

# **A STUDY OF CULTURAL EVENTS' SUSTAINABILITY. THE CASE OF TRANSILVANIA INTERNATIONAL FILM FESTIVAL**

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## **Abstract**

Transilvania International Film Festival (TIFF) is well-known event on the national and international agenda of cultural events. With a history of 14 editions, the festival is gathering year by year an increasing number of persons in Cluj-Napoca, the growth of the event having important effects on the city.

The purpose of the paper is to analyze the event's sustainability, emphasizing the participants (residents and visitors) perceptions on economic, socio-cultural and environmental effects. To achieve this goal, we conducted an exploratory and descriptive research, employing the tools of descriptive and inferential statistics. We used both primary and secondary data, the questionnaire being the main tool used in order to collect the participants' perceptions.

The main results emphasize the positive effects at the socio-cultural level. The festival provides multiple possibilities to spend free time in a pleasant way, sustains the development of cultural life and improves the education and the cultural level of society. Moreover, the festival does not influence in a negative manner the moral principles of the society and it does not generate an increase in crime rate.

From the economic point of view, the festival has the capacity to attract investments, sustains the development of city infrastructure and creates opportunities for residents to develop new economic activities.

Lastly, from the environmental point of view, the festival sustains the improvement of the environmental issues and does not generate traffic problems.

## **Keywords**

Film festival, residents and visitors' perceptions, sustainability, economic impact, socio-cultural impact, environmental impact

## **JEL Classification**

Z11, M14, Q56

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