2 ○ + 3 (Very Positive) ○ N/A

[Next]

Question 23:

Ironman NZ has a negative impact on the environment.	○ Agree ○ Disagree ○ Don't know

What effect does this have on you personally?	○ - 3 (Very Negative) ○ - 2 ○ - 1 ○ 0 (No Effect) ○ + 1 ○ + 2 ○ + 3 (Very Positive) ○ N/A	How do you think this affects the Taupo community as a whole?	○ - 3 (Very Negative) ○ - 2 ○ - 1 ○ 0 (No Effect) ○ + 1 ○ + 2 ○ + 3 (Very Positive) ○ N/A

[Next]

Question 24:

Ironman NZ leads to increases in the price of some goods and services.	○ Agree ○ Disagree ○ Don't know

What effect does this have on you personally?	○ - 3 (Very Negative) ○ - 2 ○ - 1 ○ 0 (No Effect) ○ + 1 ○ + 2 ○ + 3 (Very Positive) ○ N/A	How do you think this affects the Taupo community as a whole?	○ - 3 (Very Negative) ○ - 2 ○ - 1 ○ 0 (No Effect) ○ + 1 ○ + 2 ○ + 3 (Very Positive) ○ N/A

[Next]

BACKGROUND QUESTIONS

This is the final page of the survey.

Question 25:
How long have you lived in Taupo?

[<select> ▼]

Question 26:
What is your gender?

○ Female ○ Male

Question 27:
Which age group do you belong to?

[<select> ▼]

Question 28:
Which of the following groups most accurately describes your personal income?

<select> ▼

Question 29:
Which of the following categories best describes your current employment status?

○ Student
○ Full-time
○ Part-time
○ Self-employed
○ Retired
○ Other (please specify) [   ]

Question 30:
In which industry sector is/was your occupation?

[   ]

Question 31:
Family status? (tick one box only)

○ Single ○ Couple and (tick as many as apply)
☐ with no children
☐ with teenage/older children living at home
☐ with young children
☐ no children living at home
☐ Other (please specify) [   ]

Question 32:
In which area/suburb of Taupo do you live?

<select> ▼
If you selected 'Other' – please specify [   ]

[Next]

Contact Details

Thank you for participating! If you would like to enter the draw to **WIN $100 cash**, please fill in your name and contact email address.

Remember, these details are in no way linked to your survey answers, are confidential, and will not be used for any other purpose.

If you do not wish to enter the draw, please close this window.

Contact name: [   ]
Email address: [   ]

[Submit Entry]

Appendix G: GPower Test
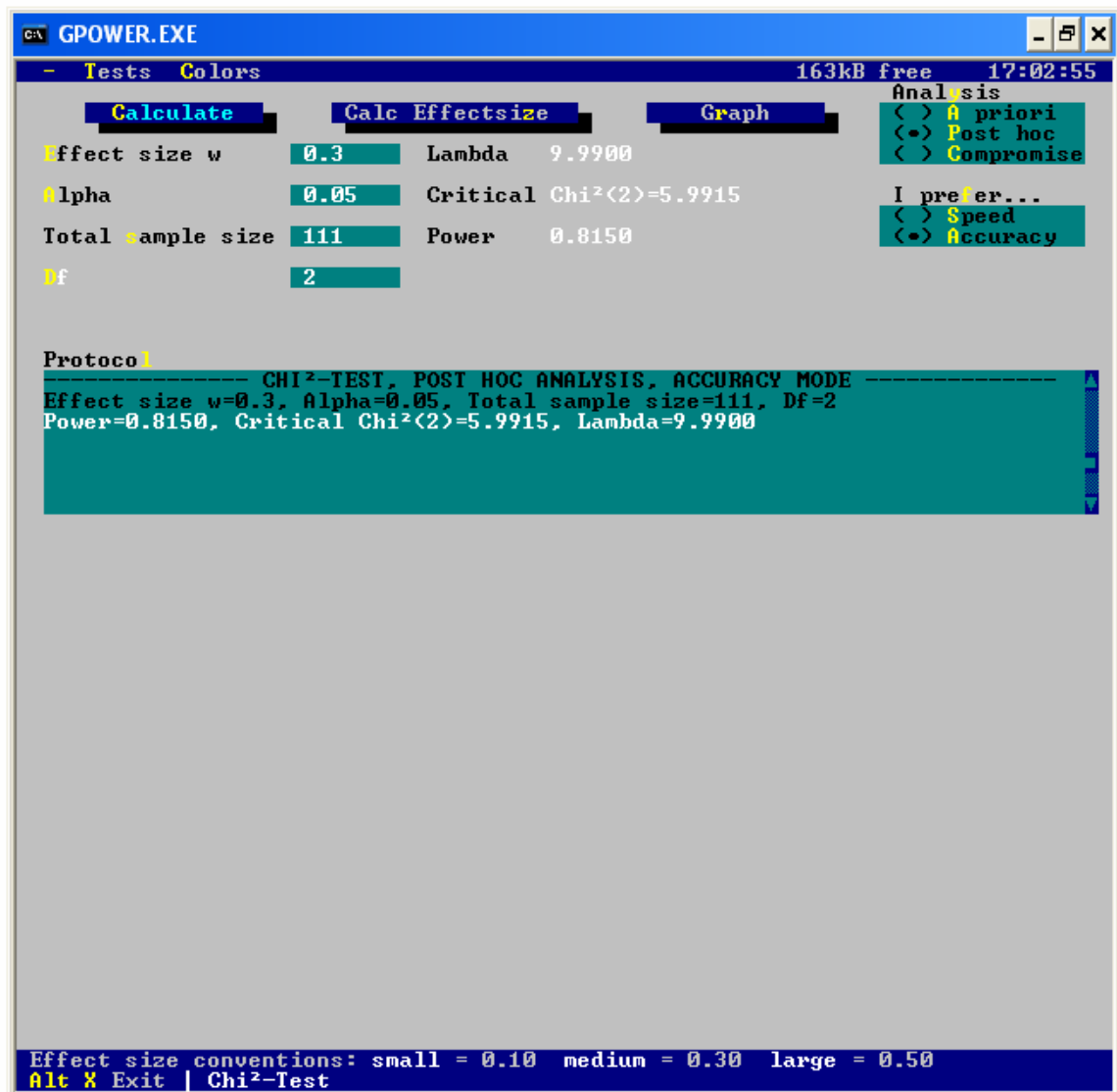
Appendix H: Cross Tabulations by Gender

Variables: Personal impact means and community impact means

	Male	Female	Male	Female
	Personal Impact Mean	Personal Impact Mean	Community Impact Mean	Community Impact Mean
Opportunity to attend interesting event	1.4	1.9	**1.5**	**2.3**
Good for Taupo's economy	0.7	0.8	**1.4**	**2.3**
Increases local pride in Taupo	1.6	2.1	**1.7**	**2.5**
Showcases Taupo in a positive light	1.4	1.8	1.8	2.5
TDC investment good use of public money	0.5	0.6	**0.5**	**1.5**
Lives of local residents	-0.2	0.0	-0.6	-0.1
Benefits distributed evenly across community	0.2	0.5	**0.2**	**1.2**
Residents' access to facilities	-0.5	0.0	-0.8	-0.1
Better maintenance of public facilities	0.4	0.7	**0.4**	**1.2**
Behaviour	0.2	0.2	*0.5*	*0.4*
Environmental impact	0.1	0.2	0.0	0.2
Leads to some price increases	-0.3	0.0	-0.3	-0.1

While the variable 'do you consider yourself an active sports person' did not show a relationship with gender, it emerges that males are nearly twice more likely than females to consider themselves as active sportspersons. While the difference is not significant, it still is an interesting observation about the respondents. A possible cause could be found when looking at employment status broken down by gender.

Cross tabulations show that a relationship may exist between employment status and gender, and the Chi2 ($p = .000 < .05$) shows that this is not simply due to chance variation. It is also verified by the relatively high values for the test statistics for Cramer's V and the contingency coefficient (higher than 0.3). While the number of students and full-time employees are relatively similar among males and females, females appear to be more likely to be part-time employees, self-employed and also (unsurprisingly) highly likely to be stay at home mums/housewife. Males are on the other hand more likely to be retired. The number of females that are stay at home mums could be a partial explanation for the low number of females considering themselves as active sports persons; it is likely that these women do not have a lot of spare time for sporting activities, and thus feel that they are not at their best physical fitness.

Variable: Do you consider yourself an active sports person?

Count		Gender		Total
		Female	Male	
Do you consider yourself an active sports person	Yes	30	21	51
	No	44	16	60
Total		74	37	111

Risk Estimate

	Value	95% Confidence Interval	
		Lower	Upper
Odds Ratio for Do you consider yourself an active sports person (Yes / No)	.519	.234	1.155
For cohort Gender = Female	.802	.609	1.057
For cohort Gender = Male	1.544	.907	2.630
N of Valid Cases	111		

Variable: Current employment status

Count		Current employment status							Total
		Student	Full-time	Part-time	Self-employed	Retired	Stay at home mum/housewife	Other	
Gender	Female	1	18	23	15	6	10	1	74
	Male	0	17	1	7	11	0	1	37
Total		1	35	24	22	17	10	2	111

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.147(a)	6	.000
Likelihood Ratio	32.132	6	.000
Linear-by-Linear Association	.181	1	.671
N of Valid Cases	111		

(a) 5 cells (35.7%) have expected count less than 5. The minimum expected count is .33.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.485	.000
	Cramer's V	.485	.000
	Contingency Coefficient	.437	.000
N of Valid Cases		111	

(a) Not assuming the null hypothesis.
(b) Using the asymptotic standard error assuming the null hypothesis.

Variable: Did you alter your shopping patterns to avoid this year's IMNZ?

While a Chi^2 test for alteration of shopping pattern and gender shows no significance (p = .137 > .05), the risk estimate tells that females are twice more likely than males to have altered their shopping patterns to avoid this year's IMNZ. Although not a significant difference, it is still interesting, yet not surprising as it could be assumed that it is the females that usually carry out the shopping.

Count		Gender		Total
		Female	Male	
Did you alter shopping patterns to avoid this year's IMNZ	Yes	45	17	62
	No	29	20	49
Total		74	37	111

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.211(b)	1	.137		
Continuity Correction(a)	1.649	1	.199		
Likelihood Ratio	2.204	1	.138		
Fisher's Exact Test				.159	.100
Linear-by-Linear Association	2.191	1	.139		
N of Valid Cases	111				

(a) Computed only for a 2x2 table
(b) 0 cells (.0%) have expected count less than 5. The minimum expected count is 16.33.

Risk Estimate

	Value	95% Confidence Interval	
		Lower	Upper
Odds Ratio for Did you alter shopping patterns to avoid this year's IMNZ (Yes / No)	1.826	.822	4.052
For cohort Gender = Female	1.226	.928	1.620
For cohort Gender = Male	.672	.397	1.138
N of Valid Cases	111		

Appendix I: Alteration of Patterns – Full List of Comments

Comments to Q11: alteration of patterns
Avoid shopping area all weekend
Competitors and families do not spend much in shops so no real benefit. In fact some shops close because of fewer customers.
Didn't really leave town to avoid Ironman, just worked out it was that weekend we went away. Family would have been spectators if had stayed in Taupo.
Didn't go to the supermarket!
Had family obligations in Auckland on the day
Had to change work duties due to iron man
I carried on my usual shopping as usual, in fact I probably came into town more just to take in the Ironman atmosphere.
I didn't so much ALTER my activities, but plan to see it.
I go and see them off or come in if I am in town, however usually out of town or busy
I had overseas visitors staying for the weekend who were not interested, so I watched less than other years.
I shopped at supermarkets earlier to avoid long queues.
I simply ensure I do my grocery shopping on the Thursday so I do not spend less just shop on a different day.
I told friends & family to do all you need to do in town by Friday,& I wont be visiting those on north side of control gate bridge because of traffic & our usual recreation activities
If I didn't have to work I think I would leave town to avoid it
If the weather had been better I would have been out of town to avoid the Ironman
In years past we have headed down to watch the event, but this year decided to head out of town
Instead of my usual weekend sport - travelling to Auckland to go sailing I stayed at home to help with running the Ironman - director of marshals on the cycle leg.
Ironman is a great sport for those that can afford it. I think it costs way!!! too much, after all only those that could do it would, as wannabees wouldn't want to get egg on their faces for saying they could when they couldn't.
Ironman was no hassle for me.
It's only for one day, it is not an inconvenience to do town chores in advance
Its only one day a year - you can still get into town - its no busier than x-mas time in Taupo
Its only one day, what's the problem?
Just another busy Taupo weekend - a good thing!!
Left town last year to avoid it
Lot of work places, shops close as people can not access them. I work, and have farm on other side of bridge, hopeless trying to cross.
Normally my husband provides motorbike support but is away this year
Shopped one day early to avoid traffic choice of sport venue rendered inaccessible by event (bowling Club)
Spent more money than usual because of Ironman (by choice)
Taupo CBD cut off
The event did not cause me any personal inconvenience.
The weather meant we didn't stay in town as long.
Thoroughly enjoyed the excitement of the event
Too busy helping to go swimming, walking or shopping
Usually buy groceries on Saturday mornings with the help of my husband (baby and toddler). This year we went shopping on Sunday instead.

Usually I leave town but not this year.
We always have breakfast and lunch at a cafe for Ironman. We do not normally eat out. Dinner is usually take-away before we head to the finish line.
We have a lot of events throughout the year and get use to working around them.
We stayed in town to volunteer and enjoy the event. We also had visitors staying for the event.
We usually stay at home because there is no point in trying to move around Taupo to do other things because it won't be possible...
We were out of town the weekend of iron man for family reasons, and no other, we were very disappointed not to be able to be a part of the Ironman weekend, as in the past we always have been
Well, I went out of town on Saturday night - but that was not with the aim of avoiding Ironman!
Went into town earlier to avoid rush
With the Mardi Gras atmosphere in Taupo, who would want to leave town! It is fun and Taupo folk need to be here to spur our Iron people on to finish the event.
You have to make plans so as not to be caught out when there are too many athletes

Appendix J: IMNZ Affects Your Life – Full List of Comments

Comments to Q2: How does IMNZ affect your life?
I enjoy watching the competitors and feel proud of what Taupo has to offer so many visitors.
A lot, I stay away from town. The traffic is pathetic.
Adds excitement and anticipation, we don't mind any of the changes Ironman makes to our town.
Affects adversely my work and private life in respect of being able to move around and thru town.
Affects my sleep!! As sometimes I am volunteering to help with the swim leg in a Kayak, so it is an early rise but also fun and exciting.
As a local to get out and about it is busy but it is a great event for Taupo community.
Become part of the volunteers' team and get into the spirit of the event by helping out. The money that is brought into the town helps us to have more services such as physios, doctors.... than we should have for such a small town - this is huge as we have a lot to choose from.
Being a volunteer means we are deeply involved in ensuring the competitors safety.
Bloody nuisance. Most local people stay away from town and the event.
Brings joy and excitement. It is wonderful to watch and to see so many people enjoying themselves
Creates an atmosphere of fun and excitement. From getting up early in the morning to watch the start to staying out late to support the finishers
Creates great interest in our family.
Detour roads & long waits in traffic on the day. Insane amount of bike & car traffic in the days leading up to Ironman
Difficult to get around town on Saturday
Difficulty getting to go anywhere around Taupo
Disrupts the business life of Taupo. Inconvenience of closed roads.
Does not affect me
Doesn't
Doesn't affect my life
Doesn't really, we plan around it.
Economic impact on community, enjoyment in community of witnessing such an outstanding event with such focused athletes, spin-offs to young sportspeople by inspiring them
Enjoy being part of a major event through the build up events and publicity & on the day through volunteering and supporting.
Excites it
Exciting, have to watch it.
Extremely difficult to get to work and back or go about normal business in the Harbour and the CBD.
Find it impossible to get around town in a hurry.
Finding 40 volunteers for the run stage
For many years I volunteered in the medical team and may do so again but for the last 2 years I have been a spectator and always enjoy the "buzz" in Taupo.
Forget about doing anything in town! Stay home cause we can't get out of our street.
General inconvenience on the day and the week(s) leading up to it: parking, traffic redirection and avoiding cyclists in training
Get to meet interesting people from overseas
Get up early to volunteer support
Gives great enjoyment
Gives me one day in the year to watch something quite amazing and anticipate the next year's

event.
Good entertainment for the weekend and preceding weeks
Good week
Great to watch. Enjoy being part of action without actually having to do the Ironman! i.e., like the crowds and atmosphere.
Having to work on the event day I have difficulty driving round to do my job.
I am happy to say it completely absorbs my life for the whole week it is on.
I could write a book about that. Blocks access to our streets. Woes of a resident aye ;-).
I don't have a problem with it it's only one day
I enjoy the activities happening
I have to get up early. Its a day to look forward to
I have to plan to do the weekly shopping before the weekend
I have to travel along lakefront to get to town, not a big hassle for one day though.
I live in a town that hosts lots of events and living on the course I adjust my day to suit the event, i.e. stay at home and support the competitors out on the road
I look forward to it every year - even have visitors come to town to watch with me
I look forward to this event so I'd say the effect speaks for itself... an exciting weekend.
I love being a volunteer and seeing all the keen, fit people in town.
I need to take road closures etc into account and avoid having to go shopping at the time, but I look forward to watching some of the event.
I see it as a positive event that I like to go and watch
I support it - provide some equipment free it brings business to the town from which I benefit. I am proud that Taupo hosts it
Inconvenience
Increase traffic flow and people around town and using the Taupo businesses.
Increased traffic, decreased parking and what bad, inconsiderate drivers and parkers!
Insignificant effect
Involve whole day, cheering athletes, plus as volunteer on drink station. Took part this year in "Adopt an Ironman" Programme
It brings one day, when you can get out into the community for 17 hours and have a great time, meeting new people, cheering on all participants and generally having a ball. Thoroughly enjoy it every year!
It creates an exciting atmosphere that all my family love and get involved in. Yes it disrupts the traffic and travel times but we all know when it is and have plenty of warning so are able to make plans around it. My three year old son loves it and is a great supporter to all the athletes even those he sees running/cycling weeks after.
It doesn't
It doesn't affect my life at all.
It doesn't, I think it is great for Taupo
It doesn't. Town maybe a little busier than usual, but no worse than Christmas holidays.
It doesn't. It is a great spectacle
It gives me great pleasure to be an annual volunteer for such a awesome event, I admire the competitors and volunteers and supporters it is a wonderful event for a small town
It gives us an opportunity to take part as volunteers and supporters, and welcome athletes and visitors to our town.
It has a good affect on my life personally meeting an elite athlete from the USA in 2005. She sent her friends over to connect up 2006. I like watching the Ironman esp. those 1st timers.
It makes me proud to be living in this beautiful town and proud to have the chance to watch the events for no cost.
It occupies the whole day! Traffic is a problem A 5 min trip home was over half an hour last

Saturday. But hey who worries
It's a day we look forward to being part of, as spectators
It's an iconic activity that is fun to support. It unites Taupo people in a common cause for the weekend.
Just a bit difficult to get around town
Keeps me busy with volunteering
Look forward to it with interest, and enjoy following local participants
Makes it very busy
Makes me appreciate how lucky I am to live in Taupo.
Makes me busy due to work commitments re- rostering to suit the event
Makes me personally busy - I volunteer. Otherwise, enjoy the buzz of people around town
Makes us busier at work
No direct impact
No major, just have to be organised and stay away from town when race is on.
No real change.
Not a lot
Not a lot, just know not to go into town!!
Not a lot, try to keep out of town to avoid congestion.
Not at all
Not greatly, provides a bit of entertainment.
Not much. I notice town is much busier prior to the event and I try to avoid the traffic disruption. Enjoy watching the participants for a short time.
Not to much, have visitors interested in the race
Not too bad, as I have been a volunteer since it began, along with my partner.
Not too much. Usually take kids to watch in the afternoon. Mildly inconvenienced by interrupted traffic flows.
Occupies one day.
Only affects it in a good way i.e. Somewhere to go for a good day out. (usually)
Only go into town to see the start, then home as it is murder, with traffic
Only the inconvenience of traffic problems
Plan time off work. Get ready to assist. Learn more about likely health effects on competitors. Plan early morning and late night.
Planning my day in advance so as to support various stages of the event, while being aware of the need not to expect to be able to drive to town.
Positive influence
Puts a bit of pride and excitement into it.
Slows it down a little.
Take alternative driving routes, aware of not going into town other than to view the event
The only affect in my life is how busy the town is and the greater lack of parking and access to shops.
The town is busier, more cyclists on the road, disruption getting in and out of town. My daughter is a Brownie, and Brownies are requested to attend the march of nations.
This year we did go out of town for the event as to avoid the crowds
Traffic delays
Traffic detours on the day and in preceding week are inconvenient, but acceptable. I get involved as a volunteer, which is enjoyable.
Traffic problems - waited up to 40mins to get out of CBD to go ahead across control gates bridge

Usually involved - although not this year - nice to have a break
Very little - a lot more people & events in town in the lead up week
We book the first weekend in March each year as busy just to be part of Ironman.
We make a day of it.

Appendix K: Positive Impacts of IMNZ – Full List of Comments

Comments to Q3: most positive impacts of IMNZ
$ value for businesses, town atmosphere, puts Taupo on world map
1. It brings the world to our tow; 2. Word of Mouth is positive for the town; 3. Money
1) Economic - people visiting and spending money in the town. 2) The way the whole community gets in behind the event, real spirit; it's what makes the event 3) excellent way of showing people what a neat place Taupo is.
1. Puts us on the global map. 2. Encourages our kids to become involved in tri sports. 3. And, that Taupo is capable of staging a successful international event.
1. Everyone knows where Taupo, publicity for our area. 2. Service industry - food outlets, places to stay etc. 3. Longer term for tourist activities, people may return or recommend Taupo to others.
1. Great place to stage NZ International Ironman 2. Meeting new people every year. 3. good atmosphere
A great event for the people of Taupo to support. The town benefits from the numbers of people coming to Taupo for this event. The reputation of Taupo as a tourist centre is enhanced
Advertising Taupo to the world. Local participation.
Allows Taupo to have facilities that wouldn't normally be available e.g. extra cafes, Events Centre, Cinema etc... Brings business and tourism to Taupo which has positive knock on effects for residents.
Awareness for CF. Good for Taupo's economy. Promotes support of others
Bringing people to Taupo. Bringing money into the region. Showing people how Taupo people can get out there and hold such an awesome event successfully
Brings money into the local economy
Brings money into the town, promotes exercise promotes an international event
Brings NZ to the notice of a lot of the world. Taupo knows how to stage it and benefits from it
Brings people to Taupo. Increases business in the town, i.e. motels, shops, other tourist locations. Brings Taupo community together with an international flavour,
Brings the community together. Puts Taupo on the map through out the world as we live in the best place in the world. All the visitors and locals get to spend their dollars in our lovely clean green town
Community involvement & development. Publicity for Taupo. Income from participants
Community spirit is lifted, voluntary work is promoted and encouraged, good for town morale
Community spirit. Financial benefit to Taupo. World wide exposure.
Coverage of our beautiful environment, increased money into local shops, encouraging people to get outside and active.
Economic, community vibe
Economic impact on community, enjoyment in community of witnessing such an outstanding event with such focused athletes, spin-offs to young sportspeople by inspiring them
Economic, tourism, publicity
Economic value to Taupo. Good spirit amongst visitors and locals. Awareness of Taupo as 'the' place to visit in the North Island
Economic, building community spirit, positive impact on local peoples lives
Economic, publicity, community spirit
Enhanced profits for the cafes in town. Enhanced profits for the accommodation providers. Good publicity for Taupo
Excellent publicity for Taupo. Positive economic impact. Good spectator sport
Exposure for Taupo to the country and world. Money coming into the town.
Exposure to region. Money spent in region.
Exposure to the rest of the world. Community support

Exposure to the World for Taupo. Monetary gains for some businesses
Financial benefit to the business sector. Promoting Taupo as a holiday destination. Gives locals a chance to participate in a worthwhile cause.
Financial gain to the area. Exposure for the town. Involvement of local volunteers to make it a success
Gets Taupo on the map Brings business to Taupo Gets the community out there for support
Good for Taupo businesses, personally motivating, great role models for young people
Good for the economy, good for tourism, great for sports
Good for the shop owners, accommodation owners, good for sports people
Good for the town, kids get a lot out of it
Good Public Relations for Taupo as a venue, good for businesses like accommodation,
Good worldwide publicity for Taupo. Good for businesses. Great entertainment
Great atmosphere, publicity, local businesses benefit
Great entertainment and fun community spirit. So many volunteers are available to work for free and help out to be a part of it. Money to the town via our retailers and hotel accommodation.
Great event to have in Taupo. More tourist in the area, great for businesses. More people enjoying our beautiful place of living.
Great for motels/hotels, restaurants. Brings extra revenue into Taupo. Great world wide exposure.
Great spectator sport. Brings in lots of people & money to Taupo. Provides opportunity for non-profit organisations to fundraise.
Has a 'feel good' factor, town seems pretty upbeat for a week so many people are involved its a great opening conversation piece to anyone
Huge boost for the local economy. It draws international attention to Taupo, which can result in increased tourism.
Income for the town, brings in more visitors, media coverage
Increased exposure to international tourism. Positive effect on local business turnover. Creates a great atmosphere around the town
Increased spending caused by visitors. Promotes Taupo as a desirable tourist destination by showing off its sights.
Inspiring to see people eager to enter an event which is very hard. No excuse for me not to enter 1/2 marathon :) Puts Taupo on international map. All those competitors and support crew must be very profitable for someone.
International exposure for Taupo. Domestic exposure for Taupo
International exposure for Taupo tourism. A sense of "working together" and pride for the Taupo people. Increased business for the commercial sector including accommodators / restaurants etc
International exposure to Taupo, meeting a lot of people from different countries
International Recognition of the Tourism Industry. Brings money into the town (and the pockets of Ironman Intl). Helps locals get poor training for such events (the overdrafts and expenses to even pay the $650 fee to compete! - cost our marriage! And others I know of!!).
It brings many visitors to Taupo.
It shows Taupo to a world wide T.V. audience. It brings N.Z. and international athletes together. Local people are challenged to participate as athletes and volunteers.
Lots of people in town tell the whole world about where the Ironman is.
Marketing for Taupo as a holiday destination. Getting the community together and involved. Money for the Taupo region.
Media Coverage. Getting the local community out and involved. Business brought to Taupo
Media coverage over the world. NZ and international visitors to Taupo. Locals involved in the community
Meeting great people. Great for business before Iron Man day. Draws community minded

people together
Meeting other people from all over the world, Worldwide recognition, Locals are very sports enthusiasts.
Money
Money into the local economy, great place to hold the event, great place for competitors (not a large city to train in)
Money into the town community spirit - there are over 300 volunteers just for the cycle leg alone! inspirational
Money into the town world wide coverage of this amazing town through TV volunteer participation
Money passing through local businesses
Money. Team spirit. Encouragement & Heroes
More people get to experience Taupo Nationwide coverage of our capability of holding such an event Community spirit. We all come together in some way, whether to support, participate or just watch.
More spending, get to see Taupo, ongoing rewards
More visitors. More money spent in town, greater retail sales. Free advertising of our beautiful town and lake
More Visitors to Taupo, International Participants, Brings a community together
Most residents become involved one way or another. Many love coming to Taupo to encourage the participants in this amazing event and to meet new people from around the world. Brings a great atmosphere to our town and businesses.
Overseas exposure, National exposure, Bringing more people and $$$ to Taupo
People in the town working together. Visitors to town from NZ and overseas creating an exciting atmosphere. Taupo athletes seeing it happen and decide to take the challenge themselves.
People. Monetary value.
Positive economic impact. Taupo is shown in a positive light.
Promote Taupo. Income brought into Taupo. Makes people aware of HEALTH
Promotes Taupo worldwide, Fantastic sporting event bringing every nationality together, Great retail influx - ongoing
Promoting Taupo. Taupo people involvement. Competitors success
Promotion of Taupo, increased visitors, international event on our doorstep
Puts Taupo on the world map
Putting Taupo on the map. The hospitality Taupo people give. The number of volunteers
Raising Taupo's profile to the international community. Increasing Taupo's community spirit. Economic benefits to the business community and flow on downstream impact (holiday homeowners etc.
Recognition, money it generates
Revenue coming in to our town. Sales of holiday homes here from overseas buyers.
Revenue for Taupo
Social and economical for the community
Social interaction with others. Happy positive vibes. Heightened local profile.
Some of the local retail shops make a fortune.
Spectators' enjoyment. Business impact on the town. Publicity for our town
Taupo Local volunteer support Local crowd enthusiasm Large event, to feel a part of
The atmosphere marketing of the township as an attractive location for international sports events. Financial gain through related costs to people associated with Ironman i.e. accommodation for support crews, food, entertainment etc
The community getting behind the event as volunteers. The community feels good about

"putting on a good showing". The town takes on a festive and friendly air.
The exposure for Taupo as a multi-purpose destination both nationally and internationally. The economic impact for the area. The community impact, everyone in their own way (big or small) working together to achieve a positive event.
The wide range of nationalities. The location.
Tourism
Tourism dollars. Promoting Taupo as a sporting mecca. Chance to support competitors
Tourism. Financial. Pulls town together
Tourism, influence for good on a lot of our young ones, some media coverage of our town
Tourism. Brings Taupo together as a town.
Tourism. Putting Taupo on the map. Financial gain for the town.
Tourist, world wide publicity, more cash flow into the business district
Tourists-overseas visitors, community spirit A chance to see or be involved in a world event
Volume of visitors. Increase awareness of Taupo to Overseas people. Media coverage of Taupo
Watching people succeed. Benefit to Taupo business. Camaraderie amongst locals and participants

Appendix L: Negative Impacts of IMNZ – Full List of Comments

Comments to Q4: most negative impacts of IMNZ
1) Traffic congestion 2) increase in petty crime on event weekends 3)?
1. Media places too much focus on the elites and not the amateurs who make up most of the field, let alone pay for the event.
1. Traffic in/out/around Taupo sucks!!! 2. Traffic flow in town during cycle race 3. TRAFFIC!!!!!!!!!!
Accommodation. Vehicles. Closing of roads
Attitudes of visitors to town, who neglect to realise we residents have a right to be here and without us, there wouldn't be a town! Added queues, where businesses don't cater effectively for the increased population in town. Retailers failing to open their stores early when supporters are stuck in town for two hours after race start until shops open!
Blocks off town centre. Interferes with traffic flow mainly from State Highway One. Traffic delays encountered
Busy traffic
Can't think of any
Can't think of anything negative
Complaints Ironman training on bikes riding more than double Extra rubbish on roads
Completely blocks the town and SH 1 causing chaos
Congestion in the CBD. Clumps of cyclists wobbling about on the roads
Congestion in town.
Delays for people not involved in the event.
Difficult for locals to drive around for their normal stuff on Sat. Day-to-day stuff around town is harder during the week b/c of increased numbers in town.
Difficulty in driving around town. Traffic hold-ups
Difficulty in getting around town - congestion. Extra calls on one's time
Disruption of the roads if you planning on driving from one side of town to another - can't think of any other negative impacts and the 1 I mentioned isn't a huge one!
Disruption of traffic - we need the ETA!!!!
Disruption to business\'s and people who aren't interested in the event.
Disruption to the traffic flow
Disruption to town on the event day
Disrupts the business life of Taupo. Inconvenience of closed roads.
-Everyday people who need to work have to revolve their work at the weekend around yet another sporting event being held in our town and have to think ahead on how to cope. Gets annoying after a while... -Build up to the iron man means that you have to be really attentive and aware that the cyclists take over the skinny Broadlands Road without them keeping far left. -Rates payers do not get asked if these events are what we want our town turned into...I don't mind the Ironman, but the accumulation of ALL the events Taupo hosts can have an accumulative effect on the environment, which includes the people.
Everything else is put on hold. Traffic queues. Angry negative residents
Failure to inform council of profits and losses demand on the community to provide funding
Hard work for the organisers Hard slog for the participants Traffic hazards
Having to close State Highway 1
Holding up traffic
I don't have any.
I have no negative thoughts about the event, other than wishing we could change the weather pattern.
Increased traffic hazards but in saying that, it is very well organised. Congratulations to

organisers. Litter. People can be very unfair in this area. Just need to walk to nearest rubbish bin to discard waste...not throw it around which I have seen happen. Unpredictable weather patterns.
infrastructure can not handle it traffic sewerage water
It's a little bit more difficult to park, but how cares! Not us.
Main highway traffic is slowed down at times. More cyclists are training on Broadlands Road prior to the race.
Negative locals - especially those who are single minded and can only cope with their own thing and to hell with anyone else
Negative impacts such as traffic and road closures in the central business district.
No major negative impacts to mind
No negative impacts except the weather.
None (#10)
Not enough parking in town. Interrupts local traffic flow, some locals feel they have to leave Taupo for that weekend
Nothing
Nothing negative.
People living on the outskirts of town having difficulties getting into town.
People riding push bikes for over a week in advance of event with little or any regard for other road users, i.e. not using cycle lanes but riding beyond cycle lane onto road [even on state highway one]. Riding in clusters which produce a moving traffic block. Rubbish and sprayed writing on roads etc, cardboard signs nailed to all and sundry and left behind at end of advent. Should be picked up, removed by sweep crews.
Possibly Stressful for residents to carry on every day life
Poverty of local athletes. Marriage Break-Ups. People who think they are better than the average person because of the "Elite" word :-S.
Roadblocks traffic jams
Shortage of accommodation
Should NOT be called the Taupo Ironman but the N.Z. Ironman held in Taupo
Some businesses may lose business for a day, but then what is a day when you look at the money that is coming into the town and the publicity our town is getting. The rest of the year makes up for that day! Some people may get brassed off because of the hold ups, but then they want to try living in Auckland or Wellington when it happens daily just to get to work. We are very spoilt living in this great town.
Some disruption to the general public
Some traffic disruption
Takes up a lot of people's time, not sure how many volunteers are involved. Lots of extra people make town a good place to avoid for a couple of days. Roads used during the event restricted access, closed off. Pain in bum if want to get somewhere in a hurry.
Taking over of CBD. Traffic problems.
Taupo CBD cut off from arterial & collector roads and traffic congestion on the day, litter afterwards, arrogant cyclists riding in big bunches leading up to the day.
That it is supported by volunteers (Taupo residents) the council has to foot the bill to host the event not sure who makes a profit from the event, but don\'t think Taupo residents do.
The bottleneck situations that arise from closed streets, which is probably unavoidable.
The congestion of both traffic and pedestrians access to shops
The local moaners who object to everything x 3
The township completely shut off, as State Highway 1 runs straight through that, not good for the highway through traffic. There was no real contingency plan to advert fro what happened in that it was not really the iron man. Should have an alternative race day for factors beyond the organisers' control.

The traffic chaos along lakefront and in town
The traffic congestion before, and during.
Tourists not interested in the event could shy away. All the rubbish lying around afterwards.
Town is busy that day, interruptions to traffic
Traffic - both increased amount in town and disruption during the event
Traffic (#2)
Traffic build up
Traffic chaos, road closures
Traffic congestion
Traffic congestion (only limited though)
Traffic congestion on SH 1 for those who are travelling through the town en route to another destination.
Traffic congestion. 1.5 hours to drive a normal 15 minute trip on a state highway. Cannot get to the shops without great difficulty
Traffic congestion. Weather when it is out of your hands.
Traffic congestion road closures ignorant out of towners
Traffic cyclists
Traffic cyclists training on road leading up to Ironman
Traffic delays
Traffic delays mostly attributable to control gate bottleneck.
Traffic delays. Not enough police on point duty directing traffic. Open slather for thieves
Traffic delays on the day
Traffic delays. Another crowded weekend in Taupo.
Traffic detours and delays.
Traffic disruption in the lead-up with cyclists taking over the roads. Traffic disruption on the day of the race.
Traffic flow problems (I'm glad I had my baby week before Ironman).
Traffic hold up for thru traffic.
Traffic hold ups. Difficult to get about for locals
Traffic interruption; some business downturn due to road closures
Traffic issues, rubbish, burglaries
Traffic management especially through town. Grumps that find it all an invasion of the norm.
Traffic on the day is major problem for some people.
Traffic problems because of increased volume of traffic, inconsiderate cyclists out training and of course road closures on the day
Traffic problems. Difficult of access to downtown
Traffic snarl up. Can show up peoples impatience
Traffic woes - very frustrating to locals not involved in iron man how much benefit do we get as a community for the resources (voluntary and otherwise) that are poured into the Ironman by the community When the weather is crap and stages are cancelled - if not well organised it makes Taupo look crappy by association
Traffic! Grocery shopping!
Traffic. Location.
Volume of traffic

Appendix M: Improve IMNZ – Full List of Comments

Comments to Q12: improve experience of IMNZ
Allowing our younger people (7-15 year olds) more access to the elite athletes re. autographs, pep-talks, something to encourage them to become active in all sports that are in our area.
Alternative race day, better publication of access to and from town.
As most of the runners are still here plus their support groups we should have some Sunday morning entertainment.
Base it at Taupo's sporting venues [Owen Delaney Park] instead of the middle of town. Clean up after the event. Have practising cyclists obey road rules and show the courtesy that they in turn expect.
Better communication with spectators (I'm not referring to the issue with weather - that's unavoidable). But a P.A system with commentary along the route would be good as opposed to just at the Finish line. Programmes could be sold instead of given away so as to finance this.
Better traffic control prior to event, specially regarding cyclists on roads around Taupo
Better weather
Cannot think of one thing, as it is a well run event
Can't think of anything
Can't think of anything - Always exciting
Change course to avoid encircling Taupo CBD but still have SOME spectator areas close to town
Change location. To have it here is a privilege but...A sport dome e.g.: Owen Delany Park would/should be more suitable, don't you think?
Detour main flow of traffic during the event
Different categories - such as a team event - or country vs. country - just to make the placings more interesting.
Don't know - nothing
Ensure volunteers are looked after and "kept in the loop", somehow fix the bottleneck at the bridge.
Fix the traffic
Get the eastern bypass up and running
Get the ETA and another bridge so traffic can flow, that is the biggest nightmare, for all big event held here
Get the ETA up and running to reduce the traffic through town
Give Translink a big shove into doing something about the control gate bridge and Norman Smith St, area, we've only be waiting about 15 yrs!!
Give us good weather
Good as it is
Guarantee good weather
Happy to support it as it is
Help with organising maybe
Hopefully thru public awareness we will get more volunteers to help out
I feel you can take it all out 5 mile bay & set up out there. Taking the cycle lap away from main flow traffic away from town so people can get in & out of Taupo town. Runners to run into town & back to 5 mile bay - cycle back to Napier Taupo rd/kettle (I think). Invergarry/Crown/Miro/Broadlands left at Centennial/loop right logging truck rd/back to Broadlands/Reporoa. Back to Miro/Crown up to Napier Taupo/back down Napier Taupo/back to 5 mile bay. Clean up 5 mile bay lakeside. There is an empty paddock out there. Use it! Damn it! I am sure the bizz people of Taupo will not be happy about that. Esp the cafe's *sigh* oh well can't please them all huh.
I found the lack of information about start times and course layouts frustrating

I know many people were disappointed with it been shortened, there should of been plans ahead for it to be the following day!
I support the call to move more of it out of the town centre.
I think It's ok
I think more locals could make an effort and adjust their vehicle movements to support the competitors especially those on the course itself
I think the organisers do a wonderful job. I felt sorry for them with the freak weather this year.
I thoroughly enjoy it the way it is. It provides a sense of involvement and pride having the bulk of the race in the main part of town.
I was kept informed of events through Town Centre Taupo in the week leading up to Ironman e.g., Bike to work, parade of nations, various swim, running races. However unless local people are directly involved the general public does not get this information. Need to work closer with Taupo Times and local radio stations to create a higher level of awareness.
If weather extremely hot I would like to see a business person mingle amongst the people, selling parasols and sunscreen especially with babies and toddlers in mind. Some parents do not think about their little one sitting in a sweaty pushchair with the sun beaming down on them all day. Torture at its worst! Any ideas?
Keep all outside speakers functional so the supporters know what is happening
Keep an eye on the local paper but still found nothing about the course or times of starting.
Keep it here in Taupo
Like the year 2000 when they played that dramatic theme song (not pop music) through the park as the competitors walked down to the lake, that was awesome. It was countdown when that song played.
Locate it at Owen Delany Park
Lots of build up in local paper. Local businesses promoting event. Lots on radio before event. Mobile food and coffee cart for people watching. Giant TV screen showing what is going on out on the course.
Make sure there are no waves on the lake
Management making provision for a "lay" day in case of bad weather.
More foreign language speaking helpers better rubbish/clean up post race
More interaction with locals
More seating. More race progress reports at various locations.
Move it to another town. It Has Done Its Dash in Taupo. Just as it did its dash in Mission Bay, Auckland. Move it on!!! Give other parts of NZ some recognition for the hospitality and sights they can offer. Let their local bodies pay your fees for a change.
Move some of it out of the CBD. Perhaps utilise Owen Delany Park.
Move the bulk of the Iron man event out of the central part of the town.
My personal belief is that any inconvenience caused is well out weighed by the benefits so I am not really worried
Nicer weather
None (#8)
Not a lot really. It's well run. Some things that I would like to change with traffic management for next year - because of the role I play. We definitely need more barriers for pedestrian control on Tongariro St and lower Spa Rd. Too many near misses with people crossing willy nilly. Makes it hard for my marshals when people don't listen. A paper article would be a good plan that includes a map of road closures.
Not be involved and out of town
Not too fussed about all the fuss surrounding it so long as the council doesn't have to be out of pocket for the event (policing, healthcare, etc) and so the ratepayers have to pay for the event.
Nothing at all - the weather is out of our hands
Nothing because of the accumulative effect of congestion and crowds....nothing could

decrease these
Nothing really
Nothing that I can think of.
Nothing to improve.
Nothing, it is very well organised and covers all aspects of the event.
Nothing, It's a great event. (Well maybe knowing someone doing it so I can yell a bit louder!)
Nothing. I think the organisers do a fantastic job.
Obviously after this year's Ironman, we would want to have control over something, which we can't - the weather!!
Only the traffic - but it is just once a year!
Only the weather and you can't control that.
Perhaps the congestion of people and traffic could be reduced by moving marquees etc to Owen Delany Park?
Possibly be in Taupo
Put the bypass in so traffic isn't so much of an issue.
Re-route some of route organised
Realistically, not sure - but you could try by making them keep their cars out of town... just joking!
Recognise that traffic will be a problem with the sheer size of the event
Reduce traffic disruption
Regulate the weather
Relocate control point for finish away from town centre while retaining the swim/cycle transition on Domain and cycle/run one where it is. The community park in Horomatangi St would be good venue.
Shift it to Owen Delaney Park. After the swim, contestants can do their ride but finish at O.D.P where the run can start and finish. An ideal location as a carnival could run all day and all night with all manner of events and sideshows etc. That would free up the town and not aggravate the ratepayers as much. Those who want to be involved can do so without the rest having to have it rammed down their throats.
Start the Friday stage of registration and Ironman shop etc after 9.00 so it doesn't congest the traffic at the busiest time.
Stop the wind
Sunny calm days!!!
Take it to Auckland!
Taupo must have a by-pass. Being on state highway 1 means traffic is pretty heavy most weekends and events such as Ironman inevitably mean hold-ups.
The organisers could have a contingency plan formulated to avoid the disappointing outcome caused by this year's inclement weather. Their response and decision making appeared ad-hoc and disappointed participants and fans alike.
The weather! no, nothing really
Training of some marshals!
Very little, an alternative day may assist the athletes
Was a shame that there was not another alternative considered due to the weather, was not quite the same.
We need the By Pass to allow traffic to flow more freely
Went to web site to find out when runners would be likely to reach spectator spot. Couldn't find anything with even the course let alone the expected times on it. Internet site with this stuff on it that you can find would be good. Local radio coverage good if limited, maybe closer communication with radio station so listeners can get a feel for what's going on.
Would like to volunteer

Appendix N: Impact Statements – Full Table

Personal impact statements rating by respondents

Personal impact ratings %	(-3) Very negative	(-2) Negative	(-1) Somewhat negative	(0) No effect	(1) Somewhat positive	(2) Positive	(3) Very positive	n=	Mean
Local pride	1			18	16	13	52	110	1.9
Opportunity	5		4	15	13	14	50	111	1.7
Showcase	1			26	15	15	42	110	1.7
Economy	2		1	58	11	10	18	109	0.8
Maintenance	2	3		60	12	11	12	107	0.6
Public money	3	3	12	44	9	9	19	106	0.6
Costs & benefits	2		6	66	13	4	10	109	0.4
Behaviour	3		2	83	1	3	8	107	0.2
Environment	1	1	2	87	1	2	7	107	0.2
Disrupt lives	6	6	21	47	5	5	10	111	-0.1
Price increases	2	8	13	66	5	2	5	103	-0.1
Access facilities	6	5	15	60	4	2	7	110	-0.2

Community impact statements rating by respondents

Community impact ratings %	(-3) Very negative	(-2) Negative	(-1) Somewhat negative	(0) No effect	(1) Somewhat positive	(2) Positive	(3) Very positive	n=	Mean
Showcase			2	3	15	23	56	110	2.3
Local pride			2	6	15	19	57	110	2.2
Opportunity	2	2	5	4	8	31	49	110	2.0
Economy	1		1	3	8	16	27	110	2.0
Public money	3	1	18	10	23	14	31	109	1.2
Maintenance	3	1	5	36	15	12	21	102	0.9
Costs & benefits	3	5	13	16	24	17	17	105	0.8
Behaviour	2	1	5	63	8	5	10	104	0.4
Environment	1	3	6	70	7	2	5	105	0.1
Price increases	5	8	12	49	5	4	5	98	-0.2
Disrupt lives	7	6	41	21	12	5	7	110	-0.3
Access facilities	7	7	32	30	10	8	4	108	-0.3

Appendix O: Reliability Analysis

As a point of interest the scale was tested for internal consistency using Cronbach's Alpha, which measures the average correlations between all the items of the scale (Rodeghier & SPSS Inc., 1996). The scale items were divided into the benefits and costs as perceived by residents - the two underlying dimensions that they were measuring. Reliability analysis was then performed on each list of items. Cronbach's Alpha was high for both item lists; .893 and .834 for the positive and negative dimensions respectively, thus showing good internal consistency.

Perceived Benefits Item List

Reliability Statistics

Cronbach's Alpha	N of Items
.893	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Opportunity to attend interesting event	30.05	38.212	.714	.876
Good for Taupo economy	30.98	40.591	.680	.879
Increases local pride in Taupo	29.90	39.826	.771	.869
Showcases Taupo in a positive light	30.13	39.768	.751	.871
TDC good investment of money	31.24	39.124	.685	.880
Benefits distributed evenly across community	31.45	42.373	.732	.876
Better maintenance of facilities	31.21	43.822	.547	.894

Perceived Costs Item List

Reliability Statistics

Cronbach's Alpha	N of Items
.834	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Disrupts the lives of local residents	16.13	12.873	.553	.834
Restricts residents' access to facilities	16.17	12.241	.705	.780
Associated with disorderly behaviour	15.81	13.854	.670	.793
Negative environmental impact	15.85	14.508	.738	.785
Leads to some price increases	16.12	14.306	.587	.814

Appendix P: ANOVA Tables for Cluster Solutions

2 cluster solution ANOVA

	Cluster		Error		F	Sig.
	Mean Square	df	Mean Square	df		
Opportunity to attend interesting event	91.141	1	1.451	90	62.808	.000
Good for Taupo economy	53.028	1	1.313	90	40.381	.000
Increases local pride in Taupo	95.318	1	.724	90	131.677	.000
Showcases Taupo in a positive light	117.810	1	.520	90	226.354	.000
TDC good investment of money	67.208	1	1.588	90	42.325	.000
Disrupts the lives of local residents	43.571	1	1.427	90	30.543	.000
Benefits distributed evenly across community	26.674	1	.884	90	30.180	.000
Restricts residents' access to facilities	43.207	1	1.080	90	39.995	.000
Better maintenance of facilities	23.005	1	1.198	90	19.203	.000
Associated with disorderly behaviour	8.679	1	1.056	90	8.217	.005
Negative environmental impact	5.446	1	.827	90	6.587	.012
Leads to some price increases	6.764	1	1.082	90	6.253	.014

The F tests should be used only for descriptive purposes because the clusters have been chosen to maximize the differences among cases in different clusters. The observed significance levels are not corrected for this and thus cannot be interpreted as tests of the hypothesis that the cluster means are equal.

3 cluster solution ANOVA

|	Cluster		Error		F	Sig.
	Mean Square	df	Mean Square	df		
Opportunity to attend interesting event	80.977	2	1.185	108	68.358	.000
Good for Taupo economy	42.848	2	.942	106	45.480	.000
Increases local pride in Taupo	29.292	2	1.132	107	25.884	.000
Showcases Taupo in a positive light	34.862	2	1.157	107	30.139	.000
TDC good investment of money	60.657	2	1.208	103	50.214	.000
Disrupts the lives of local residents	43.330	2	1.404	108	30.866	.000
Benefits distributed evenly across community	31.530	2	.688	106	45.798	.000
Restricts residents' access to facilities	36.206	2	1.053	107	34.393	.000
Better maintenance of facilities	32.484	2	1.007	104	32.250	.000
Associated with disorderly behaviour	17.078	2	.807	104	21.169	.000
Negative environmental impact	8.585	2	.639	104	13.434	.000
Leads to some price increases	13.619	2	.926	100	14.709	.000

The F tests should be used only for descriptive purposes because the clusters have been chosen to maximize the differences among cases in different clusters. The observed significance levels are not corrected for this and thus cannot be interpreted as tests of the hypothesis that the cluster means are equal.

Appendix Q: Cluster Analysis on Five Variables

Percent of sample in cluster solutions

Cluster	2	3	4	5
1	67%	63%	7%	72%
2	33%	15%	12%	1%
3	-	22%	15%	12%
4	-	-	66%	7%
5	-	-	-	8%

Profile graph of three cluster solution
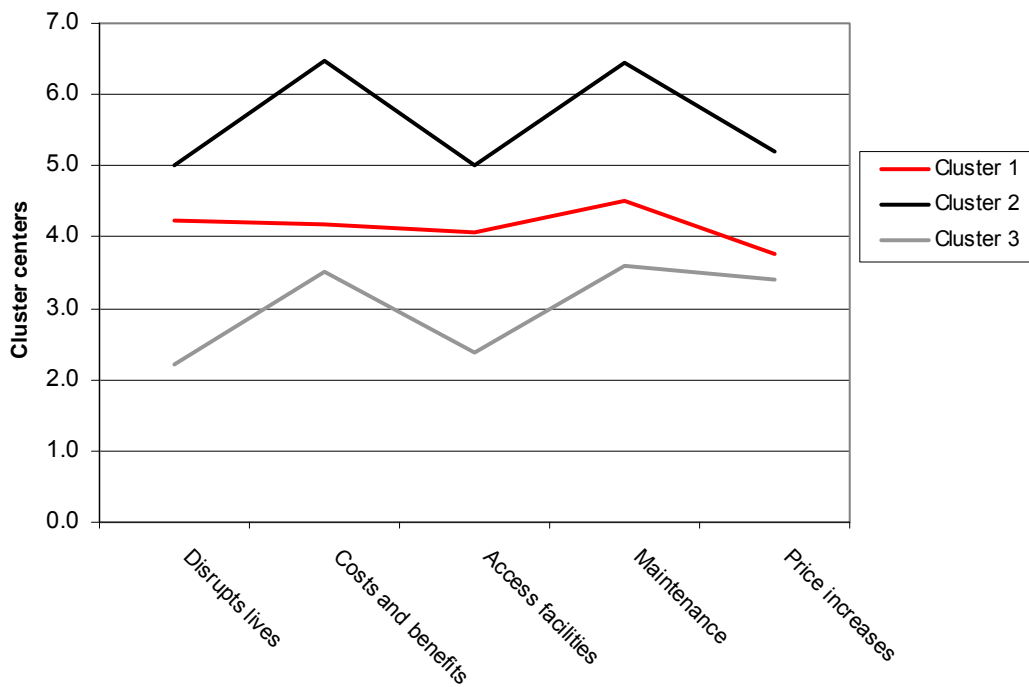
Cluster means and range for the three cluster solution

Means	Cluster 1 (n=70)	Cluster 2 (n=17)	Cluster 3 (n=24)
Disrupts the lives of local residents	4.2	5.0	2.2
Benefits distributed evenly across community	4.2	6.5	3.5
Restricts residents' access to facilities	4.1	5.0	2.4
Better maintenance of facilities	4.5	6.4	3.6
Leads to some price increases	3.8	5.2	3.4

Cluster	Mean	Range
Cluster 1	4.2	3.8-4.5
Cluster 2	5.6	5.0-6.5
Cluster 3	3.0	2.2-3.6

Appendix R: IMNZ Race Day Photos