

Social Impacts of the Tawau International Cultural Festival on Local Community Wellbeing: Benefits and Costs

Alfian Thomas¹, Hassnah Wee^{2*}, Joseph Pang³, Alinda Minsion⁴, Zanariah Ibrahim³

¹Tourism & Hospitality Department, Politeknik Tawau Sabah, KM36, Jalan Apas-Balung, 91009 Tawau, Sabah, Malaysia

²Faculty of Business, UniTAR International University, Toerra Crest, Jalan SS6/3, Kelana Jaya, 47301 Petaling Jaya, Selangor, Malaysia

³Majlis Perbandaran Tawau, Peti Surat 412, 91007 Tawau, Sabah, Malaysia

⁴Kolej Komuniti Santubong, Sublot 37-40, Blok B, Jalan Bako, Demak Laut Commercial Centre, 93050, Kuching, Sarawak, Malaysia

*Corresponding Author

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ABSTRACT

The Tawau International Cultural Festival, held annually, has a substantial impact on the local community by promoting social interaction, nurturing cultural pride and encouraging community participation. Nevertheless, this commemoration of cultural diversity also presents obstacles, such as traffic congestion, increased pollution levels, and potential disturbances caused by large crowds. The primary goal of this research is to examine the social benefits and costs associated with the Tawau International Cultural Festival and their consequent impact on the local community's overall wellbeing. A total of 206 data were obtained through judgmental sampling on-site. The festival's substantial positive influence on the quality of life of residents is substantiated by the results. In addition, this festival provides an invaluable opportunity for locals to commemorate with their social circles, which may include friends, relatives and even new acquaintances, thus facilitating the renewal of existing connections and the development of new relationships.

Keywords: Social Benefits, Social Costs, Social Impact, Local Community Wellbeing, Cultural Festival

INTRODUCTION

Festivals are important events for people to socialise, as they create cultural diversity and strengthen social ties (Rutagand, 2024). The Tawau International Culture Festival is an annual celebration of the culture and heritage of Tawau, Malaysia. It allows residents and visitors to immerse themselves in the region's own cultural character. Beyond its cultural appeal, Tawau International Cultural Festival has the potential to influence many aspects of community life, such as social connections, economic opportunities and overall wellbeing. This is highly significant, since it is imperative to evaluate the impact of Tawau International Cultural Festival on the wellbeing of the surrounding community.

Community wellbeing is impacted by a variety of elements, including social ties, economic opportunity and environment (Michalski et al., 2023). Cultural festivals like the Tawau International Cultural Festival unite audiences, foster pride in one's country and create social linkages (Ahn et al., 2023). While these engagement activities are fun, they interrupt daily routines and affect resident wellbeing. Such functions also create social awareness and increase social involvement among the residents, enriching their sense of community and quality of life (Rutagand, 2024).

Although cultural festivals help establish and develop tourism and local businesses, they can sometimes result in negative effects like overcrowding, noise pollution and disruption of routine activities (Chiciudean et al.,

2021). Factors like festival social costs, such as increased road congestion and higher charges for personal goods and services, can also negatively affect residents using these roads (Ahn et al., 2023). The above-mentioned challenges highlight the need for a systematic investigation into the effects of the TICF, positive and negative, on the wellbeing of the local community. Understanding these nuances is vital for stakeholders to make informed decisions to ensure the festival's success for all parties involved.

While Tawau International Cultural Festival plays a crucial role in boosting cultural harmony and tourism, little focus is dedicated towards the measurement of its direct effect on the well-being of local communities (Ahn et al., 2023). While some studies focused on the economic and tourism benefits of festivals, fewer have examined their social implications. Exploring the relationship between social benefits, social costs and local community wellbeing will go a long way in providing the empirical evidence necessary to explain the impact of the festival on the quality of life of residents.

This paper seeks to fill this research gap by examining the effect of Tawau International Cultural Festival on residents' well-being. It also investigates how social benefits, and social costs promote local well-being, giving empirical insights into their functions. These outcomes will contribute to the wider discourse on sustainable event planning and community welfare. Additionally, policymakers, festival organisers and local stakeholders will find the findings useful in supporting the positive impact of cultural festivals on the quality of life of the communities living within the event location. Therefore, two research objectives were established:

RO1: To identify the impact of social benefits of Tawau International Cultural Festival on local community well-being.

RO2: To determine the impact of social costs of Tawau International Cultural Festival on local community well-being.

LITERATURE REVIEW

Tawau International Culture Festival

The Tawau International Cultural Festival, an annually organized event, serves as a prominent for showcasing the region's rich cultural diversity. This is achieved through a diverse array of performances, exhibitions, and related activities, notably featuring international cultural contributions from collaborating countries such as India, Thailand, Indonesia, Philippines and Kazakhstan. Marking its tenth anniversary in 2025, the Tawau International Cultural Festival aims to position Tawau as a prominent cultural tourism destination, enabling visitors to immerse themselves in the traditional lifestyles of its diverse multi-ethnic societies, including the Cocos, Bajau, Chinese, Bugis, Kadazan-Dusun-Murut-Rungus (KDMR), and more than 30 other communities. These vibrant cultural performances are crucial, not only for the conservation of intangible heritage but also for strengthening the local populace's sense of identity and belonging (Kamal, 2019). Furthermore, events such as the Tawau International Cultural Festival are instrumental in positioning Tawau as a sustainable and contemporary tourist destination, thereby attracting both regional and international visitors interested in cultural immersion.

From an economic standpoint, the Tawau International Cultural Festival yields considerable economic benefits for Tawau by drawing tourists, which subsequently drives increased spending across the accommodation, culinary, and transportation sectors. This simultaneously fosters employment generation, invigorates local enterprises and promotes robust community engagement. According to Suharto and Jamali (2024), the festival's inclusive framework empowers residents to actively participate as performers, vendors, and organizers thereby cultivating a heightened sense of communal proprietorship and shared accountability. These multifaceted advantages directly manifest the overarching objectives of cultural festivals, which are fundamentally designed to catalyze significant economic growth and secure the long-term viability and sustained welfare of the host community. This continuous economic stimulation, coupled with the enhanced cultural awareness and preservation, solidifies the festival's role as a vital component of sustainable regional development, attracting an outstanding number of tourists interested in experiencing local traditions (Nongsiej & Lakavath, 2019).

Local Community Wellbeing

Local community wellbeing is a broad concept demonstrating residents' quality of life, satisfaction with their living environment and overall happiness as cited by Michalski et al. (2023). It is shaped by different socioeconomic and environmental factors, such as social cohesion, economic stability and cultural engagement (Michalski et al., 2023). Indeed, cultural events like festivals aid in improving community well-being by reducing feelings of isolation and enhancing social interaction, which can lead to a sense of tribalism (Viola et al., 2024) while also providing a supportive environment that promotes psychological and emotional wellbeing (Ahn et al., 2023). Such events introduce residents to cultural diversity, strengthen local ties and cultivate pride in local heritage (Negruşa et al., 2016). Thus, cultural events, including community festivals, hold significant meanings that positively impact the wellbeing of communities. These events foster mutual support and public participation, creating a strong sense of belonging. Furthermore, cultural events are important for people to connect and grow, fostering a sense of belonging and encouraging social interaction. Šeduikytė et al. (2025) urged when people experience the richness of cultural diversity and local heritage, it not only allows individuals to celebrate what makes communities special but also, as existing studies demonstrate, fosters social resilience, collective identity, and community empowerment, thereby strengthening social cohesion and benefiting everyone involved.

Although festivals bring benefits to communities, they also pose challenges to the wellbeing of residents. For instance, overcrowding, traffic congestion and excessive noise can disrupt citizens' daily lives and cause frustration among them (Mucci et al., 2020). Furthermore, the commercialisation of festivals can raise concerns about the loss of cultural authenticity and the displacement of local needs in favour of tourism (Choi et al., 2020). Moreover, economic inflation can increase the prices of goods and services, which impacts residents' satisfaction (Lian et al., 2022). This economic strain can further lead to a decline in the overall quality of life for residents, as they may struggle to afford necessities. Consequently, community engagement and local support initiatives have become increasingly vital in addressing these challenges and enhancing resident wellbeing. Safety issues, such as crime and public disorder, can also threaten community welfare if not effectively managed (Reidy et al., 2020). Thus, while festivals can promote greater social connectedness and enhance cultural appreciation, it is essential to balance the potential social value they generate with the social costs to the community where festivals occur to pursue sustainable, beneficial development in local communities (Aguado et al., 2021). This balance requires careful planning and community involvement to ensure that the benefits of cultural events do not overshadow the needs and concerns of local residents.

Social Benefits

Festivals can create a positive image of a community by showcasing its unique culture and traditions, encouraging pride and satisfaction among residents (Luong & Nguyen, 2025). Such event unites individuals, leading to teamwork and the creation of leaders (Davies, 2015). Residents also could get to know more people and bring together different groups to work better together. Sharing experiences and ideas strengthens the community and its evolution (Ahn et al., 2023). By fostering connections and collaboration among diverse groups, festivals enhance social cohesion and promote a sense of belonging. This collective engagement not only enriches individual relationships but also drives the community's growth and development. Beyond mere entertainment, festivals impart societal cohesion by offering participants a sense of purpose and meaning, often rooted in shared cultural or spiritual values (Dahal, 2020). This communal aspect strengthens social bonds, encouraging both residents and visitors to engage deeply with the local heritage (Nongsiej & Lakavath, 2019; Osei & Addei, 2018). This shared experience not only preserves intangible cultural assets but also contributes to the revitalization of local economies through increased tourism and expenditure (Ukpokolo et al., 2018).

Additionally, festivals play an important role by introducing new ideas and traditions to the community (Richards & King, 2022). It gives people the chance to explore various customs, performances, cultural products and artistic expressions, promoting an enriched cultural awareness (Richards & King, 2022). Getting to know festival performers and workers also involves connecting with people, creating interactions that enlighten about other cultures. This kind of programme facilitates cultural exchange and fosters a more diverse and interconnected community (Rutagand, 2024). By encouraging these interactions, the programme not only broadens individual perspectives but also strengthens community bonds, ultimately leading to a richer, more inclusive environment. Furthermore, cultural festivals serve as vital platforms for the articulation and preservation of local identities,

offering a unique opportunity for communities to showcase their heritage and distinctiveness. This shared experience helps cultivate mutual respect and understanding among diverse cultural groups. Consequently, the following hypothesis was proposed:

H1: Social benefits of Tawau International Cultural Festival impact local community well-being.

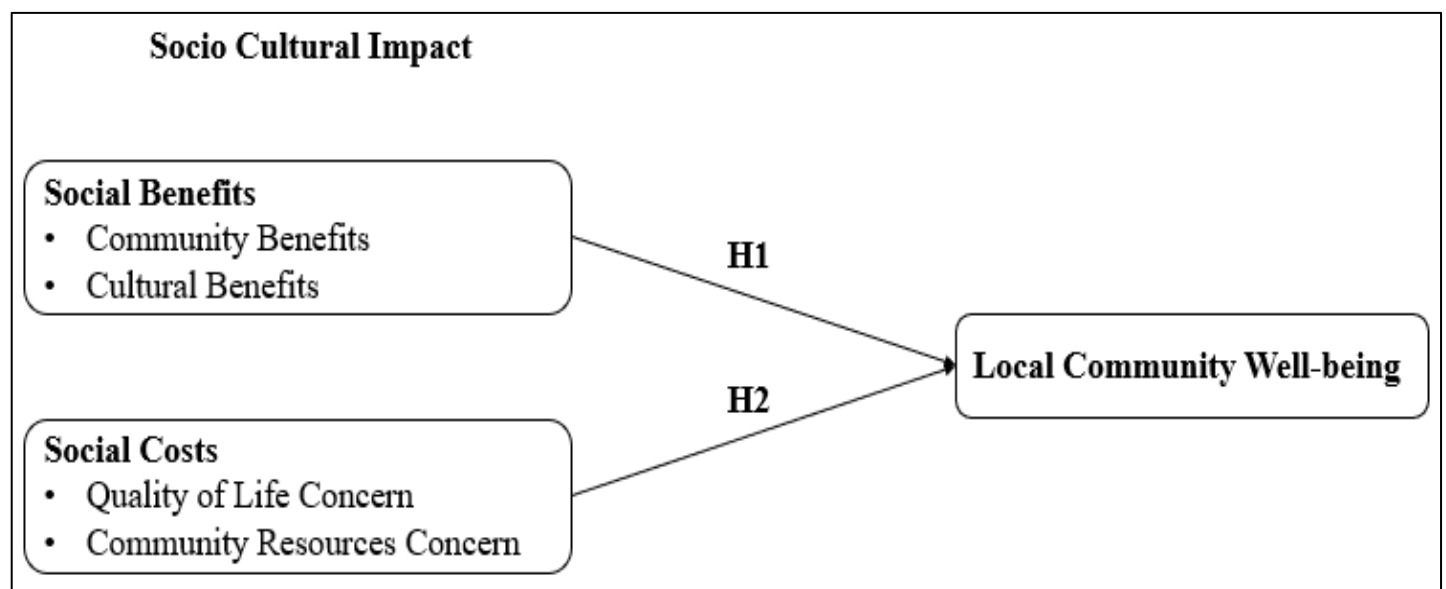
Social Costs

Festivals offer substantial benefits to local communities, fostering improved social interactions and cultural pride (Ramesh, 2024). While the Tawai International Cultural Festival may introduce problems like traffic congestion, noise, and vandalism, these disruptions generally do not significantly influence community satisfaction as long as they remain manageable (Sun et al., 2023). However, frequent or poorly managed interference can undermine residents' support for such incidents (Wang et al., 2021). Therefore, effective management strategies, including specific planning for crowd control, sound regulation, and waste management, are crucial to ensure that the positive aspects of these events consistently outweigh any negative impacts. Another major issue is the strain placed on community resources. While festivals promote cultural and economic exchanges, uneven benefits and overuse of local resources can lead to negative effects (Suharto & Jamali, 2023). This necessitates a delicate balance in event planning to ensure that the ecological footprint remains sustainable and that local populations do not bear disproportionate costs (Graton et al., 2011). To mitigate these potential negative externalities, event organizers must engage in rigorous planning that encompasses environmental impact assessments, resource allocation optimization, and equitable benefit distribution among local stakeholders (Suharto & Jamali, 2023).

Another major issue is the strain put on community resources. Festivals promote cultural and economic exchanges between neighbouring landscapes, but uneven benefits and overuse of local resources can lead to negative effects (Zarębski & Zwęglińska-Gałęcka, 2020). Festivities engage everyone to reinforce social ties and guarantee lasting support of the community. To stave off the strain on infrastructure from swelling crowds and to ensure all festivalgoers remain safe and happy, sound financial governance and resource distribution remain vital (Lorincz et al., 2023). Effective management of resources and finances is critical for preserving the balance between the benefits brought by festivals and the pressures they place on local communities. By prioritising these elements, organisers can enhance the overall experience for attendees while safeguarding the community's wellbeing. However, despite the acknowledged benefits, the long-term sustainability of festivals often hinges on their capacity to mitigate adverse environmental and social impacts (Suharto & Jamali, 2023). This necessitates a strategic emphasis on sustainable event management, encompassing eco-friendly procedures and robust site management to minimize ecological footprints and ensure community well-being (Suharto & Jamali, 2023; Graton et al., 2011). Hence, this hypothesis was proposed:

H2: Social Costs of Tawai International Cultural Festival impact Local Community Wellbeing.

Figure 1: Research Framework



RESEARCH METHODOLOGY

Instrument of the Study

The survey instrument was developed according to the study objectives and a comprehensive review of the relevant literature. An important rating scale was also represented using a five-point Likert scale (1 = Strongly Disagree; 5 = Strongly Agree). In measuring social and cultural impact (social benefits and social costs) as well as local community well-being, this current study adopted items from Yolal et al. (2016) using eight items for social benefits, eight items for social costs and four items for local community wellbeing. The adoption of items from Yolal et al. (2016) was deemed appropriate due to their established validation in studies on similar cultural festivals, demonstrating a strong cultural fit that ensured the relevance and applicability of the constructs for assessing social and cultural impacts within the context of events like the TICF. Social benefits as a construct were further split into community benefits and cultural/educational benefits sub-dimensions. Social costs were classified in the same way into quality-of-life concerns and community resources concerns. The validation of the survey instrument was done through input from a review panel consisting of academics and practitioners related to the tourism industry.

Data Collection

Purposive sampling was employed in this study since the participants were those who happened to attend the TICF at the time the data were collected, aligning with the research's focus on this specific event and its attendees. However, this method inherently carries potential biases and limitations. The absence of random selection in purposive sampling means that the accuracy of estimates and their generalizability to broader populations can be limited (Alfandi, 2015). Since structural equation modelling (SEM) was performed in SmartPLS, the sample size was evaluated through power analysis and the minimum number of responses necessary to test the study's hypothesis (Jenkins & Quintana-Ascencio, 2020). To confirm statistical authentication, parameters like significance level (α), statistical power ($1-\beta$) and population effect size (f^2) were to be agreed upon before the statistical test (Cohen, 1990). Based on the default parameters usually used in statistical analysis software, a sample size of 107 responses was determined for the study using G*Power version 3.1.

Data were physically collected from visitors aged 18 years and above who visited the TICF on 28 – 29 June 2024. Two hundred and six people were invited to participate in the survey voluntarily, completing all responses and resulting in a 100% response rate. Such high participation is consistent with the recommendations of Hair et al. (2021), who pointed out the best sample size for research ranging from 200 to 400, thus justifying the sample size for this study.

Out of the total sample, the gender distribution of respondents showed that 98 were males (47.6%) and 108 were females (52.4%). It shows that both genders participated relatively equally in this study. Most respondents were aged 18–24 (43.7%, $n = 90$), followed by 25-34 years old (30.6%), 35-44 (16.5%) and above 45 years old (9.2%). The relative majority of younger respondents means that the results' findings would seem to resonate more with youth and young adult opinions.

63.1% of the respondents were single, while 36.9% of them were married. This is consistent with the age distribution, as younger people are more often unmarried. On education, most of the respondents (66%) had SPM/SPMV/A level qualifications, followed by STPM, Matriculation, Foundation or Diploma qualifications (20.4%). Fewer respondents have a bachelor's degree (5.8%) or postgraduate degrees (7.3%). This information implies that most participants have attained at least a secondary or pre-university level of education, while fewer individuals hold a higher academic qualification. Table 1 displays the descriptive analysis of items within each variable:

Table 1: Descriptive Analysis of Items Within Variables

Indicator	Min	Max	Mean	SD	Med
Community Benefits					
COB1	1	5	4.61	0.70	5
COB2	1	5	4.60	0.68	5
COB3	1	5	4.49	0.78	5

COB4	1	5	4.54	0.67	5
Cultural Benefits					
CUB1	1	5	4.54	0.64	5
CUB2	1	5	4.52	0.62	5
CUB3	1	5	4.57	0.65	5
CUB4	1	5	4.59	0.68	5
Quality of Life Concerns					
QLC1	1	5	4.30	0.93	5
QLC2	1	5	4.16	0.94	4
QLC3	1	5	4.31	0.88	5
QLC4	1	5	4.30	0.91	5
Indicator	Min	Max	Mean	SD	Med
Community Resources Concerns					
CRC1	1	5	4.39	0.75	5
CRC2	1	5	4.40	0.77	5
CRC3	1	5	4.36	0.76	5
CRC4	1	5	4.19	1.00	4
Local Residents Wellbeing					
LRW1	1	5	4.46	0.82	5
LRW2	1	5	4.46	0.81	5
LRW3	1	5	4.48	0.79	5
LRW4	1	5	4.49	0.73	5

Data Analysis

Data was analysed using SPSS and SmartPLS: PLS-SEM to meet the study objectives, address the research questions and test the hypotheses. Moreover, the sophisticated statistical method of PLS-SEM has been utilised to explore complex predictive relationships among constructs and analyse their impact and existence.

Validity and Reliability

All the loadings were inspected to ensure the integrity of individual items. Measurement items with a loading value less than 0.5 were dropped. Both constructs demonstrated high internal consistency, as evidenced by Cronbach's alpha scores above 0.6. Moreover, composite reliability values were higher than 0.7, which provides evidence of the reliability of the construct (Hair et al., 2020). Furthermore, the Average Variance Extracted (AVE) of all constructs was greater than 0.5, allowing this study to establish strong levels of convergent validity (Hair et al., 2020). Table 2 describes the reliability analysis of this study:

Table 2: Reliability Analysis

Construct	AVE	CR	CA
Social Benefits	0.601	0.923	0.905
Social Costs	0.538	0.903	0.882
Local Community Wellbeing	0.815	0.946	0.924

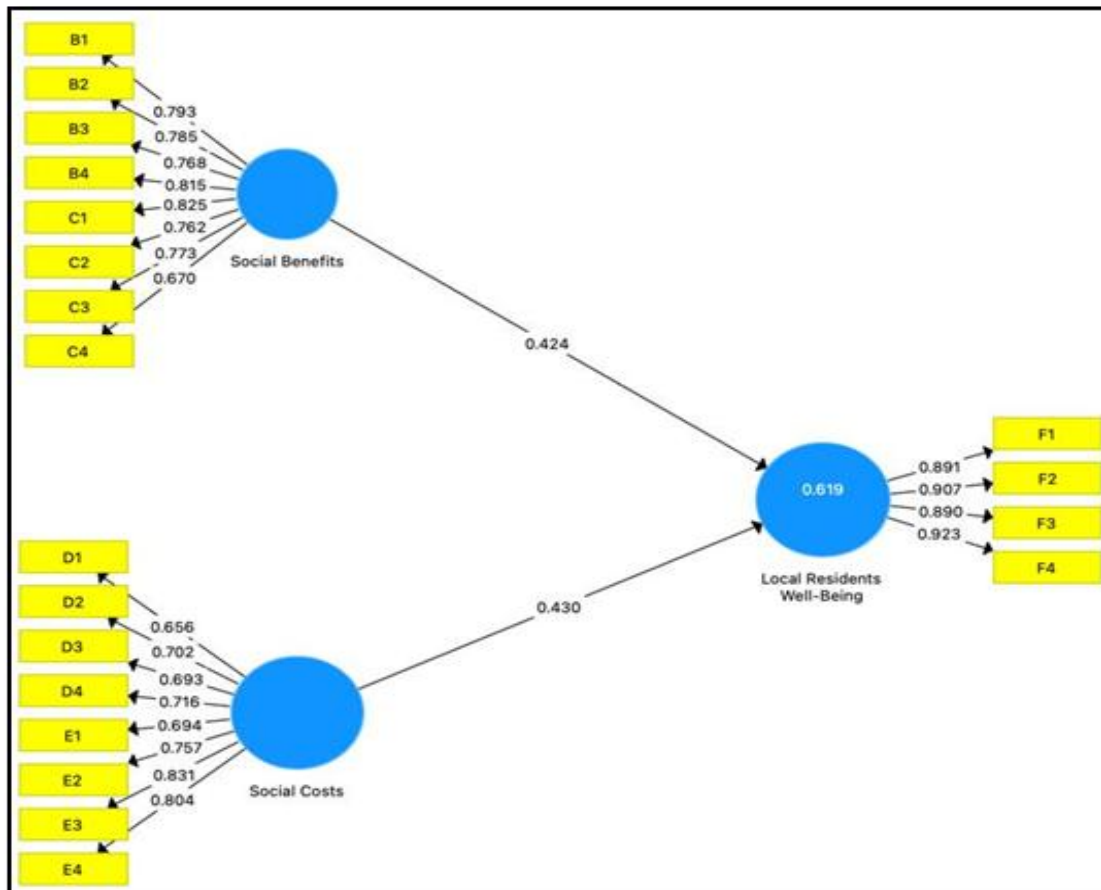
Social Benefits and Social Costs variables had a Variance Inflation Factor (VIF) = 1.956, meaning that there are no serious collinearity issues in the data. Values of VIF greater than 5 are considered concerning according to conventional criteria (Hair et al., 2020) and would indicate considerable multicollinearity. The fact that these VIF values were less than this threshold indicates that multicollinearity is not a concern for this study and that the regression analysis would remain free from the multicollinearity issue.

Table 3: VIF's Value

Construct	DV	Path	VIF Value
SB	LCW	Direct	1.956
SC	LCW	Direct	1.956

The Structural Model Assessment

Figure 2: The Structural Equation Modelling Analysis



According to Figure 2. The model explained 62% of the variance in LCW ($R^2 = 0.62$), with SB ($\beta = 0.42$) and SC ($\beta = 0.43$) both showing significant positive paths. Hair et al. (2020) suggested 0.75, 0.50, and 0.25 for substantial, moderate and weak in interpreting the model predicts the dependent variable particularly in marketing research. This indicates that while festivals provide advantages like improved social interaction and cultural pride, they also introduce challenges such as traffic congestion and noise, both of which notably influence community wellbeing. The observed inverse relationship between quality-of-life concerns and subjective well-being further underscores the necessity of mitigating negative externalities to sustain community satisfaction and support for recurring events (Yolal et al., 2016).

Table 5: Result of Hypothesis Testing

Hypothesised Path	t Value	p Value	Result
SB – LCW	5.973	0.000	Supported
SC – LCW	6.785	0.000	Supported

Based on the Table 5 above, the analysis indicated a strong connection for SB and LCW ($t = 5.973$, $p = 0.000$) in keeping with prior research that promotes a more general theory of festivals interweaving social bonding, national identity and leadership (Luong & Nguyen, 2025; Ahn et al., 2023). They also affect cultural exchange by providing exposure to local residents to unfamiliar cultural practices and artistic expression (Richards & King,

2022; Rutagand, 2024). In the first place, festivals are a source of social bonding that reduces social isolation and increase of wellbeing and thus contribute to the improvement of happiness within the community (Viola et al., 2024). These findings provide evidence that the positive impacts of festivals are indispensable for elevating the overall quality of life within communities, underscoring their vital role when properly managed to ensure sustained benefits despite potential challenges. To that end, community involvement, offering volunteering opportunities, and ensuring accessibility are critical elements for fostering a positive relationship between festivals and local communities.

The SC also have a significant positive effect on LCW ($t = 6.785, p = 0.000$). Traffic congestion, noise, and overcrowding were some of the transport-related problems that led to residents' dissatisfaction with sustainable tourism, but could be avoided through planning (Mucci et al., 2020; Sun et al., 2023). However, residents often perceive these disruptions as temporary and acceptable trade-offs, especially when the festivals foster stronger social ties and a sense of community. The overall positive engagement and unique experiences offered by these events often outweigh the transient negative impacts, provided they are managed effectively (Sun et al., 2023). Meanwhile, commercialisation, lack of accountability and pricing issues, as well as the inequitable distribution of benefits, were recorded as potential challenges (Choi et al., 2020; Lian et al., 2022). Moreover, festivals could put pressure on local resources, making financial planning and equitable distribution necessary to minimise adverse effects (Lorincz et al., 2023). These results suggest that while festivals are a source of many opportunities, the challenges they may present must be addressed to help them continue to have a positive impact on the community.

DISCUSSION

Managerial Implications

The findings in this study carry significant managerial implications for festival organisers, local authorities and policymakers to enhance the TICF while alleviating its adverse impacts. They can go above and beyond in developing local community wellbeing initiatives that promote community interaction, civic engagement and cultural appreciation. This can be done with genuine consideration, incorporating residents' viewpoints for festival planning, allocating space to perform art of cultural and educational dimension to support local businesses and artisans. These endeavours help deepen community ties while preserving cultural heritage, creating economic opportunities and improving residents' sense of pride and belonging. With stakeholders implementing practices that highlight elements such as cultural diversity and local heritage, overall contributions made by festivals to the community can be maximised.

Simultaneously, festival organisers and local authorities must adeptly manage potential societal costs involving overpopulation, disruptions caused by noise levels, inflated living and accommodation costs, among others (Park et al., 2010). Such challenges can be reduced by employing tight crowd control measures, better waste management strategies and restricting commercial activities on site to protect a site's cultural identity. Further, by enhancing police presence, enforcing safety regulations and making sure the festival infrastructure does not harm sustainable tourism practices (like roads, water consumption, rubbish, pollution), residents and visitors alike will have a memorable experience at the festival. This process can be supplemented with regular surveys and consultation with the local community to gain feedback and informed improvements in the management of events that continue to maximise social and economic benefits, while minimising the negative impact. This community-centred approach to festival planning will allow TICF to flourish while safeguarding local resources and preserving tourism-community relationships.

Research Implications

The implications of this study are critical for research on the socio-cultural impacts of festivals on local community wellbeing. They suggest that festivals such as the TICF can be a medium to reinforce social ties, valuable identity and social involvement. Such findings are consistent with past research highlighting the role of festivals in fostering feelings of belonging and community wellbeing. This study contributes to gathering information regarding the impact of festivals on social cohesion and cultural sustainability within the framework of community events. This perspective aligns with studies indicating that festival participation by residents

significantly influences their subjective well-being and quality of life, particularly through community and cultural benefits (Yolal et al., 2016). Furthermore, the analysis indicates that active engagement in festival activities can strengthen social networks and promote intergroup understanding, thereby enhancing overall social sustainability within diverse communities (McClinchey, 2020).

This study also highlights the importance of investigating the festival challenges, especially quality of life issues and resource management. Although festivals can bring a lot of advantages, without sufficient procedures to manage them, the residents can be unhappy due to the overcrowding of residents, noise pollution and increased utilisation of local resources. This work also reminds organisers of the need to balance social benefits and disadvantages along the lines of social responsibility in festival ecology. Additionally, the SEM-based approach highlights a strong methodological contribution to festival impact analysis. By recognising these complexities, researchers and stakeholders can create methods to promote the positive aspects of festivals and mitigate their concerns. This robust analytical framework facilitates a comprehensive understanding of the interplay between various factors influencing community well-being and festival sustainability, offering a nuanced perspective for future policy and practice (Suharto & Jamali, 2023).

CONCLUSION

The findings underscore that the Tawau International Cultural Festival brings both substantial social benefits and challenges. By encouraging social interactions and fostering a sense of belonging among residents, the festival helps strengthen community ties. Furthermore, TICF aids in preserving cultural traditions in multicultural communities, fostering pride in local heritage, and promoting cultural exchange. The event not only provides entertainment but also supports economic growth by attracting tourists and offering job opportunities. Engaging in discourse and creative activities can, therefore, benefit local communities by fostering confidence and trust in navigating cultural differences.

However, this study also considers the social costs of TICF, including its impact on quality of life and resource allocation. Some issues residents may face during festivals include noise pollution, overcrowding, and disruptions to their daily life, which can seem to outweigh the joys and emotional well-being that festivals bring. Improving city and citizen relations is, consequently, a key aspect of sustainable development. The balance between economic benefits, environmental costs, and socio-cultural welfare is crucial for resident satisfaction, with direct implications for quality of life. Ultimately, residents' quality of life is positively influenced by community and cultural benefits, while concerns regarding resource allocation and potential disruptions can negatively impact their well-being. Therefore, effective festival management necessitates strategies that mitigate adverse social effects, such as noise and congestion, while amplifying positive contributions to community wellbeing.

This study's limitations, primarily focusing on TICF attendance and its short-term effects, indicate a need for future research to delve into the long-term impact of festivals, the role of state support, and strategies to enhance positive outcomes while minimizing negative ones. Comparing organized and unorganized events could offer valuable insights into aspects of cultural events that foster more sustainable community development. Ultimately, this study affirms the importance of balancing cultural celebration with community needs to ensure long-term social sustainability in event tourism. Future research should also explore the socio-cultural impacts of festival participation on residents' subjective well-being and quality of life, considering both community benefits and potential disruptions.

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