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EVALUACIÓN DEL APOYO DE LA COMUNIDAD ANFITRIONA A LA ORGANIZACIÓN DE EVENTOS CULTURALES Y DEPORTIVOS CON AFLUENCIA TURÍSTICA EN CIUDADES PEQUEÑAS

EVALUATION OF HOST COMMUNITY SUPPORT FOR THE STAGING OF TOURISTIC CULTURAL AND SPORTS EVENTS IN SMALL CITIES

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resumen

La realización de eventos deportivos o culturales con la finalidad de atraer turismo a ciudades pequeñas es una cuestión que resulta atractiva para las administraciones urbanas locales por sus impactos favorables en la economía, no obstante, es también objeto de preocupación por cuanto a sus posibles impactos sociales, los que a su vez pueden limitar el apoyo que los residentes en las comunidades anfitrionas ofrezcan a tales eventos.

En el presente documento se realiza una evaluación del apoyo que están dispuestos a brindar los residentes de la Ciudad de Cholula, México, a la organización de eventos culturales y deportivos con afluencia turística, en función de los impactos sociales percibidos, el apego a la comunidad, el involucramiento en los asuntos locales y la actitud ecocéntrica, mediante un estudio de corte transversal basado en el análisis multivariable de escalas compuestas con Partial Least Squares (PLS).

Los hallazgos dan soporte a la idea de que, en el caso de las ciudades pequeñas, la población residente está dispuesta a otorgar apoyo a la organización de eventos culturales y deportivos aun cuando parte de los impactos sociales sean percibidos como relativamente negativos. En el documento se presentan los resultados en detalle, conclusiones y futuras líneas de investigación en la temática.

Palabras clave: Eventos culturales y deportivos, impactos sociales percibidos del turismo, evaluación con PLS, Cholula, México.

abstract

The staging of sports or cultural events with the aim of attracting tourists to small cities is a proposition that is attractive to local urban administrations for their favourable impacts on the economy; nevertheless it is also a cause of concern because of their possible social impacts, which in turn can limit the support that residents in the host communities offer to such events.

This document is an evaluation of the support that the residents of the City of Cholula, Mexico are willing to provide to the organisation of cultural and sporting events with tourist inflow, based on perceived social impacts**,** attachment to the community, involvement in local issues and ecocentric attitudes, through a cross-sectional study based on the multivariate analysis of composite scales with *Partial Least Squares* (PLS).

The findings support the proposition that, in the case of small cities, the resident population is willing to give support to the organisation of cultural and sporting events even when some of the social impacts are perceived as relatively negative. The document presents the results in detail, conclusions and future lines of research on the subject.

Keywords: Cultural and sports events, perceived social impacts of tourism, PLS assessment, Cholula, México.

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1. introduction

When local administrations in relatively small cities have invested resources for the creation of sports facilities and venues to host festivals and cultural activities for the benefit of residents, they create the possibility of using these facilities to stage larger events with the ability to attract tourists. However, tourism is also known to have its own requirements and probably bring new and bigger problems, which in turn can be perceived negatively by the citizenry. The decision whether or not to promote or stage such cultural and sporting events then depends on their perception by the resident population. In the specialised literature, it has been shown that residents positively perceive tourism attracted by cultural and sporting events to the extent that the social and environmental effects do not produce negative results for the community (Gursoy and Kendall, 2006; Kim and Petrick, 2005; Garcia and Such, 2010; Kim, Jun and Walker, 2015).

Most of the studies have focused on large events, called "mega events", such as the Olympic Games, football World Cups or large itinerant music festivals, that by their very nature attract large numbers of people for relatively short periods of time and sometimes only for the one occasion. It has also been suggested that communities might benefit over longer periods of time from the organisation of small or medium sized events, so these might be structured in the form of a portfolio in which the resources and capacities of the city are shared and organised across the different events (Ziakas and Costa, 2011), without the events being necessarily of a great scale.

This article aims is increase the understanding of the willingness to support the organisation of cultural and sporting events by the populations of small cities, for which the case of Cholula, Mexico was selected. We present a review of the literature developed on this theme, which gives support to the proposed hypothetical model, the chosen methodology, the results and the conclusions reached.

2. literature review

Sports events such as local and regional competitions, championships and tournaments, as well as cultural events such as festivals, theatre performances, dance, music, temporary exhibitions, and traditional and religious celebrations can attract visitors, either because they intend to participate directly in the events in their organisation or as spectators or companions of direct participants. Such has been the interest in organised events in the tourism sector, that cultural and sporting events been identified as a distinct tourism industry (Getz, 2008), and a whole field of studies has been formed around them (Getz and Page, 2013).

The magnitude of these events can have significant impact in the economic, cultural, social and environmental spheres, especially in the case of small and medium cities of less than one hundred thousand inhabitants, which can limit the support that citizens provide to their organisation. It is well known in the field of tourism that the host community may eventually become irritated by the perceived negative effects of such activities and openly display a rejecting or simply disagreeable attitude towards the arrival of visitors (Doxey, 1975; Medina, 2011; Perdue, Long and Allen, 1990).

Tourism is generally seen by local governments, as well as by investors, as an economic activity that generates additional income and boosts the economy. Although its possible negative impacts are recognised, it is supported (Whitford, 2009) by the cities by the provision of tourism infrastructure such as roads, airports, ports and urban facilities, as well as by the private sector, which develops goods and services to meet visitor needs.

Due to its capacity to generate income, which may be higher than that provided by other economic sectors, such as exports (Kurtzman, 2005), tourism has become of high importance for small and medium-sized cities. Some areas have developed the alternative approach of taking advantage of existing facilities, built for residents, to promote the organisation of events whose scope is not restricted to the residents and which will be able to attract visitors (Gibson, Kaplanidou, and Kang, 2012). Cultural and sporting events are generally organised in cities in order to meet human development goals in culture, sports and recreation, not necessarily with the specific purpose of attracting tourism. However, the fact that there are facilities such as sports centres, stadia, Olympic pools, theatres, cultural centres, among others, for staging sporting and cultural activities, makes it attractive to take advantage of them by welcoming visitors (Ziakas, 2013).

However, it is well understood in the specialized literature that, in order to promote tourism, it is not enough simply to organise the events because the activity operates as a system (Leiper, 1990), in which diverse elements operate in an integrated form in a geographical area described as a tourist destination, in a market environment, with both supply and demand. An offer requires the participation, in addition to infrastructure, of hotels, food and beverage outlets, goods and services companies, which have a product attractive for athletes and artists as well as for their companions, teams, fans, spectators, among others with specific needs and desires (Buhalis, 2000; Dwyer and Kim, 2003; Vengesayi, 2003).

In cities that have heritage, historical or other types of attractions and that receive a tourist flow there already exist the conditions to promote tourism through the organisation of cultural and sporting events (Kolb, 2006). However, to organise more of a greater size is not feasible without the existence of suitable facilities (Getz and Page, 2013), not only in terms of staging sites, but in terms of all that is required, parking spaces, health and safety, public transport, as well as an expanded capacity of public services in both size and scope with defined operating hours. (Gursoy and Kendall, 2006; Ritchie, Shipway and Cleeve, 2009). There are examples reported in the press (Torres, 2012; International Institute of Event Management, 2015; Zurawsky, 2016) that describe planning failures by local authorities in terms of the scale of events which have caused problems and even personal tragedies.

From the above, one can infer that it is possible to promote the organisation of medium or small regional events that might attract tourists**,** with the associated forecasting and planning. That being the case, the question arises as to the social effects on the resident population. Are these favourable or unfavourable? To judge this it will be necessary to identify and measure them. The measurement of the social effects of the staging of events has received attention from academics, particularly on the effects on the host societies of major sporting spectacles (Gursoy and Kendall, 2006; Kim and Petrick, 2005; Kim et al., 2015), cultural festivals (Getz, 1984; Gursoy, Kim and Uysal, 2004; Richards and Wilson, 2005; Rollins and Delamere, 2007) and also small and medium scale events (Gibson et al., 2012; Gursoy et al. 2004; Andreu, Currás and Gnoth, 2011).

The resident population will always be willing to support the organisation of events as long as they are attractive, interesting, and profitable and the social effects are not negative (García, Sancho and Gutiérrez, 2013; Gursoy and Kendall, 2006, 2004; González, 2011). Support for the organisation of events can range from maintaining a favourable opinion towards them, to participating directly as a volunteer or as a member of the organisation team. On the contrary, lack of support can even lead to the boycotting of events or open demonstrations against their staging and by extension against the local authorities (Jackson, 2008; Jurowski and Gursoy, 2004). Support for the organisation of events is based on the favourable subjective valuation that the members of the host community give to the event itself and its effects, based on the social exchange theory (Jurowski, Uysal and Williams, 1997), as well as in the attitude and involvement that residents have with the problems of their community (Gursoy and Kendall, 2006; Mendoza and Monterrubio, 2012).

It can be understood that for a community to have favourable attitudes toward the social effects of tourism in general and in particular the organisation of cultural and sporting events, under a cost-benefit analysis, the balance must be positive. This implies that, if the positive effects are more valued than the negative ones, the community is willing to bear certain inconveniences or costs, such as increased traffic, or crowds, or sociocultural changes, in exchange for perceived benefits (Jackson, 2008; Poli and Torres, 2013).

The staging of cultural and sporting events has in itself a beneficial effect on the community, both in terms of encouraging good hygiene practices, a healthy lifestyle, as well as the promotion of culture, the development of local community identity and even In the publicising of itself as a tourist destination (Sánchez, Barajas and Alén, 2013). These positive effects are undoubtedly conditioned by the degree of involvement of community members in the event, as well as whether or not they are completely overwhelmed or even excluded by the participation of external visitors (Gursoy and Kendall, 2006).

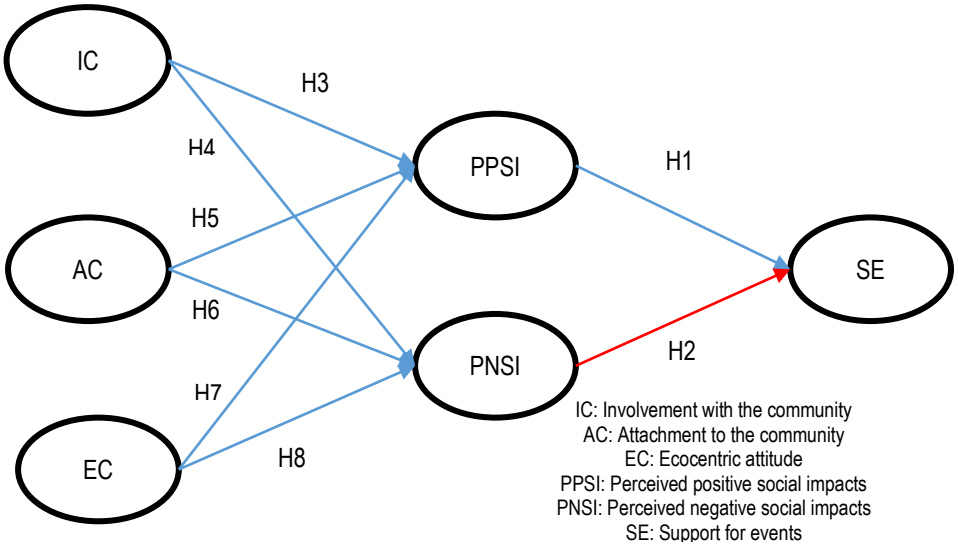
If the city residents perceive positive effects of staging cultural and sporting events, they are more likely to support the organisation of further cultural and sporting events capable of attracting tourism (Gursoy et al., 2004). This would allow the development of a medium and long-term support structure for the organisation of cultural and sporting events, which in its turn might create an efficient and competitive network, organisation or institution (Ziakas and Costa, 2011).

3. hypothetical model

As discussed in the previous section, there are several studies on the relationship between social impact and support for the staging of events. However, there is still little empirical support for medium-sized events in small cities, therefore, a relevant study was designed, selecting Cholula in Mexico, for which a hypothetical model is proposed, adapted from Gursoy and Kendall (2006), and which is outlined in Figure 1 and is developed below.

The model suggests that support for the organisation of cultural and sporting events is influenced by the perceptions of the members of the hosting community of the associated costs and benefits. In turn, the model indicates that such perceptions are influenced by the interest in, and involvement of, the residents with their own community, as well as their ecocentric attitude or attitude towards the natural environment. The model proposed by Gursoy and Kendall (2006) is based on one originally developed by Deccio and Baloglu (2002). In both cases, the influence of several variables, considered as independent, is explored, without suggesting or discarding the possibility that structural relationships exist between them; the authors also hypothesized a two-way relationship between perceived benefits and costs, however, they themselves discarded this relationship, so in this paper the following eight hypotheses are posed:

Figure 1. Hypothetical Model



Source: Own design

Hypothesis 1- The positive social impacts perceived for the staging of cultural and sporting events have a direct and positive influence on support for these events.

Residents of a small city are more willing to support the organisation of cultural and sporting events with the capacity to attract tourists insofar as they perceive that such events have a favourable economic, social and cultural impact (Gursoy and Kendall, 2006).

Hypothesis 2 – Perceived negative social impacts of the staging of cultural and sporting events directly and negatively influence support for cultural and sporting events.

The residents of a small city will be less willing to support the organisation of cultural and sporting events with the capacity to attract tourists when they perceive that the staging of such events has negative impacts on the community, either in terms of social life, culturally or economically, and on access to infrastructure and services (Gursoy and Kendall, 2006).

Hypothesis 3 **-** Community involvement has a direct influence on the positive social impacts perceived through the staging of cultural and sporting events.

Hypothesis 4 - Community involvement has a direct influence on the negative social impacts perceived by the staging of cultural and sporting events.

To the extent that members of a community in a small city see themselves as part of that community, that is, they see themselves involved with its problems and issues, they will tend to feel more forcefully the effects of the staging of events that attract tourists (Perdue et al., 1990).

Hypothesis 5- Attachment to the community has a direct and positive influence on the positive social impacts perceived by staging cultural and sporting events.

Hypothesis 6- Attachment to the community has a direct and positive influence on the perceived negative social impacts of the staging of cultural and sporting events.

If the residents of a small city manifest emotional attachment to it, they will also show a tendency to perceive more forcefully the effects of cultural and sporting events, both favourably and unfavourably (McCool and Martin, 1994).

Hypothesis 7- An ecocentric attitude has a direct influence on the positive social impacts perceived by the staging of cultural and sporting events.

Hypothesis 8- An ecocentric attitude has a direct influence on the negative social impacts perceived by the staging of cultural and sporting events.

The ecocentric attitude of a person can be understood as his willingness to perform activities in support of the natural environment for its care and protection. This attitude influences the extent to which he perceives the effects of all human activity and, therefore, influences the way in which he perceives the effects of cultural and sporting events with tourist influx on a small city (Gursoy and Rutherford 2004; Jurowski et al., 1997).

4. methodology

The methodological design of the study is aimed at corroborating whether, in the case of a small city, the backing and support for the organisation and staging of medium sized cultural and sports events, with the

capacity to attract tourism, is influenced by the perception of their effects, both negative and positive, as has been observed in the case of larger events (Gursoy and Kendall, 2006; Kim, Gursoy and Lee, 2006; Bull and Lovell, 2007; Ritchie et al., 2009; Balduck, Maes and Buelens, 2011) and in large cities (Chalip, 2006; Preuss and Solberg, 2006; Gursoy, Chi, Ai and Chen, 2011; Kim et al., 2015).

The study also sought to 1) corroborate that the perception of negative and positive social effects of organising and staging cultural and sports events with tourist influx is influenced by a) community involvement of residents, b) the emotional attachment of the residents to the community and c) the ecocentric attitude of the residents. In addition, it was intended 2) to model, using statistical analysis tools, the magnitude and direction of the hypothetical influences between the different variables and, finally 3) to infer possible recommendations for the tourism industry in small cities.

For the study, Cholula de Rivadavia, a city of the municipality of San Pedro Cholula in the State of Puebla, Mexico, with a little more than 90,000 inhabitants (INEGI, 2010) was chosen. It was selected for the study since several criteria made it ideal. Firstly, it is a small city that annually stages cultural and sporting activities. Secondly, and as the main criterion, the city has tourist infrastructure, attractions, hotels, restaurants, a fairground and a convention centre. It has recently received a boost in its attempts to promote tourism; in 2012 it received the denomination of "Magic Town", together with the contiguous municipality of San Andrés Cholula. It is located very close to the City of Puebla, one of the largest in the country, which gives it access to a wide variety of tourism services and provides favourable conditions for tourism development.

In addition, the city is an important cultural and religious site, with historical connections to pre-Columbian Mesoamerica. The aboriginals built temples of which there are important archaeological remains. During most of the year there are neighbourhood celebrations dedicated to various Catholic saints. The most important feast, dedicated to the Virgin of the Remedies, runs from September 1 to 8 (Town Hall of San Pedro Cholula, 2014). With this as background, the local government of the municipality of San Pedro Cholula has promoted cultural and sports events of regional and national scope, in order to promote tourism, while also promoting culture and sport for the local population.

A cross-sectional study was carried out for an empirical contrast of the hypothetical model, for which, through a personal questionnaire applied in the field, 410 valid cases were obtained, outlining the opinions of the inhabitants of the city of Cholula during the months July through September of 2015. Respondents were randomly chosen in various public places in the city.

Table 1 Variables, questions and items included in the survey

Variable	No of dimensions	No. of ítems by dimension
Involvement with the community	1: IC	3
Attachment to the community	1: AC	3
Ecocentrism	1: EC	3
Perceived positive social impacts	3: PPSI	Community development: 3 Community pride: 4 Economic benefits: 3
Perceived negative social impacts	3: PNSI	Traffic problems: 3 Security risks: 3 Economic costs: 3
Support for events	1: SE	3

Source: Own design

The design of the instrument includes some filter questions. To measure non-directly observable variables of interest, also called latent variables, 7-point Likert scales were used. As can be seen in Table 1, the scales are based on those developed by Gursoy and Kendall (2006) and Kim et al. (2015). The instrument ends with the inclusion of seven questions on sociodemographic variables that allowed the profiling of the respondents.

Specifically in the case of the variables measuring the perceived social impacts (PPSI and PNSI), it is highlighted that these are second-order molecular model variables, with three dimensions each, as can be seen schematically in figure 2.

From the literature published on the measurement of the social effects of staging events, it was found that there is no clear consensus regarding the separation in two second order variables of perceived social effects, "negative and positive" as presented by Gursoy and Kendall (Kim et al., 2006); even it has been argued that the research is still too scarce to propose a solid, theoretically based construct that allows its measurement as a multifactorial variable (Kim and Petrick, 2005).

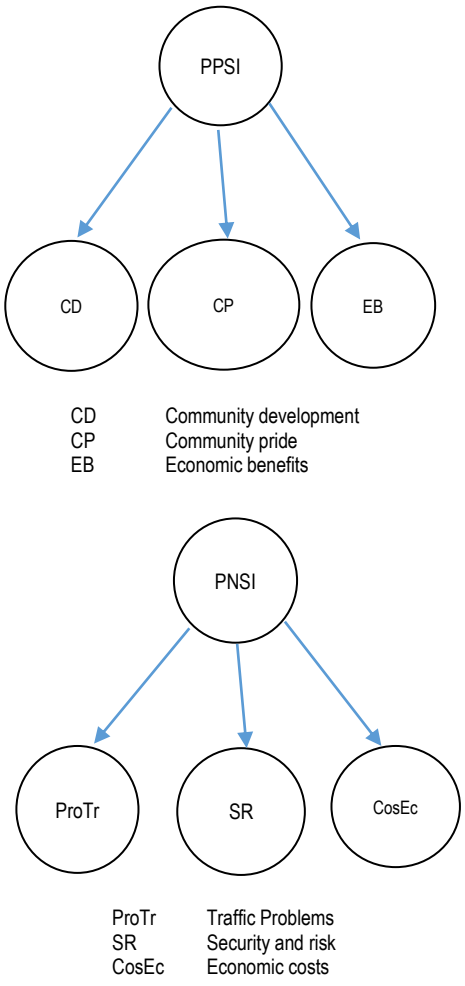
In this study we opted to take the items developed and validated in the study by Kim et al. (2015) and having obtained the data, to adjust the different models to make an empirical comparison, a model without a second order variable, a model with a single variable and a third model with two second order variables, as proposed in the hypothetical model.

We chose to perform modelling using the Partial Least Squares method, or more commonly PLS. This method has been widely used in various social disciplines, although its use in tourism-themed studies has been limited. We used the PLS-PM package for R, which allows modelling from observed blocks of variables in which each block can be synthesized by a latent variable and searching for the system of linear relations between latent variables or *path analysis* that best

describes the data set (Vega-Vilca and Guzmán, 2011, Sánchez, 2013).

The PLS approach is an alternative to the modelling of structural equations centred on covariance structure analysis, *CSA* or *LISREL*, since it does not impose requirements on the form of data distribution and not does not take as a starting point a model in which data needs to be adjusted, but operates following a dimension reduction path (Ramírez, Mariano and Salazar, 2014). These characteristics make it ideal for analysing data sets in which there is no firm and forceful theory that supports the direction and strength of the relationships between the variables (Tenenhaus et al., 2005; Sánchez, 2013).

Figure 2. Second order variables



Source: Own design

5. results

The general profile of the respondents was that 60.97% were men, aged between 18 and 78 years with 78% between 21 and 50 years, 78.8% were Catholic, 25.36% were students, 25.85% were housewives/husbands, 15.12% were employees of private companies; 37.56 were high school graduates, 36.58 were college/university graduates and 15.12% had attended secondary school; 29.54% said they had no income, 47% indicated that they received income in the range of $3,990 to $15,000.00 per month.

Prior to the PLS modelling process, the correlations of the observed variables (items) by latent variable (item block) were analysed. This made it possible to ensure the presence of significant correlations with a close relationship between them. The first step in the PLS modelling was to review the adjustment of the measurement model, that is, to validate the measurement of the latent variables from those observed. For this the PLS-PM package operates by adjusting the model and calculating the indices of unidimensionality of the latent variables, the loads, commonalities and redundancies by latent variable and the cross loads of each item with all latent variables.

In the case analysed, we confirmed the unidimensionality of the variables in both the alpha and rho indexes, for which the values recommended in the literature are close to or greater than 0.7. Only the variable EC obtained a lower value in alpha (0.37), but when the item referring to natural forces was eliminated, it was possible to raise the alpha value to 0.51, although still relatively low, it obtained a rho value of 0.803, which allowed us to decide to maintain the variable without major adjustments.

As for the eigenvalues, the literature recommends that the first be greater than 1 and the second smaller than 1 in each latent variable. In the case analysed, all latent variables obtained values within the recommended ranges, confirming their unidimensionality.

Once the measurement model was adjusted, the analysis of the structural model was performed, for which three models were compared, as mentioned above, in order to choose the one with the best fit: 1) a model without second order variables, 2) a model with a second-order variable described as *perceived social impacts*, and 3) a model with two second order variables, one called *positive social impacts* and the other called *negative social impacts*. The model that showed the best fit was, as was expected from the theoretical approach, that which includes two second order variables, i.e. model 3 with a goodness of fit (GOF) index of 0.4868, against the values of model 1, without second order variables (0.2634), and model 2, with a single second order variable (0.3787).

Table 2 summarises the analysis of model 3, in which it is observed that the commonalities and the average of variance extracted (AVE) recommended by the literature should be higher than 0.5. In the case of the second-order PPSI variables (0.394) and PNSI (0.409), the value obtained was lower than the cut-off value 0.5, although they were close to that value and were higher than that obtained in the second PSI model as a one-dimensional variable (0.240). It should also be noted that there are variables with relatively high redundancy; the literature recommends that values will be close to 0. However, it should be noted that high redundancy was expected due to the procedure chosen to perform the analysis in PLS: *hierarchical component model* or *superlock approach*, (Wetzels, Odekerken-Schröder and Van Oppen, 2009; Lohmöller, 2013) which takes the values of the same items for the first and second order variables.

Table 2 Summary of the exterior model

Variable	Communality	Redundancy	AVE
IC	0.6216310	0	0.6216310
AC	0.5731254	0	0.5731254
EC	0.6686964	0	0.6686964
PPSI *	0.3945447	0.06757767	0.3945447
PNSI *	0.4097527	0.03908646	0.4097527
CD	0.6254251	0.41209234	0.6254251
CP	0.5748068	0.40307274	0.5748068
EB	0.6560667	0.36760713	0.6560667
ProTr	0.6432354	0.36157178	0.6432354
SR	0.7126199	0.46093274	0.7126199
CosEc	0.5542415	0.18901426	0.5542415
SE	0.7275253	0.09392188	0.7275253

* The calculation of the second order variables was made using the *hierarchical component model*.
Note 2: Calculated using PLS-PM package for R.
Source: Own design

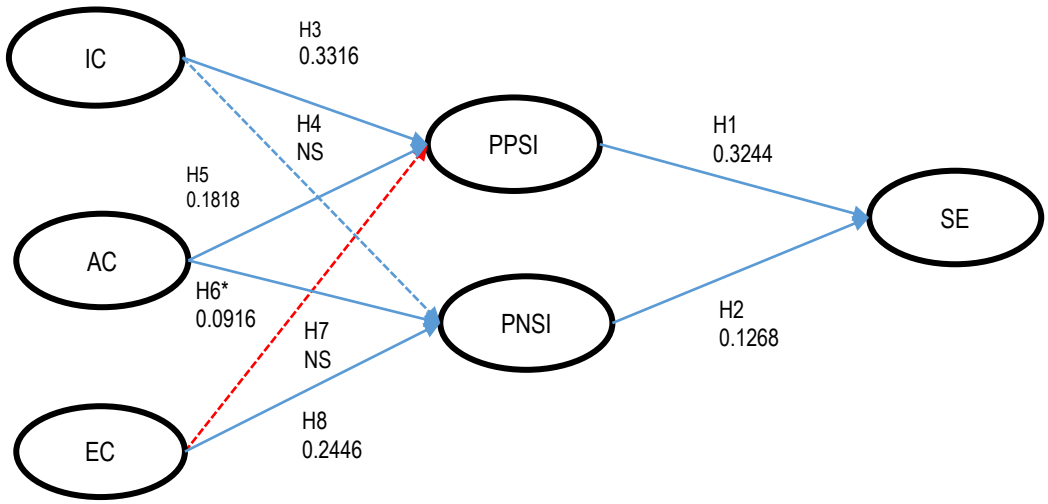
The selected model, whose schematic is shown in figure 3, includes the standardized coefficients obtained for each regression between latent variables, with continuous arrows. Those relations that were not significant are represented by a dotted line - those proposed in hypotheses 4 and 7. It is also possible to highlight that hypothesis 2 was not supported since in the original model, figure 1, it proposed a negative influence and the results showed a positive value.

In Table 3 the results of the internal model or regression structure are observed, highlighting the aforementioned, that it is not possible to validate two of the hypotheses, those of the IC → PNSI and EC → PPSI ratios, as they were not significant, while the relationship PNSI → SE was positive, but hypothetically it had been proposed as a negative relation.

It should also be noted that the relationship between AC -> PNSI could only be considered significant at a value of 0.1, while the rest of the relations are significant at a cut-off value of 0.01. In the field of social sciences, the value of 0.1 is considered acceptable, and in this analysis the hypothesis was supported. It is noteworthy that the rest of those supported were at a cut-off value of 0.01, which is highly favourable and greatly reduces the probability of error in supporting these hypotheses.

With the analysis made so far, it is possible to identify the set of regressions between the latent variables. In table 4 we can see the direct and indirect effects between them. Among them, it can be noted that the greatest direct effects are the perception of positive social impacts on the support to the staging of events (0.324) and the community involvement with perceived positive social impacts (0.332). Regarding indirect effects, the effects of community involvement on

Figure 3.Interior Model



Source: Own design

community pride (0.278) and community development (0.269) stand out in both cases, mediated by the perception of positive social impacts of tourism.

Table 3 Interior model

		Est.	St. Error	t
PPSI	Interc	-3.416E-11	0.045179	-7.563E-16
	IC	0.331696	0.047587	6.970236 *
	AC	0.181879	0.047737	3.809992 *
	EC	-.002635	0.046916	-0.561573 ns
PNSI	Interc	3.741E-11	0.047202	7.926e-16
	IC	0.075404	0.049718	1.516626 ns
	AC	0.091636	0.049875	1.837317 **
	EC	0.024466	0.049017	4.991369 *
CD	Interc	-6.082E-11	0.028914	-2.103E-09
	PPSI	0.811726	0.028914	28.07363 *
CP	Interc	-7.299E-12	0.027060	-2.697E-10
	PPSI	0.837395	0.027060	30.94522 *
EB	Interc	-4.455E-11	0.032827	-1.357E-09
	PPSI	0.748545	0.032827	22.80235 *
ProTr	Interc	-1.233E-10	0.032760	-3.765E-09
	PNSI	0.749742	0.032760	22.88558 *
SR	Interc	-1.000E-11	0.029421	-3.401E-10
	PNSI	0.804247	0.029421	27.33495 *
CosEc	Interc	-1.672E-10	0.040188	-4.16E-09
	PNSI	0.583979	0.040188	14.53101 *
SE	Interc	-3.618E-11	0.046258	-7.821E-10
	PPSI	0.324415	0.046464	6.981977 *
	PNSI	0.126877	0.046464	2.730628 *

Note: * Significant to 0.01 ** Significant to 0.1 ns Non significant
Note 2: Calculated using PLS-PM package for R.
Source: Own design

Finally, the positive effect of the perception of negative social impacts of tourism towards support for the staging of cultural and sporting events (0.127) is worth noting. This effect, although less significant than the effect of the perception of positive impacts, is striking because it is opposed to what was hypothetically expected and also raises an apparent paradox in that it is not what would have been predicted based on the literature. However, this may be an indicator of relevant evidence regarding the willingness to support the organisation of cultural and sports events with tourist influx in small cities, even if this means the recognition that there will be negative social impacts.

Table 4 Direct and indirect effects

Relation	Direct	Indirect
IC -> PPSI	0.33169660	0.00000000
IC -> CD	0.00000000	0.26924686
IC -> CP	0.00000000	0.27776134
IC -> EB	0.00000000	0.24828987
IC -> SE	0.00000000	0.11717463
AC -> PPSI	0.18187940	0.00000000
AC -> PNSI	0.09163689	0.00000000
AC -> CD	0.00000000	0.14763629
AC -> CP	0.00000000	0.15230504
AC -> EB	0.00000000	0.13614493
AC -> ProTr	0.00000000	0.06870410
AC -> SR	0.00000000	0.07369876
AC -> CosEc	0.00000000	0.05351409
AC -> SE	0.00000000	0.07063114
EC -> PNSI	0.24466555	0.00000000
EC -> ProTr	0.00000000	0.18343623
EC -> SR	0.00000000	0.19677170
EC -> CosEc	0.00000000	0.14287971
EC -> SE	0.00000000	0.02249522
PPSI -> SE	0.32441528	0.00000000
PNSI -> SE	0.12687774	0.00000000

Note: Only significant relations are shown
Source: Own design

6. conclusions and implications

The study of the relationship structure and influence of the perceived social impacts of tourism connected to the staging of events, whether sports, cultural or both, has been studied since the end of the 20th century. Nevertheless, it is still necessary to closely analyse them in different urban and rural contexts, with varied types and sizes of events with different conditions of organisation, planning and impact evaluation. This present work focused on one central relevant topic, the analysis of the support given to the periodical organisation of cultural and sports events of medium scale, with tourist influx, in a small city in Mexico. The selected site, Cholula de Rivadavia, has ideal characteristics for the study, since it is a city that attracts tourists, with sites of historical cultural value, located in the vicinity of a larger city, and has not required the development of a major tourist offer to attract visitors who attend the annually organised cultural and sports events. This cross - sectional study, based on the application of a questionnaire and the analysis of information obtained through statistical computer tools, yielded results that may constitute a contribution to the thinking and academic knowledge of the subject.

Regarding the conceptual basis of the study, following the statistical comparison of the adjusted models with the case study, we found evidence of the existence of two dimensions in the variable of social impacts perceived, at least when observed in small cities organising events with the capacity to attract tourism. In any case, it is necessary to carry out more analysis and new measurements, either with the same population or with others with similar characteristics to establish a relationship between the size of the city and the cultural and the sporting events staged and the persistence of the two dimensions identified. This is noteworthy since the literature finds conflicting evidence, both in favour of the existence of two dimensions - positive effects and negative effects - (Gursoy and Kendall, 2006) and the unidimensionality of the variable of perceived social impacts (Kim et al., 2015).

As for the instrumental aspect, worth mentioning is the usefulness of the method for the analysis of structural relations between PLS latent variables, whose applicability is more oriented for prediction than explanation, i.e. its usefulness to explain conclusively is

limited, if compared with its predictive ability or compared to methods focused on the analysis of covariance structures -*Lisrel*-. Similarly, it is readily applicable for the tourist field, especially if one opts for free software in the packages developed for R, such as PLS-PM software.

Regarding the obtained results, it can be stated that, in general, the community living in the small town of Cholula de Rivadavia shows a willingness to support the organisation of cultural and sporting events if it perceives that they will bring positive social impacts, but will even support them if there are negative social impacts. This is most likely to be associated with the fact that certain negative impacts are not perceived as so important for small cities, such as increased traffic flow or the problems of parking. In large cities these issues are regarded as problematic without the addition of major events, and are perceived as being increased to intolerable levels when events occur, especially if they are accompanied by temporary street closures and the suspension of public transport routes. In this regard, it is possible to affirm that there is probably a certain margin of support for the organisation of cultural and sporting events in small cities that is less or narrower in the case of larger cities, with more experience of negative impacts. This would have to be analysed in other cities and in other contexts to be confirmed.

It was found in the case study that the residents' involvement with their community and their attachment to it have an indirect effect on the willingness to support the organisation of cultural and sporting events, as these have a direct and positive influence on the perception of positive social impacts. This means, that in this small city, if the residents are interested in the issues that might concern them as citizens, as well as have an attachment to their community, they will tend to perceive that event tourism will have positive impacts and therefore will show a greater willingness to express their support for these events.

It was also found that the community attachment and the ecocentric attitude of the residents in Cholula indirectly influence the support to the organisation of cultural and sporting events because they have a direct and positive influence on the perception of negative impacts of the associated tourism. This means that, with increasing community civic attachment, and even with an increasing ecocentric attitude, residents will show a tendency to support the organisation of cultural and sporting events. This, it must be reiterated, contrasts with what the literature predicts, at least in the case of large events in larger cities.

It should be noted that, in the case of the city of Cholula, community involvement did not have as significant influence on the perceived social costs as it did on perceived social benefits; on the other hand, in the ecocentric attitude of the community, the effects were, on the contrary, significant in the social costs perceived and not significant in the perceived social benefits. This situation does not exactly coincide with what is theoretically proposed, which might lead to further analysis of this pair of relationships in future studies, especially in small cities, since there is at least the possibility that in a small city in which cultural and sporting events begin to form part of the tourism offer, there is still a clear perception of both negative and positive social impacts. Therefore, they are not yet modified by their attitudes towards the community itself, taking into account stage of development as a tourist destination (Doxey, 1975; Butler, 1980) as a mediating factor in the relationship between attitude towards the community and the perception of the social impacts of tourism.

With the results obtained, we provide empirical evidence that the perception of the social effects of tourism has a mediating effect on the attitudes of residents in a small city and their willingness to support the organisation of cultural and sports events with the capacity to attract tourism, which is consistent with the theory and studies that have been carried out in other areas, for larger cities and for the organisation of major events.

Considering these reflections from the study of the case of Cholula de Rivadavia in Mexico, it is possible to put forward a set of recommendations for the tourist industry and for local administrations in small and medium cities that want to encourage the organisation of cultural events and sports with capacity to attract tourist visits:

Local city authorities, with the support of tourism entrepreneurs, could establish strategic programmes and actions to ensure that the positive effects of tourism that comes with cultural and sporting events are perceived as elevated by the community.

In the same regard, local authorities in the city, supported by event and tourism entrepreneurs, can and should point out the negative impacts that may result from the staging of cultural and sporting events which, in turn, will influence support for these events.

It is also advisable to design programmes or campaigns that involve the citizenry with the community and promote their ecocentric attitude or focus on environmentally friendly practices, highlighting the positive social impacts of tourism, while recognizing the negative effects of tourism attracted by the organisation of cultural and sporting events, which also highlight the positive effects of the events themselves on the health and lifestyle of the community.

In order to strengthen the planning and logistics of the events, it will be useful to have measuring instruments regarding the degree of involvement and attachment of the members of the community with the

city itself, in order to be able to develop strategic actions appropriate for the different groups of people, depending on the values found.

In the same vein, it would be advisable for the local administrations of the city to make a constant effort to measure the perceived social impacts of tourism, since a decrease in the positive impacts will involve a decrease in the support for the organisation of cultural and sporting events with the capacity to attract tourists.

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