

LOCAL GOVERNMENT TRUST, ECONOMIC EFFECTIVENESS AND SATISFACTION IN A TOURISM EVENT CONTEXT: THE CASE OF THE LIMBE CULTURAL ARTS FESTIVAL, CAMEROON

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Citation: Tichaawa, T., Idahosa, L.O., & Nunkoo, R. (2022). LOCAL GOVERNMENT TRUST, ECONOMIC EFFECTIVENESS AND SATISFACTION IN A TOURISM EVENT CONTEXT: THE CASE OF THE LIMBE CULTURAL ARTS FESTIVAL, CAMEROON. *GeoJournal of Tourism and Geosites*, 44(4), 1379–1388. <https://doi.org/10.30892/gtg.44424-956>

Abstract: This study evaluates the relationship between community perception of government's effectiveness and trust in government at the local level. Using the Festival of Arts and Culture hosted in Limbe, Cameroon, the study evaluates how citizens' experiences of a service delivery influence their trust in the government, and the mediating effect of economic, social, and political factors. Trust is evaluated using three measures: competency, integrity, and responsibility. A framework that distinguishes between broad and narrow measures of economic effectiveness is proposed and tested using an ordered logit model. Findings from data generated from 324 event attendees indicate that citizens' perceptions of broad measures of economic effectiveness is influenced by the social and political environment, which in turn influences their trust in the local government. They are, however, able to separate the socio-political context from the economic when asked about narrow measures of economic effectiveness. These findings are relevant for political planners, analysts, and policymakers seeking to foster political trust and support.

Key words: events tourism, community trust, local government, effectiveness and satisfaction, Cameroon

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INTRODUCTION

Government backed repetitive cultural events like the Festival of Arts and Culture (FESTAC) hosted annually in the city of Limbe, Cameroon, have the potential to transform the local economy via job creation and revenue generation (Tichaawa, 2016; Tichaawa and Idahosa, 2020). This cultural event is a form of tourism/leisure public service rendered by the government to the community and, as such, has potentials for influencing citizens' perceptions of the government and their trust levels (Christensen and Lægred, 2005), as relevant research in tourism development studies have shown (see for example Nunkoo, 2017; Nunkoo and Smith, 2013; Tichaawa et al., 2021; Wong et al., 2021; Wong and Lai, 2022). The trust that citizens have in their political actors and governmental institutions is crucial, especially for developing economies seeking economic recovery and development. Policy-making and reform implementation, if they are to be successful, typically require some form of short-term sacrifices on the part of the citizenry, even where the long-term benefits might not be immediately tangible. It is logical to assume that citizens will only make such sacrifices if they are confident in the governance structures and if they believe that it would be in their best interest. Understanding the drivers of trust might, hence, facilitate increased sensitivity and responsiveness on the part of policy makers and government actors towards the expectations of the citizenry (OECD, 2013). Drivers of trust in government have been identified in the literature to include issues such as the organisation of public administration and interpersonal trust among individual citizens (Vigoda-Gadot, 2007).

Given Cameroon's current socio-political crisis with the Anglophone faction (of which Limbe is a part) seeking to secede from the government citing marginalisation in the ruling administration (an evidence of mistrust in the government), (Harilal et al., 2021), any attempt to resolve the crisis and rebuild trust will require a thorough understanding of the underlying issues that affect political trust. In this paper, the relationship between perceptions of effectiveness, satisfaction with service delivery and trust in government is evaluated within the context of a specific service provided by a local government – the Limbe FESTAC festival. In this paper, we demonstrate the relationship between citizens' trust in the local government and two key constructs: government's economic effectiveness, and citizens' satisfaction with service delivery – moderating for the effects of demographic characteristics. Economic effectiveness is captured using four variables: perceptions of effectiveness in dealing current economic problems; future economic problems; poverty and

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unemployment. Based on the theoretical literature, a conceptual model is developed which groups these four variables into broad and narrow measures of effectiveness. Satisfaction with service delivery is captured using respondents reported 'overall satisfaction' with the FESTAC festival. Trust in government is captured using three measures: competency, integrity and responsibility. The findings of this study provide evidence of citizens' ability to dissociate government effectiveness in accordance with the level/tiers of governance, as well as to separate the socio-political context from the economic when asked about narrow measures of economic effectiveness. These findings are relevant for political planners, analysts, and policy makers seeking to foster political trust and support, especially in conflict and post-conflict economies like Cameroon.

THEORETICAL AND LITERATURE CONTEXT

Political Trust and Governance

Political trust refers to the confidence that citizens have in the governance and political structures to produce desired outcomes. Political trust matters in that it shapes citizens' behaviour and public support (Blau, 1964; Easton, 1965). As a concept predicated on the social exchanges between citizens and their political actors and structures, political trust is a product of the congruence of citizens' preference and expectations with their observation and/or perception of government's actions and policies (Bouckaert and Van de Walle, 2003; Nunkoo and Smith, 2013). Given that preferences and expectations are mutable products of unique individual experiences and are diverse, encompassing various criteria, it holds that individual perceptions of what is acceptable would vary. This points to the intangible nature of political trust in that it is not dependent on "actual performance of government but on its perceived performance" (OECD, 2013: 21). This, therefore, implies that it is constantly evolving, driven by various factors and is highly context and geography specific.

Within various economic and political contexts, numerous studies have evaluated what these determinants of trust are. These drivers vary from impersonal experiences like economic booms and downturns and news of major corruption scandals in government to more personal experiences such as human rights violations, crime, and human losses due to perceived government negligence (Gray, 2017; Kim and Voorhees, 2011). This suggests that political trust can be approached from various angles. The OECD proposes that it be viewed as "a set of interrelated process components" which encapsulates citizens' expectations from the public sector. These trust components include (OECD, 2013: 29):

- "Reliability: the ability of governments to minimise uncertainty in the economic, social and political environment of their citizens, and to act in a consistent and predictable manner.
- Responsiveness: the provision of accessible, efficient and citizen-oriented public services that effectively address the needs and expectations of the public.
- Openness and inclusiveness: a systemic, comprehensive approach to institutionalising a two-way communication with stakeholders, whereby relevant, usable information is provided, and interaction is fostered as a means to improve transparency, accountability and engagement.
- Integrity: the alignment of government and public institutions with broader principles and standards of conduct that contribute to safeguarding the public interest while preventing corruption.
- Fairness: in a procedural sense the consistent treatment of citizens (and businesses) in the policy-making and policy-implementation processes."

The reliability of the government speaks to their *competence* in addressing economic, social and political issues. *Integrity* encompasses confidence in the government's commitment to ethical and moral accountability to the citizenry while responsiveness, fairness, openness and inclusiveness, can be said to address citizens' expectations of the government's *responsibility* towards them and is dependent on citizens' exchanges and interactions with the government (Vigoda-Gadot, 2007). These components are, however, interdependent so that they often move in congruent directions, influencing and being influenced by each other. The literature has theorised various discourses on political trust and the factors which influence it. These are further discussed. Kim and Voorhees (2011) approach political trust as a function of the citizens' *subjective evaluation* of the government's effectiveness in dealing with economic and socio-political issues. Perceptions of effectiveness is, hence, subjective and can vary with various factors ranging from historical contexts to cultural acceptability of issues; extent of democratic and capitalist practices, and individual idiosyncrasies. In the literature, there are two key competing theories on the sources of these factors which influence political trust— the institutional theory and the cultural theory (Nunkoo and Smith, 2013). The institutional theory presupposes that trust in government is a function of individuals' assessment of the performance of government institutions in relation to their expectations, while the cultural theory views political trust as external to the political environment, being a product of socio-cultural norms and values which projects themselves to the political sphere (Blind, 2006; Mishler and Rose, 2005).

The institutional theory, which this paper focuses on due to the characteristics of the data available, emphasises that political trust is influenced by an interaction of occurrences in the social, political, and economic environment. It identifies three dimensions of the factors which influence institution-based trust in government: the citizens' perception of the economic performance of government; their perceptions of the political performance of government structures, and their level of power/influence in their political environment (Blind, 2006; Nunkoo and Smith, 2013). Economic performance refers to the effectiveness of governmental institutions in meeting citizens' expectations in terms of economic wellness, and in addressing economic issues like unemployment and poverty (Mishler and Rose, 2001; Nunkoo and Smith, 2013; Tichaawa et al., 2021). As determinants of trust in government, political performance/effectiveness looks to issues of corruption; responsibility to citizens and respect for their rights; democracy; transparency of agenda, and in inclusion of all communities, among others (Nunkoo and Smith, 2013); while power and influence focuses on power inequalities, especially with regard to citizens' involvement in decision making. These factors are interdependent, and critical in swaying trust in governmental actors and institutions (Christensen and Lægheid, 2005; Nunkoo, 2017).

Bouckaert (2012), however, posits that the interdependence of the social, economic and political environment in influencing institution-based political trust can be analysed at three levels – the macro, meso and micro level (as cited by OECD, 2013). The macro level focuses on trust as a function of the performance of political institutions and the functioning of democracy (which can be associated with national governance activities); the meso level looks to policy making strategies especially as it affects current experiences and future expectations of socio-economic issues and challenges (associated with the activities of governmental arms like central banks and the legislative and judicial institutions); and the micro level considers “citizens’ experience with government through the delivery of public services” (which typically occurs at the level of local governance) (OECD, 2013: 33). The OECD (2013) report provides evidence of the ability of citizens to differentiate between different levels of the public sector, with the highest level of trust occurring at local levels and the lowest at national levels. This highlights the importance of distinguishing between various governmental levels when analysing the interplay of citizens’ expectations and political performance. Furthermore, this implies that trust in government can be influenced by the political actors at different levels and is not entirely dependent on the national occurrences. It further emphasises the opportunity for local governments, as the lowest tier of governance, to create positive impacts through their delivery of services to communities.

Bouckaert and Van de Walle (2001) propose the ‘performance theory’ in evaluating trust at the micro level of service delivery associated with local governance. They argue that in citizens’ subjective valuation of their trust in government based on their satisfaction with the quality of services it provides, two angles of the performance theories come into play: the broad performance theory and the narrow performance theory. The broad performance theory focuses on actions and activities that has to do with the populace and general public reforms. It focuses on issues like economic growth, national employment and inflation which affect each individual citizen, regardless of the activities at the different levels of governance. The narrow performance theory emphasises people’s immediate experience of specific public services in relation to their social position and socio-political integration and involvement (Christensen and Læg Reid, 2005).

Bouckaert and Van de Walle (2001:17), however, find evidences from the literature which highlight the complexity of the broad perspective in that it typically encompasses issues beyond the direct cause of political trust/distrust, accommodating “general tendencies in society, which also have an impact on government”. This makes the broad perspective unsatisfactory, and maybe even inappropriate, for evaluating the determinants of political trust. This, hence, suggests that the narrow perspective enshrined in the micro performance theory is a preferred perspective as citizens would only evaluate the government on issues that they hold government responsible for (which includes quality of life and socio-economic concerns). Another key discourse on trust in government is the time-dependence hypothesis which posits that trust is based on intertemporal and time-dependent experience. That is, it is influenced by current experiences, future expectations, as well as a cumulative of experiences over a period of time (Bouckaert and Van de Walle, 2001; Christensen and Læg Reid, 2005). Hence, individuals’ current experiences of the performance of governmental actors and institutions, economically and socio-politically, would play a role in how much they trust the government. Individuals, however, not only focus on their current experiences, but also take into consideration their historic experiences, as well as their future expectations when evaluating trust. While these might work collectively to influence trust, they would each have independent and unique contributions to the individual’s overall trust in the government (Kim and Voorhees, 2011).

Rose and Pettersen (2000) also propose the satisfaction with service-delivery theory which reasons that in evaluating the factors which influence trust in government, a customer/consumer-focused role of people as opposed to the citizen-focused role should be considered (as cited by Christensen and Læg Reid, 2005). They argue that individuals perceive themselves as consumers of goods and services provided by the state/government, hence, their trust in the government would be dependent on their satisfaction with service delivery. This is supported by the findings of Gustavsen et al. (2017: 3) that while the ‘user-consumer’ individual cannot be separated from the ‘citizen-voter’ individual, people tend to adopt the consumer focus much more than the citizen focus when evaluating politics at the local level. In this dimension, trust in local government should be assessed as a function of satisfaction with specific services delivered such as health care, education, tourism, municipal operations and citizens welfare (Vigoda-Gadot, 2007).

The literature, however, highlights the challenge in evaluating the relationship between government performance and trust because of the ambiguity in measuring these two constructs (Yang and Holzer, 2006). This ambiguity stems from the idea that assessing the performance of government would need to take into consideration a plethora of performance dimensions, subject areas and criteria. Furthermore, citizens’ trust in government is not necessarily fixed and all-encompassing of the various actors, institutions, and arms of government, but will vary with each micro-level entity being evaluated (Christensen and Læg Reid, 2005; Van de Walle et al., 2002). To address this ambiguity, this study focuses on a specific government structure – the local government, and on a specific service delivered – an annual festival. Within this micro-environment, the impact of performance, service satisfaction and demographics on trust is evaluated.

Governance in Cameroon

Cameroon is divided into two main political factions based on language – the Anglophone speakers and the Francophone speakers. In the last 3 years, tensions have escalated between these two groups with Anglophone speakers calling for a secession from the country due to perceived marginalisation in the distribution of power by the ruling party (which is of the Francophone speaking side of the tension) (Fanso, 2017; Taoua, 2018). Cameroon operates under a decentralised governance regime based on the Law of Decentralisation introduced in 2004. Having only two tiers of government – the national and the local (CLGF, 2018), local government play a crucial role in the governance structure in the country. At the local level, there are 374 local government councils, 14 of which are city councils and the rest municipal

council. The local governments are responsible for delivering services like primary education and literacy, utilities, town planning, health care, tourism, leisure, and social services via funding received from the national government and from local taxes and levies (CLGF, 2018; Commonwealth Governance, 2018). This study was conducted in Limbe, a coastal town in the Fako division of South-West Cameroon, close to the Cameroon-Nigeria border. The key economic sectors in the area are the oil sector (Limbe hosts the only oil company in the country) and the tourism sector (Ngade et al., 2017). About 35% of the population are relatively poor with about 39% of rural dwellers earning less than 30000 CAF per month compared to about 31% for urban dwellers and less than 25% of the total population earning more than CAF 100000 per month (MiaVita, 2011). Since 2016, the governing structure of Limbe has hosted and promoted the annual FESTAC festival, a decision which has crucial socio-economic and political significance for the town. Politically, while Limbe is predominantly Anglophone and associates with the marginalised minority seeking secession, the local government leader, known as the government delegate to Limbe, is a member of the ruling party (Ngonmenyui, 2018).

This breeds grounds for an extension of the tension and mistrust of the national government to the local government. Given the tourism potential of Limbe as the second largest economic activity in the area (as is the case of tourism in Cameroon generally - see Kimbu and Tichaawa, 2018; Tichaawa, 2017 and 2021); the low level of socio-economic welfare of Limbe residents, and the government’s dedication to hosting and promoting FESTAC in the area, a unique opportunity to explore the role of a tourism service delivery on the political dimension of trust in government is presented.

The Intersection of Perceptions of Government Effectiveness and Trust in Government in the Economic, Social and Political Environment

In developing the hypotheses tested in this study, a conceptual framework based on the prevailing economic, social, and political climate in Cameroon is developed. In keeping with the theoretical literature, the study proposes economic effectiveness and event satisfaction, moderated by demographic characteristics, as important determinants of government’s trustworthiness (Figure 1). Trust in government is assessed within the confines of the FESTAC festival and is captured by three variables: trust in local government to do what is right in FESTAC without citizens having constantly to check on them (i.e. the confidence in *integrity* of the government); trust in elected officials to make the right decisions about FESTAC (i.e. confidence in decision making *competency* of elected officials), and trust in the local government to look after the interests of the community in relation to FESTAC (confidence government’s *responsibility* community to interests). These variables are based on the OECD’s (2013a) categorisation of the components of trust.

The conceptual framework portrays the economic and socio-political environment surrounding trust in the local government and perceptions of their efficiency with specific reference to the service delivery of the 2016 Limbe FESTAC festival. It iterates that trust and perceptions of effectiveness operate within the economic, social and political space. All trust measures are continually interacting, influencing, and driving each other, and are jointly influenced by perceptions of different measures of economic effectiveness. The relationship between these measures of economic effectiveness and trust are, however, influenced from various portions of the economic and socio-political space. Narrow measures of economic effectiveness (i.e. poverty and unemployment) influence the relationship specifically from the economic space, while the broad measures influence the relationship from an intersection of all three spaces (i.e. economic, social, and political).

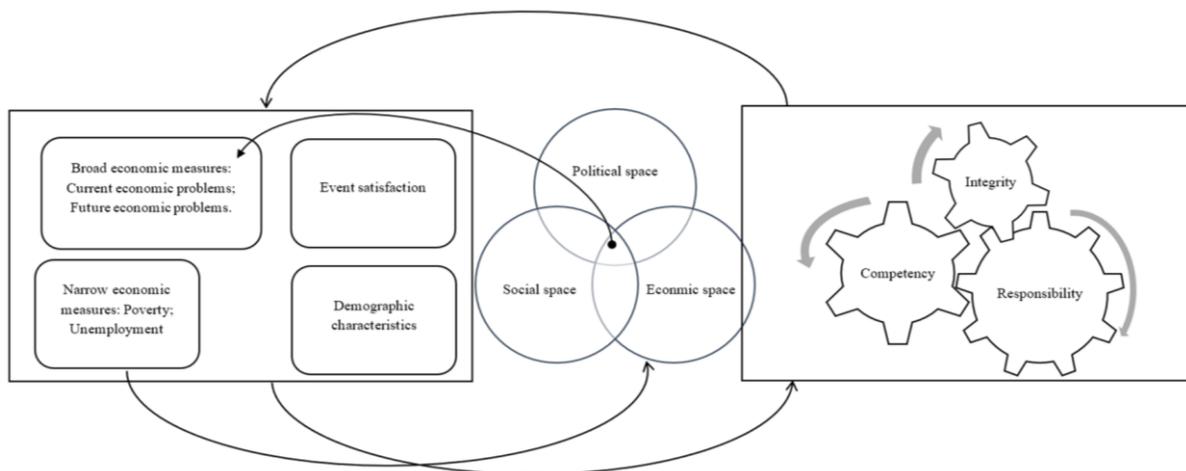


Figure 1. Conceptual Framework for study - the intersection of perceptions of government effectiveness and trust in government in the economic, social and political environment

This premise is justified by the background on local governance in Cameroon as discussed. Given this background, it can be anticipated that the results picked up in this study will not be consistent with anecdotal expectations¹. Owing to the political tensions in the area, it is prudent to anticipate that respondents might perceive the government as effective in dealing with current economic issues but will distrust them if they feel that they are part of the ruling party from which they are attempting to secede, especially if they ascribe such effectiveness to access resources due to party connections. Likewise, citizens will trust a government even if they perceive them to be ineffective in addressing current economic

¹ The premise was developed from informal discussions of the unexpected result with Anglophone Cameroonians. A qualitative study which investigates this would be an invaluable contribution to existing knowledge

problems if they opine that such ineffectiveness is as a result of marginalisation from resource access due to non-party affiliation. This is especially true for Cameroon where the current political tensions are centred around power sharing dynamics, access to resources and corruption (Fanso, 2017). In the same vein, citizens will only trust the current government, regardless of its political affiliation, if they believe/perceive that the government is actively working towards providing them with the political future they desire. For Limbe citizens, it is safe to infer that this future would be linked to their secession plans given that their assessment of economic issues is intertwined with the socio-political environment.

Given the tensions between the Francophone members of the ruling party and the Anglophone community, a scenario where the citizens will trust a leader of the opposition party is where they perceive such a leader to be transparent, fair, and effective in their leadership style and in the execution of their duties. For narrower measures of economic effectiveness, this study hypothesises that they would yield more specific information on its impact on trust in government, untainted by socio-political occurrences. Two narrow measures of economic effectiveness are used: effectiveness in using the festival to *reduce unemployment* and effectiveness in using the festival to *reduce poverty*. We propose that, as opposed to the broad measures which asked questions relating to broad economic problems, the specific wording of these economic problems (i.e. poverty and unemployment as narrow measures of economic effectiveness) would allow respondents to separate them from broader socio-political problems. Also, we assume that this narrow definition would represent a more specific measure of economic effectiveness for respondents as they can immediately tell if there is any change in their livelihoods as a result of the festival service delivery, without making links to broader issues of politics.

Based on this framework, the following general hypotheses are tested:

- H1_0: There is a relationship between political trust in LG and citizens’ perceptions of LG’s effectiveness in addressing economic problems.
- H1_1: Broad measures of economic effectiveness have a different effect on trust levels when compared with narrow measures of economic effectiveness.

Also, in line with existing literature which demonstrate a relationship between trust levels and citizen satisfaction with service delivery, the following hypothesis is also tested:

- H1_2: There is a relationship between political trust in LG and citizens’ satisfaction with the festival.

Finally, the impact of demographic characteristic on LG trust is tested using the following hypothesis:

- H1_3: There is a relationship between political trust in LG and citizens’ gender, age, education, income category, employment status and community residency status.

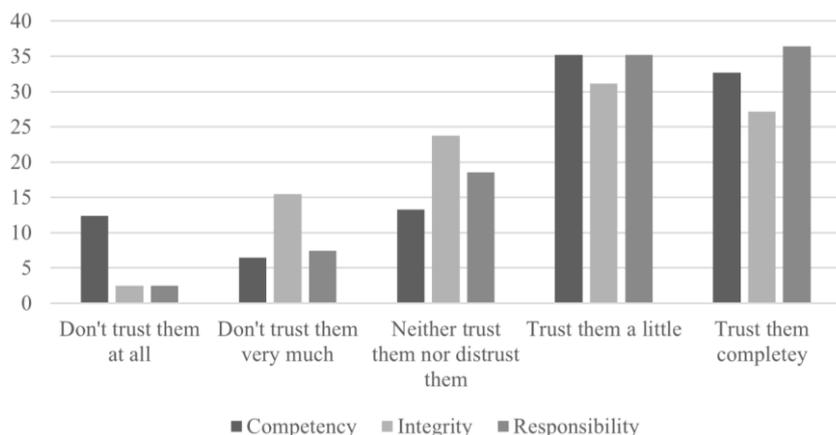


Figure 2. Respondents’ reported trust levels in the local government

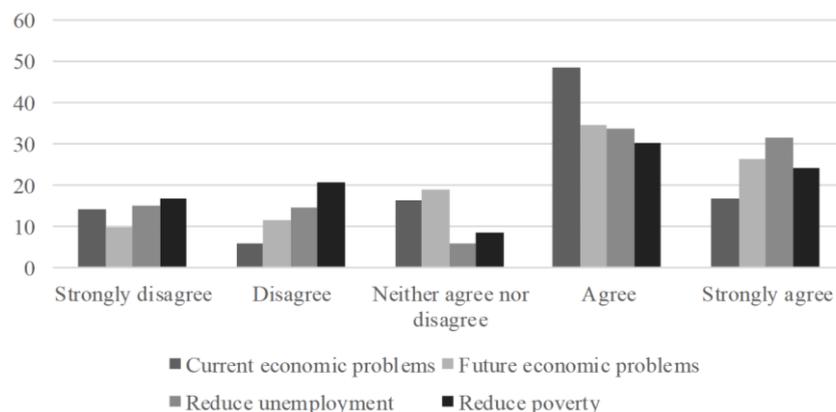


Figure 3. Respondents’ perception of LG effectiveness

Data and Methodology

To test the stated hypotheses, the data collected from 324 attendees at the 2nd annual Limbe FESTAC was used. Given that the population size of festival attendees could not have been known prior to the festival, a spatially-based purposive

Table 1. Summary statistics of demographic characteristics of respondents

	N	%
Gender		
Male	100	30.86
Female	224	69.14
Age group		
18-24 years old	208	64.2
25-34 years old	90	27.78
35-44 years old	20	6.17
45-54 years old	6	1.85
Highest education		
Less than high school	29	8.95
High school	115	35.49
Apprenticeship or trade certificate	13	4.01
College	40	12.35
University	127	39.2
Income group		
Less than CFA 1 million	141	46.23
CFA 1.1 million to CFA 1.5 Million	47	15.41
CFA 1.6 million to CFA 2 million	21	6.89
CFA 2.1 million to CFA 2.5 million	28	9.18
CFA 2.6 million to CFA 3 million	25	8.2
CFA 3.1 million to CFA 3.5 million	13	4.26
CFA 3.6 million to CFA 4 million	12	3.93
4.1 million or more	18	5.9
Employment status		
Student	182	56.17
Unemployed	23	7.1
Employed	119	36.73
Residency status		
Non-resident/visitor	45	13.89
Resident	279	86.11

sampling technique was used (Hattingh and Swart, 2016). The questionnaire administered to attendees was developed in consultation with existing literature with similar research focus and vetted by local stakeholders and tourism practitioners. The questionnaire captured, among other information, attendees’ satisfaction with FESTAC, their return intentions, trust level in the LG, perceptions of the LG’s effectiveness and respondents’ demographic characteristics.

The summary statistics of respondents’ perceptions of the government’s economic effectiveness and event satisfaction levels are presented in Figures 2 and 3 and a description of their demographic characteristics are provided in Table 1. Figure 2 indicates that most respondents have high trust in the government (i.e. trust them a little or trust them completely), for all three measures of trust relating to the FESTAC festival.

Figure 3 indicates that, for all four measures of economic effectiveness with regard to the festival, respondents believe the local government to be effective in using FESTAC to address both broad and narrow measures of economic issues.

Table 1 indicates that the pool of respondents was gender-biased towards females (69.14%) and adults between the ages of 18 and 24 years old (64.2%). It also reveals a well-educated respondent pool since majority of respondents had at least a high school certificate, with the highest proportion (55.55%) having a university or college degree. For employment status, the majority of respondents were students (56.17%) and in the ‘less than 1 million CFA’ income category (46.23%).

To test the hypotheses postulated, the data collected was evaluated within the generalised model specified in Equation 1 below. This model is based on the conceptual framework developed in section three.

$$\text{Trust in government}_i = f(\text{Broad Economic Measures}_j, \text{Narrow Economic Measures}_j, \text{Even Satisfaction Level}, \text{Demographic Characteristics}) \dots \text{Equation 1}$$

Trust in government is estimated using three trust measures (competency, integrity, and responsibility) and all three trust measures are ordinal in nature, measured by an evenly spaced, 5-level, Likert scale (from ‘1- Do not trust them at all’ to ‘5- Trust them completely’).

For the regressors (i.e. independent variables), broad economic measures are approximated by perceptions of government’s effectiveness in using FESTAC to deal with *current* and *future* economic problems, respectively, whereas narrow economic measure are approximated by perceptions of government’s effectiveness in using FESTAC to reduce *poverty* and *unemployment*; respondent’s satisfaction levels are measured by their response to the question: ‘overall, how satisfied are you with this visit?’, and the demographic characteristics evaluated include respondents’ age, gender, education, income levels, employment status and residency status. The broad and narrow measures of economic effectiveness, and event satisfaction levels are captured by a 5-level Likert scale: from ‘1- Strongly disagree’ to ‘5- Strongly agree’ and ‘1-Very dissatisfied’ to ‘5-Very satisfied’, respectively. In testing the hypotheses, respondents’ reasons for being at the festival (i.e. to attend FESTAC for business reasons, and for other reasons), as well as whether they benefit economically from the festival (i.e. yes or no), are controlled for. Given that all regressands (i.e. dependent variables) are ordinal with equal and sequential increasingly spaced values, such that successive values are higher than the immediately preceding ones, the ordinal logit model is appropriate for evaluating the model in Equation 1 (Jeliazkov and Rahman, 2012; Winkelmann, 2008).

The Ordinal Logit Model: Effectiveness, Satisfaction, and Trust in Local government

Each regress and, represented as *Y*, is measured by an ordered 5-category trust scale (1-Do not trust them at all, 2-Do not trust them very much, 3-Neither trust them nor distrust them, 4-Trust them a little, and 5-Trust them completely). Where the categories are represented as *g* = 1,2, ..., *n* (i.e., *n*=5), then, the probability of each ordered category occurring is:

$$P(Y = g) = \theta^{(j)}, \quad (g = 1,2, \dots ,n)$$

the ‘*n* – 1’ cumulative probabilities for the ordered logistic model are:

$$\gamma^{(j)} = P(Y \leq g) = \theta^{(1)} + \dots + \theta^{(j)} \text{ for } g = 1,2, \dots, n - 1$$

where $\gamma^{(n)} = P(Y \leq n) = 1$ always.

For the three regressand measures (*Y_i*) and regressors (*X_{li}*, ..., *X_{ki}*), the ordinal logistic model for $\gamma_i^{(j)} = P(Y_i \leq g)$ for each *i* and *g* = 1,2, ..., *n*-1; “the ordinal logistic model considers a set of dichotomies, one for each possible cut-off of the response categories into two sets, of “high” (*Y* > *g*) and “low” (*Y* ≤ *g*) responses” for (*g* = 1,2, ..., *n*-1) (Benoit, 2012: 26; Hosmer and Lemeshow, 2000). It is, hence modelled as:

$$\log\left(\frac{\gamma_i^{(g)}}{1 - \gamma_i^{(g)}}\right) = \log\left(\frac{P(Y_i \leq g)}{P(Y_i > g)}\right) = \alpha^{(g)} - (\beta_1 X_{li} + (\beta_k X_{ki}))$$

For the trust levels regressands, these cut-offs are: ‘Do not trust them at all’ vs. all other four levels of trust; ‘Do not trust them at all’ or ‘Do not trust them very much’ vs. all other three trust levels; ‘Do not trust them at all’, ‘Do not trust them very much’ or ‘Neither trust them nor distrust them’ vs. the other two trust levels; and ‘Do not trust them at all’, ‘Do not trust them very much’, ‘Neither trust them nor distrust them’, or ‘Trust them a little’ vs. ‘Trust them completely’.

RESULTS AND DISCUSSION

The results of the ordered logistic regression model as specified in Equation 1 are presented in Table 2. All results are interpreted based on the standard *ceteris paribus* assumption of economics and econometrics where in interpreting the coefficients of one regressor, all other regressors are assumed to be held constant. Furthermore, the assumptions and specification of the ordered logit model implies that the coefficients reported are the ordered log-odds units indicating the effect of a unit change in the independent variable on the dependent variable in the ordered log-odds scale (IDRE, 2017).

Broad measures of economic effectiveness

For the 'current economic problems' regressor variable, decreasing positivity in the agreement that the LG is effective in leveraging FESTAC to deal with *current* economic problems is associated with significantly increasing odds of high trust in the local elected officials to make the right decision about FESTAC (i.e. Competency); to do what is right without constant citizen supervision (i.e. integrity); and to look after the interest of the community in relation to FESTAC (i.e. Responsibility). This implies that the more positive individuals are in their perception of how effective the government is in addressing current economic problems using FESTAC, the less trust they have in the government's competency and accountability.

Table 2. Order Logit Analysis (Robust standard errors in parentheses (Legend: *** p<0.01, ** p<0.05, * p<0.1)

	(Competency)		(Integrity)		(Responsibility)	
	1a	1b	2a	2b	3a	3b
Dealing with current economic problems	-1.113*** (0.194)	-0.704*** (0.197)	-1.292*** (0.242)	-0.664*** (0.181)	-1.902*** (0.289)	-1.040*** (0.243)
Dealing with future economic problems	0.682*** (0.197)	0.509** (0.216)	0.313 (0.217)	0.0751 (0.212)	1.325*** (0.308)	0.733** (0.323)
Reducing poverty	0.655*** (0.194)		0.873*** (0.173)		1.315*** (0.207)	
Reducing unemployment	-0.129 (0.242)	0.262 (0.163)	0.0546 (0.139)	0.520*** (0.124)	-0.384 (0.285)	0.409** (0.200)
Overall event Satisfaction	0.889** (0.415)	0.831** (0.404)	1.259*** (0.403)	1.166*** (0.371)	1.893*** (0.449)	1.868*** (0.377)
Gender: (Base: Male)						
Female	3.317*** (0.445)	3.645*** (0.443)	2.616*** (0.471)	2.981*** (0.450)	3.877*** (0.416)	4.404*** (0.460)
Age group: (Base ² : 18 – 24 years old)						
25-34 years old	-0.446 (0.471)	-0.800** (0.393)	0.0338 (0.270)	-0.284 (0.235)	-2.245*** (0.424)	-2.326*** (0.343)
35-44 years old	-0.894 (0.865)	-1.060 (0.889)	-0.503 (1.147)	-0.605 (1.096)	0.279 (0.936)	0.545 (0.982)
45-54 years old	4.847*** (1.057)	5.393*** (1.067)	4.749*** (0.841)	5.539*** (0.795)	4.420*** (0.963)	6.487*** (1.009)
Highest completed education: (Base: < high school)						
High school	1.091 (0.981)	1.088 (1.025)	0.445 (0.996)	0.651 (0.865)	-0.398 (0.713)	-0.128 (0.542)
Apprenticeship or trade certificate	0.136 (1.264)	0.774 (1.248)	0.100 (1.067)	1.128 (0.868)	-7.037*** (0.931)	-4.812*** (1.176)
College	-0.790 (0.885)	-0.869 (0.969)	1.766 (1.106)	1.554 (0.998)	0.450 (1.004)	0.485 (0.866)
University	-1.736** (0.841)	-1.648* (0.899)	-1.225 (1.197)	-1.029 (1.052)	-5.300*** (0.942)	-5.286*** (0.937)
Income Category: (Base: Less than CFA 1 million)						
CFA 1 million - CFA 3 million	-0.393 (0.390)	-0.0870 (0.324)	-0.972*** (0.341)	-0.527* (0.308)	-0.251 (0.397)	0.342 (0.382)
More than CFA 3 million	-0.903* (0.540)	-0.848 (0.541)	-1.364*** (0.437)	-1.055*** (0.391)	-2.838*** (0.589)	-2.622*** (0.736)
Employment status: (Base: Student)						
Unemployed	2.810*** (0.674)	2.592*** (0.685)	0.303 (0.636)	0.135 (0.608)	2.155*** (0.605)	2.208*** (0.516)
Employed	1.878*** (0.478)	1.992*** (0.482)	0.969** (0.405)	1.180*** (0.380)	6.475*** (0.627)	6.508*** (0.940)
Residency status: (Base: Non-resident)						
Resident	0.601 (0.550)	0.813 (0.574)	-0.763 (0.486)	-0.362 (0.538)	4.943*** (0.609)	5.185*** (0.607)
Constant cut1	3.414* (2.041)	3.804* (2.128)	-0.734 (2.037)	-0.0156 (1.997)	5.346** (2.213)	6.669*** (1.783)
Constant cut2	4.200** (2.024)	4.564** (2.107)	2.118 (1.738)	2.847* (1.712)	7.702*** (1.956)	8.748*** (1.671)
Constant cut3	5.322*** (2.045)	5.631*** (2.113)	4.670*** (1.767)	5.204*** (1.737)	10.83*** (1.884)	11.38*** (1.731)
Constant cut4	7.970*** (2.147)	8.110*** (2.160)	7.046*** (1.823)	7.380*** (1.789)	14.66*** (1.974)	14.72*** (1.846)
Observations	324	324	324	324	324	324

In all model specifications, respondents' reasons for being at the festival (i.e. to attend FESTAC, for business reasons, and for other reasons), as well as whether, or not, they benefit economically from the festival, are controlled for but not reported here. This result is inconsistent with anecdotal expectations but is consistent with the proposition that citizens associate the ability to be effective in dealing with current economic crisis with access to resources which is a function of ruling party

² Refers to the 'base' category

affiliation. As such, although the attendees of the Limbe FESTAC perceive the government to be effective in dealing with current economic problems, they do not dissociate this effectiveness from the political affiliation of the local government leader which grants him access to resources. Their trust perception is hence, influenced not only by the economic environment, but also by the social and political environment. For the 'future economic problems' regressor, increasing positivity in the agreement that the LG is effective in leveraging FESTAC to deal with *future* economic problems is associated with significantly increasing odds of high trust in the local elected officials to make the right decision about FESTAC (Competency), and to look after the interest of the community in relation to FESTAC (Responsibility). This finding is consistent with the premise put forward in the conceptual framework. The more respondents feel that the current government is transparent, fair, and effective in addressing their future economic problems (in this case, creating enabling environment for their secession agenda), the more trust they will have in the government. This is supported by the descriptive statistics in Table 2 where the majority of the citizens agree that the current government is very effective in addressing future economic problems.

Narrow measures of economic effectiveness

For the *poverty* specific economic variable, results reveal that increasing positivity in the agreement that the LG is effective in leveraging FESTAC to *reduce poverty* is significantly associated with increasing odds of high trust in the LG's competency, integrity and responsibility to the people. Consistent with the conceptual framework, citizens are able to immediately identify the effectiveness of the LG in tackling poverty using FESTAC (e.g., in the creation of temporary employment, money invested in the locality by the government and private sector as a result of the festival, etc such that there is an immediate financial/otherwise effect on the livelihood of locals) which, expectedly, positively influences their trust levels. This suggests that the political affiliation of the leadership does not influence citizens' association of effectiveness and trust when the economic issue is specific. For the *unemployment* specific economic variable, the results indicate that for all three measures of trust in the government, there is no significant relationship with perceptions of government effectiveness in using the festival to *reduce unemployment* by creating employment opportunities. We propose that this unemployment reduction effect is masked by the poverty reduction effect, as such, we re-ran the model again, but excluded the poverty variable. The model results mostly remained the same in sign and significance for all other regressor variables. However, for the unemployment variable, the proposition is confirmed as the results become positive and significant for all but the responsibility dependent variable, implying that a more positive perception of the government's effectiveness in addressing unemployment with FESTAC is associated with higher positive levels of trust in the government.

These results confirm hypotheses H1_0 and H1_1 and demonstrates that citizens' perceptions of economic effectiveness significantly influence trust in government. It also confirms that perceptions of broad measures of economic effectiveness is influenced, not only from the economic space, but also from the social and political environment. However, specifying narrow definitions of economic issues allows respondents to easily distil economic effects/impact without confounding them with socio-political issues yields different results from when broad specifications are used. Furthermore, it demonstrates the intertemporal nature of citizens' perceptions of government's economic effectiveness and their trust in the government. Citizens make decisions about how much trust they have in the government at various points in time based on their perceptions on economic effectiveness both at the current time, and in anticipation of future performance.

Event satisfaction

Confirming the hypothesis put forward in H1_3, higher levels of overall satisfaction with the festival is significantly associated with increasing odds of higher trust levels in the LG for all three dependent variables, confirming hypothesis H1_1. This implies that, consistent with the findings of Kampen et al. (2006), attendees' satisfaction with service delivery has significant positive impact on citizens' trust in their local government. This provides unique evidence for the importance of annual tourism events in influencing trust in government. Hence, investing in understanding what the drivers of satisfaction with this event are would be worthwhile for the government of Limbe if they are seeking to improve trust levels.

Demographic variables

The results show that there are some differences in the level of trust in government based on age categories. When compared to respondents in the 18 to 24 years age group; those in the 45 to 54 years age group have significantly higher levels of trust in the government for all three measures of trust; the 35- to 44-year-olds do not demonstrate any significant difference from the 18 to 24 year olds; and the 25 to 34 year olds have significantly lower trust in the LG's competency and responsibility to the society. The analysis also picks up a strong positive gender effect for trust in government. Females have higher trust in the government for all three dependent variables when compared to men. This could be explained by the fact that men tend to be more engaged in political issues than women, especially in developing countries. This exposes them to negative experiences with the government structures, especially in conflict environments like Cameroon. This potentially influences their trust in government. In terms of educational qualification, there are no significant differences in trust levels (for all three trust measures) for individuals with a college degree compared to individuals with less than a high school qualification. Individuals with apprentice or trade certificates have significantly less trust in the government to look after their interests (i.e. government's responsibility) when compared to those without a high school degree. For other trust measures, the two groups are similar. This suggests that those in the informal trade and crafts market feel neglected by their local government. It is, hence, recommended that the LG in Limbe call together these group of citizens in order to understand their challenges, especially given their significant contribution to the tourism industry. Finally, individuals with university degrees, while similar to those with less than high school certificates in term of trust in the government's integrity, have significantly less trust in the government's competency and responsibility. This is consistent with the OECD's presupposition that more educated

people are more critical of the government (OECD, 2013a). This negative higher education effect should be a cause for concern for the local government. Whether it is the case that university graduates do not feel that the government is responsible to them, or that their higher education exposure makes them have higher expectation from the LG; this result calls for an improvement in the Limbe officials' governance strategies such that it gains the approval of the intellectual community. These results are interesting as they suggest that educational qualification has no relationship with trust in the government's integrity, implying that perceptions of government's corruption are not influenced by increasing levels of education in this community.

Across the three income categories, there is no significant difference in the respondents' level of trust in the Limbe officials' competency. However, for the *integrity* dependent variable, both the two higher income categories have significantly less trust in the LG's integrity when compared to the lowest income category. A significant difference in trust in government's responsibility is only picked up for the highest income category when compared to the lowest category. These results indicate that those in the lowest income category are more trusting of the government, in general, when compared to those in higher income categories. This is consistent with the high positive perception of the government's effectiveness in tackling issues of poverty and unemployment. The results also indicate that for the three employment categories, students exhibit the least level of trust in the LG when compared to the unemployed and employed. This effect is strongest and most consistent for the competency and integrity variables. This suggests that the students are not very impressed with the government's decision making and overall commitment to their interests. Finally, residents and non-residents have similar trust levels in the government's competency and integrity, but differ significantly in their levels of trust in the government's responsibility to their interests, with residents having significantly higher trust levels than non-residents. This is suggestive of non-residents' perception of the commitment of the government to their interests/welfare which indicates that the government could do more to boost the hospitality of the location for visitors to the festival. This is especially important for boosting the tourism potential of Limbe and FESTAC.

CONCLUSION

This paper provides unique insights into the relationship between governments' service delivery and political trust. It tests three hypotheses on political trust and its association to perceptions of economic effectiveness and event satisfaction, moderated by demographic characteristics. We analyse data from 324 attendees of the 2016 Limbe FESTAC festival using a ordered logit model based on a conceptual framework on the intersection of perceptions of government effectiveness and trust in government in the economic, social and political environment. The results find evidence of citizens' differentiation between narrow and broad specifications of economic issues in their perceptions of government's economic effectiveness and how each has its own unique relationship with political trust. It confirms the conceptual proposition that perceptions of broad measures of economic effectiveness is influenced, not only from the economic space, but also from the social and political environment, whereas, narrow measures of economic effectiveness allow respondents to easily distil economic effects/impact without confounding them with socio-political issues, yielding different results from broad measures. The results also demonstrate the intertemporal nature of the relationship between citizens' perceptions of government's effectiveness and their trust in government such that they are able to separate current realities from future expectations.

Furthermore, results confirm the proposition by the literature of existing research that satisfaction with a service delivery has significant positive impacts on citizens' trust in their local government in the case of an annual festival event. This provides unique evidence for the importance of annual tourism events in influencing trust in government and highlights the need for governments to invest in understanding the drivers of satisfaction for this event. The variation in trust levels among different social demographics is also explored with significant recommendations for government intervention in Limbe. The study finds a gap in the LG's relationship with citizens in informal trade and recommends that the LG calls together these groups of citizens in order to understand their challenges, especially given their significant contribution to the tourism industry. The study also highlights the need for the Limbe LG to address the negative perceptions of visitors to the festival with regard to their interests/welfare in order to boost the tourism potential of Limbe and FESTAC.

The generalisability of the findings is, however, limited to the unique event and geographical context of the study. It is plausible that analysis in a different context, for example a Francophone one, will yield different results given differing socio-economic and political atmospheres which could influence perceptions. Consequently, studies that capture observations over time, and in various geographical contexts, perhaps, even a wider context would be relevant to testing the applicability of the model proposed in this study. It is also acknowledged that the scope of the data available limits the number of factors included at effect-exerting antecedents on trust. Other factors like prior experience of conflict, or support for a differing political party, could potentially affect the results obtained in this study, but are not controlled due to data unavailability. That said however, this study still provides both theoretical and practical insights relevant to policy analysts, political planners and policy makers seeking to foster political trust and support, especially in conflict and post-conflict economies like Cameroon.

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