

SOCIAL IMPACTS OF THE FERIA INTERNACIONAL DEL CABALLO IN MEXICO

A Local Perspective

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There is an increasing amount of research on the economic and social impacts of special events, including those of a tourist nature. The literature suggests that such events can potentially generate important economic benefits but also negative social impacts on host communities. By acknowledging the empirical and theoretical importance of such studies, this research aimed to identify the social impacts of an international fair in México, Feria Internacional del Caballo. Such impacts were identified through the perception of the local community. Based on quantitative methods, a survey of 1,537 questionnaires with local residents was undertaken. The study revealed that the event has increased aspects such as employment and local leisure opportunities. However, the event has also increased alcohol consumption, traffic congestion, crime, to mention some.

KEY WORDS: *tourist event, social impacts, local community; Feria Internacional del Caballo, Mexico, quantitative analysis.*