LOCAL AUTHORITY PLANNING PROVISION FOR EVENT MANAGEMENT IN IRELAND: A SOCIO-CULTURAL PERSPECTIVE

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ABSTRACT. The increasing popularity of the event sector in Ireland has resulted in many community events being developed and marketed to international and domestic tourists alike. This growth has had an effect on host communities in a positive and negative manner. This paper assesses the current levels of Local Authority socio-cultural planning provision and guidelines for event management in Ireland. To achieve this, a content analysis approach was used to illustrate which Local Authorities in the Republic of Ireland employed socio-cultural tools and indicators for event management. Accordingly, analysis revealed a lack of Local Authority socio-cultural planning guidelines or policies for event management. However, this offers and opportunity to be improved by implementing and applying best practice indicators in socio-cultural policies and guidelines for event management in Ireland.

Keywords: Event Planning, Event Management, Socio-cultural Impacts, Guidelines, Local Authorities, Ireland

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INTRODUCTION

Much research has focused on the economic impacts of events (Janeczko, Mules & Ritchie, 2002; Gursoy, Kim & Uysal, 2004; Baade, Matheson & Baumann, 2005; Miller, 2007; Mair & Whitford, 2013; Liu, 2013; Holmes, Hughes, Mair & Carlsen, 2015). This is not surprising considering events are an important mechanism for enhancing tourism and economic development in their regions (Fredaline, Jago & Deery, 2006; Arcodia & Whitford, 2008; Getz, 2008; Quinn, 2009; Dwyer & Spurr, 2011)). In contrast to this, the socio-cultural impacts of events have received little academic attention (Fredaline, Jago & Deery, 2006; Ali-Knight, Fyall, Robertson, Ladkin, 2008; Quinn, 2009; Finkel, McGillivray, McPherson, & Robinson, 2013; Ziakas, 2014). This is supported by Reid (2004) who highlights the social and cultural consequences of tourism and events are often overlooked in favor of the economic advantages. However in recent years, a growing body of research on the socio-cultural impacts of events has emerged due to the positive and negative impacts on host communities caused as a result of events (Delamere, Wankel & Hinch, 2001; Pugh & Wood, 2004; Small, Edwards & Sheridan, 2005; Fredaline, Jago & Deery, 2006; Wood, 2009; Sharpley & Stone, 2011; Nunkoo & Ramkissoon, 2011; Mair & Whitford, 2013). These impacts can have detrimental

implications on the society and culture of host locations. As such, the need to address the socio-cultural impacts of events has become a focal point for academics, event organisers, policy makers and Local Authority planners in recent years.

The complexity of the relationship between events and host communities is significant. From a positive perspective, events can play a significant role in the lives of communities by enhancing the local community image, maintaining community values and as a vehicle for improving social relationships (Tassiopoulos, 2005). For this reason, communities have begun to realise the benefits that can be derived from hosting an event (Raj & Musgrave 2009; Nunkoo & Ramkissoon, 2011; Etiosa, 2012). As a result of this, destinations and communities are increasingly using events as a means of income generation (Raj & Musgrave, 2009; Raj, Walters, Rashid, 2013; Page & Connell, 2014), infrastructure development (Baumann & Matheson, 2013; Wamblach, Aicher, Riordan, Paule-Koba & Newland, 2015), community rejuvenation (Malfas & Theodoraki, & Houlihan 2004; Richards, de Brito & Wilks, 2013), cultural preservation (Raj & Musgrave, 2009; Jepson & Clarke, 2010), civic cohesion and pride (Wood, 2006; Small, 2007; Raj & Musgrave, 2009; Holmes, Hughes, Mair & Carlsen, 2015), and community satisfaction (Nunkoo & Ramkissoon, 2011). Therefore events contribute a great deal to communities and essentially bring many benefits to a destination. Further to this, events are not only beneficial from a societal perspective; they also have the ability to contribute positively to the economy and the environment (Janeczko, Mules & Ritchie, 2002; David, 2009). However there is a growing recognition of the existence of negative economic, environmental and socio-cultural impacts that are often overlooked (Muhanna, 2006; Reid, 2007; Hornsby, 2011). As such, the socio-cultural consequences created as a result of hosting an event can implicitly affect the sustainability outcomes of a destination and now command increasing attention.

The socio-cultural consequences of events include traffic congestion, crime, vandalism, property damage, overcrowding, littering, and noise (Andereck & Voght, 2000; Gursoy & Rutherford, 2004; Weaver, 2006; Nunkoo & Ramkissoon, 2011) to mention a few. Such tourism developments can lead to a loss of cultural values and identity, access issues and an inequality of wealth between host communities and tourists (Weaver & Opperman, 2000; Fredaline, Jago & Deery, 2006). This essentially has direct implications on the community quality of life, social satisfaction, attitudes, beliefs and values of host community lifestyles (Reid, 2007). As such, the socio-cultural impacts of events require a planning and management approach (Sharpley & Stone, 2011) to ultimately manage and mitigate the negative consequences, which have a profound effect on host communities. This can be achieved through the provision of a Local Authority planning mechanism such as policies and guidelines. Such policies and guidelines are essential in sustaining the future growth and development of the event industry and preserving traditional cultures and values for societies. However an understanding of host community perspectives on the impacts of event and the role Local Authorities play in planning for the socio-cultural impacts of events is first required and is essential in planning, managing and sustaining the quality and longevity of the event industry in Ireland.

Thus in essence, the purpose of this paper is to essentially assess the level of Local Authority planning provision and guidelines for the socio-cultural impacts of event management in the Republic of Ireland. This Irish study is discussed in the context of current national legislation and current theory to provide an up to date assessment on the social and cultural planning priorities of Local Authority planning for events in Ireland. The application of a content analysis approach allowed the authors to clearly illustrate, which of the 32 Local Authorities and city councils assessed, provided socio-cultural planning tools and indicators for event management. This paper presents a contribution to knowledge by painting a picture of the current state of socio-cultural planning by Local Authorities for event management in Ireland. This up to date assessment facilitates an opportunity for further longitudinal research in the area.

HOST COMMUNITY PERSPECTIVES ON EVENTS

The socio-cultural impacts of events are essentially the outcomes (both positive and negative) of an event (Wale, Robinson & Dickson, 2010). They refer to how the host community perceives the impacts of events (Delamere, Wankel & Hinch, 2001; Small, Edwards & Sheridan, 2005; Fredaline, Mules & Ritchie, 2006). It has been noted that communities will be likely to support tourism activities and the development of tourism activities when there are perceived benefits (Nunkoo & Ramkissoon, 2011; Dredge & Whitford, 2011). However communities are unlikely to support tourism development when there is a negative relationship with the perceived costs of such developments (Dwyer & Forsyth, 2009; Nunkoo & Ramkissoon, 2011). Consequently, it has been noted that the socio-cultural costs of hosting events can far outweigh their net benefit (Dwyer & Forsyth, 2009) and can occur in many areas of hosting events and are evident on both an individual and a community level (Delamere, Wankel & Hinch, 2001). These impacts can be diverse and widespread throughout the community (Hall & Hodges, 1996) and can adversely affect the lives of host communities (Andereck & Nyaupane, 2010). Subsequently it can ultimately affect the overall community support for tourism developments. As a result of this, an understanding of how host communities perceive the benefits and costs of events is critical in enabling local government to effectively plan for the socio-cultural impacts of events.

SOCIO-CULTURAL IMPACTS OF EVENTS

The increasing attention commanded by the socio-cultural impacts of events cannot be underestimated or ignored. Planning for the socio-cultural impacts of events requires the consideration of potential socio-cultural changes on the host community (Small, Edwards & Sheridan, 2005; Etiosa, 2012). It has been noted previously that resident support is essentially based on their evaluation of the benefits and costs resulting from the industry (Andereck et al, 2005). For this reason, a focus on the socio-cultural impacts of events is essential in planning for event management. This task may fall to relevant stakeholders associated with planning and licensing events such as Local Authority planners. Importantly, the generation of socio-cultural benefits and costs of events are inevitable at

all events, regardless of event size or scale. They can have a profound effect on the community (Delamere, 2001) and are now widely recognised, as is the need to measure these impacts in non-economic terms (Wood, 2006). The socio-cultural benefits of events can include, shared experiences, revitalized traditions, community pride, increased community participation, expanded cultural perspectives, improved quality of life, enhanced destination image, support for infrastructure amenities, higher standard of living, increased leisure opportunities, increased access to goods and services, local employment and decreased social inequalities (Wood, 2005; Fredaline, Jago & Deery, 2006; Nunkoo & Ramkissoon, 2011; Richards, de Brito & Wilks, 2013). These benefits are significant in bringing increased levels of positivity for developing tourism in a community. However, more significantly, the community quality of life can be adversely affected (Quinn, 2009) in a negative manner by the staging of events. Negative consequences on host communities can result in community alienation, negative community image, bad behavior, substance abuse, social dislocation, increased social inequality and conflicts, unequal distribution of benefits, crime and vandalism, disruption to lifestyle, crowding, noise, traffic congestion, pollution, loss of identity, displacement of residents and price inflation (Weaver & Opperman, 2000; Dwyer et al, 2000; Wood, 2005; Fredaline, Jago & Deery, 2006; Small, 2007; Dwyer & Forsyth, 2009; Nunkoo & Ramkissoon, 2011). Such social consequences will lead to resident dissatisfaction unless appropriately managed (Fredaline, Deery & Jago, 2006). This highlights the importance of planning for the socio-cultural impacts of events within Local Authorities. Therefore the management of these impacts is critical in achieving sustainability in events (Richards, de Brito & Wilks, 2013) and can have a remarkable influence on the success or failure of events (Richards, de Brito & Wilks, 2013). For this reason the socio-cultural impacts of events must be a key factor of consideration in planning and managing events.

LOCAL AUTHORITY SOCIO-CULTURAL PLANNING

Research into the impacts of events has focused substantially on the economic benefits that events bring to a community, a region or a nation (Deery & Jago, 2010). This may be partially related to the economic reliance on tourism activities such as events. However the increasing growth of the event sector calls for a shift in research to now prioritise the socio-cultural impacts of events on host communities, which have become more prevalent. This is significant in an Irish context where the popularity of the event industry has increased dramatically in previous years. Currently the event sector in Ireland is worth over €450m in tourism revenue to the Irish economy (DTTAS, 2012). As well as this, their popularity now attracts over 300,000 overseas holidaymakers to Ireland each year (Ring, 2012; Fáilte Ireland, 2014). For this reason, events have become an important motivator of tourism (Getz, 2008) and an effective enhancer of destination image (Ritchie, 1984; Hall, 1992). As a result of this, they now figure prominently in the development and marketing plans of most destinations (Getz, 2008). However this popularity of events has evoked strong positive and negative reactions from community residents (Waitt, 2003; Jackson, 2008) who are essentially impacted by the event industry. As such negative social impacts can undermine the key positive impacts that

events can deliver for a host community (Deery & Jago, 2010) and can lead to community hostility towards the development of tourism activities such as events (Kregg, 2001; Prayag, Hosany, Nunkoo & Alders, 2012; Bahee, Pisani & Shavakh, 2014). Nevertheless the success of tourism development depends on the active support and participation of the local population (Gursoy & Rutherford, 2004) and Local Authority planners. Therefore an understanding of the socio-cultural impacts of events in Local Authority planning is important in obtaining and maintaining community support to deliver benefits to local communities while minimising socio-cultural costs. Furthermore an understanding of the socio-cultural impacts in planning is critical in developing policies and guidelines for the planning and management of sustaining and enhancing the quality and longevity of the event industry in Ireland.

Local Authorities play a crucial role in licensing events under the planning and development act 2000 and 2010. From a societal perspective, this act outlines the importance of ensuring events are planned and organised in a way that minimises harm for event stakeholders including the host community (Department of the Environment, Community and Local Government, 2013). This significant Local Authority commitment towards festivals and events ensures they are planned causing minimum destruction to host community lives. Additionally, under the Planning and Development Act 2000 and 2010, Local Authorities in Ireland are legally required to develop County Development Plans, and tourism strategies which include objectives for 'the integration of planning and sustainable development of the area with the consideration of social, community and cultural requirements of the area and its population,' (Department of Environment, Heritage and Local Government, 2007). Subsequent to this, they are responsible for managing and preserving the heritage and cultural assets of destinations (Department of Arts, Heritage and Gaeltacht, 2014). This outlines the significant importance of the role Local Authorities should play in socio-cultural planning for a destination. Accordingly, the role of Local Authorities in the provision of planning for event impacts is of critical importance in achieving sustainability in event management in Ireland. In particular, due to the increasing growth of festivals and events in the developed world, Local Authorities are now increasingly supporting this development within communities (Pugh & Wood, 2004; Wood, 2009; Raj, Walters & Rashid, 2013). As such, their role has become fundamental to the provision of leisure and tourism facilities as they provide an extensive range of services (Pugh & Wood, 2004). Such services include infrastructure development, planning, building control, car parks, signage, roads, water supply and sewage, waste management, welfare, health, recreation and amenities. These services all have a relative closeness to local communities. However the public service provision of entertainment, culture and arts traditionally remains a non-mandatory requirement (Borrett, 1999). Yet, public planners and decision makers encourage tourism because it brings benefits to the community (Fredaline, Jago & Deery, 2006). In fact, Local Authorities have begun to use events within their region to achieve a diverse range of economic and social objectives in a community (Wood, 2005). Therefore it is vital that Local Authorities take socio-cultural factors into consideration in tourism development decisions when planning for sustainability in the industry. This may be achieved with the incorporation of socio-cultural factors in the development of effective policies and

guidelines by Local Authorities which can aid the implementation of sustainability in socio-cultural planning for event management. Furthermore it can facilitate the maximization of benefits to society while minimising the generation of negative socio-cultural costs. This process facilitated through Local Authority planning can increase the overall socio-cultural sustainability of event management in Ireland. However to do this requires the incorporation of best practice tools and indicators within Local Authority planning.

TOOLS AND INDICATORS TO AID SOCIO-CULTURAL PLANNING

Planning for sustainability in tourism activities has been a focal point for academics, decision makers and government at regional and local level for a number of years. This has resulted in the development of a number of sustainable planning tools, guidelines, aims and indicators. These management instruments include the UNEP/UNWTO 12 aims of sustainable tourism (2005), the Global Sustainable Tourism Criteria (2013), the European Tourism Indicator System (2013) and the DIT ACHIEV model of sustainable tourism management (2007). The 12 aims of sustainable tourism are a set of aims used in tourism planning, management and monitoring processes which can provide accurate results for decision making in local government (WTO & Ministry of Tourism and Environment, 2007). From a socio-cultural context, they incorporate socio-cultural aims such as visitor fulfillment, local control, community wellbeing and cultural richness. These aims can be used to develop policies for more sustainable tourism, in particular more socio-cultural sustainable events. They were initially developed to provide governments with guidance and a framework for the development of policies for sustainable tourism (UNEP/UNWTO, 2005) and were based around two principles. The first principle minimises negative impacts on society, the economy and the environment while the second principle maximizes tourisms positive contribution to local economies and the conservation of natural and cultural heritage as well as the quality of life of hosts and visitors.

The Global Sustainable Tourism Criteria is a tool for managing sustainability in tourism. It promotes the widespread adoption of global sustainable tourism standards to ensure the tourism industry considers to drive conservation and poverty alleviation. It also promotes the use of socio-cultural sustainability in tourism to maximize benefits to communities, visitors and cultures while minimising negative impacts. Overall it strives to achieve best practice in sustainable tourism by adopting universal sustainable tourism principles (Global Sustainable Tourism Council, 2013). The European Tourism Indicator System measures performance and monitors results while enhancing sustainability performance (EC, 2015). It identifies areas of improvement while managing risks effectively and creates benchmarks for performance. Importantly, it encourages tourism development that balances economic, environmental and socio-cultural impacts while ensuring the longevity of the tourism industry. It can be used by Local Authorities to obtain improved data for informed policy decision-making.

The DIT ACHIEV Model of sustainable tourism indicators (a tools for sustainable event management) is a management system developed for an Irish context. This model

focuses on ensuring a sustainable future for Irish tourism. The key fields of interest in this model involve community and visitors therefore it is highly focused on socio-cultural aspects of tourism. This model also aims to attract stakeholder involvement in tourism planning and development (Griffin, Morrissey & Flanagan, 2010). These four tools are useful and reliable tools for policy makers as they offer an opportunity to measure, monitor and assess the socio-cultural impacts of events. Moreover, they can be applied in legislation for the development of planning policies and guidelines for event management. For this reason, the adoption and utilization of such tools and indicator systems within Local Authority planning provision can aid the implementation and regulation of sustainable planning for the socio-cultural impacts of events. Hence the consideration of these tools in socio-cultural planning can facilitate a balance between the costs and benefits of events and facilitate the success and longevity of the event industry in Ireland. These aims and indicator sets were incorporated into the content analysis tool to assess, which Local Authorities, if any were utilising or compliant with such management systems.

RESEARCH METHOD

The purpose of this current study was to assess the level of planning provision for the socio-cultural impacts of events at a local level throughout the Republic of Ireland. Local Authorities in Ireland have a legal remit under the planning and development act 2000 and 2010 to plan for the socio-cultural, environmental and economic development in their respective regions. This is significant since hosting events implicitly impact societies. Therefore the provision of planning for events taking into consideration socio-cultural impacts is essential in achieving sustainability and planning outcomes and objectives.

Research Instrument

To achieve the aim of this research, a content analysis approach was applied to assess and highlight the variations and gaps on the level of Local Authority planning provision for socio-cultural concerns of event management in Ireland. The content analysis approach incorporated the principle guidelines, tools and indicators from theory and international best practice. The content analysis approach was the primary quantitative analysis tool as it represents quantification on a limited scale and is still anchored in the quantitative research paradigm. This approach may be considered a kind of reliability of the measures and a validation of eventual findings (Sellitz et al, 1967). Therefore quantification in content analysis tends to emphasise the procedures of analysis (Berg, 2007). Additionally quantitative research tools take an analytical approach to understand a number of controlled variables. Therefore tourism researchers are increasingly using content analysis as a means of critical investigation when faced with textual forms of data like written documents such as tourism strategies, polices and guidelines. In particular, this approach allowed for a valuable cross representation of results in relation to the provision of socio-cultural planning for event management by Local Authorities in Ireland. Moreover it highlighted the planning priorities of socio-cultural guidelines implemented for event management by Local Authorities.

Criteria Assessed

The analysis centered on 31 criteria based on existing theory. The framework below was informed and developed using principles from the UNEP/UNWTO 12 aims of sustainable tourism, the Global Sustainable Tourism Criteria, the European Tourism Indicator System and the DIT ACHIEV model of sustainable tourism management. The variables assessed are shown in table 1 below.

Table 1

Summary of criteria for assessing the socio-cultural sustainability of Event Management by Local Authorities

Assessment Criteria
Local Authority generic planning guidelines for event management provided
Local Authority socio-cultural planning guidelines for event management provided
Local Authority event socio-cultural policy in County Development Plan (CDP)
Guidelines for minimising negative impacts to Local Community
Guidelines for maximizing positive benefits to Local Community
Guidelines for supporting community development
Guidelines for protecting community image
Guidelines for protecting community quality of life
Guidelines for community participation
Guidelines for Local Employment
Guidelines for the provision of basic services
Guidelines for public rights of way and local access
Guidelines for protection of historic sites
Guidelines for the protection and enhancement of Local Identity
Guidelines for the incorporation of culture
Guidelines for Crime and vandalism
Guidelines for Crowding
Guidelines for Noise
Guidelines for Traffic congestion
Guidelines for persons with mobility impairments
Guidelines for Intellectual and cultural property rights considered
Socio-cultural planning guidelines complaint with UNWTO 12 aims of sustainable tourism 2005
Guidelines for social equity
Guidelines for local prosperity
Guidelines for visitor fulfillment
Guidelines for Local control
Guidelines for community wellbeing
Guidelines for cultural richness
Socio-cultural planning guidelines complaint with DIT-ACHIEV Model 2007
Socio-cultural planning guidelines complaint with GSTC 2013
Socio-cultural planning guidelines complaint with ETIS 2013

Source: adapted from (UNEP/UNWTO, 2005; GSTC, 2007; EC, 2013; Griffin et al, 2007).

The above criteria are critical aspects of importance, which need to be integrated within Local Authority planning processes. These variables were incorporated into the content analysis approach and the variables assessed are discussed in light of relevant theory.

Sample

In order to achieve a nationwide perspective on the levels of socio-cultural planning for event management by Local Authorities, the authors identified and analysed 32 Local Authorities and city councils using the above criteria. This sample was chosen carefully to allow for a constant comparison and analysis of Local Authority planning. The current system of Local Government in the republic of Ireland comprises of 31 Local Authorities. There are 26 Local Authorities responsible for Local Government in twenty-four geographical counties including the County of Dublin. County Dublin has 3 Local Authorities – South Dublin County Council, Dun Laoghaire-Rathdown County Council and Fingal County Council. There are 2 City and County Councils who are responsible for Local Government in Limerick (Limerick City and County Council) and Waterford (Waterford City and County Council). Also there are three City Councils and they are responsible for Local Government in the cities of Dublin, Cork and Galway. This study focuses on the 31 Local Authorities, however, one Local Authority "Tipperary" is separated into "Tipperary North" and "Tipperary South" Local Authorities. Therefore 32 Local Authorities are assessed in total.

Analysis

To facilitate the constant comparison of results throughout the research process and to highlight the variations between Local Authorities, data was inputted into a content analysis tool. This procedure allowed the authors to identify the level of socio-cultural sustainability provided by Local Authorities for event management. The findings provided a valuable insight into the provision of socio-cultural guidelines for event management by Local Authorities. An example matrix of the content analysis framework is outlined below.

Table 2
Example of matrix for assessing Local Authority Guidelines

Local Authority (LA) Provision of Socio-Cultural (S/C) Planning Guidelines (G)																															
Criteria assessed within LA guidelines	CW	CN	CE	CK	Cc	DL	D	SD	Dr	F	G	Gc	KE	KK	KY	LS	LM	LK	LD	L	MH	MO	MN	O	R	S	Ts	Tn	Wd	WH	WX	WW
LA events supported in 2013	33	47	64	34	22	41	22	12	26	23	62	29	32	27	46	20	29	58	31	36	35	112	29	37	53	47	31	28	56	36	48	27
LA Generic Planning guidelines provided							x				x							x		x												
LA S/C planning guidelines provided																																
LA event S/C Policy provision in CDP																																
G for protecting community image																																
G for community development																																

As can be seen above, the first and last letter of the County they represent abbreviates the Local Authorities displayed in the matrix. For example, "LK" abbreviates the first and last letter of County Limerick. Table 2 clearly highlights how Local Authorities varied on the categories assessed. For Example, County Limerick had 58 events funded by Local Authorities in 2013 and had provided generic planning guidelines. Furthermore, of those who provided generic planning guidelines, some incorporated socio-cultural planning within these guidelines. However no Local Authority provided independent socio-cultural planning guidelines. The comparison of results is discussed in the context of current theory.

RESULTS AND DISCUSSION

This study provided a nationwide perspective on the levels of socio-cultural planning provided by Local Authorities in Ireland. Local Authorities are legally required to license events and ensure events are planned in a way that minimises harm for event stakeholders including the local community (Department of the Environment, Community and Local Government, 2010). A content analysis approach enabled the authors to investigate the relationship between Local Authorities, events and host communities. More importantly, it allowed the authors to examine the Local Authority provision of national planning guidelines for the socio-cultural impacts associated with events. To determine the specific levels of socio-cultural planning for event management, every Local Authority and city councils in the republic of Ireland was assessed. This determined which Local Authorities adopted and utilised socio-cultural planning guidelines for event management. The results are illustrated in table 3 below.

Table 3
Local Authority provision of Socio-Cultural Guidelines

Local Authority (LA) Provision of Socio-cultural Planning Guidelines (S/CPG)																																
Criteria assessed within LA guidelines	CW	CN	CE	CK	Cc	DL	D	SD	Dr	F	G	Gc	KE	KK	KY	LS	LM	LK	LD	L	MH	MO	MN	O	R	S	Ts	Tn	Wo	WH	WX	WW
LA events supported in 2013	33	47	64	34	22	41	22	12	26	23	62	29	32	27	46	20	29	58	31	36	35	112	29	37	53	47	31	28	56	36	48	27
LA Generic Planning guidelines provided							x					x						x		x												
LA S/C planning guidelines provided																																
LA event S/C Policy provision in CDP																																
Minimising negative impacts to Local Community (LC)																																
Maximizing positive benefits to LC																																
Supporting community development																																
Protecting community image																																
Protecting community quality of life																																
Community participation																																
Local Employment																																
The provision of basic services																																
Public rights of way and local access																																
Protection of historic sites																																
Protection and enhancement of Local Identity																																
Incorporation of culture																																
Intellectual and cultural property rights																																
Crime and vandalism																																
Crowding							x											x		x												
Noise							x											x		x												
Traffic congestion							x											x		x												
Persons with mobility impairments							x											x		x												
G complaint with UNWTO 12 aims of sustainable tourism																																
G for social equity																																
G for local prosperity																																
G for visitor fulfillment																																
G for Local control																																
G for community wellbeing																																
G for cultural richness																																
G complaint with DIT-ACHIEV Model 2007																																
G complaint with GSTC 2013																																
G complaint with ETIS 2013																																

Analysis revealed the extensive overall lack of Local Authority planning provision of guidelines for the socio-cultural impacts of events. The variation of results, shown above, illustrates that socio-cultural planning for event management have not been embraced by Local Authorities in Ireland. Firstly the research examined how many, if any Local Authorities provided generic planning guidelines for event management in Ireland. Generic planning guidelines provide a baseline for incorporating and prioritizing significant areas necessary for planning events. They also outline the requirements of reviewing specific areas deemed important in event management (Health Service Executive, 2013). Results revealed just 4 out of 32 Local Authorities provided generic planning guidelines for event management. This is significantly low considering events have become a vital sector to the Irish economy. As such, the need for planning

guidelines to facilitate sustainability in the event sector and ensure its longevity is a necessity.

Following this, the research set out to determine how many, if any Local Authorities provided planning guidelines specifically for the socio-cultural impacts of events. Socio cultural guidelines are needed to ensure community views and perceptions of the impacts of events are taken into consideration (Burdge & Vanclay, 1996; Fredaline, Deery & Jago, 2006). The consideration of socio-cultural concerns can help mitigate community hostility (Kregg, 2001; Pederson, 2002). Moreover the socio cultural guidelines can take into consideration the socio-cultural benefits and costs of events (Vanclay, 2003) and provide a baseline for their management as well as aid good practice in planning. It has been noted that public planners need sustainable information about relative costs and benefits in order to make informed decisions (Fredaline, Jago & Deery, 2006). Therefore the provision of socio-cultural guidelines by Local Authorities in Ireland cannot be underestimated. Moreover, the integration of host guest relationships are seen as fundamental to any sustainable planning approach (Sharpley, 2014). Therefore planning for socio-cultural impacts is essential in facilitating community support when planning for event management. However no guidelines have been consistently applied to cater for socio-cultural issues of event management. This clear lack of planning provision is extremely concerning considering events in Ireland are held in communities throughout Ireland and are therefore essentially impacting communities. For this reason, the provision of socio-cultural guidelines for event management should be given precedence in legislation for Local Authority planning in Ireland. As such the development of socio-cultural guidelines for event management should be a key planning priority for Local Authority nationwide in Ireland.

Additionally, the policy provision of socio-cultural concerns for event management in County Development Plans (CDP's) was assessed. CDP's are intended to provide a strategic framework and policy context for all planning decisions in Ireland (Department of the Environment Heritage and Local Government, 2007). The development, provision and implementation of CDP's are legally required by Local Authorities nationwide and are a priority in national legislation. They set out strategies for proper planning and sustainable development of the planning authorities region through objectives included in the plan for a six year period. Also, they cover specific industries such as the tourism industry and its counterparts such as events and take into consideration host communities and how planning and developments affect host communities. Interestingly results revealed no Local Authority provided an event socio-cultural policy in CDP's in Ireland. Therefore the importance of implementing policies for the socio-cultural impacts of events have not been recognised within Local Authority planning in Ireland. Yet policies for socio-cultural impacts should be adopted and utilised by Local Authorities for event management in Ireland now that the popularity of the event sector has become increasingly substantial. Likewise, socio-cultural planning should be a priority within strategies and policies for event management and should be implemented and regulated in national legislation also.

Upon clarifying the provision of guidelines by Local Authorities, factors within these guidelines were assessed to highlight which indicators were given priority in Local

Authority planning for event management. Initially, the authors assessed which Local Authorities provided guidelines for minimising negative impacts and maximizing benefits to the local community. This examination revealed no Local Authority had provided planning guidelines, which focus on maximizing the benefits and minimising costs to local communities. However tourism activities at national and local level are reliant on host communities (Burns & Sofield, 2001; Choi & Sirakaya, 2006; Saufi, O'Brien & Wilkins, 2013). Therefore planning and maximizing the socio-cultural benefits to communities can contribute to sustainable community development (Anstrand, 2006), which can facilitate an improved community image. This can also encourage community support for community tourism developments. Moreover it can facilitate community participation (Hockert, 2009), which can contribute to community pride and satisfaction. Additionally maximizing socio-cultural benefits at national and local level can act as vehicle for economic development (Johnson, 2010) and can contribute to job creation. Furthermore, minimising the costs of events is a crucial aspect in planning for hosting events. The socio-cultural costs of events have been identified within the theory and can have significant implications for the host community. Therefore the consideration of these costs is required in sustaining the longevity of the event sector. Thus the need to minimise costs is essential in securing continued community participation in tourism related activities. Hence the development of guidelines can aid socio-cultural planning in event management by maximizing benefits to local communities while minimising costs.

Subsequently, Local Authority planning was assessed to highlight the priority of various indicators in Local Authority planning provision of guidelines. These indicators included supporting community development, protecting community image, protecting community quality of life, community participation and local employment. These indicators are critical factors in socio-cultural planning since communities are essentially impacted by the hosting of events (Raj & Musgrave, 2009; Etiosa, 2012; Esmaeil Zaei & Esmaeil Zaei, 2013). Yet, interestingly, no Local Authority provided planning guidelines for any of the above issues. However these factors require consideration in planning for event management whether it is in generic planning guidelines or socio-cultural planning guidelines. In fact, a core element of tourism development is to encourage local community participation, as it is central to the sustainability of the tourism industry (Maganda, Sirima & Ezra, 2012). Therefore support for community development by Local Authorities and community residents is critical in developing tourism in any given destination. However the negative impacts of community tourism development such as events can cause dramatic changes in communities as well as generate crime, vandalism and increased litter generation (Delamere, 2001; Small, 2007; Nunkoo & Ramkissoon, 2011). Therefore protecting the community image and quality of life is vital in socio-cultural planning for events (Ruhanen & Whitford, 2011). Further to this, protecting the community quality of life is imperative in preserving community values and the cultural heritage of the community. Similarly, protecting the community image is a key concern for community members and Local Authority planners when hosting events (Pugh & Wood, 2004; Nunkoo & Ramkissoon, 2011; Etiosa, 2012). Equally, hosting events can bring many positive benefits to a destination in terms of employment opportunities for

local communities (Janeczko, Mules & Ritchie, 2002; Ashley, De Brine, Lehr & Wilde, 2007; Robinson, 2009; Raj, Walters & Rashid, 2013). Therefore hosting events in communities and planning for socio-cultural aspects should include the provision of local employment opportunities. This in turn can have positive outcomes in terms of community support and participation. Overall, there is a clear need to provide planning guidelines and policies on the above concerns.

Furthermore this paper assessed the provision of basic services, public rights of way and local access, the protection of historic sites, the protection and enhancement of local identity, the incorporation of culture and intellectual and cultural property rights within Local Authority planning guidelines. Results revealed no Local Authority prioritised any of these factors in Local Authority planning for event management. Again, it seems socio-cultural planning seems to not be recognised in Local Authorities in Ireland. Yet, the importance of the provision of basic services such as water and access (Van der Wagen & White, 2010) for example is a critical requirement for host communities considering usage and consumption at events is immense. Additionally, protecting historic sites and local identity is key to the cultural heritage of communities therefore should also be managed to preserve community values and beliefs.

The relationship between socio cultural costs and events has been well documented in this research. For this reason, the key socio-cultural issues of crime and vandalism, crowding, noise, traffic congestion and persons with mobility impairments were assessed to determine which Local Authorities were planning for such concerns. Results highlighted that three Local Authorities out of the 32 assessed, provided planning guidelines within the generic planning guidelines for issues of crowding, noise, traffic congestion and persons with mobility impairments. However crime and vandalism was not included in Local Authority planning. As a result of hosting events, the generation of crowds is inevitable which implicitly has an effect on host communities (Fredaline, Deery & Jago, 2006; Small, 2007; NTLOKO & Swart, 2008). This in turn has a knock on effect on noise levels and traffic congestion which impacts host community members (Yeoman, Robertson, McMahon-Beattie, Smith & Backer, 2015; Holmes, Hughes & Mair, 2015). For this reason, Local Authorities have key responsibilities for traffic management at events (Callanan & Keogan, 2003) and ensuring crowd safety at events. Therefore the integration of socio-cultural planning in Local Authority planning processes are essential in achieving sustainability in planning for event management in Ireland and sustaining the quality of the event sector.

Finally guidelines were assessed to establish which Local Authorities if any were compliant with best practice standards such as the UNWTO/UNEP 12 aims of sustainable tourism, the GSTC, the ETIS and the DIT ACHIEV model of sustainable tourism management. The UNWTO 12 aims of sustainable tourism were assessed on factors such as social equity, local prosperity, visitor fulfillment, local control, community wellbeing and cultural richness. The examination of compliance with these four tools from the content analysis approach discovered no Local Authority in Ireland were compliant with any indicators of these tools. However applying such indicators in guidelines and policies for socio-cultural concerns of events would be beneficial in aiding sustainability in event management in Ireland while maximizing benefits and minimising costs to local

communities. Overall the findings from this study have found an overall lack of planning by Local Authorities. Significantly no Local Authority addressed socio-cultural impacts and concerns associated with event management. Therefore the impacts caused as a result of hosting an event to host communities have not been prioritized in national legislative planning for event management in Ireland. This low adoption rate is increasingly worrying for the longevity and support of the event sector in Ireland. Therefore the need for nationwide improvements in relation to socio-cultural planning for event management is essential and is now required and clearly commanded. As such the development of adequate planning guidelines and policies are required to facilitate changes in Local Authority planning for socio-cultural concerns. Moreover the adoption and utilization of guidelines and policies implemented within Local Authorities can facilitate socio-cultural cultural planning in event management.

CONCLUSION

This paper has examined the problematic relationship in relation to Local Authority planning and the socio-cultural issues associated with event management in Ireland. Research has shown that hosting events greatly impacts host communities. As such, the costs and benefits of hosting events for host communities have been well documented in this research, as was the need to measure socio-cultural planning within Local Authorities. The findings revealed that just four Local Authorities provided generic planning guidelines for event management. However the quality of the generic planning guidelines in accommodating socio-cultural concerns is increasingly worrying.

Furthermore analysis revealed a total lack of adequate policies and guidelines, which focus on socio-cultural concerns in place within Local Authorities to manage and mitigate socio-cultural impacts associated with the event industry in Ireland. Therefore socio-cultural planning for event management has clearly not been realised in Local Authority planning in Ireland. This suggests that socio-cultural issues need to be prioritised by Local Authorities when planning and putting guidelines in place for event management. In addition to this, results highlighted that no guidelines sufficiently reflected any international best practice standards such as the UNEP/UNWTO 12 aims of sustainable tourism, the GSTC or the ETIS. More significantly no guidelines reflected the DIT ACHIEV model, which was developed for an Irish context. Consequently this has highlighted the disregard of socio-cultural planning by Local Authorities in the Republic of Ireland. Moreover it has highlighted the importance and the necessity of developing Local Authority planning policies and guidelines to reflect international best practice standards for event management. This may contribute to sustaining the success and popularity of the event sector in Ireland. Hence there is a clear demand for socio-cultural planning for event management to now be prioritised in legislative Local Authority planning in Ireland.

In essence, Local Authorities have acknowledged the benefits of events to achieve a diverse range of objectives. However they do not realise the need to incorporate socio-cultural objectives into development policies or guidelines. As such, the need for nationwide improvements in relation to sociocultural planning is crucial. Yet, while

socio-cultural planning in Local Authorities is concerning, it offers an opportunity for current practice to be improved by implementing, applying and utilising best practice indicators in socio-cultural policies and guidelines for event management in Ireland. This may achieve the maximization of socio-cultural benefits while minimising socio-cultural costs when planning for event management. Importantly Local Authorities have a legal requirement to ensure socio-cultural concerns are catered for to protect and preserve the quality of a destination. However for this to be achieved, it may need to be implemented within Local Authority legislative planning. This paper provides an opportunity for future research to investigate the absence of socio-cultural planning guidelines for event management thus facilitating a longitudinal analysis.

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