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THE IMPACTS OF EVENT TOURISM ON HOST COMMUNITIES

Case Northwest region of Cameroon

Thesis

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ABSTRACT

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<p>Tourism is one form of business which brings much economic growth and development to its host communities. It is also known to have many benefits to the host communities and this can be seen in the creation of new jobs, construction of infrastructure and the creation of social amenities in the host region. Concerning the cultural aspect of growth, tourism has made the communities to maintain their culture or else the communities will have nothing to exhibit as their cultural potentials. Tourism has therefore motivated the communities to keep their culture sustainable from generation to generation. Furthermore tourism has come in as a peace maker between the environments, animals and the people. Most environments are being protected and the endangered species of animals are being protected in our communities.</p> <p>This research was carried out with the aim of identifying the impacts of event tourism on the host communities using North-West Region of Cameroon (NWR) as a case study and the objectives to find how the negative impacts could be changed into positive impacts.</p> <p>The method used by the writer was practice based, and a semi-structured interview was conducted. Professionals and non-professionals in the sector of event tourism in northwest region of Cameroon were interviewed and their responses and thoughts were used as the core of the writer's analysis from which findings were extracted and suggestions were made.</p> <p>The result gotten from this study indicated that although event tourism is good for developing a community, it can also cause havoc (negative impacts to the host community) if both the tourists and the communicants are not well educated about good morals in the host community.</p>		
Key words Tourism, destination, event tourism, host communities, impacts, North-west Region of Cameroon		

Table of Contents

ABSTRACT.....	
1 INTRODUCTION	1
2 THE EVENT TOURISM.....	2
2.1 The main bodies of the event industry	2
2.1.1 Event venues	2
2.1.2 Event managements	3
2.1.3 External regulatory bodies	4
2.2 Types of events.....	4
2.2.2 Mega events	5
2.2.3 Hallmark events.....	6
2.3 Typology of planned events.....	6
2.3.1 Festivals.....	6
2.3.2 Business events	7
2.3.3 Art events	7
2.3.4 Stakeholder	8
3 SUSTAINABILITIES OF TOURISM ATTRACTIONS	9
3.1 Some challenges facing the growth of tourism in both developed and underdeveloped world	10
4 THE VIEW OF CAMEROON AND THE NORTHWEST REGION AS A CASE STUDY	12
4.1 The location of northwest region of Cameroon.	14
4.2 Some attractions in the Northwest region of Cameroon.....	16
4.2.1 Day 1 of Lela festival	17
4.2.2 Day 2 of Lela festival	18
4.2.3 Day3	20
4.2.4 Day 4	21
4.2.5 Analysis of Lela festival	23
4.3 Medumba Arts and craft festivals.....	23
4.3.1THE NGUEMBA ANNUAL FESTIVALS	28
4.3.2 Kom cultural and art event festival	29
5 THE IMPACTS OF EVENT TOURISM ON THE HOST COMMUNITIES.....	33

5.1 Economic impacts	33
5.2 Socio-cultural impacts	35
5.3 Environmental impacts.....	36
6 RESEARCH METHODOLOGIES AND ANALYSES	38
6.1 Quantitative research method	38
6.2 Qualitative research method	38
6.3 Semi structural interview	39
6.3 Presenting the result of the research	39
6.6. FINDINGS	47
6.7 Reliability and validity	49
7 RECOMMENDATIONS AND CONCLUSIONS.....	51
7.1 Recommendations	51
7.2 CONCLUSIONS.....	54
References.	55
Appendix	58

APPENDICES

GRAPH 1 THE MAP OF CAMEROON adapted from (www.worldatlas.com › [Africa](#))

GRAPH 2 THE FLAG OF CAMEROON adapted from (en.wikipedia.org/wiki/Flag_of_Cameroon)

GRAPH3 The map of the North-west region of Cameroon adapted from (en.wikipedia.org/wiki/)

GRAPH 4 LELA DAY 1 adapted from (balinyonga.org/links/pages/fonpalace.html)

GRAPH 5 LELA DAY2 adapted from (bamendaonline.net/blog/bali-nyonga-lela-2013-festival-in-pictures/)

GRAPH 6 LELA DAY 3 adapted from (balinyonga.org/linkspages/fonpalace.html)

GRAPH 7 LELA DAY4 adapted from (balinyonga.org/linkspages/fonpalace.html)

GRAPH 8 THE RECHARGERS own PHOTO

GRAPH9 Medumba festival dance adapted from(<https://www.youtube.com/watch?v=SvVdbH-HqaE>)

GRAPH10 SOME TOURISTS IN MANKON PALACE adapted from (www.tripadvisor.com › ... › [Bamenda](#) ›)

GRAPH 11 AFUA-AKOM STATUE adapted from (<https://plone.unige.ch/.../afo-a-kom-2013-furman-gallery-and-kom-peop>)

1 INTRODUCTION

Tourism is the movement of people from one place to the other for a short or a long time stay, in places outside their usual dwelling place for not more than one year, spending nights in hotels, motels, inns, cottages. Tourism is further defined as a temporary movement of people to destinations out of their normal places of residence or work. There are activities involved during their stay in these places and facilities put in place to cater for their needs. (Cooper,Fletcher,Fyall,Gilbert,&Wanhill 2008.5.).There are different reasons why people travel. These reasons can be for leisure, business or educational purposes. Tourism has existed for as long as human beings have existed. It is a highly competitive industry .The impacts of event tourism on the host communities has been a major issue which calls for attention if event tourism must continue in the future. So, it is necessary to identify the impacts and maintain or improve the advantages, and to eradicate or reduce the disadvantages.

The aim of this thesis is to make the people living in the communities to understand the impacts of event tourism on the host community. These impacts will be identified and grouped into two phases which are positive phase and the negative phase and how they affect a given host community. The objective of this research work is to study how the impacts of tourism affect a given community and solutions shall be suggested in order for this community to free of any problem or bad phase of tourism. These suggested solutions when applied will reduce or eradicate the identified problems.

2 THE EVENT TOURISM

Event tourism can be defined as the gathering of people with the aim to celebrate, entertain, marketing, or union. Getz in his book (1997, 4) stated that events are temporary occurrences, either called for or not, and they often have a definite time which is usually made or announced for planned events. Event tourism is one of the most active forms of tourism since people are creating gathering with various forms like festivals, celebrations which are pulling factor to visitors. Nowadays event tourism is a major role in tourists' lives as there has been increased in leisure, and money is been paid to workers for holidays and this has contributed to the growth of public events, celebration and entertainment in the host communities. Tourism has continuous impacts on our lives and the tourism activities with the host communities, region or country (Cooker et al.2008, 14).

Analyzing these definitions by Getz and Cooker, Getz's idea is based mostly on the events which are planned but nothing has been mentioned about the impacts of the planned events. On the other hand Cooker's idea is emphasized on the impacts of event tourism on our lives and its interaction with the host communities, region or country as a whole. Thus Cooker's definition is in line with research work, the impacts of event tourism on the host's communities.

2.1 The main bodies of the event industry

2.1.1 Event venues

Event venues are vital in the event industry. In the absence of event venue in event industry, then no event is hosted. Event venue management is one of the most important icons of the whole event management process as it is also part of the marketing of the event venue. Specific event venues exist and they bring more income to the event management when they give out their facilities on hire agreement to serve and corporate events of all sorts like theaters, universities, galleries and museums. Some event venues

are resorts, hotels, convention and exhibition centers, stadium, sport and fitness centers, theme park, heritage, shopping centers and market.(Allen et al.2011,18.) Event industry suppliers Event industry suppliers are the network of integral branch of the event industry where specialization and expertise meet to produce professional and high quality events. This part of the event industry has been noted as one of the most important due to its rapid growth, expansion and complexity, suppliers go to event related areas like staging, lighting, sound production, audiovisual production, entertainment and catering areas, like transport, security, communication, legal services and accounting services. (Allen et al.2011, 17

2.1.2 Event managements

Event managements are made of either a set of professionals or individuals whose functions are to arrange events on contract terms for their customers. These specialized firms most often make many events and also create long term relationship with their customers and suppliers. (Allen et al.2011, 17.) Event organizations Event organization's main function is to host events and some of these events organization's may be event specific bodies like the Australian open tennis tournament organizers, while some are special teams within a bigger organization in event tourism industry (Allen et al.2011, 17.) Event organization came into existence due to the mergence and formation of the industry and also well known to have professional associations in charge of networking, communications and liaison within the event industry, training and accreditation program code of ethical practices and lobbying on member's behalf. Event organization associations have withstood the challenge of taking care of all the sectors of the event industry as it is a diverse industry. Event organizations associations are regional or country based while other are international and have branches in other countries. Examples of the association dealing with event planners and managers are the following:The international Special Events Society (ISES) is an association whose function is to educate, advance and promote special events industry and its network of professionals with related industries. They try to respect of the principles of professional conduct and ethics, acquire and disseminate good business information, speeding a spirit

of cooperation amongst its members and other special events professionals and motivate high standard of business practices. (Allen et al.2011, 18.)The international Association of Exhibition and Events (IAEE) is an association which was organized in 1928 as the national Association of Exposition Managers to represent the interest of the trade show and exposition managers. In the global exhibition industry today, event is the leading association. The international Association of Exhibition and Event today represents above 8,500 individuals who take part in events and give support to exhibitions in the world.

The main aim of this association is to foster the unique value of exhibition and other events that merge buyers and sellers such as conferences and road show. The principle resource for those who plan, produce and service the industry is IAEE. IAEE works in partnerships with industry organization which either uniquely benefit its members or empowers the events industry. (Allen et al.2011, 18.)

2.1.3 External regulatory bodies

External regulatory bodies are government and statutory bodies playing a vital role to oversee and supervise the conduct and execution of events and these bodies have a close interaction with the industry. The bodies come up due to the complex and regulatory environment in which contemporary events take place. Some local council need to make application for the staging of outdoor events which cover regulations governing the external regulatory bodies, for example, noise restrictions and traffic plans. (Allen et al.2011, 20.)

2.2 Types of events

The various forms of events are special events, mega events, fairs and exhibitions, hallmark events, expositions and shows, meetings and businesses, sports events, education events and art events. Special events can be described as a defined presentation, celebrations, performances or rituals that are well planned and staged out

to signify special occasions or gain particular culture, social or corporate goals and objectives. These special events vary from national day, important civic occasions, celebrations, unique cultural manifestations, trade promotions, major sporting activities calendar, corporate functions and product launches. (Allen et al.2011, 11.)

The definition by Allen et al. (2011) has been argued by other researchers and these researchers said that it is not possible to give a clear definition of “special event” due to its large nature but rather could be defined by its context. Due to this, Getz come up with two definitions which state that to organize special event is one- time occurring event out of the normal program of the sponsoring of the organizing body and to the customer a special event is an opportunity for an experience. (Getz 1997, 16.) Joe Jeff Goldblatt (1990, 1), defined special events as always planned, arousing expectations, and motivate by giving reason for celebration.

2.2.2 Mega events

These are events that bring about extraordinary high standard of tourism, prestige, media coverage and economic impact for the host community. Another researcher J Horne in the same discipline of events and tourism defines mega as events which are expressively set goal at the international tourism market and may be clearly described as “mega” by the nature of their size in terms of attendance, level of public financial involvement, target market, political effects, construction of facilities, extent of television coverage and impact on economic and social fabric of the host community. (Hall 1992 5.) The main characteristics of these mega events are that there are annual events which attract tourists from all around the world. Due to this international virtue mega events are always advertised in the global media and some examples are international trade fairs and exhibitions, International Football Federation (FIFA) and the Olympic Games.

2.2.3 Hallmark events

Hallmark events stand for mark of quality or authenticity that separate high quality goods from low quality goods or signify a specific feature. Hallmark events are major events that occur one time or are recurring events of a limited period, arranged primarily to create awareness, appeal and profitability of a tourism destination in short and, or long term and these events' success rely on their uniqueness, status or a timely importance to catch interest and attraction (Ritchie 1984, 2.)

2.3 Typology of planned events

Typologies of planned events are divided into major categories, showing the differences between public sectors and leading to the primary interest of individuals and small private groups. Also events can be public or private group that is an event can appear more than one of these categories depending on the purpose and circumstances. Only public events are considered as mega and hallmark events because of the importance attached to it. (M Malfas, 2004.)

2.3.1 Festivals

Festivals are traditions which often have long history, retain religious or mystical origin and contemporary festivals which have been created in recent decades and normally festival are profane and secular (Falassi 1987, 2). Festivals are also defined as public theme celebrations this is because without the convocation of the public to participate, it becomes a private celebration or a private party. For a celebration to be called a festival, it should be by and for the public and the theme must be expressed in the name such as food festival. Parades and processions are common elements in festivals. Other types of events like entertainment and art are considered to be part of theme festivals. Furthermore recreational and sports also feature as events category (Getz 1997, 8.)

Festivals contribute to the human culture and social life. There are also avenues for the host communities to make profits because they are linked to business activities. The world common festivals are the New Orleans's and Rio de Janeiro's huge Mardi Gras festivals, the winter carnival held in Quebec city, just to name a few (*gocanada.about.com*)

2.3.2 Business events

Business event has been dormant for the past years due to negligence. Business event is also called meeting industry or call it meetings, incentives, conventions and exhibitions (MICE). This sector focuses mainly on business and trade despite the strong public and tourism aspects to many of its activities In the commonwealth department of tourism (1995, 3.) Defined meetings as all off-site gatherings, including conventions, congresses, conferences, seminars, works and symposiums, which bring people together for a common purpose: the sharing of information (Allen et al. 2011, 16). The business event industry has given rise to many entrepreneurs, professionals, corporations and associations to employ the services of meeting or convention managers for their business get-togethers.

2.3.3 Art events

Art event is a branch of event tourism which encompasses the different classification of arts. The art events has the following categories the visual, such as handicraft, sculpture, painting etc, the performing art such as dance , drama, storytelling, or poetry, which usually involves performance in front of audiences and the participatory art where both the performers and audiences are involved.

2.3.4 Stakeholder

Stakeholder in events has been attracted to event tourism and these stakeholders have shown their interest and support towards the management of event tourism. Some of these stakeholders are the Government and corporate bodies who have now become part of the event tourism industry. This event tourism is not just to satisfy the people's desires but also to meet the goal's regulation and objectives of the Government, the expectation of the communities, media requirements and sponsors' requirements. Some of the stakeholders in the event tourism industry are the host community, host organization, media, sponsors, co-workers participants and spectators.

(www.mindtools.com)

3 SUSTAINABILITIES OF TOURISM ATTRACTIONS

This form of events tourism will exist as far as people are living in the community and will never allow their culture to die, this is because the attractions are in the people and it is one of the cleanest forms of business. People move around with the attractions in them and can be performed anywhere and at any time if the need be. Once the talent is there it can never be forgotten but it will need just some adjustments as time changing things due to globalization.

According to Global Sustainable Tourism Criteria (GSTC) the demand for sustainability for tourism attractions is in high demand since the number of visitors is increasing every day searching for the most attractive site to visit. With this, Global Sustainable Tourism Criteria come up with four main branches on how to sustain attractions which are; sustainable programs, environmental impacts, cultural impacts and socio-economic impacts.

These criteria have been deduced from experiences in both the developed and developing world as a standard for tourism sustainability and also to meet the expectations of the tourists when reaching their destinations. Furthermore the criteria have the following expectations, to help the visitors to choose the best sustainable tourism destinations, stands as a model guideline for destinations that want to be more sustainable, stands as the center of information to identify destinations and inform the customers about their sustainability, serves as guidelines for education and training bodies like hotels and universities in the world. Sustainable program serves as a model to other voluntary destinations programmes to meet the broadly acceptable base line. Global sustainable tourism criteria give private sector, Government and nongovernmental programmes beginning point to develop sustainability of tourism requirements.

3.1 Some challenges facing the growth of tourism in both developed and underdeveloped world

There are many challenges facing this industry and some of these challenges are, lack of adequate information has been one of the major problems facing this industry, some events are planned within a short time thus tourists are not aware of the event. Seasonality of touristic potentials is also a hindrance to the growth of tourism industry in the world. This is because touristic potential can only be found within certain time frame and after it cannot be available until the same time next year. Thus tourists who have the desire of such potentials cannot have what they want at a particular time they must wait for the time or the season when the potential is available. It could happen that at that time the tourist may not have time to visit since people have different time in a year to go on holidays. Furthermore, inadequate finances are also drawback to tourism industry, some potential are wasting due to inadequate finances to develop the attraction, this is mostly in the third world countries. Misuse of funds allocated for the development of tourism industry has also been a major problem as officials in the industry steal money meant for the development of the industry. They tend to enrich themselves with the money thus leaving tourism industry in monetary crisis.

Tourism is the movement of tourists from one place to the other but poor transportation network has greatly reduced the mobility of tourists as touristic potentials can be reached only through trekking due to poor infrastructural network and tourists always avoid going to such places thus this reduce the total number of tourists who travel within a year. Another challenge faced by the tourism industry is that of poor power supply which always causes fear to tourists especially when there is no light. Tourists feel insecure when there is darkness, because of wild animals and other hazards.

Poor source of drinking water has also been a challenge in the tourism industry as tourists might fall sick after drinking untreated water this can make tourist not to go for visit again especially those who might have survived from water borne diseases like cholera. Insufficient training schools has made some stakeholders in the tourism sector to employ unqualified workers who instead of being loyal and a liaison to customer services tend to scare their customers because they lack any knowledge of hospitality.

Talking about challenges without war would be a mistake because tourist will not visit any country with political instability. Some countries have been fighting war for more than 2years and no matter how rich their potentials are, tourist will not have interest to go to such country since his or her security is not guaranteed. Examples of countries which are in political instabilities are Syria, Sudan and South Sudan. Inter-tribal conflict is also a setback in tourism and good examples include Bawock and Bali people, and Oku and Mbesa people all in the northwest region of Cameroon where houses, human beings, livestock and crops were destroyed and some touristic attractions were burned down and example is the Bawock Fon's palace which was burned down in the year 2007 due to inter-tribalwar. (https://groups.yahoo.com/neo/groups/FREE_Ambazonians/.../18775)

Tourists are people who move from one place to the other and international tourist visa is needed in order for international tourist to travel, some countries have make it too difficult for tourist to visit their countries by complicating the procedure of obtaining a visa. Another challenge, face by tourism industry is that of harassment by the police who extort money from the tourist for no good reasons thereby discouraging them from coming back for another tour. In some countries in the world lineage practices have monopolised the whole community as only certain people from a particular family are allowed to spear-head an event and this lineage practices have caused touristic attractions to disappear since all the family members may die and there is no one left in the lineage like lela festival in Bali Nyonga in the northwest region on Cameroon

Unbalanced development has also been a hindrance to the growth of tourism industry in the world. Youths are migrating to the cities while the rural areas are makeup of only those who are old and do not have enough energy to embark on tourism activities. Climatic conditions in the world have also help in slowing down the growth of tourism. Countries which or too or too cold in the world have touristic attractions but due to the harsh climatic conditions human beings cannot visit such touristic attractions like the arid region.

4 THE VIEW OF CAMEROON AND THE NORTHWEST REGION AS A CASE STUDY

Cameroon is a country located on the West of Central Africa Republic. Cameroon is a bilingual country with French and English as its official languages. This country is divided into ten different regions and each region has a governor as the leader of the region.



GRAPH 1 THE MAP OF CAMEROON adapted from (www.worldatlas.com › [Africa](#))

The Portuguese arrived on the coast of Cameroon sometime before 1472. Portuguese sailors were yelling “Camaroes” on the beach because they were amazed at the giant shrimp in the area. As a result, this soon evolved to Cameroon and the name of the country. Cameroon is a country located on the West of Central Africa. It covers a total land surface of 457,440 kilo meter square and it has land boundaries with Nigeria to the northwest, Chad to the north east, Central Africa Republic to the east, and the Republic of the Congo, Gabon, and Equatorial Guinea to the south. The country also has 402 kilometers (249 miles) of coastline on Biafra, part of the Atlantic Ocean. The topography

of Cameroon is varied, ranging from tropical rain forests in the south to mountainous highlands in western central regions, and semi-arid savanna in the far north. Cameroon has been a bilingual country because the French and the British were the two colonial masters in Cameroon although the Germans came to Cameroon, but they did not colonize Cameroon. In addition to these languages, Pidgin English is widely spoken by both the old and young. Furthermore to these languages, Cameroon has about 288 ethnic groups speaking different dialects and making it very difficult for another Cameroonian to understand another Cameroonian from another part of the country. Politically Cameroon is a democratic country with many political parties and the main political party is the Cameroon People's Democratic Movement (CPDM). This party is the present ruling party in Cameroon. Cameroon's national flag is green, red, yellow with a star on the red, this flag is the current flag of Cameroon after independence in 1961 and the other flag before independence has but two stars on the green portion of the flag and these colors represent the following, the green represents hope for the future and the rich vegetation especially at the Southern forests. The yellow is for the soil and symbolizes the great savannas of the far north part of the country.

Yellow is also for the sun as the source for the nation's happiness. Red is the symbol of independence and unity. The star is the sign of unity for the country is comprised the British and French territories.

Flag before independence



Flag after independence



GRAPH 2. Flags of Cameroon adapted from en.wikipedia.org/wiki/Flag_of_Cameroon

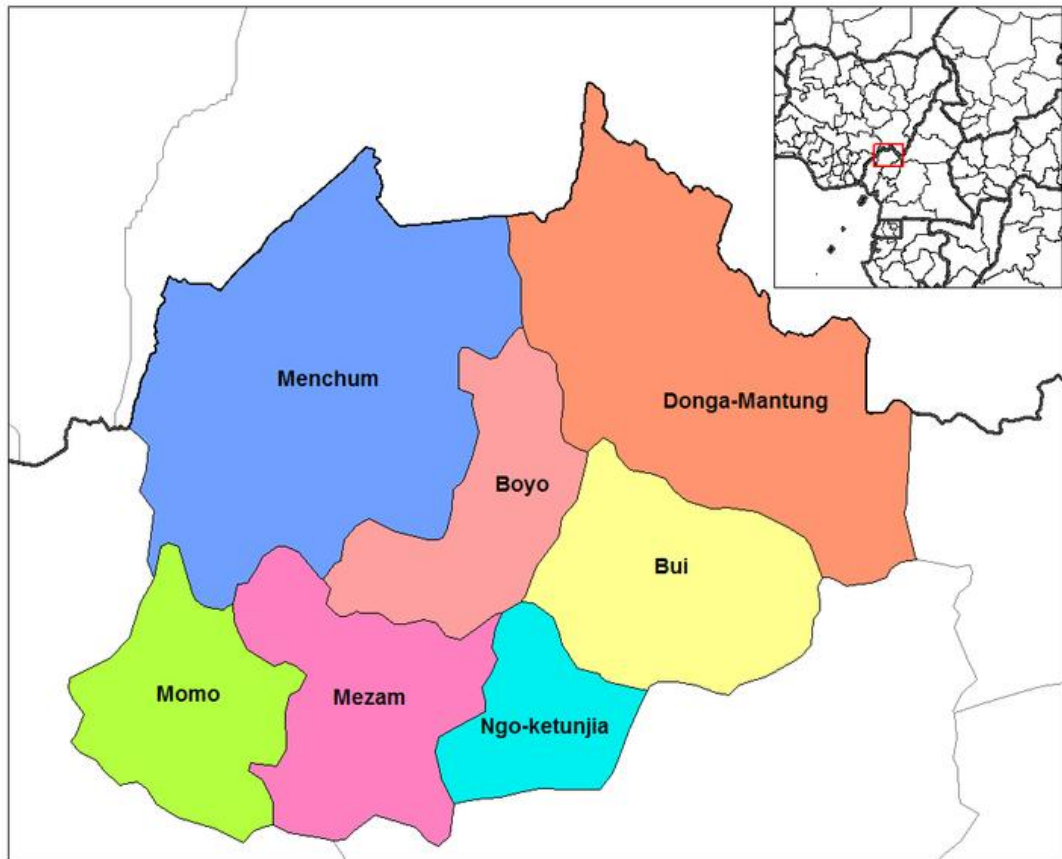
All these changes on the flag are because, there were formerly two Cameroons, the Southern Cameroon and the colonial master is the British and the western Cameroon and the colonial master is the French. Now, the Southern Cameroon is being slowly wipe out by the political system that is the reason of the new flag with one star. Although they are minority, Southern Cameroon is fighting against marginalization by the French Cameroon. The president of Cameroon is Paul Biya. The population of Cameroon was about at about 22,369,025 millions inhabitants in the year 2014. The capital of Cameroon is Yaoundé with the population of 1,739,000 million in the year 2009 while the economic capital is Douala and its population stood at 2,053,000 million in the year 2009.

(worldpopulationreview.com/countries/cameroon-population/)

The case study of this project is the northwest region of Cameroon. In order to access the impact of event tourism in this region, the researcher will locate where the Northwest region of Cameroon is situated on a map and identify its neighbouring regions. To further the research the writer will also identify some the major attractions in the region which are pulling factors for visitors to this region. The impact of event tourism on the host community will then be investigated.

4.1 The location of northwest region of Cameroon.

The northwest region, (Northwest Province until 2008: *Région du Nord-Ouest*) of Cameroon constitutes part of the territory of Southern Cameroons. The northwest region is found in the western highlands of Cameroon. It covers land surface of 17.812 kilometre squares. It lies between latitudes 5° 40' and 7° to the north of the equator, and between longitudes 9°45 and 11°10' to the east of the meridian. It is bordered to the southwest by the southwest region, to the south by west Region, to the east by the Adamawa region and in the north by the Federal Republic of Nigeria. The location of the Northwest region can also be seen on the Cameroon map marked with red. On the map of the Northwest region of Cameroon below are some major towns in the region.



GRAPH 3 Map of Northwest Region of Cameroon (en.wikipedia.org/wiki/)

It is the third most populated region in Cameroon, with a population of 1,804,695 inhabitants as of 2010. It has one major metropolitan city, Bamenda, with several other smaller towns such as Wum, Kumbo, Mbengwi, Ndop, Nkambe, Bali, Batibo, Oshie and Bambui. The population of the northwest region is a conglomerate of many ethnic groups, comprising the native population and a significant proportion of immigrants from other regions and from foreign countries, particularly Nigeria, with whom the region shares boundaries in the north and northwest. The native population is made up of a variety of many ethnic linguistic groups. However, the main ethnic groups are: Tikari, medumba, Widikum, Fulani, and Moghamo. The main languages spoken in this region include Mungaka Medumba, Bafmen, Oku, Lamso, Ngemba, Pidgin English, Balikumbat, Papiakum, Moghamo, and Nkom. Colonial masters created administrative boundaries that cut across ethnic groups and cultures. As a result, a part of some

ethnic groups now lies in different regions. This is believed to be the cause of many land conflicts in this region like the case of Bawock and Bali

In the northwest region, the social organization recognizes at its leader as a chief, also called *Fon*. The Fons, who sometimes in their tribal area may be more influential than administrative authorities, are enthroned as the living representative of the ancestors. This region with its various cultural backgrounds has more to exhibit as far as event is concerned thus the many festivals in northwest region of Cameroon.

(www.everyculture.com › [Bo-Co](#))

4.2 Some attractions in the Northwest region of Cameroon

Lela festival is a yearly festival to remember the wars that the Chamba people in general and the Bali Nyonga in particular fought and defeated other tribes in the course of their migration to settle in this present northwest region of Cameroon. Lela is a royal dance with the chief or Fon as its leader. Lela institution is in charge of the Lela shrine called “wolela” and a chief or a Fon is enthroned and he is presented to the Bali Nyonga mounting the wolela in a public ceremony. Lela is a four day public event and it usually takes place on every 20th of December to the 23rd of December which is suppose to be every year but sometimes the gods are angry and bad message is sent, there will be no Lela that year. Lela festival often begins with a launching ceremony called “pob Lela” which is not open to the general public, the launching takes place a few days before the Lela festival begins. Various manifestations occur during Lela festival in this four day event. This can be seen as describe below.

4.2.1 Day 1 of Lela festival

In Muganka dialect, day 1 of this Lela festival is called “shuh’fuh” which can be translated as washing the traditional rituals. It usually begins in the mornings, the two traditional flags “tutuwan” are taken out of the fon’s palace and placed in the Lela piazza. In the afternoon, usually at 1pm the general public comes together at the Lela arena to start the two mile journey led by the tutuwan to the sacred stream (shrine) called “nchi shuh fuh” meaning the shrine where the traditional ritual of a ram to be killed and offered to the gods is going to be performed. At this shrine the two flags that is tutuwans are immersed in the water for purification and asking gods to be on their side if there should be any war or intruders and then the flags are emerged out of the water if the flags are clean and dried, it signifies that the Lela festival will be a better one but if the flag should come out dirty and wet, it is a bad signal. The general public is very happy when the tutuwans are cleaned and dried as on their way back to the Lela piazza; war songs are chanted signifying they are ready for any attack from their enemies. Local made bow and arrows can be seen shot in the air while chanting the songs and they do this shooting of bow and arrow by running from the shrine until they will reach kah manfon’s (queen mother) residence for refreshment. The general public will then proceed to the Lela piazza with heavy gun firing followed by dancing until about 6.30pm.



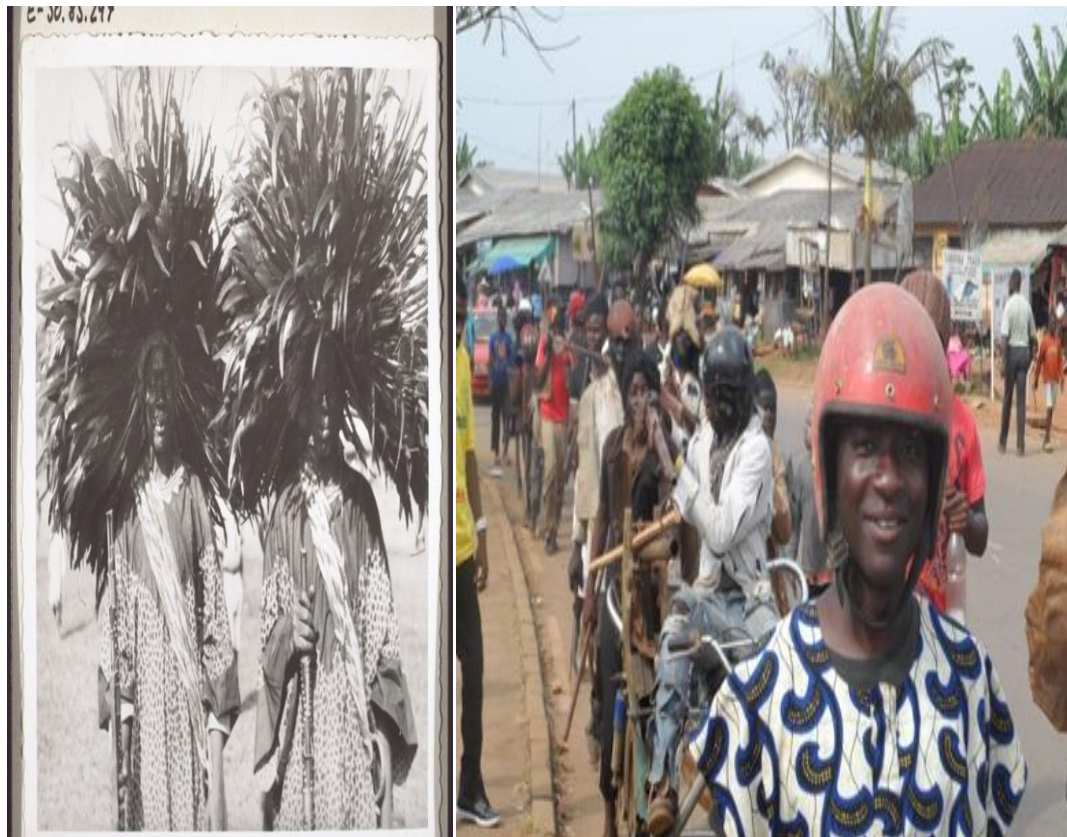
GRAPH 4 Lela ritual adapted from (balinyonga.org/links/pages/fonpalace.html)

From Graph 4 above it can be seen that not just anybody can touch or carry the white flags (tutuwan). There are special people who must carry the flag and it is a lineage practice. To the right to the white flags in graph 4 is a sacrifice being offered to the gods in appreciation of good news brought back from the river by the white flags. Those who are to kill the ram are also special people in the land of Bali Nyonga and this practice is also a lineage practice. The blood of this animal is then mixed in two bowls made of clay and this blood is mixed with some concoction, the feet of those who entered the ritual water are then rubbed with the concoction, some of the concoction is also rubbed on the sticks supporting the white flags and animal meat is then thrown to the gods. Here women are allowed to go to the river where this ritual is being performed, no matter how wealthy or popular a woman might be, the tradition says no to women to attend and even men who have titles are not allowed to go too close where the ritual is being performed.

4.2.2 Day 2 of Lela festival

The second day of the Lela festival is called "loh'ti" which signifies the victories of the chamba and the Bali Nyonga had in the course of their migration. This day is a great day of fun as people are dressed like military men at war and some of the people holding guns and those who do not have guns hold fake guns. This is manifested by all and of all ages. They will then proceed to the hill side behind the main market. During this procession to the supposed war front, the Fon leads the silent procession accompanied by his traditional title holders' proceeding according to their ranks. This silence indicate military men approaching their enemies at warfront and these people usually put caps made of bird feathers to deceive their enemies to think that they are flock of bird moving and not human beings and branches of trees are used as camouflaged. On arrival at the supposed war front, there is heavy gun firing for about 30-40 minutes with individuals showing their talent in gun firing. Some of these people do it by jumping while firing, somersaulting while firing. On their way back to the Lela ground, there is a lot of military

by the military wing, a lot of gun firing on the way, chanting of war victory songs until they will reach the Lela piazza where gun firing still continues with dancing until 6.30pm. Day2 is the day most neighboring villages to Bali Nyonga always attend the festival event in order to view the type of gun or weapon they have in case there is an attack on their own villages. There are many guns and weapon exhibitions on day 2. Throughout the Lela celebration loh ti has always been recorded as a day with highest number of accidents from the gun firing and many souls are lost during this day 2 celebration. Children who cannot shoot guns do hold old spoil guns and some of these children also produce their toy guns from sticks. Those who cannot carve toy guns go in for an elephant stuck grass which they file the edge making it look like arrow and elephant stuck grass is also very dangerous if one was to shoot it at someone. Men, women and children on this day of loh ti often dress in a war like dresses and they also put paint on their faces just like soldiers at war. In the whole of Northwest region of Cameroon the Bali Nyonga people are known as the warriors in the northwest of Cameroon region.



GRAPH 5 *people proceeding to the supposed war zone adapted from*
(bamendaonline.net/blog/bali-nyonga-lela-2013-festival-in-pictures/)

Graph 5 above, to the left are men who are proceeding to the war zone, with caps made of leaves to deceive their enemies as if they are just trees. This makes it difficult for their enemies to identify them.

4.2.3 Day3

Day 3 of Lela is called “ben” which simply means dance and on this day and the whole population dances joyfully to indicate that they are victorious. There is no gun shooting on this day and the appointment of new title holders are made and this title is called “nkom” which means minister of the Fon. Dance begins at 2pm on day 3 and about 2 pm and new “knoms” are represented to the public by the Fon and the public is also informed about the state of the Lela union. The Lela ground is always colorful with Lela traditional dresses and those who cannot afford put on their best dresses. The dance officially closes at 6.30pm every day.



GRAPH 6 The Fon of Bali greeting its people during Lela dance adapted from (balinyonga.org/linkspages/fonpalace.html)

Graph 6 above shows the Fon of Bali Nyonga dancing and greeting his people. He does not shake hands with anybody as culture demands; he does that by waving his hand. In responds the population will be shouting in appreciation with words like” you are more than a Fon, just seeing you I can sleep without eating but I will not feel hungry, you do not bath but you are clean all the time, I can never be tire of seeing you”. While they are saying all these, the Fon will then be making his ambianc with shoulder high up.

4.2.4 Day 4

Day 4 of the Lela festival is called” nun kong” which means that the two flags the tutuwans are going to be taken back into the palace to keep them where they belong and this announcement is made by the Fon. There is less gun firing on day 4 but people dance

to their best saying goodbye to Lela this year and see you again next year. The Fon also gives out the calendar of the next Lela in the future. The sticks decorated with red and white in graph 7 below is called the Fon's spear and any time the Fon wants to make announcement, this sticks must be present. Even if the Fon is sending his ministers for an era, those spears must be taken along. It is during this festival that the Fon chooses whoever he wants to have as a wife and nobody challenge him by saying " I will not marry you". Men really invite their daughters to this dance praying for luck to shine on him so that his daughter can be chosen as the Fon's wife since he, the father to the girl will have a title in the land and his respect will be increased among the villagers.



GRAPH 7 The Fon's spear and young girls dancing Lela **adapted from**
(balinyonga.org/linkspages/fonpalace.html)

Graph 7 above shows that the Fon would be coming to greet his people and young girls are dancing Lela from where the Fon chooses a wife. When a wife is chosen and taken to the palace no one sees her in the public till during the next Leila celebration

4.2.5 Analysis of Lela festival

Lela festival has been known as a crowd pulling event in the northwest region of Cameroon and many tourists flock into this region during this festival. This festival has no distinction because everybody is a dancer due to its easy rhyme and style of dancing. There is no spectator because everybody dances Lela and nobody to appreciate the dancers. Even international tourists dances Lela and feel very happy. But he or she cannot evaluate the dance because of his or her involvement in the dance. During this festival anybody can put on any type of dresses and till be accepted into piazza. There is no room option to choose the best dancer. The manner of Leila dance is just unique from day 1 to day 4. No particular order is followed during this festival.

4.3 Medumba Arts and craft festivals.

Medumba arts and culture event is one of the most incredible events in the Northwest region of Cameroon. Medumba festival is been practice by the Bamileke tribe in Republic of Cameroon. This event often rotates between the northwest region of Cameroon and the West region of Cameroon. The strong hold of this event is in the West region but since the Bamileke people live in harmony with each other, Bawock feu'gafe people who migrated from the west and settled in the northwest region still carry their tradition belief together. This tribe has the best culture in Cameroon and they are the richest in the country. There are three Bawocks in Cameroon which are Bawock feu'gafe, Bawock feuchumgtuh and Bawock feugah, and the biggest among them is Bawock feu'gafe. The major towns in this tribe are the Bafoussam, Bajoun, Bafang, Bawaju, Bangante, Dchang and Mbouda and all these towns have villages under this local government. The people speak the following languages, Fe'fe, Ghomala, Kwa', Medumba, Mengaka, Nda'nda, Ngomba, Ngombale, Ngiemboon and Yemba. They call their traditional head Feu. The official language mostly spoken in this region is the French language. There are about 4,000,000 Bamilekes in Cameroon. As concerns festivals, the medumba people of the northwest region of Cameroon always joined to carry out medumba festival with their fellow brethren thus making this occasion a big event. This event usually takes place in

July 4 to July 9th every year. But the venue changes either from the west region to northwest region or vice versa

Medumba in English means I am saying. During this festival the Bamileke people have a lot to show to its people, neighbours, Cameroon and the world at large. This is because all the villages have different dance styles and food. When each dance is performed any Bamileke persons can easily identify which village the dancers are coming from. The following dances are shown to the general public during medumba festival

Menghum Dance or the fon's dance group is the men major dance and it is a very selective dance group. Menghum means maturity and if someone is not mature financially, he cannot join the dance group. But again there are children in this group and some of them have joined the group to represent their fathers who are alive or might have died. It is very selective because menghum dance needs much money to buy the costume which is needed for the dance. It is the most expensive dance costume in the northwest region and Cameroon as a whole. This costume cannot be worn in any other occasion except for dancing. If a member of this dance group is leaving the group, the costume must be returned to the group or he or she will face serious sanctions from Menghum group. At first people believed only men could dance menghum and the reason was that more energy is needed to dance the menghum but the writer of this thesis proved them wrong by joining the group. Being a woman, most people were very much afraid the first day she put on the costume; she danced so well that people were impressed. The writer of this thesis joined the group it was all because she loves tourism and had wanted to challenge the idea that menghum is meant only for men and not just men, but young men who have a lot of energy because men think they are more powerful than women but men were proven wrong because the writer of this thesis can dance and sing better than men, below you can see the picture of the writer of this thesis dressed up in Menghum attire.



GRAPH 8 The researcher's own photo, ready for menghum dance.

This costume as seen above is made up of a traditional cap, a white top and a heavy cloth material which weighs about 4 to 5kg which is tied around the waist line with overlapping edges being well gathered, the rest of the material is long in between the legs, rattles are tied on the two legs which weighs about 3 kg. Shoes for this dance must be tennis shoes, a white towel to wipe away sweat, and a decorative hand tail of a cow is optional. The weight of this costume was the reason why most villagers believe only men and only adult age men could dance menghum because a lot of energy is needed to perform this dance. They were proven wrong by the writer of this thesis who is a woman. But in reality this dance needs much energy to twist the waist line so that overlapping gathered edges of the costume can open like an umbrella while dancing. The leg has about 3kg of weight, the waist line has about 4 to 5kgs and then performing this dance with all this weight is not easy. That is the reason while the writer of this thesis is called "Iron lady" in her community. This dance is one of the crowd pulling dance in the northwest

region of Cameroon and the nation as a whole. The reason is that the dancers are beautifully dressed, the weight of the costume calls for concern. The beautiful sounds from the drums, xylophone, hand rattles, the gongs and the whistle. The intensity of the dance style changes according to the command coming from the drums, xylophone and whistle.

During this event festival, women and men show their own talented dance and this dance is called Ndicha dance. This dance consists of women and men who are from the medumba speaking and women and men who are married to men or women of that same medumba village. The uniform of this dance depends on the meeting group. Some choose loin cloths which are tied over their waist, a blouse and a hair scarf. These women mostly wear tennis shoes to enable them dance well. On their left leg is another form of rattle which is different from that of the men but some group might chose not to put it on. The women rattle is just about 0.0025kg and these women can put on about 3 rattles on the leg. This rattle is round in shape. Another meeting might decide to choose a free gown locally called caba nyango which is design by a tailor or seamstress. The gown is a free wear which is often long and this type is mostly worn by younger women who can easily control the length of the dress as fashion which older women put on about 3 quarter length. This dance consists of one major singer who tunes the songs and the other members will answer. The rattle on their leg produces a homogenous sound because these women have been trained to manipulate their legs just the same.



GRAPH 9 medumba festival dance adapted from (<https://www.youtube.com/watch?v=SvVdbH-HqaE>)

The instrument used for this dance are the drums, the hand rattle, the gong, the whistle and another carve bamboo instrument. The dancers uses the left leg, buttocks, the chest especially the breast and the manipulation of the hands with beautiful smiles to perform this dance. The youths, both men and women also have their own unique dance called the benskin dance. This dance also needs a lot of energy in order to dance it the right way. The uniform of this benskin is mostly the caba Nyango which is a free wear and the men will put on a long swaro and trousers but the material must be the same as those of the women and this can be used to identify any member of the meeting group. The women usually put on rattles on both legs and each leg must have at least 3 and above, depending how energetic the dancer is. The men do not wearon any rattle but are mixed in between the women so that the sound coming out of the rattle will also cover the men who do not wear rattles. The instrument used to produce the sounds which the dancers will follow are the drums, the hand rattle, the gong, the wooden carve box and a carve bamboo. Like menteh this dance consists of one major singer who will tune the songs and the dancers will answer homogenously. The dancers use the head, the chest and the buttocks to perform this dance. They do so with beautiful smiles and they will dance according to the sound from the played instrument and the best moment is called bentnam, bentnam and all the dancers will dance going down on their knees and get up

without holding anything or without their hands touching the ground. It is also a wonderful dance which one cannot afford to miss. Tower is also needed to wipe sweat from the body due to the hard dance. This dance can be danced for a longer time than menghum dance because although the benskin is hard is it not as hard as the menghum dance.

4.3.1 THE NGUEMBA ANNUAL FESTIVALS

Another tribe in the North-west region of Cameroon which has good event culture is the Nguemba people who consist of mankon, Nkwen, Bafut, Mendakwen, Mbatu, Nsongwa and Chomba. These villages have their own different dance style in the region and most of these villages are located in the heart of the city of Bamenda which it is easily accessible by all forms of transportation thus encouraging event tourism nationally and internationally.

Mankon annual dance is also crowds pulling event in the Northwest region of Cameroon. Mankon has touristic potentials to offer to the tourists. These touristic potentials are cultural dance and modern museum which is situated in the Fon's palace of His Royal Highness Fon Awafor the 3rd of Mankon. This museum consist of many wood works like craft and art gallery which is presenting the most important part of the culture and artistic heritage of the Mankon people of the Northwest region of Cameroon. These crafts and arts are hundreds of years old. During this annual cultural dance which takes place between December and January every year, the Mankon people and tourists come to enjoy festival with their Fon, family and friends. This occasion is six days occassion. The Mankon people use both traditional and modern instruments to produce cultural songs. The period of this cultural dance is the best time to visit the Northwest region because the weather is at its best during this period and taking a toll around Bamenda city can be much fun



GRAPH 10 TOURISTS IN MANKON PALACE adapted from (www.tripadvisor.com › ... › [Bamenda](#) ›)

4.3.2 Kom cultural and art event festival

The news about the Kom people in the northwest region of Cameroon has gone nationally and internationally because of the cultural and artistic works which have been pulling tourists into this region. The cultural and artistic event in the region has been flourishing over the years. In the year 1966 Kom sacred artistic work called Afoa-Akom which is a wooden carved statue was stolen and sold to an art dealer who visited Kom and fell in love with the piece of art work. The Kom people have belief in their cultural and art works until in 1865 Afoa-Akom was initiated as their sacred treasure. They believe Afoa-Akom has powers. When there is problem in the kom village or if they wish for something, they will take the problem to Afoa-Akom during cultural and art manifestation. During cultural manifestation most tourists both home and abroad will stream into northwest region to witness how Kom cultural and art events is been carry

out. The entire Kom community was thrown into mourning when their Afoa-Akom was stolen and according to them nothing was working in their community. The Kom people decided to carry out a man hunt for their Afoa-Akom and when they could not find it, the Cameroon government was notified about the problem and the Cameroon Government opened up investigation about the stolen Afoa-Akom. Both the Government and the Kom community could not find the Kom people's treasure. In 1973 a student from the Kom community discovered Afoa-Akom in exhibition in Dartmouth College where it was on loan from Furman gallery. When the news reached the Cameroon government and the Kom community that Afoa-Akom had been found, it was a great joy to the Kom people though they had not yet seen Afoa-Akom but they knew they must have it back to the community. Furman was then asked to give back Afoa-Akom but he refused to send back the sculpture till the intervention of the Cameroon embassy in DC, and African countries also joined to intervene in the matter. When Furman saw that the pressure was too much he asked for the refund of money which he bought Afoa-Akom for \$25,000 from a businessman. Furman put Afoa-Akom on the market for sale where it was sold for \$60,000. This money was raised by private people to support the culture of the Kom community. The Kom community said Afoa-Akom was their treasure and must be sent back to Cameroon. It was sent back to Cameroon with two security escorts. On arrival to Cameroon a minister was there to represent the head of state and many village leaders were there and the Kom community came out in number. In the year 1985 a major exhibition of artistic works from Cameroon including Afoa-Akom travelled to United States museums. The Kom people attach emotions between cultural heritage and the identification of the communities of the people. Artistic work can never be taken away from this community. The story of Afoa-Akom, a stolen piece of art, has always motivated tourists to visit the Kom community during their annual cultural and art event. Anybody can see Afoa-Akom many times except one person who is the Fon. He might have seen it many times before he was enthroned as the Fon. During his enthronement as the village head he will see Afoa-Akom just for that day and after that he will never see it again until he dies. The reason behind this according to the Kom community is that there is a lot of magical powers vested in Afoa-Akom and the Fon equally has those magical powers too, so if both of them were to come face to face the powers in them will cause conflict which might lead to the death of the Fon. In the early 1990s tourists visited this region and they went

to Kom and they make arrangements with the palace authorities, Afoa-Akom was taken to America where it stayed for one month and was sent back to Kom in the northwest region of Cameroon. Songs have been written in honour of Afoa-kom and one of these musicians is called prince Afoa-Akom and he is also the son of the soil. One of the musics is all about the stolen object and how it was brought back to Cameroon. Afoa-Akom was carved in the year 1865 in Kom community. The annual dance of Kom community is called Njong Ibin which takes place in January of every year. Below is the image of Afoa Akom and the Kom community believe no Afoa- Akom no existence of the Kom people.



GRAPH 11 The statue of Afua-kom GRAPH 11 AFUA-AKOM STATUE adapted from
<https://plone.unige.ch/.../afo-a-kom-2013-furman-gallery-and-kom-peop>

As can be seen from the above picture, A fua-Akom is a 5.5 ft carved wooden structure. It is a work of arts of the Kom people who believe a lot of powers were vested upon this piece of wood when it was created. Kom people believe without Afoa-Akom, the Kom community will perish.

5 THE IMPACTS OF EVENT TOURISM ON THE HOST COMMUNITIES

It goes without saying that where there are many people gather things can go well, while on the other hand things might also go wrong. For this reason, the impact of event tourism on the host communities will be discuss into two phases which are the advantages and the disadvantages on the host communities.

5.1 Economic impacts

Economic impacts has also positive impacts which are, it provides employment to the local people since most people are coming in to the community, more roads, hostels, and communication network are constructed thus creating more employment to the local population. Economic generates foreign exchange as most of the tourists who visit the community have to spend money on food, accommodation and transportation in the community thus increasing the amount of money flow in that particular community. Increase in national income in the community and the nation at large when tourists visit the community. This is so because when tourists come to a community, they spend money in that community and this money has not been programmed by the Government thus the visitors' money turns to add to the national income.

Economically event tourism is builds on existing infrastructure and develops infrastructure that will help the local people. This infrastructure will help the people to easily transport their goods from one area to another and time wasted on walking will be eliminated since they have good transport network system. Event tourism stimulates the local commence and industries this is because the northwest region of Cameroon has touristic potentials, and good transportation network system, businesses develops around the area and some of the visitors also open their industries in that region because they know the demand for goods and services are always high in these areas.

Event tourism is a good form of business which diversifies the economy of a community and the country as a whole. Thus this form of business is compatible with all forms of businesses in the community and the whole nation. Event tourism has been known to be compatible with other economic activities in a community or a country since it does not interfere with any other form of business in a community but it supports other businesses. Economically, it spreads development and increases local government revenue in the sense that hotels and roads need to be constructed and workers are needed. Thus places which were not inhabited can be inhabited and more money begins to circulate in the economy due to the payment given to the workers.

The negative impacts are that economically it develops excess demand since there is no limit when the people of the northwest region can stop to showcase their potentials. This excess demand can also cause weaknesses which may lead to death of the local people. Furthermore, high leakage may occur as most communities spend money to buy raw material to produce goods as souvenirs for tourists and most of the raw materials are imported into the country thus money is being leaked out of the economy and most roads, airports and hotels are often constructed by foreign companies thus causing leakages. Event tourism can create difficulty of seasonality because most of the potentials are over used and run out of shortage. Some seasons do not support the growth of raw materials for the preparation of the attractions thus giving touristic activities a break.

Economic impact may cause inflation in an economy of a community and the whole nation if care is not taken. This is when tourists visit a community, they do not declare how much money they are going to spend in that community and their money is not controlled by the government, it can lead to inflation. Event tourism can result in unbalanced economic development in a community because people tend to migrate with a boom in economic activities and money circulates around that area. Thus most young people are concentrated in other parts of the community than other parts. Economic impacts increase vulnerability to economic and political changes because the people will copy bad habits they see others doing or saying and this can be disastrous to the

economy and political changes because not every country have freedom of speech, example is the developed world and the under developed.

5.2 Socio-cultural impacts

Socio-cultural impacts positively broaden educational and cultural horizons. Event tourism is a supportive tool to socio-cultural impacts which sends people to school to study about hospitality management and how to handle people in a community, how to make provision for them. Culture of the people can also be study in school and perform as if one is from that community, example is the study of art and theatre in school. Improves quality of life, since workers receives payment for work done means improvement in the quality of life of a worker. With money life can be longer since illness can be treated and good food can be bought thus keeping body and soul together. It gives higher income and improves standard of living of the community since food and other things needed by individual can be easy afford. The tourists' interest in local culture provides employment to artists, musicians and other performing artists thus enhancing cultural heritage. Event tourism breaks down language barriers, class barriers and racial barrier and for this reason it make people to live in harmony with each other.

The negative impact of event tourism is that it creates social problems in a community. Community which has a better culture is being jealous; the other community can turn to inter-tribal conflict. It threatens family structure as most of the local people will not want to give birth to children as their customs demands because they want to engage fully into touristic activities. Most tourists do not respect the custom of the people as most of them often take a fast snapshot of the people even without their consent and sell the image abroad. Thus their sacred ritual places cannot be respected since the people have turned it into touristic packages.

Socio-cultural aspect commercialises culture as there is a concern that the growth of tourism makes the host communities lose their cultural value by catering for the perceived needs of the tourists. Most tourists carry their cultural norm when they travel and their own ways of behaviour to the host communities and they are not willing to drop their own ways for that of the host communities which their own ways might be offensive or cause a threat on the host communities.

Event tourism has been known to create conflict in the host communities because cultures are richer than others. Thus communities turn to copy the culture of others, all in the name of tourism. Conflict occurs between the two communities. A good example of this is the conflict which occurs between the Bawock people and the Bali people all in the northwest region of Cameroon. This conflict started when the Bali people had to enter Bawock in order to perform their ritual which was just a means to create conflict. All houses in Bawock village were burnt, animals were also killed and crops were all destroyed on the farms, this happened in the year 2007. Socio-cultural impacts create misunderstanding and also degrade the natural environment.

5.3 Environmental impacts

For the positive impacts, environmental impacts justify environmental protection since eco-tourism is another form of tourism and some areas are protected like parks and deforestation is also forbidden in the community. Forest helps to regulate the climate change thus giving the best temperature for the growth of things in the environment. Furthermore, environmental impacts provide tourists with recreational facilities that may be used by local people. These facilities like good roads, national parks, good buildings can later be used by the local population.

While the negative impact of event tourism is the degradation of the natural physical environment because during these event performances, people eat and drink canned food and these cans are thrown just everywhere in the destination thus making the whole place to be littered with cans which is dangerous to the human being. In addition to this, plastic papers from packaged food are thrown everywhere and this might cause famine

in this community because plastic papers does not easily decay and might prevent the roots of crops from penetrating into the soil, most crops would die and there will be food shortage in this community.

Event tourism creates pollution in the environment during the event week since most people use cars and motor bikes and the engines send gases like hydrogen and carbon in fuel is not completely burn and it forms carbon monoxide, a toxic compound of hydrogen and carbon. Car's exhaust pipe send out hydrocarbon, when the fuel burns nitrogen and oxygen react with each other to form nitrogen oxides and all these formed compounds are dangerous to the entired environment and all the animals and plants. Event tourism also contributes to environmental diseases. Tourists bring in raw packages of untreated food which may have peats which might later multiply in the community and affect the crops in the community. Environmental impacts make transportation very difficult during the event week due to congestion and the prices of fuel also increases because transporters always complain of burning fuel due to congestion. Time is also wasted during event week due to congestion.

6 RESEARCH METHODOLOGIES AND ANALYSES

The researcher of this research work thinks in order to make this research work easier to readers, defining the word research and the method which will be use in this research work will be more important to readers. Before researchers in this field have defined the term research in various ways but the unique information about all the definitions is that research is the discovery of new information or new aspect about a particular subject or is the new understanding of a subject matter. This discovery is something which is previously unknown. Research methodology is another form of pedagogy which deal with the analysis and the grading of the subject matter to be taught and the ways of teaching this subject, (methodology, 2012). There are two types of research method which are the quantitative research method and the qualitative research method.

6.1 Quantitative research method

This qualitative research method is used as a basis for numerical data collection and analysis while on the other hand, qualitative research method is used for qualitative information which is gotten from conducted interviews and observations. In this research work, the writer has chosen to use a qualitative research method. The reason why qualitative research method has been chosen is because it is easier to use the qualitative research method as far as interview is concerned in tourism sector. Data collection will be through a research method, the quantitative research method.

6.2 Qualitative research method

Qualitative research method can be used in pragmatic instances, the quantitative research method will be invalid in this research. Benchmarking quantitative research method and qualitative research method, it will be realize that the differences between the two methods are that qualitative method is often specific about the belief of the

people in a particular situation like explaining experiences or feelings. With the quantitative research method, it has commanding power of making the researcher to choose what might seem the most important issues and determine what type of question to ask from the interviewee. The overall structure of the research framework is determined by this method of research.

In this qualitative research method some of the advantages are that it matches with the situation been study, for example leisure is a qualitative experience. The outcome of this study is understandable even to those who have no knowledge about statistics. This research work method deals with personal change overtime. (Veal 2006, 93,195.)

6.3 Semi structural interview

In research work, the semi structure questions will be used to carry out the research. This is because the writer of the research work want to know the feelings of the interviewee and but this can only be known after the interview and question will be structure to see if all the interviewees will the same opinion far as the question is concerned and will also compare the interview thoughts to see the seriousness of their responds. The writer will have prewritten questions to ask the interviewee and this interview will be recorded. This audio recording will offer the ability for the researcher to keep an eye contact and all what the interviewee will say will all be recorded and more useful quotations for the report will be recorded (Dawson 2009, 28, 66.).

6.3 Presenting the result of the research

The interviewees of this thesis work are mainly those who live in the Northwest region of Cameroon. These interviewees are people who plan and organize events. The researcher chose to interview these people because they are all involved either directly or indirectly as event tourism is concerned. The result got from the interview will be use for analysis, findings, recommendations base on results and conclusion.

Question 1, what are the positive changes you think hosting of events has brought into your community? This question was asked from the people of the community and the intention of the researcher was to know if the people felt positive of hosting an event in the community. Their idea will be base on what they feel, how they have seen things happening from the past events which have been hosted in the community.

Interviewee A responded

During the cultural event week in my community, many youths from far and near come together and interact with one another. I have observed that it is thanks to these interactions that the youths from out of the village try to learn much about their traditions. Unlike in the past, there are an increasing number of young people who get coupled just because of this annual come – together.

Interviewee B answered

Hosting of events has brought many positive changes in my community, there has been constant electricity supply during this period, there is community manual labor that is keeping the community clean by clearing of roads sides and the environment as a whole. Furthermore, there have good and beautiful constructions taking place around the piazza ground. There most thing is that this event has given the chance for our community to accept our neighbors who burnt down our houses and during this event week they come to our community to festive with us and we think they have realized their mistake and we have forgiven them. So to me I think this occasion gives room for reconciliation between people.

Question 2, what do you think are the negative impacts of your events in the community in terms of socio-cultural and economic aspect? The researcher of this thesis asked this question in order to know if the people were aware that this event festival also has a setback effect in the northwest region as the host communities.

Interviewee C said

It is common knowledge that any event that regroups people entails much expenditure. Expenditure items include things like transport, documentation, feeding and accommodation among others. It has also been observed that when people come together a high degree of immorality is often practiced

Interviewee B gave his opinion

In terms of socio-cultural aspect, the negative impact can be extravagant dressing that some people may put on, the extravagant dance, the misbehavior of certain people. In terms of economic aspect, the economic activities in the area will be slow because people leave their activities to attend to the event. Prices of everything increase during this period, making it impossible for people who live in the community to afford for basic things. This is because those who live in big cities come home and the demand for food is high thus their prices are increased. During such occasions people lose valuable objects through theft since the community become so populated with all sorts of people from community and people from other environs which might be internal or international migrant.

Theme 3, what do people in your community benefit from the events manifestation? The aim of the researcher asking this question is to know if they benefit individually from hosting event festival in the northwest region as the host communities.

Interviewee E said

During events like the event festival in the community, local businesses experience a boom because of the influx of people of varying degrees. Also, in preparation for the events some renovation works maybe done on some public places as well as road maintenance, all of these to the benefit of the community. Those who do performance benefit just a little from the community fun and the money which onlookers appreciate the dancers during dancing.

Interviewee F responded

Those who do the major show are given almost nothing but since it is a joyful occasion, they do the dancing just to impress their visitors and they also derive pleasure doing so. People benefit the infrastructure that is left after the event because during this time there is a lot of construction works taking place in the community and some people get employment but during this period in the community. Experience cannot be roll off as most people in the community gain experiences from different people who come into the community during this event. Some seamstress in the community are famous because they can sew the various styles of dresses which they saw in the community which was just a new and modern style and some people sit and talk with others and during this discussion people argue a lot and that leads to learning and gaining experience.

Theme 4, according to your past experience on events hosting in your community, how can you grade the present state of events and how can it affects the community environmentally. The researcher wanted to know if there have been improvements in the ways events are planned and carry in the community.

Interviewee G said

My evaluation of the present state of event shows that every passing day comes along with many innovations and there is noticeable improvement in the way occasions are being organized. However, after each event, the environment suffers from degradation. Flowers and other greeneries may

be destroyed and the ceremonial ground will be filled with filth of distasteful nature. Some times in order to prepare the ceremonial ground, some crops and gardens may be destroyed.

Interviewee H

The present state of event is much easier to host because of evolution of the mentalities of the people who are now accepting some changes in the community for example some cultural dances were mainly for men but now women can dance it even more better than the men and the evolution of the technology has made things like planning to be easier.

Theme 5, in what ways do you think hosting events in your community has affected the political situation in your community, with this question the researcher wants to know if the people are allowed to choose whoever they want to vote in the northwest region as the host communities to represent them in the government.

Interviewee A said

My country, Cameroon, is politically stable and peaceful. I personally think one reason for this peace is because of the so many joyful occasions that distract Cameroonians from the so many vexing issues in the community. However, the few instances of widespread demonstrations have resulted from ideas that have been disseminated during manifestations that regroup many people to interact with one another

Interviewee B

In my community hosting of event brings many changes such as developing of the community; this affects political situation in the community both positively and negatively. What I meant is that during this time some politicians used the occasion to talk about their politics and some money is

spent on the community and the rival will also do same. So there is some kind of competition going on between the politicians and they do their best in the community to win votes. But again sometimes the leaders of the community can dictate in his community who to vote as politics is concerned. You know politics is a dirty game if you do not play politics, politics will play you.

Theme 6, what amendments do you think should be made in future in order to host a better event which your community will benefit more from the events. This question is asked to find out if the people are thinking to achieve something better in the northwest region as the host community in future.

Interviewee C responded

For my people to organize an event and achieve more, I suggest that time should be strictly respected so that people can leave and go and follow up other programs. Unnecessary speeches and extravagant expenditure should be discouraged. People in the community should learn how to use trash cans in order to reduce filthy environment

Interviewee D said

In order to host a better event, I think it is necessary to have in advance a good budget and a well-organized plan. Everybody should be put into consideration while budgeting

Analysis of the research interview

Question 1 was about the experience and feeling of hosting an event in the Northwest region of Cameroon by the participant of northwest region as the host communities. This question was asked from the participants of the community and the intention of the

researcher was to know if the people see the positive effects of hosting an event in the community. There will be no use hosting an event without any benefits in the community or without the people benefiting from hosting an event in their communities.

Interviewee A said that hosting an event has a positive change in their community because most youths from the community come home during this festive period and the youths learn more about their culture during this festival. Some of the youths couple during this occasion. For interviewee B, event hosting in the community has giving them Constance electricity during the event week, the community is clean during this occasion and they have learnt to forgive their enemies who burnt their houses during event week in the their community because their enemies also come to their community during this event week.

Theme 2, what do you think are the negative impacts of your events in the community in terms of socio-cultural and economic aspect, the researcher of this thesis directed this question to participants in order to know if the people are aware that this event festival also has a setback effect in the community because it is hard to host an event without having some disadvantages no matter how people are educated about this issue.

Interviewee C believes that during this period transportation, food, accommodation and immoralities are at its peak in the community. This means that the people face challenges during this period as there are many mouths to feed and the rich go home with more food while those with little or no money go hungry during festival week. Interviewee D said, during this event festival people dressed extravagantly, misbehaved, economically most people abandoned their businesses to attend the festival and those who run businesses around the piazza are force to inflate the prices of goods making it difficult for those people to afford food and others.

Theme 3, what do people in your community benefits from the events manifestation was asked from manifestoes and the aim of the researcher asking this question was to know if they benefit individually from manifesting during event festival in the northwest region as the host communities.

Interviewee E said that during the event week, the community do benefit from renovation works, local businesses experience a boom because of the influx of people of varying degrees. He said those who perform benefit just little from the community fun and the money which onlookers give the dancers during dancing. Interviewee F believes that the manifestoes perform almost free but some people benefit from this event because they are employ during this time. According to interviewee F, modern styles are seen during festival week and some people argue to learn from each other.

Theme 4, according to your past experience on events hosting in your community, how can you grade the present state of events and how can it affect the community. This question was asked from event organizers and the researcher wanted to know if they were current with modern ways of doing things and planning festivals in the northwest region of Cameroon as the host communities.

Interviewee G said according to his evaluation of the present state of event shows that every passing day comes along with many innovations and there have been noticeable improvement in the way festivals are being organized. He said, after each event, the environment suffers from degradation, flowers and other crops are destroyed and the ceremonial ground will be filled with filth of distasteful nature and that sometimes in order to prepare the ceremonial ground, some crops and gardens may be destroyed. Interviewee H said the present state of event was much easier to host because of evolution of the mentalities of the people who are now accepting changes in the community for, example menghum cultural dances were mainly for men but now women can dance menghum even more better than the men and the evolution of the technology has made things like organizing and planning to be easy.

Theme 5 the question asked was in what ways do you think hosting events in your community has affected the political situation in your community. With this question the researcher wanted to know if the people in the community are allowed to choose whoever they want to vote for to represent them in the government, this question was asked from the participants. According to participant A, he said his country, Cameroon, is politically stable and peaceful. He personally thought that one reason for this peace is

because of the joyful occasions that distract Cameroonians from the vexing issues in the community. He also said the few instances of widespread demonstrations have resulted from ideas that have been disseminated during manifestations that regroup many people to interact with one another. Participant B on the other hand said in his community hosting of an event brings many changes such as developing of the community, this has affected the political situation in the community both positively and negatively. He said during festival week politicians used the occasion to talk about their politics and some money is spent on the community and the rival will also do the same. So there is a kind of competition going on between the politicians and they do their best to win votes from the people and during occasions like this one some people change their minds. He concluded by saying sometimes the leaders of the community can dictate in the community who to vote as politics is concerned, you know politics is a dirty game, if you do not play politics, politics will play you.

Theme 6, what amendments do you think should be made on festival planning in the future in order to host a better event which the community will benefit more from it. This question was asked to find out if they were thinking of achieving something better in the future festival

Interviewee C answered said, to organize an event and achieve more he suggested that time should be strictly respected so that people can leave and go and follow up other programs, unnecessary speeches and extravagant expenditure should be discouraged and people in the community should learn how to use trash cans in order to reduce the filthy environment. With interviewee G he said in order to host a better event, it is necessary to have in advance a good budget and a well-organized plan. Everybody should be included while budgeting.

6.6. FINDINGS

The researcher made a research on the impacts of event tourism on the host communities using the Northwest region of Cameroon as a case study revealed that event tourism has a great impact in this region. From the research it has been seen that economically, the community is catered for by keeping it clean, construction works take

place during this period in the community, more roads are constructed and the community enjoy constant electricity supply. But on the other hand the environment suffer a lot during event festival week because too much congestion which makes traveling time to be long and costly, pollution of all sorts are also witness in the community, dirt is thrown just everywhere, and vegetation and some crops or garden are destroyed during the preparation of piazza ground and construction for this occasion.

In terms of socio-cultural aspect, most youths who are heirs of the community but residing out of the community do visit the community during this event period to ensure that the cultural event should continue in the future, youths embark on learning the culture during this time of the festival. They associate with those living in the community and also this event give room for reconciliation between people, peace is one of major things people need in the community and country at large. But all is well during event as some setback have been noticed with the youths and some adults who dress extravagantly like dressing almost naked with women exposing their breasts with push up bras as fashioned. Some bad behavior like prostitution are also witnessed in the region with the end products being children without parents and illnesses including even the terrible HIV/AIDS which is a threat to human existence.

According to interviewees some people are employed during this period of festival. Furthermore those who do businesses around the piazza experienced economic boom and this increased the amount of money in the community and the country at large. The region does not experience only the positive points but also there are negative impacts in the region as during this festive period there more are people in the community which means there are more mouths to feed, thus making prices of food to be increased making only those who have money to survive the increased in prices. Thus the purchase of food becomes the survival of the fittest because most people abandoned their businesses and works to part in the occasion.

Politically, Cameroon is a stable country but during the festival, the community benefits more from the politicians who use the opportunity to manipulate on the people's senses to vote for them. Thus they spent more money in the community which makes people

change their minds. Politicians always waste people's time during occasion with talking, thus making the occasion boring. Thus some people vote for money, for material reason and not based on their consciences.

6.7 Reliability and validity

In every research, the researcher is obliged to conduct reliability and validity checks on the research work. This check is not just for a particular method of research but for any method that has been used. What makes a research authentic to a researcher and those who the research is designed for is the reliability and validity of the research. Thus the reliability of a research is when the research result would be the same if the same research is repeated again. Reliability will not be the same in this type of research where human beings are been interviewed since their state of mind and feelings can also change within a frame of time. Thus if dealing with a chemical research and under the same conditions and everything being equal, reliability of a research can easily be attained (Veal 2006, 41)

The method of research used by this researcher is the qualitative research method and the Northwest region of Cameroon is used as a case study. The researcher went to Cameroon and to the Northwest region in particular where an event was planned with people in the community. This event was to make people in the community to give real information when they will be interview and since their memory would be fresh. This was because during that time there was no festival at that particular time in the Northwest region of Cameroon. The researcher briefs them that an interview would be carryout and they accepted to be interviewed. Interviewed questions were given to them so that they could reflect about what they were going to say and after sometimes, they were interviewed. The reliability of this research work is based on the respond given by those who were interviewed and filing information directly from those involves makes it really reliable. Among those who were interviewed were events planners, event's organizers, participants, events sectary and their information should be reliable since some of them are directly involves while some are not and they know what is takes to give an information of this magnitude.

Validity of a research is how true the information given by the researcher clearly shades light on the subject matter (Veal 2006, 41) .It would be tough to attain since human beings have different ways of thinking and respond differently in terms of feelings. The reason why the researcher went and created an event with those in the community was because their memories can be very fresh while answering the interview because the writer of this research relies mostly on their respond. Thus the validity of this report is credited to the manner this research was conducted, presented, analyzed and how the findings were attained.

7 RECOMMENDATIONS AND CONCLUSIONS

Recommendations are solutions to the problems identified from the impacts of event tourism on the northwest region of Cameroon as the host communities. These suggestions shall be given to the people of the northwest region of Cameroon and if this people apply the solutions as said, they will enjoy tourism business. The people of the northwest region of Cameroon will eradicate the disadvantages of event tourism in their communities.

7.1 Recommendations

People communities should be lectured on how to behave with tourists, both national and international tourists. This will go a long way to reduce the spread of diseases especially sexually transmittable diseases like syphilis, gonorrhoea, the killer virus Human Immune Virus/Acquired Immune Deficiency Syndrome HIV/AIDS which has no cure as of now and make them know that abstinence is the best solution. The use of condom is one of the lessons to the villagers and the tourists as a whole, and to put to birth unwanted children who causes havoc in the communities like killing their mother who sometimes do not even know the father of their children. Some of these children in the communities insist on knowing who their father is and failure to tell them, their mother are brutalize which leads to their death. These women do not know anything about the men they go to bed with.

The indigenes should stick to their culture and not to make it cheap. This is because when tourists come around, traditional leaders turn to shake hands with them and culture of the northwest region of Cameroon forbids it and they do this all in the name of money. Again, these cultural manifestations are to be performed just once a year but these tourists come around and give money to the village head who in no time sends out the villager crier to summon people into the palace to perform this dance and this should be totally eradicated and be performed at the right time of the year.

Advertisement of festival should be put on web-sites where anybody browsing the website can easily log onto it and by so doing, attractions are known worldwide. Media should be announcing the period of the festival about 8 months before the starting day of the event, this will pull tourists into the community. Newspapers should always carry the caption of the event and this will make national tourists to know about the festival and register for the event. Brochures should be designed and distributed nationally and internationally through airlines.

The making of cheaper packages to attract tourists and those who did not plan will likely come for the event just because the package is cheap and this is another form of motivation. The creation of tourism schools will make it better as the workers will use what they have learnt from school in the practical. Furthermore the total number of tourists who come for the festival should be registered with their respective countries and next occasion will be well planned as far as food is concerned, enough accommodation should be put in place. These preparations to receive tourists during the festival make them feel more at home.

Teaching the villagers how to be more hospitable to tourists is just like making them to come back again during the next festival. Customer feedback forms should be distributed during the events and collected at the end of the event. Sample the responds from the tourists and put the favourable answer into consideration. The government should create tourism school where students are taught how to handle tourists, cook international food, housekeeping and hospitality. To open a business is not a problem but to run and succeed in the business is the most important thing. The government of the Northwest region in union with the Fons should put strict laws which forbid villages from copying the culture of the others. This would make tourists to enjoy festival worth their money which they have spent. And the villagers should be taught how to modernise their culture and making it more interesting or better still to make up to tourists' expectations.

To solve the problem of congestion in the communities during this event festival, the government of northwest region should construct more roads with the building of ring roads will solve this issue. The Cameroon government should stop the importation of diesel cars and encourage the importation of petrol cars and this solve the problem of carbon monoxide and others will deplete the ozone layer leading too adverse climatic change. Furthermore enough fuel should be stored prior to these festivals or fuel subsidies should be allowed in the country and the Northwest region of Cameroon.

The people in the community should be taught on how to separate and dispose of waste matter. Trash cans should be put at every 800 meter in the community so that people can throw dirt into it. To make waste disposal work well, recycling of waste should be used in the community and empty cans and plastic should be gathered and sold. This makes people to gather their cans and plastics containers since they know it will give them some money.

The government or the regional delegate should set aside some fund to those who perform at the cultural festivals. This is to encourage them do to more and since the tourists come into the region to see what they are doing, it is good to also appreciate them. Leaving their businesses and doing something which benefits the whole community and the nation at large without individual's benefit is not encouraging. The government should also create price control team who will always check the prices of goods so that weeks like the festival weeks, traders should not use that advantage to escalate prices of goods. This actually makes everybody in the community able to afford whatever is being sold during event festival. There will be no survival of the fittest.

During occasions like the cultural festivals, politics should be kept aside because most visitors come from far and near, national and international not everybody is interested in political preaching. Political campaign during festival period is time wasted for international tourists and worst of all the rivals in politics might cause chaos especially if one were to say something bad against his rival ,fighting mightensue.

7.2 CONCLUSIONS

It was not easy going to the base to plan and organize an event in the community but it was a successful plan. Meeting the people concerned made it easier to talk to them about the impacts of event tourism on the host communities made them to realise some of the impacts which they did not take them serious. But with some signals shown to them during and after the events, they were embarrassed with some of the effects which they thought there were not bad.

It is obvious that the impacts of event tourism on host communities vary from one community to the other. But it is clear that any community will want to have the positive impacts not the negative impacts. Time was taken for the research and the problems were carefully sorted out and examined, and then solutions to these problems were suggested. With this study and the use of modern technology, most of the negative impacts of event tourism on host communities, if not all, will be converted to positive impacts if the writer's suggested solutions are implemented.

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Appendix

Research, the impacts of event tourism on the host communities case the Northwest region of Cameroon

Interview type semi-structured interview,

Theme 1 what are the positive changes do you think hosting of events has brought into your community?

Theme 2 what do you think are the negative impacts of your events in the community in terms of socio-cultural and economic aspect?

Theme 3 what do people in your community benefits from the events manifestation?

Theme 4 according to your past experience on events hosting in your community, how can you grade the present state of events and how can it affect the community?

Theme 5 what ways do you think hosting events in your community has affected the political situation in your community?

Theme 6 hat amendments do you think should be made in future in order to host a better event which their community will benefit more from it?