



Festival and Urban Spaces: A Systematic Literature Review

Nidhi Sachdeva* and Qamar Irshad*

Abstract

Festival studies is not only an important field of research for tourism or event industry but is also critical for an architectural and urban design field. Due to the amount of the progress done in this field by many interdisciplinary areas, the subsequent corpus of research on festivals appears to be relatively disintegrated. Through a systematic literature review (SLR) from 2000 to 2021, this paper examined festivals studies from tourism to urban design disciplines. In this paper, descriptive and thematic analysis were carried out to analyse the state of existing research which gave in to the concept of festival studies. The purpose is to develop an SLR that intends to establish the knowhow on festival spaces and try to explore the advancement in the field and deliver potential research directions. The corpus thus helps us in establishing the topic which is least investigated and would need more research.

Keywords: festival, systematic literature review, urban space, urban design, kinetic city

1. Introduction

Festivals have varied scopes, including arts, cultural, social, economic etc. During festivals, activities across the city vary wherein people tend to use public space differently than a regular normal condition of the city. Therefore, what we see during festivals is that people govern the use of spaces in the city and make it dynamic by using

* Faculty of Architecture & Ekistics, Jamia Millia Islamia, New Delhi, India; ar.nidhisachdeva@gmail.com; qirshad@jmi.ac.in

and governing it while all other systems of the city remain static or interrupted. Festivals have the power to activate people and spaces for playful interactions. Getz (2008) defined festivals as “themed, public celebrations”. Municipalities believe that festivals can enhance a city’s reputation, provide a unique identity for the area, and attract tourists (Saayman and Saayman 2006). Existing literature also suggests to us the different functions that events or festivals play at the urban policy level. The festival’s primary function is to provide a stage for the city so that it can be recognised by other festivals where it takes place (Derrett 2003). The festival’s location serves as an example of the city. The festival also acts as a place for creativity and talent development in its second function. The festival’s particular focus may draw interested people who must travel great distances. A festival’s third function is to draw visitors and is frequently strongly related to tourism (Getz 2010).

Festival studies have been focused more on economic impacts till date (Gursoy, Kim, and Uysal 2004) and studies have proven a substantial impact on local communities and their image due to festivals (Getz, Andersson, and Larson 2007; Quinn and Wilks 2013). There already exists a well-established sphere of literature on festivals across varied domains including social, economic, political, cultural, management of events etc (Getz, Andersson, and Larson 2007) (Quinn and Wilks 2013). This paper seeks to expand the understanding related to festival research and to emphasise various research possibilities, with a particular emphasis on the urban space and its transformation due to festivals.

The paper represents a Systematic Literature Review (SLR) of the exploration of festivals and their space. The review will encourage further research in the architectural and urban design field by providing diverse and fragmented existing literature on the topic. The major explored and unexplored areas in festival research are highlighted in this paper. The dearth of comprehensive and systematic literature that would create a knowledge basis on festival’s urban settings has been shown by a primary analysis of the literature. In fact, there seem to be many contributions in varied fields including sociology, urban geography, and anthropology, while minimal literature can be found in areas of urban design and urban planning

and this paper would thus concentrate more towards the spatial and social parameters emerging from the festival and identifying the gap in the existing literature.

Going through the literature review of various research papers on festival studies, there are a few authors who started writing and compiling the research, which includes Getz (2000;2008), Deery (2002,2003), Derrit (2004), Huyskens (2001) etc. An important fact about the study of festivals can be traced back to the year 2000, when the Sydney conference “Events Beyond 2000” was held (Harris et al. 2014) which evaluated all Australian event-based research and also ascertained that the sub-fields which hold importance under broad umbrella of festival research are economic and social impacts of events, topics relating to management studies, and also impact on communities and residents of the area. However, the majority of research material focused on sporting events rather than cultural festivals.

2. Research Methodology

To examine the literature on festival urban spaces, SLR is judiciously chosen as a research technique due to the purpose of the research questions, which is to understand the advancements and analyse the gaps in the current body of literature. SLR has been used to amalgamate emergent topics in varied fields, including the role of socio-cultural aspects in festivals, image of the city, the transformation of space etc. As per (Tranfield, Denyer, and Smart 2003) SLR examines the extent of published research papers on festivals. The study respected the guidelines mentioned in some noticeable articles (Tranfield, Denyer, and Smart 2003) (BA and Charters 2007) (Ülgen et al. 2019) to formulate a strong study.

The review started by creating a master table in Microsoft Excel database which classified all the research papers into publication year, author country, aim, keywords, study area, citations and the methodology used. A total of 286 papers were studied and were arranged in an Excel format. The papers were then further screened by reading their abstracts and eliminating papers which did not match the theme of the review.

Step 1: Inclusion/exclusion criteria

Starting with the first step in the literature review, a primary set of keywords were detected, and the principle of inclusion was used in making the study as feasible as possible (Wong, 2015). To understand the gaps in the existing literature and to create a research agenda for future study, the objective of this review was to assess the research on the festival studies. Consequently, the first step started with examining the broad range of areas and the list of research papers and corresponding journals. The step was a huge challenge in this research, as festival research covered varied disciplines and is interdisciplinary including diversity of perspectives. Thus, an inclusive approach was adopted, and the definition of the festival was taken as 'public themed celebrations that are organised regularly. Events and Mega events were scoped out of the research as they did not follow the inclusive approach. This step also led to identifying various topics in the field of festival studies ultimately relating to the whole topic. The research was started with basic keywords like festival spaces and human-centred urban space which was further refined to keywords like Spatial transformation and ephemeral urbanism which helped in refining our search on the topic. The search was performed through major publisher's databases such as Elsevier, Science Direct, Emerald, Springer, Web of Science and Wiley, were preferred for the assessment. Initially, the keywords identified were the prime factor of research within the above-stated database. (Tranfield D. D., 2003) There were 286 papers which were identified containing relevant keywords.

Table 1*Inclusion conditions for assortment*

Inclusion criteria	Description
Keywords	Festival, Temporal urbanism, Ephemeral, Public space, Urban Design, Spatial transformation
Language	English
Document types	Articles

Step 2: selection based on title and abstract

In the next step, from the list of 286 research papers, review of the articles were done and they were examined in detail. A few papers were related to festival and management studies, festival and

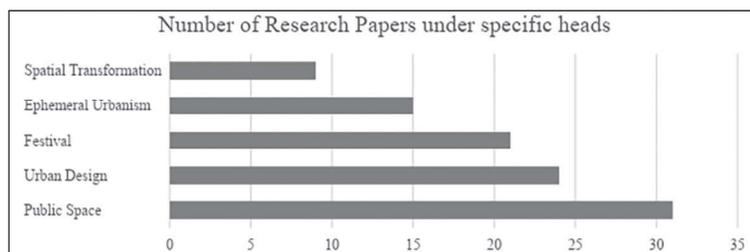
tourism, environmental concerns of festivals etc which were removed from the list as they did not help the research in any way. Therefore, out of 286 shortlisted papers, many papers were removed from the corpus which did not relate to the main topic. Going into the details of the topic, there were only a few papers which talked about festivals and their urban space. The remaining papers appeared to be interdisciplinary and were not directly related to the topic. Hence, only 54 research papers had some relation to the topic, so they were studied further in detail.

Step 3: selection based on full text and snowballing

The next stage led to reading and analysing the selected 54 research papers, which again led to refining the final list incorporating the key research relatable words, which further led to refinement. For the same, around 34 papers were removed from the list which talked about environmental concerns, management areas and tourism-related topics. Following the cross-referencing and snowballing methods, the final set of papers used for the literature review came out to be 23. This was how we achieved our descriptive statistics on the basis of the final 23 relevant research papers in the field. The main heads identified were Spatial, Temporal and Social on which the whole research would revolve (Figure 1). The selected papers have identified and discussed one or more parameters and in some research papers the parameters are overlapping, and two or more attributes are discussed in a single paper and their influence on the others. The Figure given below shows the percentage of journals which focused on the specified heads.

Figure 1

Number of research papers for certain heads



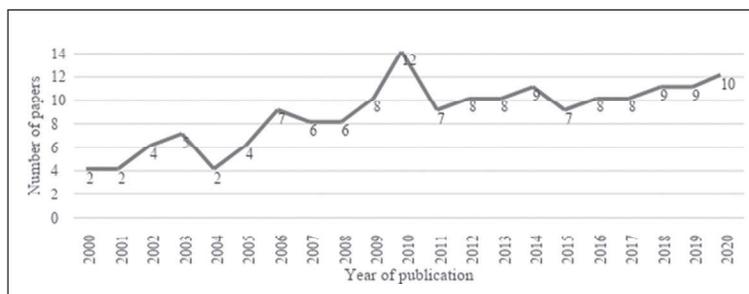
Source: Author

2.1 Descriptive Analysis of the Corpus

Figure 2 gives us an idea of the literature review distribution by year. As shown, it can be understood that there is a steady rise in the contribution of papers towards the topic of festival in the last 5 years, thus authorizing the significance of the theme in current times. The highest can be seen in the year 2010 which is partially correct, since the Journal of Urban design decided to publish all its pending papers in this year in all its volumes across, which accounts for roughly 10 papers.

The corpus includes varied journals and does not incorporate any list of journals, so all themes have been included in this data which relates to the trend on this topic. The graph shows an upward growing trend as urban designers and architects are now moving towards planning cities which reciprocates human standard of living, which is seen through the rise in papers published related specifically to public spaces, urban design, and events.

Figure 2
Distribution of papers



Source: Author

Way forward

The corpus as per the research done can be divided into a few subheads based on the papers studied. The heads and their corresponding themes were listed to give a fair idea of the relevance of the topic with respect to multi-disciplinary themes ranging from the tourism sector, planning, event industry, social sciences, geography, and urban design to name a few. The table given below lists down the major heads and the corresponding research.

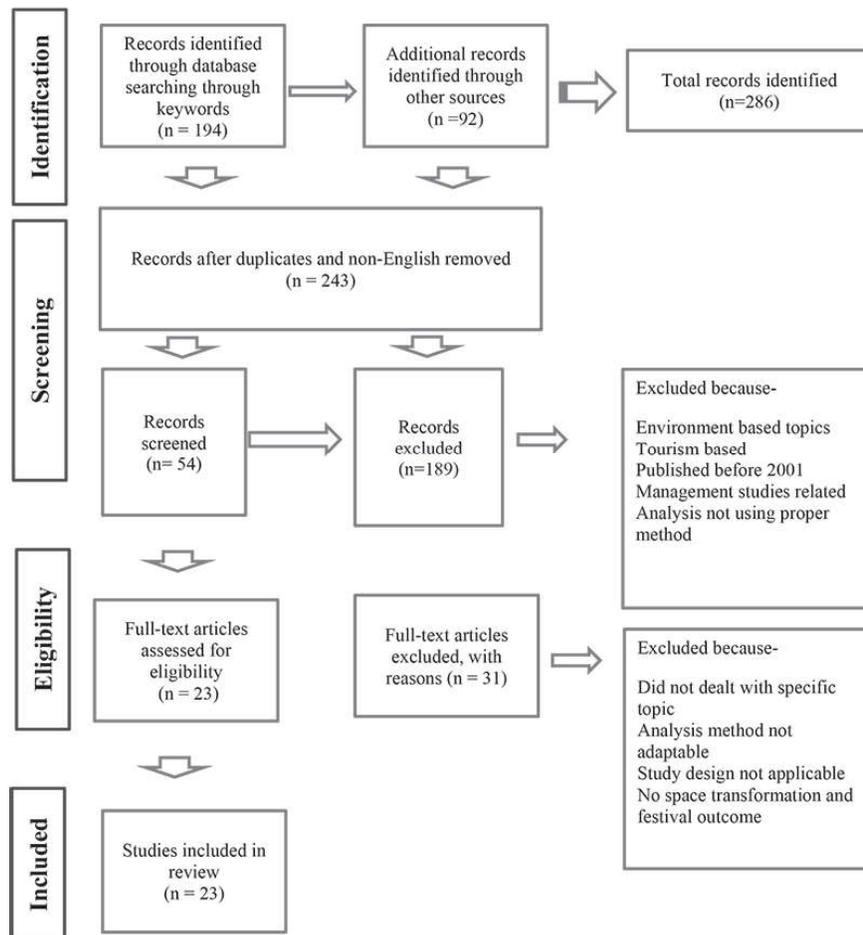
Table 2
Summary of references for impacts on festivals

S. No.	Theme		References
1	Social and Cultural Impacts	social and cultural spaces; enhancing community, Social impact analysis and assessment; resident perceptions and human behaviour.	(Ritchie 1984); (Delamere, Wankel, and Hinch 2001); (Fredline, Jago, and Deery 2003); (Gursoy, Kim, and Uysal 2004); (K. Small and Sheridan 2005); (Anderton 2006); (Rollins and Delamere 2007); (K. Small 2007); (Quinn and Bernadette Quinn 2009); (Quinn and Wilks 2013); (Elias-varotsis 2014); (Bagiran and Kurgun 2016); (Barnett, Khanna, and Onnela 2016); (B S, R, and Koti 2018); (Tohare and Bahadure 2018); (Quinn and Ryan 2019); (Cudny 2012)
2	Economic Impacts	Tourism, expenditure, regional development, econometric modelling	(Ritchie 1984); (D 1997); (Formica 1998); (O'sullivan and Jackson 2002); (McAlister 2005); (Saayman and Saayman 2006); (Munjal and Jauhari 2015); (Gaur and Chapnerkar 2015); (Cudny 2016a); (Gursoy, Kim, and Uysal 2004)
3	Image and place marketing	Promoting a required destination image; branding of festivals etc	(Lynch 1960); (Hughes 1999); (Derrett 2003); (Morgan 2005); (Boo and Busser 2006); (Liu and Chen 2007); (Wang 2009); (Ujang and Zakariya 2015); (Booth 2015); (Cudny 2016b); (Hu and Chen 2018); (Brownnett and Evans 2019)

4	Urban Transformation	Spatial changes, Temporal changes, Space change effects, Mapping	(Mehrotra 1990); (Lefebvre 1991); (Hughes 1999); (Geddes and Planner 2000); (Gotham 2005); (Cudny 2014); (Stevens and Shin 2014); (Singh and Singh 2014); (Johansson and Kociatkiewicz 2014); (Towns, P, and Kasthurba 2015); (Mehrotra 2015); (Kassens-Noor 2016); (Widiastuti 2016); (Miśkowiec 2017); (Badar 2018); (Lundman 2018); (Matteis 2018); (R. A. Moussa 2018); (Gopinath 2019); (Gupta, Sehgal, and Rao 2019)
5	Environmental Impacts	Changes in environment	(Zhong et al. 2011); (Graduate and Mccullen 2013); (B S, R, and Koti 2018); (Boggia et al. 2018)

2.2 PRISMA approach

Preferred Reporting Items for Systematic Reviews and Meta-Analyses is referred to as PRISMA which is also adopted in this research. PRISMA is a minimal collection of things based on evidence that must be reported in systematic reviews and meta-analyses. The importance of following the PRISMA criteria in the context of a literature review is emphasised in this flowchart below. Following the approach and its method, it improves the methodological quality, reproducibility, and transparency of the systematic review that I have done, which in turn advances the field of evidence-based research and practice.



A systematic literature review research study thus, must employ the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) because it offers a clear guide for carrying out and reporting the review in an open and systematic way. PRISMA makes sure that the research process is methodical, reducing the possibility of bias and guaranteeing a comprehensive and repeatable methodology. In summary, applying PRISMA to my systematic literature review has further strengthened the research's credibility and promoted a more solid and trustworthy synthesis of the body of available data.

3. Dominant Themes:

There have been varied themes constructed on the literature analysis of festival research. There has been research conducted by (Formica 1998) which states that economic impacts are the main aspect and marketing, event summaries, management, sponsorship, and forecasting/trend analysis were listed after that. Similarly, in 2007, Moscardo emphasized on the dominance of topics related to economic impacts, participant analysis, management of events and service quality as the broad areas of research related to festivals and events.

The understanding about festival urbanism and its role and impact on the urban fabric of the city is put forward in six themes as mentioned below. The below-mentioned themes are the understanding of the complete concept of the festival and its associated space and where and how are the research gaps in the role important to learn and de-learn in the whole process. We can understand that the typologies of festivals in urban space can be broadly classified into the following six themes: -study and what is

1. Festivals and its role in conceiving image or a sense of a place/city/area/community
2. Festivals and its role in creating social and cultural spaces
3. Economic impacts due to festivals
4. Impact of Festivals on a place/community
5. Transformation of Urban Space due to Festivals

As part of the research, we shall be dealing with the three most essential themes which are fundamental to identify with the topic of festivals' urban space. The themes give us a broad perceptive of the topic and its role in festivals and assist in uncovering the research gaps.

3.1. Festivals and its role in creating image of a place/city/area/community

Festivals give urban communities a specific image particularly when it is associated with a specific area or a spot that has an identifiable

theme. Therefore, festivals are also considered to solve the image problems of cities (Quinn and Bernadette Quinn 2009). Likewise, according to (Cudny 2016) in his book "Festivalisation of Urban Spaces Factors, Processes and Effects," festivals help a place gain a good reputation by giving visitors a lasting first impression of the city and by encouraging positive experiences and memories connected to it in order to persuade them to choose that location over others.

City image is the far-reaching impression of the city, including every part of the general public, culture, economy, environment, etc. (Liu and Chen 2007). Harcup (2000) inspected on how the image of Leeds was intentionally created due to a celebration; (Liu and Chen 2007) in their research they have tried to explain the three vital heads to create an image of place, which includes City Mind Identity, the City Visual Identity and the City Behaviour Identity which is affected with events and festivals that take place there. The research also contemplated the positive impacts that festivals have on a city's image in turn encouraging and endorsing the said event at the national level. How to include events into place branding was investigated by Jago et al (2003) in Australia; Boo and Busser (2006) outlined how a festival or cultural event could improve the reputation of a location. (Miśkowiec 2017) defended that with continuous population outflow, events or festivals benefit a city by attracting new residents and reconstructing the city's image.

3.2. Festivals and its role in creating social and cultural spaces

In every society, people, establishments, and enterprises intermingle with each other, developing trustable associations among each other, not only individualistically but mutually too. Yet we see an exchange of socio-cultural ideas and impacts among the communities during festivals (Derrett 2003). According to reports, festivals contribute to the destination's richness and local revitalization. This is so that new job opportunities can be created (Prentice and Andersen, 2003; Smith, 2004). Additionally, ethnic celebrations and gatherings foster cross-cultural interaction and appear to encourage and value mutual understanding between host and guests (Sdrali and Chazapi, 2007).

Stating a few anthropological studies done by Greenwood (1972) and by Ritchie (1984), we can see that only lately there has been a

very proactive line of research on the impacts of festivals including socio-cultural impact and environmental impact, including papers by (Delamere, Wankel, and Hinch 2001), (Bagiran and Kurgun 2016) on social impact scale; (K. E. Small 2007) has worked on creating Social Impact Perception scale (SIP); Arcodia and Whitford (2006) measured the influences amongst festival presence and the formation of social capital; (Boggia et al. 2018) and (Graduate and McCullen 2013) on the impact of festivals due to environment.

Festivals are associated and linked to cultures and traditions of place, giving them an identity of their own and binding individuals to their societies. In contrast to Elias-Vavotsis' (2006) investigation of the impact of festivals and events on localities' cultural identities, Derrett 2003 claimed that community-based festivals in New South Wales, Australia, affirm a sense of society and place. Delamere, Wankel, and Hinch (2001) presented a case and created a scale to assess how people view the social effects of neighbourhood festivals.

4. Transformation of Urban Space due to Festivals

Current literature on festivals lacks an important contribution to the spatial settings of festivals. The changes in the urban space due to festival days and their related impacts on the neighbourhood is an area which the literature lacks at present. There are few researchers who have explored this field of study, including (R. A. Moussa 2018), (Krishnamurthy 2016), (Johansson and Kociatkiewicz 2014), (Badar 2018) etc among others.

When we see festivals in an urban space, we end up looking at the surroundings and the spatial pattern that holds significance in relation to an event. Robert Janiskee, a geographer, tried to make an immense contribution and influence on this subject through his analysis and work on a very large catalogue of festivals in the USA, which included his own published journal articles wherein his core study revolved around trends in festival research, its temporal dimension and history of events.

Ar. Rahul Mehrotra in 2016 talks about the concept of Kinetic city, a city which is temporal and has active social-cultural systems in place and a city which is for people. He talks about the same in his book on

Kumbh Mela, which explores the spatial and temporal study of the mega event on a city-level scale. Many places throughout the world, notably New Zealand (Ryan et al., 1998; Higham and Ritchie 2001) and the Canadian Province of Ontario, have conducted research on spatial-temporal studies (Butler & Smale, 1991). (Visser 2005) examined spatial-temporal models of festivals in South Africa as part of a larger study. Indah Widiastuti and Rajiv Bhatt (2008), and Sukanya Krishnamurthy (2016) talk about spatial changes during festivals and incorporating a sense of place as a crucial element.

The spatial aspect of festivals is one such research area in geographical science which employs cartographic methods, which is an analysis based on maps. Spatial investigation is present in the works of Butler and Smale (1991). The distribution of festivals in non-metropolitan areas of New South Wales, Victoria, and Tasmania was described by Gibson (2010). Other studies that examined the spatial components of occasions and festivals include (Brennan-Horley et al. 2007; Gibson & Connell 2011; Gibson & Davidson, 2004). In Sweden, Aldskogius (1993) conducted a study on the spatial and temporal distribution of musical occurrences. While (Visser 2005) questioned it with reference to South Africa, Ryan et al. (1998) documented the same characteristic (including festivals) in New Zealand, and other scholars attempted to link geographical aspects with a feeling of place including works of (Widiastuti 2016), (Krishnamurthy 2016), (Singh and Singh 2014) where they talk about spatial changes during festivals and incorporating a sense of place as a crucial element.

The idea that festivals have the power of a transformative trait or characteristic is now being significantly accepted by researchers and scientists and the topic is now a pool of knowledge for researchers to gain from. The three crucial factors, space, time, and society plays an imperative role and helps in transforming the course of the workings of a festival or an event.

Festivals and their impact on Social and Human behaviour is another sub-part of the research. Festivals in our country are a symbol of celebration within communities and a way of life. These are celebrated due to various reasons like harvest, religion, some sort of celebration, historical happenings etc (Charles ArcodiaPhD & Michelle

WhitfordPhD, 2006). A festival has an impact on its host society in several ways. One of the critical understandings is in establishing the behaviour of attendees and understanding the positive influence as well as negative ones which happens due to the festival.

It is also imperative to know the perception of the organisers of the festivals and how they play their role in the success of any festival. Certain organisers see festivals as a means to add revenue however residents tend to see them as a sense of place and something that adds value to their place. These aspects are also discussed in research by (Gursoy, Kim, and Uysal 2004) where the authors in his paper discussed extending and validating the apparent impacts of festivals and events by organisers.

5. Conclusion

Investigating various publishes by researchers which are related to festivals and urban spaces, we can conclude that a city adapts to the temporary requirements of celebrations through the medium of different ways. Festivals may be intentionally planned to promote a “distinctive city,” which is regarded as a crucial component of the experience economy. Urban open spaces serve as the foundation for communal life because they reflect the lifestyles and daily activities of their inhabitants while also mobilising, framing, and re-presenting architectural structures and socio-cultural elements (R. A. E. Moussa 2018), (Ujang and Zakariya 2015), (Lau and Li 2015), (Derrett 2003) etc.

All through the literature, it can be outlined that festivals may be able to have some bearing on social interactions where different stakeholders felt that festivities are a time for people to get together and inhabit an exclusive place in the society. An urban space tends to shift from being a static entity to becoming dynamic during festival times, as examined by various studies (R. A. Moussa 2018), (Badar 2018), (Mehrotra 2015), (Kassens-Noor 2016), (Quinn, Bernadette and Wilks 2017), (Gopinath 2019), (Johansson and Kociatkiewicz 2014) etc to name a few.

Another crucial aspect which can be concluded from the literature is analyzing people’s behaviour and reactions during festivals, which adds up to the social impact change where old meanings in space are

awakened and value is added to existing urban space (Pratiwi and Zhao 2018), (Barnett, Khanna, and Onnela 2016), (K. E. Small 2007), (Biaett 2013).

The research intends to examine urban public space beyond the human lens, which constitutes an important part of city design. It should also be noted that streets occupy the majority of the public space in terms of surface area. Also, many festivals essentially take place on streets in open or semi-open public spaces. Streets are the primary public spaces where people not only interact with each other but also with their surroundings, including the physical form of the city. Festival is taken as an example where people impact the arrangements of the city with a temporal event. The primary feature of the research is a festival that takes place in public spaces in particular cities and districts.

Therefore, by examining how humans use space and maintaining a human-centred perspective, as well as by showing empathy for human behaviour in situations where humans have temporary control over an area, we can better understand how cities can be planned to benefit people and society as a whole, rather than just as an afterthought.

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