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Author Name(s), First M. Last, Omit Titles and Degrees

Institutional Affiliation(s)

Author Note

**Residents’ complaints regarding UFO festival**

In the mid of year 1947, there was a mysterious object that crashed out of nowhere on a farm. It was about 30 miles away from Roswell, New Mexico, America. Soon after the crash, the Roswell Army Air Field issued a press release in which they claimed to have recovered a flying disk. The news went viral on Newspapers, magazines and radio. The next day, RAAF (Roswell Army Air Field) changed its statement and said that the object was not a flying disk, it was actually a water balloon. This sudden and suspicious change in the statement sparked many controversies and is still a topic of discussion even after all these years. It is known as the UFO (Unidentified Flying Object) incident. There are many theories about this unidentified object but the most common is that it was an Alien spaceship that got struck by the lightning and crashed. Many such incidents have been reported in the recent past but none of them sparked such hype.

UFO is an international festival and is organized every year in Roswell. It’s also called Alien festival. People from around the world travel to attend this festival. It lasts from 3 weeks to a month. There are camps set up for different stalls, concerts and food. The activities continue 24 hours a day. People usually sleep in the same camps, wake up and get back to the party. This brings along a lot of hygiene and health issues. Due to which, every year the residents of the neighborhood often complain about the crowd, noise, smell, garbage etc.

I have been hired by Roswell City council to deal with the residents’ complaints regarding UFO festival. There have been a huge number of complaints from the residents. Most of them were regarding the Noise. There is music being played all day and night, the sound of generators and people shouting at the top of their lungs is quite problematic for the residents. One of the residents reported that they moved to their basement because the noise had become unbearable. There was another report by a neighbor who said that the loud music has caused his family to stay out most weekends. It has affected their personal and professional life.

Noise can be troublesome and can cause loss of sleep and emotional stress. So my job is to investigate and monitor noise complaints and take appropriate steps to prevent and reduce offensive noise. The problem dealing with this issue is that the noise regulations deal with noise nuisances, and do not specify the time at which the music can be played. However, it does prohibit the triggering of a noise nuisance. There is no single government authority in Roswell that takes full responsibility for controlling or reducing noise pollution. The Federal Government does take responsibility in a number of areas i.e. aircraft noise and emission standards for new motor vehicles, loud music or loud home appliances. There is a whole process of dealing with such complaints i.e. determining Whether the Complaint Is Valid. Once it’s confirmed that the complaint is genuine, an investigation is launched. It’s good to not rush to judgment by automatically blaming the other person or the organizers. That does not mean that I ignored the complaints. I actually came up with a compromise that everyone can live with. We set a time at which loud music could be played. Organizers were asked to try and make their camps as soundproof as possible and to keep their speakers inside the camps not out on the streets.

## Another complaint that I received by a lot of residents is about the odour coming from the camps of UFO. There has not been proper sanitation system in the camps and people had been throwing garbage out on the streets. Residents started complaining about bad odours at the end of a street. Investigation was launched and appropriate steps were taken to minimize the odour. Organizers of the festival were asked to look into the matter. The issue was resolved by selecting and using the appropriate media for odour control.

## Benefits of the UFO festival

##  Any festival brings along a great number of benefits for that country. Festivals like UFO have both social and economic aspects. We live in a stressful and chaotic world, festivals like this bring energy, enthusiasm, excitement and positivity in our lives. This festival brings a great opportunity to forget about all the stress and celebrate the positive and exciting side of life even it is for just a few days. This festival has a history attached to it and it is a great achievement of Roswell to keep it alive. It is not only a source of fun and entertainment but also a great source of learning. Other than that, there are always social and economic benefits attached to a festival.

They are easiest to attract visitors, which increases the growth of tourism and other businesses in a town. People are offered jobs and contracts for a specific period of time every year. Festivals attract visitors and visitors to spend money, which raises the local economy both on and off the festival site. For example, visitors stop at local coffee shop or a gas stations, souvenir shops, and a toy store or a restaurant, the list goes on.  50% of the visitors provide another source of off-site profit to societies that host festivals.  For example, the 2018 UFO Festival in Melbourne generated over $8, 00,000.00 of economic benefit. The profits generated from these festivals are utilized in the promotion of tourism and maintenance of the city. Festivals provide free promotion and advertising for local businesses i.e. local hotels, motels, food stalls etc. Because the visitors talk about their experiences, good or bad, when they go home. It is always a win win situation for everyone involved from organizers to participants.

For UFO festivals to continue to be successful, popular and be embraced in the community, it is important to make it sociably responsible towards the citizens and way of life.  If the festival causes any inconvenience for the local residents i.e. high traffic around the streets, loud music, visitors’ accommodation. Authorities and organizers should address the matter on the urgent basis.

UFO festival contributes greatly to the sentiments of social cohesion. This festival focus on historical, cultural and science related topics and seek to educate the community of their traditions. There are a number of international scholars and speakers that are invited to share their stories and experiences. People get to learn a lot from these people about the universe, human beings, Aliens, fiction and science. Historically, this festival has been a great source of information and entertainment. It diverts peoples’ attention from their tiring, hectic and demanding lives and bring some excitement.

**World’s fair late Twentieth century**

 **World’s fair** is an [international exhibition](https://www.britannica.com/topic/trade-show) at a huge level of a great variety of scientific, cultural and industrial products. Ranging from four to six months, these products are displayed for learning and selling purpose at specific sites. They often have an entertainment zone as well. Visitors enjoy rides, interesting attractions, and food and beverages along with getting informed and educated about the latest leading technologies in the world. This fair basically originated in 1851 with the London [Crystal Palace](https://www.encyclopedia.com/literature-and-arts/art-and-architecture/architecture/crystal-palace) Exhibition. That venture was really successful in trumpeting the causes of nationalism, imperialism and industrialism. This exhibition inspired a great number of audience in a short period of time.

 In Mid of 20th Century a number of leading counties held world's fairs that roughly attracted some 100 million visitors. The fairs offered jobs to thousands of people and gave an insight to a vision that America is the world’s leading economy and its best years lay in the future. The fair followed the themes of “Peace through understanding” and "The World of Tomorrow."

The 1964–1965 world fair in US holds great importance in history. This fair was entirely organized in response to the Soviet Union’s launch of Sputnik (Man-Made Satellite). This fair announced the motivation and enthusiasm of the United States to take up the Soviet challenge.

In the late 20th century, World's fairs have been one of the most formative sources of influence in people’s lives for shaping the tone and texture of modern times. Since 1970 these fairs have tended to [educate](https://www.merriam-webster.com/dictionary/enlighten) the visitors about a certain theme, often environmental in nature. Other than that, Fairs on transportation and communications, sustainable development, international energy issues were also organized. With their great contribution in historical aspect, the world’s fairs have filled museums. Millions of Americans have been introduced to the technologies i.e. from television, telephone to the aeroplane, websites and computer. In the late 1990’s the experts and stakeholders argued that future expositions should be more focused on the presentation of modern social and environmental problems and their likely solutions.

 By the end of 20th century, fairs became less frequent reason being increasing costs of organizing them and because the BIE imposed tighter regulations. Some of the stakeholders have criticized world’s fairs as extravagant and extraneous. Whereas, by moving the focus towards social and environmental issues, fairs can continue to be valuable for visitors and for host cities and countries as well.

**Advantages and disadvantages of staging white night**

White nights is a natural phenomenon called midnight sun. It occurs at the north of the Arctic Circle and south of the Antarctic Circle during summer. The sun does not fully set for almost two month and remains visible all night long. This is a one-night event and all the museums of the area stay open from 9 at night till 6 in the morning the following day. The White Nights Festival brings the perfect chance to gorge on culture and for the city's residents it is a time of the year when they go out for some fun in the midnight sun.

Some of the advantages of the White night festivals are that there are evening performances on regular basis, theatres, opera halls, cinemas and bars are open all the time. Which not only gives people a chance to enjoy night life but also benefits the country economically. Tickets for these events are usually sold out weeks or before the performance date. People come from around the world to witness and participate in this festival which portrays a positive and hospitable image of a particular country. This festival is not just good for local tourism but it promotes local businesses as well. In the festival season, every hotel in the city is booked out. Restaurants, hotels and bars are full. In 2018, more than $3 million was generated for Russia’s economy through this festival. It gives talented local artists the opportunity to participate and showcase their work to thousands of people from all around the world. Disadvantages of staging white night festivals is that it demands a great amount of budget, time and effort. Parades held during the festival seasons add to the parking lot issues.

 The Government decided to shift Melbourne version from late summer to mid-winter because there are too many local events and festivals going on in summer, from Jan-Mar so the officials came up with the idea that May-Sep could use some more events.

**Greater Bendigo City’s Tourism Strategy**

Tourism Strategy is an essential element of any county’s progress and progression. Without it there are no objectives to be set and met. The Bendigo city tourism strategy is overall very positive and encouraging but lacks initiative. Since its domestic, it doesn’t generate a high income. There are no global events that happen at this part of the country. Many multinational organizations don’t consider this place very good for investment. So the strategy needs to be broader. The officials must organize more and more local and global festivals to attract visitors.

Events have a huge impact on the location where they are held. When the opportunity of organizing an event in a city is utilized properly, they can make cities better for a great number of reasons. I.e. Events are one of the greatest ways to increase the revenue of the city or a town. Apart from bringing a good amount of money, the location will have a better reputation once people visit for the events. Local culture can be promoted through events.

**Rural Development**

There have a number of festivals in rural areas. A sports festival was organized in Victoria. 5000 people visited and 1200 people participated in the event. It was a successful affair since lot of people actively contributed in making it a big hit. An Australian well-known event management company organized the whole thing. It was a football match between two high schools of the city and a lot of students volunteer for marketing and promotion. Professional footballers were invited as chief guests, which motivated the participants a lot.

Such events provide huge benefits to the economy of the city and Increase awareness and exposure to the region as well. Tourism is promoted through such events which positively influences the revenue of the city.