

# COMMUNITY ENGAGEMENT AS A MECHANISM TO MANAGE HOST COMMUNITY'S PERCEIVED EVENT IMPACTS

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Event studies have emphasised the value of managing event impacts, especially host community's event impacts and have highlighted the importance of tools that are in need to enhance these positive event impacts while reducing negative impacts. To this end, the current research proposes community engagement be used as a tool to manage the host community's perceived event impacts. The research sets out to understand how engagement can help host communities to manage event impacts and what impacts can be managed through engagement. Furthermore, the research will explore how engagement occurs and what motivators, facilitators of and barrier to community engagement are present at these events.

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