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RESEARCH ARTICLE

Examining the Relationship between Residents' Level of Happiness and Supportiveness to Tourism Events: Winchester (UK) as a Case Study

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Abstract

Existing literature has explored the impacts of tourism events on destinations and on their residents as a one-way strategy. However, the direction of those impacts may have a reversal in terms of residents' supportiveness and level of happiness. Happiness and tourism are very topical at the moment and are still under-researched. Based on this notion, the main objective of this study was to investigate the relationship between residents' level of happiness and their supportiveness/non-supportiveness for tourism events. Primary data was collected using questionnaire and SPSS was utilised to run few descriptive analyses. The study reveals a different outcome; it is resilience of local residents that enable tourism events to grow and sustain the industry. The findings provide valuable insight on the relationship between residents' causes of satisfaction/dissatisfaction with tourism events and the impacts on their level of happiness. The information is helpful for Destination Management Organisations (DMOs) and event organisers for development of events that may be profitably marketed along with tourism. Happiness may therefore be used as a metric by DMOs to assess tourism performance.

Keywords

Resident's happiness, Tourism events, Relationship, Supportiveness, Winchester

Introduction

Events have always been an important and integral part of every society (Andrews and Leopold, 2013). They are part of the national identity of a group (Miller and McTavish, 2013; Bladen *et al.*, 2012; Foley *et al.*, 2012). In the tourism package, event (in the form of sports, games, cultural activities, awards, exhibitions, contests and awards *inter alia*) represents an important element, given its potential to enhance the attractiveness of the tourism offer (Gowreesunkar and Sotiriades, 2014). Event, as an entertainment activity, is also marketed to locals, with the idea of encouraging them to indulge in domestic tourism in order for them to break from their stressful routine environment (home and work) (Campistron, 2018). Events are therefore important motivators of tourism and if appropriately exploited, may strengthen the competitive advantage of a destination, given its potential to increase the volume of domestic and international tourists.

From another perspective, studies show that residents of tourism destinations are increasingly showing concern about their well-being and, economic benefits of tourism are less important than their happiness (Seraphin *et al.*, 2018; Gowreesunkar and Sotiriades, 2015). People are indeed spending more on recreation and wellness activities, and they are willing to spend on destinations which offer event and entertainment (see Bosshart & Macconi, 1998; Wolf, 1999; Loi, 2009). However, it is observed that existing literature discuss mainly the contribution of events and tourism to destinations and local residents from a political, economic and social point of view (Andrew and Leopold, 2013; Bladen *et al.*, 2018; Richard and Palmer, 2010). They present a one-way direction between event / tourism and impacts (positive and/or negative) on local communities, with events and tourism impacting on local communities.

In this paper, it is argued that, in many cases, the direction of impact or contribution of tourism events may go the other way round; the level of happiness of residents do impact on their supportiveness for tourism events; when locals are happy, they are interested to participate in tourism event and they demand for the product. As a result, the current study's main focus was based on one specific social impact - the happiness of locals interpreted by their satisfaction level with tourism events. Level of happiness with tourism and events are very topical at the moment, but it is still poorly researched (ex. Kim *et al.*, 2013) and in fact, there is a gap in the event industry research between academia and industry (Getz, 2007). With this as foundation, the paper's objective is formulated as follows: first, it attempts to identify the causes of residents' satisfaction/dissatisfaction with events and tourism; second, it seeks to investigate the impact of those satisfaction/dissatisfaction levels on their supportiveness for tourism events. To achieve the research objectives, Winchester (England), a rural event destination, is used as a case study.

The methodological approach for the study is based on quantitative research and is inspired from past research. An online questionnaire was chosen for convenience purpose and for the analysis of the data, SPSS software was chosen. From a practitioner point of view, the findings of this research might help the Winchester DMO (Destination Management Organisation) to review its approach in terms of tourism and events development. From an academic point of view, if the study successfully demonstrate that the level of happiness of the local residents can contribute to tourism event development, the present study will add to the existing body of knowledge. Findings of this study may be of interest to those involved in marketing and management of event tourism.

Contextual and Conceptual Framework: A Brief Overview

The Contribution of Events in Tourism Industry

Events are meaningful cultural resources that are often exploited in tourism (see Gowreesunkar and Sotiriades, 2015; Hugues and Allen, 2008). It is an area that contributes in the marketing of tourism and it attracts more visitors and the family segment. According to Bowdin, Allen, O'Toole, Harris and McDonnell (2010), events may be classified into types and category; the four common types of events are family, sport, cultural and business events and the four categories of events are hallmark, local or community, major and mega events. As such, a large number of organizations organize and promote special events to create a positive image of the place and bring in money to the local community. Event organizers have therefore realized the potential of this industry and therefore, often join themselves with the tourism industry in order to package the final offer. Events and tourism are both important for tourists and locals (Getz, 2008; Getz and Pike, 2016) and they both meet individuals and groups' needs. Additionally, events are a way for a group to demonstrate their values and celebrate their culture (O'Toole, 2011); preserve and renew cultural identities and practices (Bladen *et al.*, 2018).

In fact, many success stories in tourism are derived from event which is acknowledged as an important contributor in boosting tourism performance (see Getz, 2008; Carlsen, 2004; Bowdin et al, 2004). The evaluation of the events' impacts is therefore exceptionally important for sustaining tourism businesses and these can be carried out by the monitoring of economic and non-economic impacts. Studies (for example, Gowreesunkar and Sotiriades, 2015; Bosshart & Macconi, 1998; Wolf, 1999; Loi, 2009) show that people are now spending more on recreation and wellness activities , and they are willing to spend on destinations which offer event and entertainment. For instance, studies conducted by Seraphin, Ambaye and Gowreesunkar (2016) and Seraphin (2018) demonstrate that Haiti, as a destination

failed to reclaim its position as the 'Pearl of the Caribbean', as Destination Management Organisations (DMOs) of the country, so far, failed to address the basic human needs of its locals and overlooked the wellness and happiness factor of its residents while developing tourism. This observation is well supported by the claim that tourism has a Janus-faced character (Sanchez and Adams, 2008); every positive impact comes with a negative one, and this is again well supported in the work of Campistron (2018) and Leadbeater (2017) and Seraphin *et al.*(2018) who confirm that when on one side tourism benefits the economy and some of its stakeholders, on the other side, it also has some negative impacts on the quality of life of residents. It is important for governments to value equally the happiness of locals and visitors. It is therefore, the level of happiness of locals in Winchester that leads to satisfaction with events and tourism, and not the other way round. It is the resilience of local residents that enable events and tourism to grow and remain.

Contextual Framework

The contextual framework sets out the geographic limits of the study. Also, the impacts of an event or tourism can also have different impacts according to the context (Fox *et al.*, 2014). Results from the 2011 Census show that Winchester's population is 116,600 with a low rate of unemployment. Indeed, it is one of the 20% least deprived districts/unitary authorities in England. According to Public Health England, the health of people in Winchester is generally better than the England average. Life expectancy for both men and women is higher than the England average. People in Winchester scored 7.7 out of 10 in the happiness charts compiled by the Office of National Statistics, against a national average of 7.4 (Winchester [Online]). In Winchester, all types of events are represented. That said, most of them are either family or cultural events (Table 2). In terms of size, Winchester only hold local or community events (Table 2).

Conceptual Framework

Once the concepts have been identified, literature is used to establish the relationships between them. The third step is to operationalize the concepts, in other words, turn them into items that can be measured or observed. Finally, once operationalized, the concept becomes a variable. In the case of quantitative research, hypothesis or research question can be developed afterwards (Fox *et al.*, 2014).

▪ Concept 1 - Dialogical self

During many years, in the western world, a 'person' was defined by the sense of being the same person during the course of time. In other words, being a single and unique person, different from others. The self is considered nowadays as

multiple. Individual have multiplicity of the self within our own person. The self changes according to the audience, context and therefore needs to be understood and analysed as a social and linguistic negotiation (Hermans, 2003; Salgado and Hermans, 2005). In the context of tourism, the self changes depending on the roles assumed. For instance, as a tourist, an individual will explore a destination, but the same individual will not really explore his own living environment, as a resident of a given place. Equally interesting, his concern will be different as compared to a tourist who spends a temporary period of time at the destination. Despite knowing the explorative characteristic of a tourist, the resident behave differently when a tourist visits his residential area. Salgado and Hermans (2005, p. 3) explained that: 'the self is considered nowadays as multiple, varied, changeable, sometimes as chameleon that changes along with the context, sometimes as a double-faced Janus with opposite sides'. The dialogism self-theory, is in line with the multiple self as this theory supports the fact that 'human meanings are created within and by relationships. Nobody exists alone. In fact, every human being is, from the very beginning, involved in a relational and communicational process' (Salgado and Hermans, 2005, p. 8). Finally, Salgado and Hermans (2005) also added that the other may function as another *I,* in that case it becomes an alter ego, who is exactly like me (ego) but also be someone else (alter). Creating the identity is about uniting diversity, and this is considered as a challenge and it is not an easy task (Salgado and Hermans, 2005). Based on the above, visitors should be an integral part of who the locals and their place of residence are. Is it the case in Winchester? It is important that visitors are not considered as 'alien'. In psychology, the absence of reconciliation between the *I* is called schizophrenia, in other words a 'collapse of the dialogical self' (Hermans, 2003, p. 110). The creation of a dialogical space, where the two parties meet and find common direction (Hermans, 2003) becomes very important. Does this space exist in Winchester?

- Concept 2 – Quality of Life / Happiness

Quality of Life (QOL) and well-being are interchangeable terms (SDRN, 2005). Community well-being refers to: 'the quality of life and level of sustain ability as viewed by the members of that community (…) that shape the way people think and act, as well as their relationships with others in their community' (Akinyi, 2015, p. 71). Still according to Akinyi (2015), the determinants of community well-being are based on social equity (connected, accessible, and friendly community); cultural vitality (culturally rich and diverse city; strong identity, history and sense of place); economic prosperity (dynamic and thriving centre for businesses and services) and finally, environmental sustainability (leader in environmental sustainability). Does tourism and/or events contribute to social equity, cultural vitality, economic prosperity and environmental sustainability in Winchester? According to Seraphin (2018), government should also focus on ensuring their populations' happiness when

developing their tourism strategies/plans. Seraphin (2018), also added that meeting the needs of local residents should be equally important as meeting the needs of visitors to ensure a strong tourism sector, as they are both key stakeholders for the sustainability of the tourism industry. This point of view is further supported by Gholipour *et al.* (2016). Likewise, the study of Seraphin (2018) on Aruba also confirms the positive impact of Arubans' happiness on the performance of the destination, so much so that Aruba was classified in the group of leading destinations of the Caribbean: The 'Big 6' (Seraphin *et al.*, 2018). However, a further study of Seraphin (2018) revealed that since the locals in Haiti (another Caribbean island) are still facing unfavourable living conditions, there is no incentive to attract tourists and it is one of the less visited destinations of the Caribbean. Seraphin (2018) also added that the population is not supportive of the tourism industry. Indeed, following the announcement by the president of the country that fuel prices would raise, mass protests erupted. Hundreds of tourists found themselves trapped in hotels. There was even an attempt by rioters to set fire to Royal Oasis Hotel, Haiti's first premier and international acclaimed hotel.

▪   Concept 3 – Tourism Events and Residents' Happiness in the Co-integration and Causality Theories

Based on Johansen (1988) test of cointegration and Granger test of causality (1988), Dupont (2009), explained that there is one-way direction between poverty reduction, economic growth and tourism development. It is the reduction of poverty and economic growth that are leading to tourism development and not the other way round. Based on empirical evidences, the paper argues that level of happiness of locals in Winchester may lead to satisfaction with events and tourism, and not the other way round. In other words, tourism development and organisations of events are not the cause for the level of happiness of the locals. The level of resilience of the locals in Winchester, is a sine qua non condition that enforces their support to both events and tourism due to their already existing level of happiness.

Research Framework: Modelling

The research framework (Figure 1) has been designed using the information provided in section 2, of this research paper.
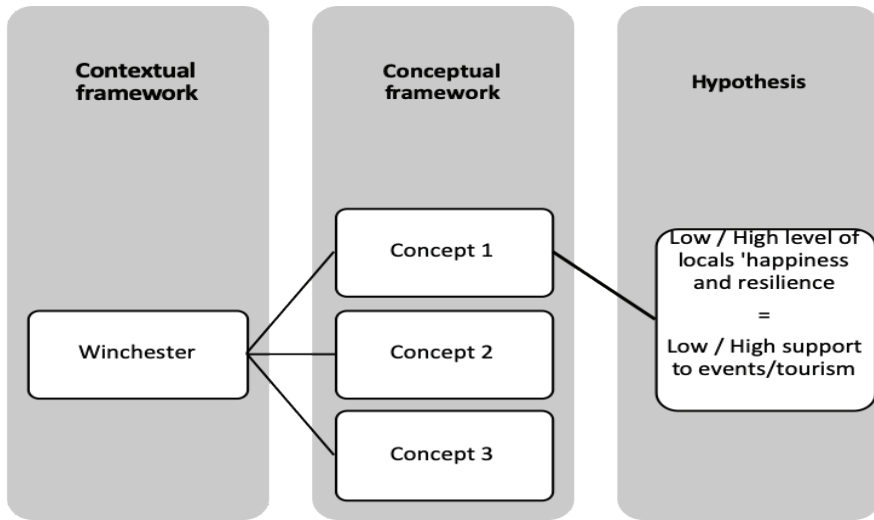
Figure1. Research framework.
Source: The authors

Methodology

Since empirical studies how that residents of tourism destinations are increasingly showing concern about their well-being rather than economic benefits of tourism, the current study sought to investigate the relationship between happiness of residents (measured by their satisfaction/dissatisfaction levels) and their supportiveness for tourism events in Winchester For this study, a qualitative approach was preferred due to the soft nature of the research – happiness of locals. Denzin and Lincoln (2005) argue that qualitative methods normally focus on people's lived experiences and have the ability to help researchers understand the meanings people bring to them. Therefore, from a purely ontological perspective, investigating local's happiness ideally requires the use of qualitative research methods. While aligning with the philosophy of qualitative research method, this particular study somewhat deviated from qualitative and chose to design an online questionnaire to collect the data. The reason behind the choice was that it was less costly, practical and easily accessible to Winchester citizens. A questionnaire (Appendix 1) was therefore developed based on literature reviewed. Specific questions on quality of life, tourism development, types of events, participation in tourism events, opinion on events and quality of life of locals, impact of events, and suggestions for improvement were included to investigate perception of locals on the relationship between event, tourism and their quality of life (and indirectly their happiness).

The questionnaire was sent to locals in Winchester via social media (Facebook groups; LinkedIn, Twitter, WinchesterBID newsletter. To answer the questions, the

people surveyed had to use a Likert scale going from 1 (completely disagree) and 5 (completely agree) (ex. Croasmun and Ostrom, 2011). The data collected (in the month of March 2018) were analysed using SPSS software (descriptive analysis). In this research only 3 different sets of questions were considered: (1) A set of questions where the respondents were asked whether or not they consider themselves happy in general in life (2) the second set of questions respondents were asked to evaluate the impacts of events on their quality of life (3) in the 3rd set of questions analysed, respondents were asked to rank some statements regarding events.

The results of the survey are based on 396 (valid) responses obtained from 400 questionnaires. This was considered as a reasonable sample while taking into account Winchester's population (116.000 habitants, from the latest Census (Winchester.gov. uk [Online])). Most of the people who responded to the survey were female, belong to 45-54 age class (27.0%), with children. Table 1, provides detailed information on the respondents. The following section provides the results of the survey.

Table 1
Level of Happiness of Locals in Winchester (UK)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	1.0	1.0	1.0
A happy person	371	93.7	93.7	94.7
Not a very happy person	21	5.3	5.3	100.0
Total	396	100.0	100.0	

Source: The authors

Results

According to Rivera et al., (2015), wellbeing is a multidimensional concept and refers to objective conditions (for example: health, education or income), as well as subjective perception of those conditions. For this reason, wellbeing was directly measured asking respondents their satisfaction, using a modified subjective happiness scale (Croes et al., 2017), which is measured, in this study, by five items. Two items ask respondents to characterize themselves respect their happiness. The other three items present brief statements about happiness and unhappiness, asking respondents their level of agreement.The results of our survey (Table 2) shows that the vast majority of the respondents consider themselves to be happy.

Table 2

Descriptive Analysis of Happiness/Events in Winchester (UK)

	N	Minimum	Maximum	Mean	Std. Deviation
Arts (e.g. Hat Fair, Winchester Festival, Winchester Mayfest, Winchester School of Art Degree Show, Winchester Speakers Festival, Woolly Hat Fair)	392	1	5	4.02	1.085
Sports (e.g. Winchester Community Games, Winchester Criterium and Cyclefest)	389	1	5	3.59	1.072
Science (e.g. Winchester Science Festival)	387	1	5	3.69	1.021
Music (e.g. Alresford Music Festival, Boomtown, Graze Festival, Winchester Chamber Music Festival, Winchester Jazz Festival)	389	1	5	3.86	1.164
Literature (e.g. Winchester Poetry Festival, Winchester Writers Festival)	390	1	5	3.55	1.083
Food and drink (e.g. Ginchester, Hampshire Food Festival, Harvest Festival, Winchester Beer and Cider Festival, Winchester Cheese and Chilli Festival, , Winchester Cocktail Week, Wine Festival Winchester)	390	1	5	4.02	1.002
Horticulture (e.g. Winchester Cathedral's Festival of Flowers)	390	1	5	3.56	1.051
History (e.g. Heritage Open Days)	386	1	5	3.91	1.020
Film (e.g. Winchester Short Film Festival)	390	1	5	3.33	1.093
Fashion (e.g. Winchester Fashion Week)	391	1	5	3.20	1.136
Comedy (e.g. Winchester Comedy Festival, Winchestival)	392	1	5	3.65	1.072
Christmas (e.g. Winchester Christmas Lights Switch On, Winchester Christmas Lantern Parade, Winchester Christmas Market and Ice Rink,)	392	1	5	4.03	1.079
Children's (e.g. Children of Winchester Festival)	387	1	5	3.53	1.031
Architecture (e.g. Winchester Cathedral's Stonemasonry Festival)	391	1	5	3.61	1.066
Valid N (listwise)	368				

Source: The authors

Another element of reflection is the resident perception of the events contribute to the local community enjoyment of life. Table 3 reveals that the local residents are supportive of events being held in their city. The less popular type of events in Winchester scored a mean of 3.20 (events based on Fashion). As for the most popular type of events, they scored 4.03 (events related to Christmas). In general, there is a high level of agreement between the residents' respect to the positive economic effect of events in Winchester (Table 4). Vice versa is not at the same level the valuation about tourism.

Table 3
Tourism Development in Winchester Disrupts My Life

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	93	23.5	23.7	23.7
	2	128	32.3	32.7	56.4
	3	90	22.7	23.0	79.3
	4	58	14.6	14.8	94.1
	5	23	5.8	5.9	100.0
	Total	392	99.0	100.0	
Missing	System	4	1.0		
Total		396	100.0		

Source: The authors

Table 4
I See Tourists in Winchester As Intruders

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	212	53.5	54.2	54.2
	2	97	24.5	24.8	79.0
	3	55	13.9	14.1	93.1
	4	19	4.8	4.9	98.0
	5	8	2.0	2.0	100.0
	Total	391	98.7	100.0	
Missing	System	5	1.3		
Total		396	100.0		

Source: The authors

Finally, the findings also show residents' feeling regarding tourism event development through three statement based on the impact of tourism on quality of life (Ridderstaat et al., 2016): 'Tourism brings more investment opportunities to Winchester's economy', 'Tourism creates a variety of jobs in Winchester' and 'Tourism preserves my community's culture'. The reason of these statement is related to the needs to understand in depth the feeling of the residents respect to some of the direct effects of the tourism presence (investment and job) and one of the externalities (the corruption of the identity). The results shows that there is a wide agreement on tourism local effect in Winchester. Most of the respondents voiced their concerns regarding the economic impact of tourism based on investments (76% as sum of agree (42%) and completely agree (35%)) and jobs (67% a sum of agree (34%) and completely agree (+33%)).

Despite this wide agreement on positive effects of tourism, there is a little part of the respondents who shows some doubts regarding the influence of tourism in front of the local culture. As to the statement: 'Tourism preserves my community's culture', 16% (12.2% + 3.8%) of the respondents see tourists as a threat to the community.

To analyse in depth, the relationship between happiness, tourism and events, some correlations between one of the more general variable that express happiness (I consider myself A happy/unhappy person) and questions about tourism pressure and social variables (presence of children, gender and age) are developed. In particular, to value the ties that exist between the variables was used Kendall's tau-b, a nonparametric measure of association for ordinal or ranked variables. The measure of association reveals that a relation between the condition of unhappiness and the perception of a negative - or weak - effects of the tourism development in Winchester. If social variables of respondents are considered, results show that the unhappy people are young and the without children.

Table 5
Tourism Growth in Winchester Has Taken Advantage of The Community

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	104	26.3	26.7	26.7
	2	92	23.2	23.7	50.4
	3	136	34.3	35.0	85.3
	4	45	11.4	11.6	96.9
	5	12	3.0	3.1	100.0
	Total	389	98.2	100.0	
Missing	System	7	1.8		
Total		396	100.0		

Source: The authors

Table 2 reveals that local residents in Winchester are in general happy people. Table 3 and 4, reveals that the local residents are supportive of events being held in their city. As for figure 3 reveals that the local residents are supportive of tourism and events development in their city. Finally, Table 5 shows that the residents whom express an unhappy conditions are critical in front of the tourism effects and respect to the organization of the events in Winchester. Considering the less information about socioeconomic characteristics, the unhappy residents are younger and without children, while the variable 'gender' is not related with the happiness condition.

Based on the results, it would be plausible to suggest that when local residents are generally happy in their daily life, they are more resilient to issues related to tourism and events, and are therefore very supportive of development (tourism and events) in their city. Our results support the fact that it is important for governments to value equally the happiness of locals and visitors. It is therefore, the level of happiness of locals in Winchester that leads to satisfaction with events and tourism, and not the other way round. Additionally, it is important to foster real encounter between hosts and guests. 'The recognition that the interaction between the main actors involved in the production and consumption of urban spaces is an essential factor contributing to the co-creation of new urban localities and 'active' tourism experiences' (Tiberguhien, 2017: 102). The following sections of this research, will identify and understand the factors that cause residents' dissatisfaction with tourism events.

Discussion and Analysis

Reverse Psychology / Deductive Approach

Tourism is acknowledged to be an industry having potential to bring considerable satisfaction to the locals if wisely planned and managed; it can boost the socio-economic condition of a destination if locals are integrated in the decision making process (Fenich, 2007; Getz, 2007;). In contrast, a study conducted on the impacts of tourism events on the city of Pietarsaari, locals showed that although hosting a tourism can be of economic benefit to a host community, there are also instances where it ends up costing the host community more in the long run (Etiosa, 2012). Factors like infrastructural breakdown, solid waste disposal after large scale events have been held in a community or other forms of environmental pollution caused by the events to the community, can cost the community a lot. These factors have in past time acted like a stumbling block towards the achievement of the desired result by the host community and therefore caused significant dissatisfaction with the hosting of a tourism event even if those events are part of the community's norm (Kolb, 2006; Etiosa, 2012). Similar to the Petarsaari case study, in the present context, if a reverse stand is adopted, the residents' dissatisfaction with events and tourism, could be listed as follow:

- They do not feel integrated in the organisation, planning and delivery
- They do not feel represented by the events and form of tourism developed
- They might not be native born of the area, therefore do not understand the purpose, nature and importance of either activity
- They are part of deprived area and are on low income, therefore have other concerns that the sustainability of tourism and events
- They have a poor health and therefore do not enjoy neither tourism or events
- They do not believe that others (visitors) contribute to their own development
- They perceive more negative impacts than positive in the organisation of events and tourism development (like waste production; infrastructural breakdown; etc).

In general, residents voicing their dissatisfaction with events and tourism are consumers at the base of the pyramid. They belong to the poorest economic group (Sanchez-Barrios *et al.*, 2015). Extended literature, Kim *et al.* (2013, p. 537) stated that '…when residents perceive the positive economic, social, and cultural impact of tourism, satisfaction with related life domains (sense of material, community, and emotional well-being) increases too. However, when residents perceive the negative environmental impact of tourism, their sense of health and safety decreases as a result'. Basically, those not benefiting from events or tourism could be considered as not supportive. Sanchez-Fernandez, Alvarez-Bassi and Cardona (2018), explain that cultural loss, environmental deterioration and saturation as a results of activities like

tourism or events are reasons why locals are voicing their dissatisfaction regarding enjoyment of public spaces.

The Consumers at the Base of the Pyramid As the 'Opponent' of Tourism and Events

In general, studies always try to understand the motivations of those (visitors and/or locals) taking parts to events (Fotiadis *et al.*, 2018; Slak Valek, 2018). Research is not focusing on those (visitors and/or locals) who are not. They are equally important because, if motivation is likely to bring satisfaction (Fotiadis *et al.*, 2018), non-motivation is likely to bring complaints, poor performance. In the present case, locals who are not supportive of local events and tourism development, are not likely to be welcoming with visitors, what might affect the image, therefore performance of the destination. Host community receptiveness to both visitors and tourism development play an important role in attracting and pleasing visitors and this has been acknowledged in the work of Andriotis (2005), Sirakaya and Choi (2005), Wang and Pfister (2008), and Gowreesunkar et al (2011).For instance, when we know that 'tourists are demanding more unique experiences in making their destination choice, and the interaction with locals can shape these unique experiences, we tend to involve locals in the process. The willingness to interact depends on how the locals perceive the impact of tourism on their happiness and satisfaction with life' (Croes *et al.*, 2017, p. 5). Our view that the dissatisfied with the development of tourism and events should be taken into in consideration and their concern addressed is to some extent supported by Gunn and Var (2002) and Edgell et al. (2008) both cited in Draper *et al.* (2011, p. 65), who argued that: 'local planning and management must go beyond just those who directly benefit by being in the tourism business (…).

For sustainable tourism, the business community should seek input from local residents so they can voice their concerns and preferences regarding tourism development and planning'. Furthermore, service design toward the well-being of consumers (in our case, local residents that are dissatisfied with events and tourism development in Winchester), should be engaging, inclusive and acknowledge social standing. Such practice can positively impact on well-being of the target (Sanchez-Barrios *et al.*, 2015). This is very important for Winchester because 16% of respondents considering that Tourism don't preserve the community culture, and 31% is not agree respect the statement "I am satisfied with the manner in which tourism development and planning in Winchester is currently taking place". These are both significant percentage (even if they represent the minority).

Gentrification and the 'Venice Syndrome'

For the consumers at the base of the pyramid, gentrification - defined as a process of socio-spatial changes, where the rehabilitation of residential properties

situated in popular or traditional neighbourhoods for residents with high financial capacity or for tourists, leading to the consumers at the base of the pyramid to move somewhere else (Mendes, 2014) – could also explain this lack of interest and even antagonism for tourism and events development. Gentrification is to be related to the 'Venice syndrome'. Over tourism in Venice has led to the emergence of a new term, the 'Venice Syndrome' 'often used to refer to the phenomena of tourism saturation and the exodus of local residents to the surrounding urban centres' (Milano, 2017, p. 3).

The negative perception of events and tourism by some member of the local community can be put under the umbrella of negative social impacts. More specifically, the negative perception is due to personal frustration: 'This is the extent to which individual members of a community feel personally impacted by an event. Residents affected in this way feel that they are less important than event attendees during the event period and may therefore be resentful towards the event itself' (Bladen *et al.*, 2018, p. 383). For Bladen *et al.* (2012), social impacts, therefore the level of frustration should be a metric to evaluate the performance of an event.

Despite the negative social impacts of events and tourism , cities can't afford not to have events or tourism. Taking the case of events, Richard and Palmer (2010) explained that events contribute to the competitiveness of cities particularly in the context of globalisation where destinations are competing against each other. Richard and Palmer (2010, pp. 2-3) added that: 'The creation and promotion of events (…) have become a critical component of urban development strategy across the globe (…). Cultural events have become central to processes of urban development and revitalisation (…). That said, it becomes obvious that a sustainable tourism and event management strategy is needed. This approach contributes to a balance of benefits for both residents and visitors (Edgell and Swanson, 2013).

Winchester As A Resilient Destination

'Developing city resilience has been an international focus in the past decades' (Basurto-Cedeno & Pennington-Gray, 2016: 149). The topic of this research is fully part of this international focus. Systems and individuals are exposed to a variety of crises (either social, ecological or economic) that can threaten their existence. Resilience is all about the ability of the systems and / or individuals to resist those threats (Pechlaner, Zacher, Eckert & Petersik, 2018). Systems and individuals have different level of resilience (Pechlaner, Zacher, Eckert & Petersik, 2018). The economic success of an area over a long period of time contributes to the resilience of this area (Pechlaner et al, 2018). From a tourism point of view, the resilience of a destination is determined by the general acceptance of tourism by the locals, but also by the positive image of the DMO among the locals (Pechlaner et al, 2018).

For Basurto-Cedeno and Pennington-Gray (2016), resilience is about the ability of a destination to return to its previous condition after a crisis or shock.

The results of the survey carried in Winchester revealed that local residents in Winchester are overall happy people. The survey also revealed that the locals are overall happy with the DMO. Indeed, to the questions:

'I am satisfied with the manner in which tourism development and planning in Winchester is currently taking place', 40% of the respondents scored 3 on the likert scale (1 = completely disagree; 5 = completely agree) which is the highest score.

'Tourism development is done with the best interests of Winchester and environment in mind' 36% of the respondents scored 3 on the likert scale (1 = completely disagree; 5 = completely agree) which is also the highest score.

The above results are also supported by Table 3 and 5.

On that basis, Winchester could be said to be a resilient city toward events and tourism. The level of happiness of the locals has turned into a form of resilience that make them more tolerant toward the negative impact of tourism and events. That said, the less endowed members of the local community are not supportive of neither activity. Also, considering the literature review, it may be concluded that in Winchester the level of support to tourism and events, in other words, the level of resilience, is pro rata of the socio-economic background of the locals. The locals at the base of the pyramid by voicing their concern regarding tourism are overall voicing their frustration with life in general that turned into a form of antagonism toward visitors. To some extent, the findings of tis research paper is in line with Pechlaner et al (2018) who argued that the resilience of a region is related to the economic situation of that particular region. It is very important for the local DMO not to ignore the 'opponent' to tourism and events because they are part of the community and as such a stakeholder of the tourism and event industry. The performance of the destination relies on them as well.

The nature of the tourism developed in Winchester (SIT) as well as the type of events (family based) held in the city can also explain the overall level of resilience of the city. Taking the example of Indianapolis, Gullion, Hji-Avgoustis, Fu and Lee (2015), explained that the development of cultural tourism (SIT) in the city contributed to the overall happiness of the local community. That was evidenced by the opening of new businesses and more people move to the area.

Conclusion

In the case of well-off destinations (like Winchester) dissatisfaction with events and tourism, come from the less endowed members of the community. Most of the time it

is due to social reasons (they have other concerns that the sustainability of tourism and events; they do not enjoy neither tourism or events; they do not believe that visitors contribute to their own development); political or management reasons (they do not feel involved in what is going on in the community; they perceive more negative impacts than positive in the organisation of events and tourism development); cultural reasons (they do not feel represented by the events and form of tourism developed; they do not understand the purpose, nature and importance of either activity). But overall, in well-off destinations (like Winchester), the level of support to tourism and events is quite high overall. This is due to the fact that the level of resilience, is pro rata of the socio-economic background of the locals. The nature of the tourism developed as well as the type of events (family and cultural local community events) held in the destination also contribute to the overall level of resilience.

The findings also reveal that the happiness of residents should systematically be used as a metric by DMO to assess their performance. For local residents, the economic impacts of tourism are less important than their happiness (Seraphin *et al.*, 2018). Failure for DMO to take into consideration happiness / quality of life as a metric for assessment of performance might lead on the long term to issues like tourismphobia and anti-tourism movements. It is important that DMOs conduct research on the perception of locals on tourism events as studies (Candrea and Ispas, 2010; McCabe, 2006) show that that locals' perceptions of events are shaped and dictated by their expectations and this impact on their happiness and in turn, receptiveness to welcome such events in the future.

Given that the decision to host tourism events is a condition closely tied to the domestic policies of destinations, residents' political perspectives also do play an important part in their propensity to support tourism events. DMOs need therefore be pro-active and innovative in their approach of destination management. The local political context need to be studied along with marketing conditions in order to bring out the desired results of tourism event hosting. 'Destination management is, therefore the glue that hold together a variety of interdependent, co-existing partners, which collectively make the destination superior to the sum of its individual, independent parts' (Semley &Bellingham, 2018: 49).

In terms of addition to literature, existing research presented a one-way direction between event / tourism and impacts (positive and/or negative) on local communities, with events and tourism impacting on local communities. The present findings show that in some cases, the direction of the impact or contribution goes the other way round. It is the resilience of local residents that enable events and tourism to grow and remain. From an academic point of view, the findings have demonstrated that the level of happiness of the local residents can mitigate their dissatisfaction with the

tourism industry if they derive satisfaction from events, which is part of the tourism industry. It also implies that there is a one-way direction between local residents' happiness and the development of the tourism industry and events organisation. Namely, that it is the level of happiness of locals that leads to satisfaction with events and tourism, and not the other way round, in other words, the satisfaction with events and tourism leading to improving the level of happiness of local residents.

However, it is also important to highlight that happiness may also be related to many other factors for some residents. For instance, residents who are economically weak might still associate happiness with economic gain. As a result, this situation represents a limitation to the study, as it cannot be deduced that happiness is more important than economic gain for all residents. Destination Management Organisations (DMOs) and other national bodies, should therefore conduct some analyses of residents' supportiveness to tourism and give priority to foster local residents' happiness (where necessary) before planning tourism events. This view is supported by Dupont (2009) who used the co-integration and causality theory, but also by Seraphin *et al.* (2016), based on the Blakeley Model. This research paper is therefore contributing to the meta-literature in the area. Last but not least, there is absolutely no research paper on tourism and events based on Winchester (UK). Future research may look into the possibility of replicating the study in other destinations facing issues regarding resident's supportiveness and tourism event developments.

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