The Model of Social Sustainability in Music Festivals: An Empirical Contrast

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Abstract: The conceptual model of social sustainability in musical events was developed and presented in a social analysis exercise using theoretical-practical methods to obtain relevant conclusions about its effects on the social sustainability of a tourist destination and its prosperity. After analyzing key indicators of social sustainability from the perspective of the destination's inhabitants, tourists, and experts in the tourism sector, it was possible to draw the necessary conclusions to design the conceptual model, as well as its advantages and disadvantages. Thus, there is a starting point for the analysis of social sustainability in this type of event from which to advance in the practical development of the conceptual model by carrying out the empirical contrast. This work intends to use as a basis the conceptual model to contrast it using annual surveys focused on social sustainability as those carried out at the time of the initial development of the model, surveys about the degree of acceptance from residents designed to measure opinions about the social impact of the event. Through the data obtained from the surveys during three time periods in a row, it is pretended to contrast the validity of the model with the passage of the different editions of the music festival, analyzing the coincidences and deviations produced among the analyzed periods. The residents of the destination should obtain an improvement in their standard of living thanks to what the tourists bring them. Finally, after answering the hypothesis set, aspects related to the robustness and durability of the model, as well as the tourist valuation of the festival and, therefore, the evolution of the prosperity of the destination and the temporal influence of the festival on that prosperity, can be detailed. The contrasted model of social sustainability in music festivals will be useful to managers of tourist destinations, who will be able to organize this type of events with the knowledge of the implications that the model reveals, both positive and negative, at the level of commitment with the inhabitants of the destination, as well as with the tourists who come and the contribution they make.

Keywords: Social sustainability, Conceptual model, Sustainable tourism, Music festivals, Inhabitants' prosperity

1. Introduction

A music festival is an event that features numerous musicians or bands playing consecutively, many of the most popular and well-known festivals may last several days. In terms of economic impact, as indicated by Chacko and Schaffer (1993), has a significant impact on the destination where they are developed, and represent themselves a way of economic development by registering not only visits but also a considerable media return.

According to specialized literature, music festivals are part of what is known as experience tourism, also known as active tourism (Wright, Dickson, and Ajiee 2021). Festivals have become the main form of live music consumption, surpassing other types of organizations such as concerts in venues or the open air and surpassing other shows in number and attendance.

The growth of tourism as a consequence of the birth of new festivals and live music worldwide is an obvious fact. It is one of the most dynamic segments of the tourism market. Despite the notable economic impact they generate and the positive externalities on other types of tourism, it is a sub-sector that has not yet had a very long history. There is little research on its impacts, which makes documentary and comparative work difficult as there are no data and statistics with a considerable time interval, as is the case with other tourism sub-sectors.

The economic and tourist impact of such events has been proven, however, in addition to all the positive effects they produce, the impact of these festivals on society is not usually considered. Not all the effects of a festival have a positive impact, there are variables that society surrounding the event can analyze that can be beneficial or detrimental to it.

These indicators and their necessary analysis form part of what is known as the event's social sustainability. A festival must be, in addition to being profitable and a tourist attractor, a generator of social sustainability for the inhabitants of the destination. To measure social sustainability, the focus should be on the festival's effects have on the prosperity of the inhabitants of the destination (Rogers et al. 2012).

The variables that make up the social sustainability associated with the event should be questioned by the inhabitants of the destination themselves, including items that reflect satisfaction with the event, its suitability, its repercussions on society, or the inconvenience it may cause.

It is possible to determine, given the previous work done creating the Conceptual Model (Siles, García-Sánchez, and Vázquez-Méndez, 2024) and the literature review carried out in this paper, that a socially sustainable event will improve the prosperity of the inhabitants of the destination while generating socially sustainable tourism. The Conceptual Model is presented in figure 1 where Social Sustainability is determined by some variables, with the additional objective of generating social welfare.

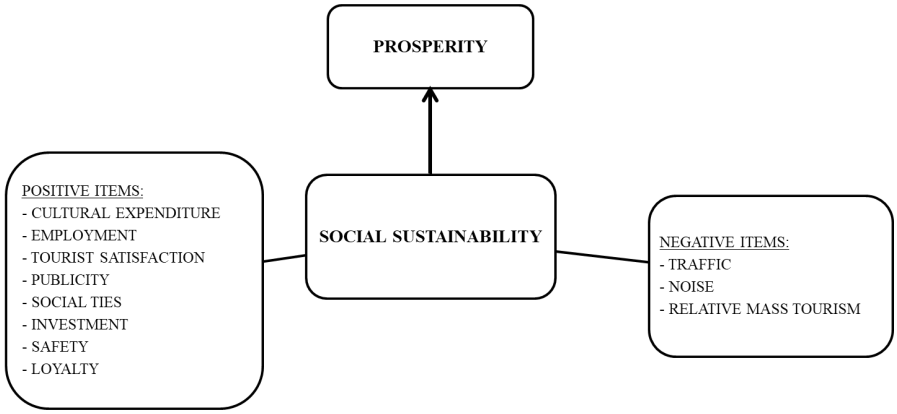

Figure 1: Social Sustainability Conceptual Model

From what has been said so far, it can be deduced that, to contrast the model in the framework of the analysis of the social sustainability of a music festival such as the one presented in this article, two hypotheses must be established. The first one should test the validation of the model through quantitative data given by the residents, and the second one hypothesis must assess that if the model is socially sustainable it will generate prosperity among the inhabitants.

2. Theoretical Background

The original concept of sustainability has evolved from sustainability of the natural environment to a multidimensional consideration that includes other factors, as Wilkinson, Hill, and Gollan (2001) rightly point out. Additionally, optimal and responsible management by governments and companies in this way is necessary (Klassen 2000).

Initially described by the United Nations as sustainable development in tourism in the literature, this development implies a conservationist view of the environment, community or social, and economic. The addition of the role of society to this model would condition how to develop sustainable tourism.

Several authors have done constructive research about this background, with Johnston and Tyrrell (2005) finding that sustainable tourism must maximize the combined benefit to the environment and social acceptance. Tourism, like other sectors of activity, must be sustainable, the links between tourism, sustainability, and prosperity are complex, as Buckley (2012) rightly points out, and a balance between these factors can only be achieved through appropriate social input.

Tourism research has grown significantly, but there are many more empirical studies than theoretical ones (Pritchard, Morgan, and Ateljevic 2011). A tourist destination does not behave like a product (Romer 1986), it does not have to run out of steam to start a new cycle, it can follow other patterns and can be managed. There is a common element in the later stages of tourism development, which leads to the deterioration of the destination, destination managers begin to consider sustainability as a key variable, in fact, in some cases it is the only possibility according to Cooper and Jackson (1989).

Later, in 1993, Oppermann configured a model in which tourism development was affected by economic factors. Tourism development models had to have a positive effect on the destination's economic model, and its sustainability was conditioned by the destination's prosperity.

The definition of sustainable tourism is established once Butler (1999), considering the dimensions of the word sustainability, states that sustainability measures have to be developed and applied to tourism development,

which requires thorough research on social, economic, and environmental aspects and focus on the sustainable future of the destination.

Any conceptualization of sustainable tourism must take into account the local community as well as the environment and the economy (Hardy, Beeton, and Pearson, 2002), which means that social sustainability will be an equally important factor as other factors such as economic development and environmental conservation.

According to Andereck and Nyaupane (2011), the sustainability of the destination hosting an event, as seen through the well-being of the inhabitants, comprises four dimensions: physical, social, psychological, and environmental. Through these dimensions, studies such as the one made by Pfitzner and Koenigstorfer (2016) were able to determine improvements in the quality of life of residents at the end of an event.

In general terms, it is concluded that analyzing the economic, environmental, socio-cultural, and political dimensions related to the celebration of a festival has an impact on the quality of life of a community, as Arcodia and Whitford (2006) state that it will determine the future support for the festival.

These factors need to be detailed to determine their real impact on sustainability. The economic factor generates employment and income among residents, and the social factor has a deep effect on the daily life of the inhabitants as it includes relations with visitors, tolerance or a sense of well-being, and constitutes any effect on the quality of life of the inhabitants (Fredline, Jago, and Deery 2005). Based on the assumption that the realization of a festival should not be fully sustainable per se, any organized event entails a certain drain on resources (Zifkos 2015).

The impact on the environment is very decisive because it includes variables that can have a negative impact on the inhabitants. The control of sustainability is essential, many destinations avoid the tourism phase that leads to mass tourism and opt to use sustainability as a means to stay in another, more beneficial, phase, an issue that Karamustafa and Yilmaz (2020) theoretically address in their view on mass tourism.

Having defined the meaning of sustainable tourism on the basis of three common pillars, which are environmental, economic, and social sustainability, while all pillars are important and relevant, it is interesting to focus on social sustainability for several reasons, mainly because it is the pillar that directly indicates sustainability as measured by the inhabitants, considering their prosperity.

On the other hand, it is the least analyzed concept in this type of event, which tends to focus only on assessing the environmental and economic impact on the destination, cases usually analyzed. However, social sustainability brings another dimension to these studies of music events, where its consequences on the destination's society will determine its future well-being and continuity.

To depper understanding of the current situation about the importance of social sustainability, we must search into texts such as those by Drucker (1993) or Manson (2015), which indicate how society has crossed the borders of capitalism, especially after the financial crisis of 2008, towards a sustainable global economy that is more fair to society. The evolution of societies leads them to overcome that capitalist era to pursue other objectives focused on sustainability and social progression. In this new knowledge society, individuals have learned, combine visions of the academic world and business management and seek well-being beyond the economic. A new society where socialism proliferates in the form of well-being; where innovation and services must improve the living conditions of the inhabitants of a destination.

When analyzing social sustainability, positive factors must be considered, Ritchie, Chien, and Shipway (2020) address the perception of inhabitants and their support as decisive factors, and negative factors such as traffic, visitor congestion, noise, or the opportunity cost of other events (Chien, Ritchie, Shipway, and Henderson 2012).

3. Methodology

The next step in this work is to detail how the event has affected the city and its inhabitants in order to determine the social sustainability based on its prosperity. From a social perspective, a sustainable event should therefore leave a beneficial legacy for the host community and all those involved.

A socially sustainable event reinforces the cultural values of the population, enriches it, and promotes understanding and tolerance. On the contrary, it can be said that an event is not sustainable from a social point of view if it generates rejection among residents, discrimination and problems of habitability.

Inhabitants' support for the event is analyzed through questions about the benefits to them in particular and to society in general, their commitment to that particular event, and their intention to support the event itself (Chien et al. 2012).

To understand and determine the social factor, Waterman (1998) describes it as social development in terms of benefit and well-being, being a consequence of the learning provided by the festival, the creation of interpersonal relationships, understanding of the theme of the festival, and the association of the festival with the city where it is held (Moscardo 2008).

For this study, data from three different periods have been extracted in which residents have given a social valuation of the event as a tourist destination, data year range is 2022-2024. A data panel system with inhabitants' assessment of social sustainability has been chosen, so this method is suitable for the results that the article is looking for.

The sustainability of the social impact of the Rock Imperium festival, located in Cartagena (Spain), was analyzed by means of a survey of people who lived or worked in the city during the event. Among the surveys carried out, 212 surveys were selected, all of which contained affirmative answers to the question about whether they lived or worked in the city during the event. The responses were obtained only a few days after the event.

Respondents were given a series of statements to rate on a Likert scale of 1 to 5 their degree of agreement or disagreement with the statement, with 1 strongly disagreeing, 2 partly disagreeing, 3 neither agreeing nor disagreeing, 4 partly agreeing, and 5 strongly agreeing. Some of these statements imply a positive social impact and others a negative social impact, as discussed below.

A dataset of sixteen indicators has been disposed for this study, eleven indicators form the Social Sustainability Construct, and the other five define the Construct of Prosperity.

The prosperity indicators dataset comprises variables that can make a prosperous destination and offer a better quality of life for its inhabitants. It includes economic indicators and relevant indicators about improving the quality of life in the destination too such as the ones related to jobs, investment, and satisfaction with the festival measured by their desire for the festival to be held again. The research is based on important affirmations that tourism researchers have made about prosperity at the destinations. Employment can be an economic indicator to measure prosperity, can improve the workers' quality of life, raises productivity at the destination, and generates consumption through salaries (Dwyer & Kim, 2003; Dwyer, Livaic, & Mellor, 2003; Craigwell, 2007).

Additionally, we have to take into account every indicator that can make the tourists and the destination's inhabitants feel comfortable and happy at the destination, so happiness indicators, environmental indicators (Goh, 2012), or any indicator that can make the way of life better can be valid.

These affirmations let us consider some variables such as generating jobs, investment in the city, public investment, residents' satisfaction, or giving prosperity to the destination; as prosperity generators.

Social sustainability comprises indicators relative to social ties, the increase in leisure activities and cultural activities, residents' loyalty to the festival, socially sustainable organization of the event, the ones relative to image and publicity, and problems such as traffic, noise, insecurity, or mass tourism; all of them deduced from the conceptual model of social sustainability.

The measure selected for the PLS analysis is the median value of each variable in the three analyzed periods because this way one can obtain the variation among the years of the surveys collected. Additionally, we can understand the results from the model in an easier way because the model measures variance between the latent variables.

3.1 Partial Least Squares Methodology

To develop the principal model, we need a second generation technique of multi-variate analysis because we have three independent variables that have effects among them. Structural Equation Modelling (SEM) combines multiple regression with factorial analysis so we can estimate models with several linear regressions and a factorial analysis of the variables in every construct together. SEM estimates and assesses the outer model (relationship between indicators and constructs) and the inner model (effect among the constructs).

Partial Least Squares (PLS) is a SEM technique based on variance very used in the literature, in general, and in tourism economics in particular (García-Sánchez, Siles, and Vázquez-Méndez, 2018). We have chosen PLS because is more suitable for models with few observations (Chin, 2010). It is a nonparametric technique so we don't have to suppose normality in all the dataset. The model is analyzed in the terms according to Wong (2013) where the inner and outer models are analyzed with the significance, loadings, reliability, and the rest of the necessary parameters.

In the initial model, we have set the variables selected to form two constructs or latent variables. The data set is composed of secondary data, PLS can also be used with secondary data (Latan & Ghozali, 2012). The latent variables are social sustainability and prosperity. The two constructs are reflective constructs because constructs cause the indicators, so the variables are usually correlated and interchangeable without changing the construct's concept.

Covariation among the indicators is caused by variation in the latent variable, so changes in the construct can cause changes in the indicators, but not the other way around (Jarvis, Mackenzie, & Podsakoff, 2003). As we have formulated before, the hypotheses are the following:

H_0: The model of social sustainability is contrasted with the variables chosen.

H_1: Social sustainability has a relevant influence in the destination's prosperity.

As aforementioned, PLS is more suitable for small samples (Reinartz, Haenlein, & Henseler, 2009), and we have a reduced dataset that follows the rule of 10. Thus, the number of observations must be 10 times higher than the maximum number of arrows that one construct receives for having a significance level of 0.5 and statistical power of 0.8. Our final dataset comprises 212 observations; following the rule, there must be over 110 to be valid.

After identifying the variables that can form every construct from the literature review, we dispose of them in the general model as part of every latent variable. Checking the results, we can make the following statements: first, the algorithm converged after 7 iterations from a maximum of 300; thus, it is a satisfactory estimation.

The software SmartPLS builds every construct with a few indicators that are sufficient to represent the concept. One indicator has been removed after checking the results, private investment had a low load on the model because public investment gathers the effect. The loadings of the indicators in the final model are higher than in the initial model.

The results of the PLS algorithm are presented in figure 2.

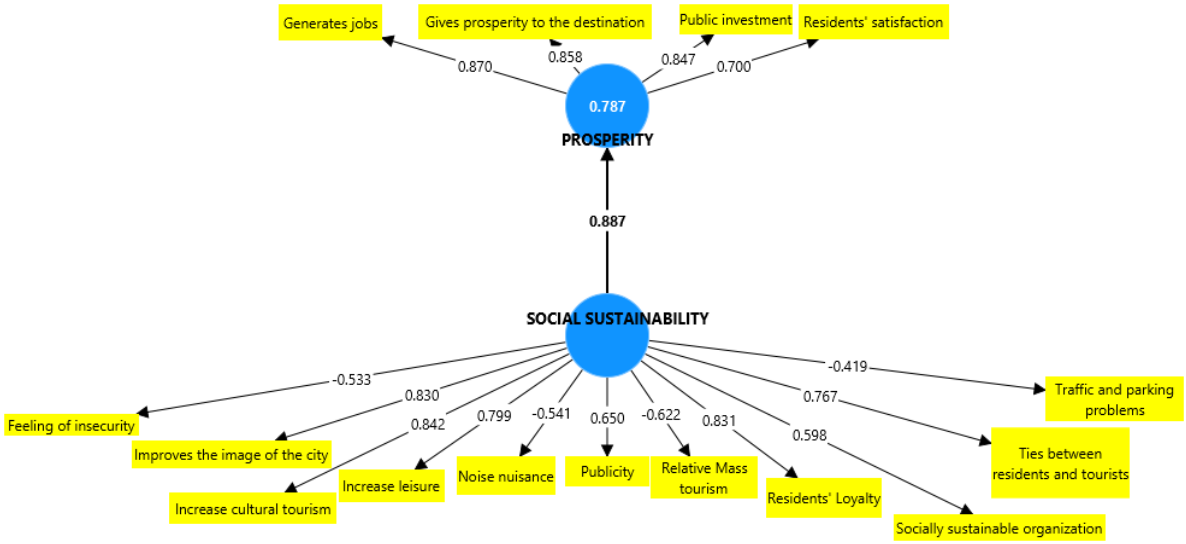

Figure 2: Model of social sustainability and prosperity with a PLS algorithm

The coefficient of determination R2 is 0.787 for the endogenous latent variable prosperity. The latent variable of social sustainability explains 78.7% of the variance in prosperity. Values above 0.36 are high (Wetzels, Odekerken-Schröder, & Van-Oppen, 2009). Chin (1998) said that approximately 0.67 is a high value.

The inner model suggests that social sustainability has a strong effect on prosperity (0.887). The hypothesized path relationship between social sustainability and prosperity is statistically significant. As Chin (1998, p. XIII) affirms: standardized paths should be approximately 0.2 and ideally above 0.3 to be considered meaningful.

The validity of the model is tested with relevant indicators. Figure 2 indicates that all the indicators have individual indicator reliability values larger than the minimum accepted 0.4 and are much closer to the preferred level of 0.7. We must square each outer loading to find the indicator reliability value: 0.70 or higher is preferred. In exploratory research, 0.4 or higher is acceptable. (Hulland, 1999; Hair, Ringle, & Sarstedt, 2013). Loadings of 0.5 or 0.6 may be acceptable (Chin,2010).

The majority of the loadings are greater than 0.707, as Chin (2010, p. 685) suggests is ideal, there are some of them that are below this measure but near so can be kept on the model, investment was removed from the model so the final model can improve its meaning. The loadings of the final model are disposed of in table 1. The negative effects have lesser loadings, as can be expected because of their negative effects on the model, but it is a relevant result, the negative effects have not got a high loading on the model.

Our model is exploratory because we attempt to prove whether social sustainability affects prosperity and theoretical knowledge about this assumption is limited (Chin, 2010).

Table 1: Loadings of the final model

	PROSPERITY	SOCIAL SUSTAINABILITY	SQUARED V PROSP	SQUARED V SUST
Feeling of insecurity		-0.533		0.284
Generates jobs	0.87		0.757	
Gives prosperity to the destination	0.858		0.736	
Improves the image of the city		0.83		0.689
Increase cultural tourism		0.842		0.709
Increase leisure		0.799		0.638
Noise nuisance		-0.541		0.293
Public investment	0.847		0.717	
Publicity		0.65		0.423
Relative Mass tourism		-0.622		0.387
Residents' Loyalty		0.831		0.691
Residents' satisfaction	0.7		0.49	
Socially sustainable organization		0.598		0.358
Ties between residents and tourists		0.767		0.588
Traffic and parking problems		-0.419		0.176

In the model presented, the indicators with a higher incidence in social sustainability are: increased cultural tourism, residents' loyalty, the image of the city, and leisure, followed by others with a lesser load such as social ties, publicity, and a socially sustainable organization; finally, the negative indicators that have low load on the model such as relative mass tourism, feeling of insecurity, noise, and parking problems. On the other hand, the most important indicators for prosperity are the creation of jobs, the positive impact generated (gives prosperity), public investment, and resident´s satisfaction with a lesser load.

To measure construct reliability, Cronbach's alpha is used to measure internal consistency reliability, and composite reliability can be also used (Hair, Sarstedt, Ringle, & Mena, 2012). Looking at composite reliability, all values obtained are larger than 0.6; thus, high levels of internal consistency reliability have been demonstrated among the two reflective latent variables. Cronbach's alpha is greater than 0.7 (Hair, Ringle, & Sarstedt, 2013) in prosperity and near in social sustainability, the negative variables avoid a higher value but have to be kept in the model because of their theoretical relevance. All the values are shown in table 3.

To check convergent validity, the average variance extracted (AVE) from each latent variable must be greater than 0.5 (Hair, Ringle, & Sarstedt, 2013). Prosperity's value is greater than this threshold and social sustainability's value is very close to it.

Bootstrapping process is used to check the significance of the inner and outer models with a T-statistics test. The test is a two-tailed T-test with a significance level of 5%. The path coefficient is significant if the T-statistics test is larger than 1.96. In our model, the path coefficients between social sustainability and prosperity are significant at a 1% level. In the outer model, moreover, the T-statistics test for the variables presents all the results significative at a 1% level.

To avoid the collinearity problem, variance inflation factor values must be 5 or lower (Hair, Ringle, & Sarstedt, 2011). In our model, all the values in the inner and outer models are lower than 5.

The f2 effect measures how much the exogenous latent variable contributes to an endogenous latent variable's R2 value (the strength of the relationship between the latent variables) (Chin, Marcolin,& Newsted, 1996). The values of 0.02, 0.15, and 0.35 mean a small, medium, or large effect, respectively (Cohen, 1988; Chin, 2010). The values of that effect in the inner model are large for the relationship between social sustainability and prosperity (3.701).

The total effects are the sum of the direct effects and indirect effects. Thus, the analysis of the total effects we have performed shows that the total effects are statistically significant (P-value <0.001) between the constructs. The total effects analysis demonstrates the constructs are related, and this result is crucial to specifying that this relationship can be predictive, as Söllner, Bitzer, Janson, and Leimeister (2017) indicate.

4. Results and Implications

The first implication of the results that must be enhanced is that the final model of social sustainability is formed by the indicators previously defined in the theoretical model. Although the variables that imply a negative effect could be removed from the model, their appearance is still relevant because these variables have a negative effect, their incidence is low with low loadings as the residents of the destination do not consider them relevant enough.

The development of communities must be in accordance with cultural advancement, as Escobar (2008) pointed out, this cultural evolution is what will indicate how society must develop its activities, to be sustainable in the long term, these concepts must advance and develop in a united way. Participation with locals is essential to contribute towards sustainable development through the provision of work, leisure or investment.

On the other hand, Gibson-Graham (2006) makes us consider the economic transformation that societies have experienced towards thoughts that make them socially sustainable and, therefore, in this article we must take into account that these concepts are part of that prosperity, not only in the economic way, but also that this event helps their society feel more identified with their territory, the desire to repeat the festival as part of their loyalty or to share aspects of the event such as the type of music, the image it gives to the city or the tourist flow.

The next question is whether the festival is socially sustainable, and what the most relevant indicators are. As the model has revealed, variables such as the addition to the culture of the place, the improvement of the image as a tourist destination, the social ties created, or the residents' willingness to have more editions of the event show that holding the festival is really a socially sustainable event.

Finally, the relationship between the two main constructs has been proved with satisfactory results. The destination is not only socially sustainable but also prospers the city, as measured by economic and satisfaction variables.

5. Conclusions

Social sustainability is a concept sufficiently defined in the literature, although it has not been widely studied. However, certain approximations can be obtained through studies of the social environment where the aim is to analyze such a vision. Considering the opinion of the destination's residents and their well-being in its different dimensions will determine the convenience of holding a festival in their environment.

The social sustainability survey of residents allowed us to determine the degree to which they agreed with certain items describing social sustainability values, we concluded that the inhabitants have obtained a positive and robust degree of prosperity as measured by the values of their answers and by their affirmation of wanting the event to be held again in future editions.

Given the surveys carried out and the contrast of the variables obtained with the literature reviewed, it has been possible to describe the items that affect social sustainability in such a way, that there are variables that affect social sustainability positively and others negatively depending on the number of attendees and their contribution. The model represented has been described taking into account the determined variables.

The model has been contrasted and is robust and the methodology applied has confirmed the two hypotheses with significant results. A variety of tests have been made with satisfactory effects that point out the relevance of each indicator as well as the incidence of the main constructs.

Social sustainability is a generator of prosperity at the tourism destination like others tested in literature such as competitiveness and innovation (García-Sánchez, Siles, and Vázquez-Méndez, 2018), the social sustainability construct has a relevant incidence in prosperity (0.887) as the PLS model explained.

Analyzing the items by frequency in the three periods, it can be concluded that a kind of fatigue has been detected in the residents, highlighting the negative effect of noise that the organization has not minimized over the years. Anyway, the value of the indicators is similar in terms of impact, and the results can determine the relevance of the model proposed as well as its suitability.

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