Audience Motivation & Behaviour

Summary Report & Annotated Bibliography

By Chantelle Donna Bennett
1.0 Introduction

A comprehensive and systematic literature review and annotated bibliography was conducted to identify the reasons why research on audience motivation and behavior at festivals and events is important. Increasingly, the fundamental question of why people attend events must be complemented by asking whether and to what extent different events attract visitors having different motivations or whether there are underlying motivations common to all events. Based upon this review, a list of the core and qualifying literature that could be used to describe audience motivation and behaviour were incorporated. A set of definitions for each of the main special event categories was then developed. In order to operationalise the term ‘audience motivation and behaviour’, primary research was then conducted to identify the attributes that consumers believed were important in attending a festival and event. Several distinct measuring techniques, including content, context in discipline, author and relevance were used in the evaluating a reference for this part of the study, in an effort to derive a comprehensive view of the understanding of audience motivation and behaviour.

The literature on audience motivation and behavior at festivals and events as a whole is substantial. This report describes what documented material is most beneficial and of assistance to the subject area of audience motivation and behavior at festivals and events. The report concentrates on a project which analyses and cluster together all resourceful literature related to audience motivation and behavior at festivals and events into an annotated bibliography.
1.2 Background

Event Design is emerging internationally as a new paradigm in the conceptual development and creation of festivals and events. The Event Design Research Network (EDRN), part of the Flinders Humanities Research Centre at Flinders University, Adelaide, is the pre-eminent Event Design research centre in Australia. It was established in 2008 to investigate the application of event design in the field of festivals and event tourism and management - Event Design Research Network (EDRN).

The EDRN produces high quality research and consulting in the following key areas:

- International event design trends, developments and issues
- Optimal experience at festivals and events
- International best practice in the design of festivals and events
- The social impact of festivals and events
- Arts and cultural perspective of festivals and events
- Educations and training in event design

For more information regarding The Event Design Research Network (EDRN), visit the following website link <http://fhrc.flinders.edu.au/research_groups/edrn/edrn.html>

1.3 Aim

The aim of the research project is to contribute to the existing knowledge we have regarding audience motivation and behavior at festivals and events. A research project and annotated bibliography is the documented record of what that contribution is and how it was achieved. Thorough research was conducted in the particular field, then identified an area that needs further research, and finally suggestions were made based on the findings. Ultimately the question collate and analyse the contemporary literature available about audience motivation and behaviour at festivals and events? was addressed and answered to its full extent.
2.0 Project Outline

2.3 Research Project Topic

**Audience Motivation and Behaviour**

Development of an annotated bibliography of existing literature of audience motivation and behaviour (Preliminary literature review of audience motivation and behaviour). Results from the projects above will be published on the Event Design Research Network (EDRN) website for appraisal and comment.

2.4 Industry Partner/ Supervisor

Dr. Steve Brown played two roles in the research project, the industry partner and supervisor. Along with being The Head of Tourism - School of Humanities, Department of Tourism for Flinders University, Adelaide, Steve Brown is also one of the founding members of the Event Design Research Network (EDRN).

2.5 Research/ Sub Questions

Main research question is to collate and analyse the contemporary literature available about audience motivation and behaviour at festivals and events? The sub questions are: I. Can the contemporary literature be categorised according to type of event for example, Getz’ Typology of Event Forms? II. Is there evidence from the literature that indicates that the design of the event can affect audience motivation behaviour?
2.6 Definitions

I. What is contemporary literature?
The genre classification of contemporary literature represents ‘certain texts written during and after 1960. There are also other requirements for a text to classify as Contemporary literature; the text should be of a class distinguishable by a high standard of writing; be it beauty, composition, style, significance’ (http://www.illiterarty.com/genre-contemporary-literature, Viewed 28 August 2010). The website further goes on to detail ‘the term literature signifies an array of meanings, the widest and most literal being derived from the Latin “littera”, now meaning “acquaintance with letters”. There are broad definitions of literature as the entirety of written works and texts of a particular country, period, or knowledge’ (http://www.illiterarty.com/genre-contemporary-literature, Viewed 28 August 2010).

II. What is audience motivation and behaviour?
In Getz book Event Studies (2007) ‘Motivation’ refers to to the process by which people are driven to act in a certain way, thus influencing audience behaviour’. As Getz (2007, p.240) further goes into detail ‘personality traits have a rather permanent influence on behaviour, whereas motivation is dynamic, its can change and dose change’. Getz (2007, p.240) perfectly sums it up by stating, ‘another way to look at motivation is to think of a need which is accompanied by an expectation that action will reduce it’. If the expectation is met, satisfaction results’ (Getz, 2007 p. 240).

III. What is Typology of Event Forms?
Getz (2007, p.46) mentions, ‘These types of events are actually social constructs that emerged through tradition and common expectations of what, for example, a festival or convention consists of’. The Typology of Events Forms are as follows: cultural celebrations, festivals, carnival, heritage commemoration, parades, religious events, political events, arts and entertainment, performing arts, business and trade events, meeting and conventions, exhibitions, fairs - world fairs, sport events, recreational events, private events’ (Getz 2007, pp. 30-44).

IV. What are events?
According to Getz (2007, p.18) ‘An event is something that happens at a given place and time, a special set of circumstances, a noteworthy occurrence’. An alternative definition is a planned public or social occasion.

V. What are festivals?
Getz (2007, p.31) simply states that festivals are ‘themed, public celebrations’, However quoted in his book Event Studies (2007, p.31) he went on to say ‘Festivals mean a periodically recurrent, social occasion in which, through a multiplicity of forms and a series of coordinated events, participate directly or indirectly and to various degrees, all members of a whole community, unite by ethnic, linguistic, religion, historical bonds, and sharing of overt values that community recognise as essential to its ideology and worldview, to its social identity, its historical continuity, and to its physical survival, which is ultimately what festivals celebrate’ (Getz, 2007 p.31).
3.0 Methodology Summary

3.1 Paradigm

The paradigm that would support the research project is Interpretative Social Sciences Paradigm as it explores information related to the human society. Quoted from Jennings book Tourism Research (2001, pp. 38-40), the interpretative paradigm assumes there are multiple explanations or realities to explain a phenomenon and the research process should be subjective with the use of qualitative methodology and lastly data is collected in the real world or natural setting. The author further explains ‘the researcher will acquire an in-depth knowledge of the tourism phenomena or experience that is grounded in the empirical world - a world where there are multiple realities rather than one ‘truth’ to explain tourism phenomena’ (Jennings 2001, pp. 38-40).

3.2 Data Source

A variation from statistical sources to documentary sources, otherwise known as, secondary data sources was used for this research project, in summary the researcher investigated previously collected data such as:

- Library Databases
- Online Journals
- Online Articles
- Online Reports
- Websites
- Textbooks
3.3 Methodology

The research informed by the interpretive social sciences paradigm will use a qualitative methodology due to the following:

I. First and basically, qualitative methodology is directed at the understanding of the social world that qualitative researchers explore and investigate.
II. Qualitative methodology includes a variety and diversity of methods, procedures, and research designs. All kinds of qualitative methods have in common that their main research aim is a deeper understanding of the research object.
III. Qualitative methods try to discover new hypotheses rather than testing hypotheses deductively derived from known theories; they explore new phenomena and describe them intensively.

3.4 The Process

As there is a wide range of written works available regarding audience motivation and behaviour related to events and festivals, it is not humanly possible to study all resources. Given the time frame a sample of the literature will be studied. Firstly a timeline was designed to assist with projects tasks, meetings and deadlines. Initially a meeting with supervisor/industry partner - Dr. Steve Brown, provided a in-depth discussion of what was required from the researcher and final outcomes. This proved to be quite useful as suggestions were given related to starting points for the research, for instance useful texts, online sources, search terms and a past student annotated bibliography were obtained. The sampling method was to research a range of literature using different data sources, key terms and dates. By analysing four sources per day, twenty-eight summarized articles per week, with an estimate of sixty final summarized literature relating to audience motivation and behaviour was the sampling ratio.

A large amount of time was spent reading and analysing, which showed to be a timely and lengthy process. The research began using an online database referred to as Ingenta Connect. The online journal provided an extensive range of articles related to audience motivation and behaviour at festivals and events. Furthermore, the Event Management journal was able to provided a list of relevant resources which were further investigated. Overall, the process included finding relevant literature, referencing the document appropriately, attaching the documents abstract, and lastly, reading and analysing the literature by providing an objective overview and main points the documents covers along with commenting on usefulness to the main topic.
3.5 Predicted Outputs

In result to the research project the predicted outputs are as follows:

- Annotated Bibliography
- Poster
- Journal

The research project addressing audience motivation and behaviour will be represented through an annotated bibliography. As the research questions exercise a etic approach the review of findings will accommodate the quantitative results. The audience for this report will be targeted to the EDRN members regarding audience motivation and behaviour at events. Along with the annotated bibliography the final research project product will include a poster illustrating how the research was conducted and an emphasis on the results. Graphs and tables will be made use of as visual inputs to display findings.
## 3.6 Issues/ Benefits

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<th>Industry Partner</th>
<th>Issues</th>
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<td>Who will be able to access the data and the findings?</td>
<td>Benefit from the research findings</td>
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<td>The industry partner need to agree with how the research is to progress</td>
<td>Results can be transformed to suit a style which addresses various readers such as, students (peer reviewed), decision makers (report) or other researchers (journal articles)</td>
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<th>Researcher</th>
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<td>Researching truthfully, by avoiding fabrication or falsification of results</td>
<td>Personal achievement - A commitment to search for knowledge using recognised principles in an honest and ethical manner</td>
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<td>What methods will be used to gain access to literature?</td>
<td>Improve on research skills - Public article accessibly (Web and databases)</td>
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<td>Time frame: Is the specified timeline in which the research occurs reasonable. For instance, can the research be completed proficiently within a month</td>
<td>Providing clients with a clear timeline of the tasks at hand and ensuring to implement it (Gannt timeline)</td>
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<td>How is the data to be collected? Is this the best method for the proposed project?</td>
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In summary the overall research project was successful and the benefits outweigh the issues. However, there were a few issues that were found during the process of gathering information and developing the annotated bibliography, these included; huge irrelevance in findings at the beginning, time wasting sources and repetition of findings. Nevertheless, the benefits for the research project were; unrestricted access to academic resources and most importantly personal develop encouraging independent thinking and learning.
4.0 Results

NB: The results summaries the literature found throughout the research project.

Researchers conducting studies on consumer motivation have used different techniques to help answer questions concerning motivation. Foxall, Goldsmith, and Brown (1998) noted that the research in consumer motivation revolves around two basic issues: (a) understanding the interrelationships between motives and certain behavior, and (b) developing the list of the consumer motives, which would reflect all kinds of motives influencing behavior. Research in the tourism industry has led to a wide variety of techniques being used to help segment tourist markets. It has been suggested that seeking and escaping are the basic motivational dimensions of travel behavior (Dunn Ross & Iso-Ahola, 1991; Iso-Ahola, 1983). Accordingly, Mannell and Iso-Ahola (1987) suggested that leisure travel is stimulated by intrinsic motivation and escape.

They found that leisure consists of self-determined behavior, increasing competence, and avoidance behavior when the person seeks escape. Therefore, two dimensions of motivational factors influence tourist behavior: (a) to escape from the daily routine, and (b) to seek intrinsic personal and interpersonal rewards. There are a wide range of motives that bring people to festivals; some of these motives provide some benefits apart from the festival itself. These benefits might be based on affiliation, escape, dream fulfillment, identity fulfillment, personal growth, family togetherness, or other factors. Other motives could include the opportunities for trying new foods and wines, participating in events, and shopping.

Recent research has just begun to investigate motivations of event visitors and attempted to link personality type and visitor behavior. To explore motivations, researchers often use demographic data along with psychographics and lifestyle characteristics. Because market segmentation can now be based on differentiating motivations, demographic, and event behavior characteristics (Formica & Uysal, 1996), the results of the studies have become valuable tools for marketers. Uysal, Backman, Backman, and Potts (1991) used the U.S. Pleasure Travel Market Data to examine demographic characteristics, motivations and activities of event tourists with respect to event behavior, and found some correlation between these variables.

The findings of the study suggest that event-goers may not be homogeneous and may require a combination of segmentation strategies. Other findings are consistent with the results of previous studies, which found family and socializing to be important (Crompton, 1979; Getz, 1991). Getz (1991) suggested that the relationships existing between travel motivations and benefits from festivals and events are linked together with the basic needs of the people.
4.0 Results (Cont.)

Backman, Backman, Uysal, and Sunshine (1995) examined demographic characteristics, motivations, and activities of event-goers. The study identified four dimensions of event motivation: family, excitement, socializing, and relaxation. The results showed that family and social benefits appeared to be the most important motivational factor. Uysal, Gahan, and Martin (1993) examined empirically the theoretical framework of event motivation dimensions, proposed by Mannell and Iso-Ahola (1987), and identified five common factors as motivations to attend a festival: escape, socialization, family togetherness, excitement and thrills, and event novelty. The study concluded that there are no significant differences between demographic variables (age, education, marital status, and income) and the five motivational factors with the logical exception of marital status for the factor grouping of family togetherness.

The study conducted by Mohr, Backman, Gahan, and Backman (1993) examined the dimensions of event motivations and selected event and demographic variables according to visitor type, revealing the differences among first-time and repeat festival visitors. The research has shown that there are differences between festival visitor types and their motivations for attending and level of satisfaction with festivals.

4.1 Future Recommendations

The motivation items used in the study were based on previous work concerning festivals and events and both provided findings that could be helpful. The rankings had many similarities and this adds to the confidence in using these items for other studies. However, there were differences and whether these differences were due to the type of event, the people attending, or a combination of this and other factors would be useful areas of inquiry.

Additional research concerning young people and their interest in events is encouraged. Events provide an excellent opportunity to introduce people to new experiences and this should apply to the younger generation. The question why some young people do not attend events and more details concerning the attitudes and lifestyles and motivations of event visitors would help researchers, marketers and event organisers alike.
4.2 Conclusions

This research project provided a comprehensive review on audience motivation and behaviour related to festivals and events literature. The literature on audience motivation and behaviour has assisted in the important and growing area of tourism research. Findings are presented in the form of an annotated bibliography and conference poster. Additionally, the research process was recorded in a journal. The research project extends the knowledge on audience motivation and behaviour related to festivals and events literature. It does this by applying action research principles and practices, all while developing the researchers skills in research planning, methodology and further develop an insight into the role of event research and related sectors.

The research project has proven that there is evidence from the literature that indicates that the design of the event can affect audience motivation behaviour and can be categorised according to type of event using Getz’ typology. The project has also shown that audience motivation and behaviour related to festivals and events is still a fairly new research area and in creating this document it hopes to provided future researchers and readers alike sound knowledge on the relevant resources available.

4.3 Declaration

This research project was undertaken as part of course requirements for topic CUTU3006A Tourism Research Project and the research result provided should be read in that context. I certify that this research project does not, to the best of my knowledge and belief, incorporate without acknowledgment any material previously or written by another person except where due reference is made.

Signed ____________________________ Date ____________________________
5.1 Annotated Bibliography

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Abstract
This study explores the existing markets of a unique annual event, the Spoleto Festival in Italy, that blends internationally well-known cultural exhibitions with historical settings. Behavioral, motivational, and demographic characteristics of festival visitors were examined by using a posteriori market segmentation. Factor analysis was performed to determine the leading motivations for attending the international cultural-historical event, whereas cluster analysis was employed to identify groups of respondents based on motivational behaviors. Based on the findings, two distinct groups were formed: Enthusiasts and Moderates. The results of the study show statistically significant differences between the two groups in terms of age, income, and marital status. Marketing and management implications for effectively targeting the two market segments are discussed.

Keywords: behavioral characteristics, visitor segments, motivations

The purpose of this article is to examine the behavioral characteristics of individuals who attended the Spoleto Festival. This type of information will help to shed light on the different segments of visitors who are interested in international cultural-historical festivals. In particular, this study aimed to determine (1) the principal motivations that encourage visitors to attend the Spoleto Festival, (2) visitor segments based on preferences and motivations in attending the Spoleto Festival, and (3) whether the segments identified through visitors’ motivations and preferences are statistically diversified in terms of demographic characteristics. The article concludes by assessing the marketing and management implications for effectively targeting the Spoleto Festival’s specific market.

This article is successfully able to explore motivating factors that lead audiences to the decision to attend events and festivals. By exploring and delineating the motivations that attract visitors to a cultural-historical event, such as the Spoleto Festival, using factor-cluster segmentation analysis, provides beneficial to the reader on many levels. For instance, it would help to better target the different market segments by widening the offer of products and services tailored to the specific needs of, and benefits sought by, different types of visitors.

Harvard referencing format used to cite sources.

The critique is where I give my view of the text considering some of the following factors:
1. Is it clearly organised and easy to understand?
2. Have views or claims been supported with evidence?
3. Are the findings justified? Have all factors been taken into account in the research design?
4. Has this topic been dealt with in sufficient depth?
5. How does the text contribute to the body of work in the field?
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Kay, P. 2003. Cross-cultural research issues in developing international tourist markets for cultural events. Published in Event Management. Publisher: Cognizant Communication Corporation, Volume 8, Number 4, pp. 191-202(12)

Abstract
Cross-cultural issues and research are fundamental to much tourism marketing and especially to developing international tourist markets for cultural events and festivals. With increasing globalization aided by developments in travel and information technology, growing international tourist markets present potentially significant and increasing market opportunities for cultural events throughout the world. In an increasingly competitive marketplace, in order to attract tourist markets, events and festivals need an understanding of these markets and the relevant marketing theories, practices, and strategies. Understanding tourists’ motivation and behavior is essential to identifying attractive tourist market segments in the first instance and then to developing appropriate marketing strategies to attract these segments. Within this environment, the importance of cross-cultural issues and research to tourism marketing and the development of tourist markets are apparent, and yet cross-cultural tourism research to date has been limited. Cross-cultural tourism research in relation to cultural events is even more limited. Cross-cultural tourism marketing research also presents some unique challenges, numerous environmental and methodological problems, and associated costs. These numerous problems, challenges, and costs may in their own right prevent cross-cultural issues and problems from being investigated. Some of these problems can also make the results of some of the existing cross-cultural research suspect. Such problems could well account for the limited amount of cross-cultural tourism marketing research that has been undertaken, even though the potential benefits from such research can be great. This article examines the use and application of cross-cultural tourism research by cultural events. It also outlines some of the unique challenges, issues, and problems that need to be addressed in future cross-cultural tourism marketing research to improve its application, use, and findings, and ensure the benefits outweigh the costs.

Keywords: Cross-cultures; Tourism markets; Cultural events

This article studies both empirical and conceptual research but focusing largely on the allied areas of tourism, leisure, and recreation rather than cultural tourism or cultural event tourism per se, identifies relevant concepts of how to attract tourist markets as an understanding of who is being attracted, together with why and how they are attracted, for this in turn determines their ultimate behavior. The article illustrates how a tourism market can be subdivided by distinguishable characteristics into differentiated groups. What makes this article unique in its own sense is the theory advocates developing unique marketing strategies for each of these groups.

The article argues that a shortcoming of audience motivational research in tourism/events marketing has been to typically derive groups by clustering respondents on the basis of only one dimension (e.g., behaviors or attitudes). The article discusses in-depth issues relating to attitudinal characteristics, relevance to typologies and segmentation of tourists, motivations, values, motives, needs, attitudes, philosophies; benefits pursued; expectations and preferences; and barriers, perceived risks, or fears, all of which ultimately prevent any attendance or participation but also play an important role apart of audience motivation and behaviour. Not only does this article provide research of relevance to attracting the international tourist markets, but it could also be of relevance to locally based cultural events increasing their local audiences from different ethnic groups or attracting new local markets of various ethnic backgrounds.
Wamwara-Mbugua, L.  Cornwell, T. 2009. Visitor Motivation to Attending International Festivals. Published in Event Management, Publisher: Cognizant Communication Corporation, Volume 13, Number 4, pp. 277-286(10)

Abstract
This research examines visitor motivation for attending international festivals. We investigate whether a) an individual’s desire for unique consumer products, b) their culture being represented, c) prior festival participation, and d) their desire for thrill and excitement will influence their purchase intention and positive word-of-mouth recommendation. A survey of over 650 festival participants was administered and by utilizing logistic regression we identify some significant relationships. This research identified cultural representation and desire for unique items to be important influencers of purchase intention at international festivals. Therefore, festival organizers should develop activities and merchandize offerings that enable participants to self-fashion their identity through acquisition of unique consumer products.

Keywords: Festival attendance; Desire for uniqueness; Cultural representation; Visitor motivation

This research article evaluates underlying reason why people attend international festivals. It explores the motivations by examining whether the desire for uniqueness, own cultural representation at the festival, frequent festival attendance and desire for excitement and thrills.

The reason why this article proves beneficial to readers is due to the fact that it provides an understanding of visitor motivation, satisfaction and behavioral intention and the variables that influence them for international festivals. By providing tables, graphs and final findings readers are able to read the responses as to their decision to attend a festival.
Abstract

The results of this study provide some insights into the characteristics and behavior of festival/event tourists to help tourism marketers and festival/event managers plan and market festivals and events to tourists. Findings are based on data from a household telephone survey conducted in Michigan, surrounding states, and Ontario, Canada. Results reveal that over a quarter of those who took a pleasure trip in Michigan within the past 12 months attended a festival or event on their trip. Tourists who attended festivals or events on their most recent pleasure trip in Michigan and those who did not were compared in terms of media habits, planning horizons, travel behavior, and demographic and socioeconomic characteristics. The findings reveal that festival/event tourists, compared to other tourists, are more likely to begin their trips during the summer months and to participate in a wide array of recreation activities on these trips. They also, on average, begin to plan their trips and choose their destinations earlier than other tourists, take longer trips, and spend more money on their trips than their counterparts.

Keywords: Festival marketing, Event marketing, Event tourism, Market segmentation, Festival planning, Event planning, Festival tourism

The purpose of this article is to help fill some of these information voids by providing some insights into the characteristics and behavior of tourists who attend festivals or events on their trips. These findings are intended to help tourism marketers and festival/event managers market and plan these attractions. It focuses on the characteristics and behavior of tourists who have taken recent pleasure trips in Michigan and attended festival(s) and/or event(s) on these trips.

Given the increasing importance of festivals and events in tourism marketing, a similarly designed survey specifically focused on festival/event attendance during pleasure travel would help to answer many other questions about the nature of this phenomenon and thus adding substance to the article.
Laura, M. Milner, L. Jago, K Deery, M. 2003. Profiling the special event non-attendee: An initial investigation. Published in Event Management, Publisher: Cognizant Communication Corporation, Volume 8, Number 3, pp. 141-150(10)

Abstract
The current study uses the results of an origin-based survey to analyze those individuals who have not attended any special events within the last 5 years. The results indicate that those who do not go are older, retired, widowed, and have no children at home, in contrast to attendees who are younger, single, employed, and have children in the home. Implications for special events are discussed.

Keywords: Special events; Barriers; Constraints; Leisure non-participation; Travel motivation

As this article takes on a slightly alternative approach looking at audience motivational barriers and reason as to why some people do not participate at events. A great deal of research exists on motivational factors as to why people attend events, however conspicuously absent from then literature is any focus on event non-attendees and this is where the details in the article are seen as an assets. The study notes the importance of identifying non-customers to establish why they are not customers to see if barriers can be overcome in order to broaden the consumer base.

As an initial analysis, attendees and non-attendees were compared using the chi-square statistic on major demographic variables. The current study, suggests that there are demographic differences. Non-attendees tended to be older, widowed, retired, with no children present in the home, while attendees tended to be younger, single, full-time employed, and with children present in the home. The qualitative analysis on the open-ended responses clearly indicates that some of the changes that must be contemplated to maximize attendance involve modifying the event products offered to spark and/or maintain interest among members of this group.
Van Zyl, C. & Bothar, C. 2003. Motivational factors of local residents to attend the Aardklop National Arts Festival. Published in Event Management, Publisher: Cognizant Communication Corporation, Volume 8, Number 4, pp. 213-222(10)

Abstract
The city of Potchefstroom in South Africa hosts the annual Aardklop National Arts Festival. The first festival in 1998 attracted 25,000 visitors, increasing to 60,000 in its second year and to over 100,000 by 2001. This festival is one of 79 festivals held in South Africa annually. As visitors can attend other national and international festivals, the goals of the study included determining the motivational factors that push and pull the local residents of Potchefstroom to attend and participate in the festival, the festival activities they enjoy most, and also the situational inhibitors discouraging them from attending the festival. A nonrandom sampling method—quota sampling—was used for selecting local residents, using a map of Potchefstroom to identify all of its residential areas. Households were randomly selected. The quota sample contained an equal number of respondents from the high and lower socioeconomic areas, and equal numbers of men and women in three age groups (screening questions excluded those who did not fit the criteria). As little research has been done so far on the pull factors motivating local residents, the findings may assist festival organizers with strategies for marketing and communication, and in considering the needs of the host community that plays such a pivotal role in the sustainability of a festival.

Keywords: South Africa; Arts festivals; Audience motivations

The primary goals of this study were to determine what motivational factors push and pull the local residents of Potchefstroom to attend and participate in the Aardklop Festival, as well as the specific festival activities they enjoy most. The article analysed three basic steps: Firstly, a profile of the sample’s festival attendance was obtained by means of descriptive statistics. Secondly, by using a factor analysis concurrently with the theory, certain “push” and “pull” factors as well as situational inhibitors were identified. Lastly, the different socioeconomic areas, gender, and age groups were compared for these factors by means of analysis of variance techniques to determine if there were any differences between the push and pull factors motivating certain groups of respondents in the sample.

The study contributed to an acknowledgement of the importance of local residents in the host community and the contribution they make to the sustainability of a festival in the future. This is why this study was aimed at gaining a better insight into the motivational factors (push and pull) that would probably have a positive influence on the future attendance of local residents at the festival. This article is very constructive as it thoroughly assesses the motivational factors behind why people attend festivals.
Lscerblanc, M. 2003. Tourist characteristics and their interest in attending festivals and events: An anglophone/ Francophone case study of New Brunswick, Canada. Published in Event Management, Publisher: Cognizant Communication Corporation, Volume 8, Number 4 pp. 203-212(10)

Abstract
In 2001, the Province of New Brunswick, Canada, undertook a survey of 4990 tourists. Among those, 1101 (22%) were interested in participating in local festivals and special events. Using the data provided in this survey, the purpose of this article was to examine the other interests and travel motivations and behaviors of this group and to outline any differences between French- and English-speaking respondents. The proportion of Francophones interested in local festivals and special events was 19% compared with 23% for their Anglophone counterparts. With regards to travel behavior, both Francophones and Anglophones put “customer service” as their top priority. While there were differences in the motivation and behavior between the two groups, this was marginal. The article suggests that we require a greater understanding of tourists as attendees of festivals and events and that recognizing the cultural backgrounds of the audience is increasingly important.

Keywords: Anglophone; Francophone; Local festival; Travel behaviors

This article takes a look at the interests and behaviors of tourists interested in attending local festivals and special events. The study analyses the Province of New Brunswick tourists by telephone in an effort to better understand their patterns of behavior. More specifically, the objectives of this study were to identify the profile of a “type” of tourist and investigate the activities and behaviors of tourists during an event. The study also sought to discover whether or not there were any significant differences between Francophone and Anglophone tourists.

The article was clear in discussing topics such as, what do attendants want to do during an event?, what are the travel behaviors? In conclusion, the articles results indicate that tourists interested in attending local festivals and special events do not differ, in terms of general profile and tourism profile, from the total group of tourists. By being aware and having a better understanding of the characteristics of tourists interested in attending local festivals and special events, those responsible for tourism development at the municipal and regional levels will be better equipped to meet their goals in terms of attendance and social and economic impacts. In analysing this article it is believe the results of this study to be interesting insofar as they contribute, as little as it may be, to our understanding of tourists interested in attending local festivals and special events, despite the fact that more detailed statistical analyses would no doubt provide a more realistic perspective.
Festivals

Introduction: Festival Tourism: Producing, translating and consuming expressions of culture(s). 2003. Published in Event Management, Publisher: Cognizant Communication Corporation, Volume 8, Number 4, pp. 187-189(3)

Abstract
Festivals are commonly thought of as occasions that bring together and (re)interpret various symbolic elements of social existence of a group or community, with the effect of re-creating social relations and the symbolic foundations underpinning everyday life (Turner, 1969). The experience of so-called ‘‘local’’ and ‘‘ethnic’’ festivals has also become an important part of ‘‘cultural tourism’’ and hence of the international system of economic exchange and communication operated by tourism (Appadurai, 1996). However, many festivals are not constructed around distinctively ‘‘local’’ and/or ‘‘ethnic’’ sign patterns. Generic and socially decontextualized—‘‘placeless’’—festival forms are increasingly being invented and scheduled with a main purpose of attracting tourist audiences, as well as catering for various types of communities.

Keywords: Festival tourism, Tourists Audience,

This article questions, what exactly are the tourists “consuming”? What are the meanings of festivals for them, and how may these vary between domestic and international, packaged and independent travelers? What is the role of tourists within different types of festivals? What are the implications for the programming and design of festival tourism and festival spaces? As such questions remain scantily addressed, this article proves to be visionary, by addressing some of the deeper issues of the tourist–festival–culture relationship.
Abstract
The state of Victoria, Australia, suffers from a scarcity of iconic natural advantages, to attract both domestic and international visitors, relative to those possessed by other Australian states, such as the Great Barrier Reef in Queensland or Uluru in the Northern Territory. As a result, event tourism based on cultural activities becomes a key differentiator for tourism in Victoria. Regional events now play a significant role in the Victorian tourism product with the state hosting over 60 regional tourism events and festivals each year. The contribution of these events and festivals to regional and state economies is important, as is the contribution they make to social and cultural development in regional Victoria. However, they are often developed and planned in a manner that may not lead to the success originally anticipated by organizers. Hence, any means developed to enhance their chances of success may be considered valuable. This article studies the development of two regional Australian festivals and the range of factors that contributed to their success, including the degree of market orientation, analyzed within a framework suggested by Mayfield and Crompton. A heightened awareness of underlying key success factors for these two festivals is likely to assist organizers of other festivals in prolonging their destination’s life cycle and to maximize the potential benefits associated with staging the festival.

Keywords: Market orientation; Success factors; Regional tourism

The article investigates the view that festival provides great potential to attract tourists to regions and increase awareness and profitability of the destination area. Therefore, it may be used as a strategy to assist in extending the destination’s life cycle. A section of the article focuses on the the individual objectives determined by its organizers, which included social, cultural, and/or economic goals.

The reason why the article is seen as beneficial to audience motivation is the conclusion after all research is ‘If a festival is to succeed in its economic or social objectives, it must offer an experience which its clientele finds attractive’ (Saleh & Ryan, 1993, p. 291). Hence, market research may be considered a critical element in both the hosting and understanding the audience needs and motives of a successful festival. This article was somewhat useful in gaining a perspective on why market research is needed to benefits event organisers and thus increase audience motivation.
Bowen, H. Daniel, S. Margaret, J. 2005. Does the music matter? Motivations for attending a music festival. Published in Event Management, Publisher: Cognizant Communication Corporation, Volume 9, Number 3, pp. 155-164(10)

Abstract
Music festivals are unique special events that attract audiences for a variety of reasons; however, research exploring the motivations of music festival visitors is sparse. Recognizing the potential for music festivals to contribute to host communities, this study aims to explore motivations for attending a large, multi-day music festival. On-site visitor interviews were conducted at Celebrate Fairfax!, an annual music festival held in Virginia (USA). Cluster analysis of attendance motivations revealed four groupings of visitors, which were given the following names based on their patterns of motivations: “Just Being Social,” “Enrichment Over Music,” “The Music Matters,” and “Love It All.” These groups differed based on race, marital status, and household income. Marginal sex differences were also found. The results of this study suggest that music festival planners can use different marketing tactics to broaden a festival’s appeal and that it is risky for event managers to rely on the music itself or a specific artist to draw large festival crowds. Equally important is creating a fun and festive atmosphere that offers ample opportunity to socialize and have new and nonmusical experiences.

Keywords: Music festivals; Visitor motivations

This article strives deliver a better understanding of motivations related to festival visitors in order to design better products, and services for them, and as perviously seen motives are a precursor of satisfaction and a factor in decision making. The article mainly focuses on the definable groups of festival visitors emerge from patterns of attendance motivations? and secondly, the clusters of music festival visitors differ significantly based on: a) residency, b) age, c) sex, d) race, e) marital status, f) household income, g) party size, and h) festival expenditures?

The results of this study suggest that music festival organizers can use different marketing tactics to broaden a festival’s appeal. The generalizability of the study results should be viewed with some caution due to a few methodological limitations. In the end the question remains: does the music matter? The results of this study suggest that it does, to an extent. Festival managers who rely on the music itself or a specific artist to draw large crowds may be sorely disappointed with their turnout. Equally important is creating a fun and festive atmosphere that offers ample opportunity to socialize and have new and nonmusical experiences. In this study, the appeal of the specific musical artists was the key motivation variable that differentiated the groups, which suggests that music festival planners should be very aware of: 1) diversifying the crowd that their main stage acts will attract, and 2) offering a wide range of ancillary activities for those to whom the music is not important.
Li, Xiang, P. James F. 2006. A Review of Festival and Event Motivation Studies. Published in Event Management, Publisher: Cognizant Communication Corporation, Volume 9, Number 4, pp. 239-245(7)

Abstract

NB: No Abstract Available

Keywords: Visitor motivations, Festivals, Events

The present note attempts to briefly review motivation studies related to festival and event tourism. It is believed that such an effort will help identify existing theoretical and methodological problems, and clarify future research directions. To date, there has been an emerging, yet small, body of literature on event-goers’ motivation. Besides the most straightforward motivation question “Why do they come?”, these studies have also asked “Who are they?”, “Are they satisfied?” and “What activities do they participate in?”. In many cases, the researchers associated motivation characteristics with demographics, satisfaction, and behavioral indicators, with the aim to answer the “So what?” type of questions. And then you have at a more sophisticated level, have placed more emphasis on determining “Are the findings generalizable?” and “How to structure the theoretical framework?”

A review of this article on festival and event motivation indicates that a fairly consistent and practical research framework has been established, although a universal motivation scale is yet to emerge. Most studies reviewed in this article are still descriptive case studies on an ad hoc basis. A gap seems to exist between these research findings and systematic theory building. It is suggested that more efforts in theoretical conceptualization are needed for understanding festival and event attendees’ motivations. The related psychology, sociology, marketing, and sport marketing literature may provide some useful insights on this issue.
Dodd, T. Yuan, J. Adams, C. Kolyesnikova, N. 2006. Motivations of Young People for Visiting Wine Festivals. Published in Event Management, Publisher: Cognizant Communication Corporation, Volume 10, Number 1, pp. 23-33(a) Publisher: Cognizant Communication Corporation

Abstract
This article investigates the motivations of young visitors (35 years old and under) at two wine festivals in Texas and Indiana. Fourteen motivational items were identified in which tasting wine, being entertained, and being with friends were perceived to be important motives for young visitors. In addition, differences were compared between the young and older visitors. Young people were found to attach more importance to enjoying entertainment, finding thrills and excitement, and being with friends. Interestingly, young visitors also viewed tasting wine more importantly than their older counterparts. The findings are discussed in comparison with those of the extant literature on event motivations and young visitors to wineries. Practical implications of the study’s findings are presented.

Keywords: Festival motivations; Young wine consumers; Wine festival

The foundations of this article is based on the people who attend festivals and the wide range of motivations for doing so, in particular the article targets young adults using food and wine festivals as the case study. The article discusses the wide range of motives that bring people to festivals; some of these motives provide some benefits apart from the festival itself.

What set this article apart instantly, making it a valuable source was the detailed literature review, focusing on motivation research in event tourism. The two main relevant parts within the study is (a) understanding the interrelationships between motives and certain behaviors, and (b) developing the consumer motives, which would reflect all kinds of motives influencing behaviour. Additionally, the article begins to investigate motivations of event visitors and attempt to link personality type and visitor behavior.
Festivals

Kim, K. Uysal, M. Chen, J. S. 2001. Festival visitor motivation from the organizers’ point of view. Published in Event Management, Publisher: Cognizant Communication Corporation, Volume 7, Number 2, pp. 127-134(8)

Abstract

Festivals and special events serve as important attractors for tourists and provide unique experiences for attendees. These events may also provide both tangible and intangible benefits for communities. Most of the studies dealing with festivals and events have focused on either understanding attendees’ behavior or delineating the economic impacts of visitation upon communities in which such events are held. Sporadic attention has also been paid to such issues as sponsorship, volunteerism, the role of community involvement in staging events, and perceptions of events and festivals. Little, if any, research has been done to examine how different festival organizers perceive the motivation for attending festivals and events. Thus, the purpose of this study is to solicit the organizers’ perception of the attendees’ motivations and to compare these results with those of attendees from literature. The study concludes with management and marketing implications for festival and event organizers.

Keywords: Event organizers Perceptions Visitor motivation

This study delineates the organizers’ perceptions of festival visitors’ motivations. Data from a survey of the organizers in 1998 are used. Five motivational dimensions (Social/Leisure, Event Novelty, Family Togetherness, Escape, and Curiosity) emerge from the factor analysis on 19 motivational attributes pertaining to festival and event organizers’ perspective. However, the literature has reported that Escape, Excitement/Thrills, Event Novelty, Socialization, and Family Togetherness are the critical motivational factors tied to festivals and events visitation.

The article is successful in delivering content related to behaviour of visitors at events and festivals. It assesses the effect of motivation behind the attendees at events, by researching motivations form the attendee’s point of view. This article is able to clear the motivation gap that may exist between attendees and festival and event providers.
Festivals


Abstract
A global industry of festivals and events has evolved and developed rapidly since the early 1900s. This phenomenal growth, coupled with increased consumer awareness and choice, requires sustained development and growth in the future. Music festivals are unique events that attract audiences for a variety of reasons; however, while music-based events are an extremely popular form of entertainment, research exploring the motivations of music festival audiences is sparse, especially from a UK perspective. Crompton and McKay contend that event managers should strive to better understand the motives of festival attendance in order to design better products and services for them and because motives are a precursor of satisfaction and a factor in decision making, this in turn can lead to greater attendance. This study critically compares the visitor motivations for attending two UK-based music festivals to challenge and ultimately support existing ideas developed from similar research overseas. The article establishes some of the first research into this area within the UK and challenges common assumptions from those in industry. A range of secondary research was considered and a review of existing literature on the subject was undertaken. Although the sample size was relatively small, the results showed that socializing with friends and family was a primary motive. Most importantly, the article supported the notion that multiple motivations come into play and it suggests that it is risky for festival managers to rely solely on the theme of the event itself. It is equally important to create a fun and festive atmosphere that offers ample opportunity to socialize and have new and nonmusical experiences. Several recommendations were made for existing and future managers including focusing on realigning marketing and service strategies. Recommendations were also made for future research in terms of adopting new methodological approaches including the use of multiple means of analysis. The article finally challenges the nature of the underpinning theory and questions the reason that so much of what is understood is still based in the field of sociology in tourism, with very little underpinning theory dedicated to the events industry, despite its emergence as an academic field over a decade ago.

Keywords: Event; Motivation; Methodology; Festival; Glastonbury; V Festival; Atmosphere; Sociology; Music

The article strives to better understand the motives of festival attendance. The research objectives of the article was to identify the characteristics of the case study festivals, critically assess the key themes and concepts which explain sociological and motivational factors for event attendance from secondary research. Followed with primary research which critically assess the motivations of festival goers and lastly to critically evaluate and develop a set of management recommendations through a critical synthesis of secondary research and primary data.

This article is able to comprehensively investigate the motivations of visitors who attended festivals. As the festival and event industry is growing rapidly, this article is an imperative source for event managers to better understand the motives of festival and event attendance, thus assisting them to constantly design better products and ensuring future growth.
Thompson, K. Schofield, P. 2009. Segmenting and Profiling Visitors to the Ulaanbaatar Naadam Festival by Motivation. Published in Event Management, Publisher: Cognizant Communication Corporation, Volume 13, Number 1, pp. 1-15(15)

Abstract
The analysis of visitor motivation for attending festivals, as a basis for segmentation, is an important prerequisite for targeting markets, planning festival programs, and product positioning. This study used factor analysis and identified five motivation dimensions for visitors attending the 2005 Naadam cultural festival in Mongolia. A cluster analysis on the five factors produced five stable motivation segments: multipurpose seekers; indifferent; culture and sport seekers; togetherness, socialization, and sports seekers; and socialization and local event seekers. Significant associations between motivation clusters and visitor age and type were identified, although there was no significant interaction between the clusters and visitor type with respect to overall satisfaction. The results are generally consistent with the outcomes of previous research on festival and event motivation in Europe and North America, suggesting universality of core themes. However, unique combinations of motivation dimensions suggests that further research is required to develop understanding of variable interaction.

Keywords: Motivation; Segmentation; Factor-cluster analysis; Cultural festival; Mongolia; Naadam

This article demonstrates how the analysis of visitor motivation for attending festivals as a basis for segmentations is an important prerequisite for targeting visitor markets, planning festival programs, and their positioning. Increasing attention has been paid in the study to testing and refining the underlying motivations that influence attendance at festivals and events. In summary the research on audience motivation at festival and events firstly examines dimensions of event motivation, followed with variations of variables such as, demographic, and continuing with examining motivational differences between first-time and repeat visitors.

The study exhausts every possible source it can, and by doing this proves it selves to be a valuable research paper on audience motivation and behaviour. To assist the readers understanding further of motivation dimensions, a cluster analysis was performed. The use of tables and figures made these results easy to understand and base future research on.
Lee, J. Beeler, C. 2009. An Investigation of Predictors of Satisfaction and Future Intention: Links to Motivation, Involvement, and Service Quality in a Local Festival. Published in Event Management, Publisher: Cognizant Communication Corporation, Volume 13, Number 1, pp. 17-29(13)

Abstract
This study examines the relative weights of motivation, involvement, service quality, and demographics on satisfaction and future intention. A set of sequential multiple regression analyses were performed to determine if the addition of information regarding motivation, service quality, and involvement improved prediction of satisfaction and future intention beyond that afforded by differences in demographic variables among local festival attendees. The findings suggest that motivation, service quality, and involvement are significant predictors of satisfaction and future intention. Service quality is the strongest predictor of satisfaction and future intention, followed by involvement and motivation. 

Keywords: Motivation; Service quality; Involvement; Satisfaction; Future intention

The study assesses the effect of visitor satisfaction and future intention as an important variable to measure audience motivation and behavior at festivals and events. Basing the main predictor of satisfaction and future intention on motivation allows the reader to understand audience leisure behavior. Using important concepts such as the push and pull factors add merit to the study.

This study is highly beneficial as it uses a hypothesis which may be repeated for future research and studies alike. By further testing these hypothesis. The purpose of this investigation was to examine the relative weights of motivation, involvement, service quality and demographics on satisfaction and future intention. Even though the relationships among among service quality, satisfaction and future intention have been investigated in the past, no studies have attempted to examine their relative importance in connection with behavior and motivation.
Abstract
The importance of tourism expenditure has been recognized by the tourism industry. The purpose of this study was to examine how the traveler’s past visitation experience and the distance traveled from their residence influenced expenditure amount upon repeat visit to a festival site. Based on several tentative predictions, this study examined the patterns of tourist expenditures according to the variables of past visitation experience, residency, length of stay, purpose of visit, and selected demographic characteristics. An intercept technique was employed to query festival attendees exiting the second World Festival for Island Cultures-Jeju. A total of 356 usable questionnaires was used for the analysis. The results led the authors to focus on the possibility that the time spent on site and its influence on expenditures may be attributable to antecedents other than travel distance and prior visitation. Future studies on visitors’ expenditure behavior in terms of psychological mechanism are indicated.

Keywords: Community festival; Tourist expenditure; Novelty–familiarity; Prior visit experience; Residency

The purpose of this study was to identify the psychological mechanisms of tourist expenditure behavior by examining how visitors’ prior visitation at and distance traveled to an event influenced expenditures at the festival site. Based on the related literature, two lines of thought were developed as explanations for how prior visitation and the travel distance affect expenditures. These approaches were novelty–familiarity experiences and psychological compensation for the travel distance. The analyses revealed that prior visitation experience and residency status, familiarity experience, and length of stay resulted in significant differences in expenditures.

The research document focuses on knowledge of tourist expenditure patterns at a destination is important for understanding tourist behavior and discerning spending trends in a specific market segment. This study presented some theoretical bases for the spending behavior of festival visitors that were not confirmed empirically. Nevertheless, the results have some theoretical and practical implications. Mildly valuable as generally focused upon expenditure at a festival rather than visitor experience. However, in saying that, the motivational behaviors and visitor experience are explored within this report.
Festivals

Berridge, G. 2007. Event design and experience - Event Management Series. Published by Elsevier, UK

Abstract
For the first time Events Design and Experience draws together the relationship between event design and the experience of consumers and participants. It explores and analyses the event experience of the individual and how this can be ‘controlled’ by design. By drawing upon ongoing research conducted over several years into the experiences of groups and individuals who attend events this text will ask questions such as: What was the rationale behind a particular event being designed in a certain way? What was the actual experience of consumers? How was the event materially delivered and did the experience created provide a satisfactory outcome? How can experiences be understood (via semiotics) especially the physical elements of an event? Structured in four sections, Events Design and Experience discusses: * What are events? An overall view of the industry, its definitions and market demand. It also covers an analysis of previous literature, and draws upon real life events such as Wembley plc, Leapfrog Corporate events and the British Cycling federation * What is an event experience? An explanation of the nature and stages of experience, and the emergence of the experience industry itself. Cases such as the Proms, London Fashion week and the Nike Fun run are used to illustrate. * Designing Experiences. Considers how design itself can impact upon the experience, in some cases fundamentally changing the nature of experience. It asks the question of how experiences are designed and what do they signify to the customer once complete. * Analysing Event Experiences. Considers how experiences can be analysed and evaluated looking at the artificiality of the event and how this reflects in the experience of consumers. Also includes a review of the psychological processes of perception and interpretation and how meaning and experience can be analysed, and how we may begin to unravel the meanings attributed to certain events. With international case studies throughout, Events Design and Experience has a coherent user-friendly structure including chapter summaries, review exercises and topics for discussion to consolidate understanding.

Keywords: Events management, Event design, Experience

This book is highly applicable and very relevant to event design/experience as the entire book is distinctively focused upon both areas in full. The book is extremely valuable and useful as it thoroughly investigates and explicates event design and experiences over three hundred pages. It is applicable by methodically providing sufficient theories, strategies and ideologies. The intended audience is Levels three and above of Events Management degree courses and related options. Also Masters students on conversion courses and professionals already in the industry.
Abstract
The objective of this study is to identify the major factors that motivate visitors to attend theme parks in Orlando, Florida, and segment visitors by their motivations. A survey of 260 visitors to theme parks in Orlando was conducted. Thirty-five motivational items were factor analyzed. The six factors that motivated visitors to attend theme parks in Orlando were "Fantasy & myth," "Learning," "Excitement," "Science & technology," "Rides," and "Small-town America." The cluster analysis identified four groups of visitors: "Fantasy seekers," "Thrilling ride seekers," "Light enjoyment seekers," and "Science seekers." The multivariate statistics showed significant differences among the four groups of visitors in their motivations for attending the Orlando theme parks. Implications of the study results are discussed.

Keywords: Theme park; Motivation; Segmentation; Cluster analysis

This study investigates visitors motivations for attending theme parks. Although not directly related to events or festivals the same theory is used as in pervious studies. Having said this the segments in which the study categorised its visitors can be applicable for event goers. The study briefs the reader on motivations theories, behavioral patterns and provides the reader with background motivation research in Tourism literature.

The study is able to successfully examine the key factors that influence visitors’ motivations by identifying the major segments of the visitors based on their motivations. The purpose of the study is very relevant and although focusing on theme parks the same principles can be used in understanding audience motivation and behaviour in the context of events and festivals.
Thrane, C. 2002. Music Quality, Satisfaction, and Behavioral Intentions Within a Jazz Festival Context. Published in Event Management, Publisher: Cognizant Communication Corporation, Volume 7, Number 3, pp. 143-150(8)

Abstract
With a basis in the marketing literature on the possible links between service quality and its outcomes (e.g., greater revenue, increased market share, etc.), this research focused on the relationships between music quality assessment, satisfaction, and two behavioral intentions within a jazz festival context. A causal analysis revealed that the festival attendees’ evaluation of the music quality affected the overall satisfaction with the festival positively, and that overall satisfaction exerted a positive and direct influence on a) intention to revisit the festival and b) intention to recommend it to others. By contrast, the festival attendees’ evaluation of the music quality only had a direct effect on the intention to recommend to others. Finally, the study’s managerial and research implications are briefly discussed.

Keywords: Jazz festival Music quality Satisfaction Behavioral intentions

The results from this research article have documented that the effects of service quality on customers’ future behavioral intentions (intention to return, intention to recommend to others, etc.) and, ultimately, on market shares and revenue is not as simple as previously believed. Therefore, this study seeks to add to the festival literature by considering how music quality assessment and overall satisfaction affect two behavioral intentions within the context of a jazz festival.

The present study builds upon the general insights from the above-mentioned research. However, this study also extends previous research by specifically considering the possible ways in which service quality brings about or “causes” behavioral intentions. This article provides benefits to festival managers could benefit from knowing if, and possibly how, festival attendees’ evaluation of a festival’s core product has an effect upon their future behavioral intentions towards the festival.
Entertainment

McMorland, L. & A. Mactaggart, D. 2008. Traditional Scottish Music Events: Native Scots Attendance Motivations. Published in Event Management, Publisher: Cognizant Communication Corporation, Volume 11, Numbers 1-2, pp. 57-69(13)

Abstract

Events form a key element of any destination’s tourism product. There is a growing recognition of this sector’s value and economic role, resulting in it becoming an industry in its own right. Investigating attendee motivations therefore becomes an increasing priority for event organizers and tourism organizations generally. Event organizers can improve the various components of their events through the understanding of attendee’s motivations. The last decade has witnessed an increase in literature focusing on visitor motivations when attending events. However, there have been very few studies into visitor motivations when attending cultural events, particularly within the context of Scotland. Traditional Scottish music events are a fundamental part of Scotland’s culture. Thus, the aim of this study is to examine visitor motivations when attending traditional Scottish music events. Initially, a focus group was held to probe and discuss attendance motivations and to investigate views on the linkages between such events and the Scottish tourism industry. A questionnaire, comprising 15 motivational items represented on a 7-point Likert scale, was then distributed to members of two traditional Scottish music associations. The resulting data (based on a total sample of 110 respondents) were analyzed using the Statistical Package for Social Sciences (SPSS) software. A hierarchical cluster analysis was carried out to identify groups of respondents with similar motivations when attending traditional Scottish music events. Key findings include a ranked list of visitor motivations and four discrete groups resulting from the cluster analysis. These groups were identified and labeled according to their dominant characteristics: “Modernists,” “Family and Inspiration Seekers,” “Social Pleasure Seekers,” and “Thrill Seekers.”

The article expands on these key results, focusing on a discussion of the dominant characteristics within each of the four cluster groups. The article also discusses respondents’ views on the linkages between traditional Scottish music events and their role within the Scottish tourism product and cultural tourism. The majority of respondents do believe there is an association between traditional Scottish music events and Scottish tourism; however, debate emerges regarding the quality and range of events available to visitors to Scotland. This exploratory study provides cultural music event organizers with a greater understanding of visitor motivations and characteristics within the context of Scotland by breaking the visitors down into distinct motivational groups. This research adds to the body of literature in the area of visitor motivations when attending events, specifically cultural and music events. This work also contributes to the body of research that has utilized cluster analysis as a segmentation tool.

Keywords: Tourism; Events; Attendance motivations; Cultural tourism; Community involvement; Cluster analysis

This article assess the motivations to attend cultural events focusing on Scotland in particular. Its aims are to unearth the motivations of traditional Scottish music events attendees and the relationship between culture and the Scottish tourism industry. By using a more sophisticated view of tourism motivation, this article studies the typology of culture tourists. The use of a cluster analysis was undertaken on visitor motivation to identify if any discrete groups exist, and conventionally is what set this article apart from others. Readers have full access to an exploratory study on why people attend events and the behavior that goes along with it. By examining the motivations and opinions of traditional music event audiences’, this research demonstrate to the reader two main issues: why people attend traditional music events, and the link between traditional Scottish music events and Scottish Tourism and Culture.
Performing Arts


Abstract
There exists relatively little published data on the characteristics and motivations of contemporary dance audiences. National research conducted by the then Arts Council of Great Britain has taken two forms. Of these, only one, Shakespeare (1994) has been conducted on actual attenders of contemporary dance performances. However, a key finding of both types of national survey is that they reveal significant regional variations in participants and participation levels. Therefore an in-depth study of a sub-regional audience serves as an original and complementary analysis to the existing research. The importance of understanding the contemporary dance audience and communicating effectively with it is implied by the disturbing finding reported by Walshe (1992) "Contemporary dance is the one performing art that has shown a decline in the last five years with nearly a quarter of a million less claimed attenders".

A potential cause of this apparent decline in claimed attenders is offered by Feist & Eckstein (1991) who suggest that the problem may be a marketing issue "due in part to dance companies not offering the public what it wants to see". It is the contention of this paper that sufficient audiences for contemporary dance exist in the Sheffield catchment area - the challenge lies in knowing who the audiences are and communicating with them effectively.

Keywords: Audience, Motivation, Events

Although the art form itself is defined clearly, the same cannot be said for its audiences. Thus the objectives of the study reported in this paper were to identify a clearer picture of a local contemporary dance audience in a period of declining audiences. To compare the characteristics of the local audience with those identified in national data. And lastly, to look beyond demographic details and identify the motivations of attenders so that a more focused approach could be taken in communicating with given market segments.

This article demonstrates a insight in audience currently being educated, by opening active opportunities for early attendance at professional performances. Schools and young people in further and higher education represent a significant opportunity for market development and an interesting challenge to the more common market penetration approach. This article provided somewhat useful but is recommended for brief knowledge regarding a particular audience and event group. It does not provide substantial information related to audience motivation at event/festivals as a whole.
Performing Arts

Scott, R. Swanson, J. Charlene, D. Yushan, Z. 2007. Art for Art’s Sake? An Examination of Motives for Arts Performance Attendance. Nonprofit and Voluntary Sector Quarterly (originally published online) Volume 37, Number, 300

Abstract

Given finite amounts of time for leisure activities and a consuming public that continues to feel time pressured, what drives attendance at arts performances? This study builds on existing arts research and its use of demographic characteristics by considering the psychological motives of theater patrons. Six potential motives of performing arts attendees are identified, and their relationship with demographic characteristics and behavioral outcomes are assessed. Data were obtained from a midwestern U.S. performing arts center; the sample was drawn from spectators at three different performances. Analysis of variance and t-test results indicate significant relationships between certain motivations and patronage variables such as years of attendance, number of performances attended, and time frame for planning to attend future events. Similarly, significant differences in motivation were found by gender, age, income, and education level, suggesting that attendance could be enhanced by tailoring motive specific messages to each of these groups.

Keywords: Motivations; Patronage; Demographics; Behavioral outcomes

This article focuses on understanding the motivations driving performing arts attendance. This study extends previous research by exploring the relationship of six motivations (aesthetic, education, escapism, recreation, self-esteem, and social interaction) with purchase and attendance behaviors (time of attendance, number of years with the performing arts center, subscribers vs. non-subscribers, and time of planning/purchase) and attendee demographics (gender, age, annual household income, and educational background).

This article is rather valuable as the results are consistent with other studies that suggest that level of commitment guides consumers’ actions. It is able to demonstrate to the reader customers motivated by art, education, recreation, and self-esteem are more likely to plan their attendance further in advance. The act of support and consumption being positively associated with motivations such as the ones investigated here supports previous findings.
Kozak, N. Kayar, C. H. 2009. Visitors’ Objectives for Trade Exhibition Attendance: A Case Study on the East Mediterranean International Tourism and Travel Exhibition (EMITT). Published in Event Management, Publisher: Cognizant Communication Corporation, Volume 12, Numbers 3-4, pp. 133-141(g)

Abstract
This article takes a brief look at visitors’ objectives for attending the East Mediterranean International Tourism and Travel Exhibition held in Turkey, in February 2006. The empirical data was collected via questionnaires from a sample of 295 visitors. Findings of the study indicated that visitors’ objectives had four dimensions, which were called “entertainment,” “developments,” “exhibition facilities,” and “vacationing.” Significant differences were observed across the four dimensions. Results also showed that visitors’ most important objective when attending the exhibition was to learn about the recent developments in products and services. Significant differences were observed among the objectives based on the demographic profiles of visitors in the sample. This study highlights the importance of deeply understanding visitors’ objectives in order to enhance trade exhibitions’ effectiveness.

Keywords: Trade exhibitions; Visitors’ objectives; Tourism; East Mediterranean International Tourism and Travel Exhibition (EMITT)

Although addressing a marketing sector, this article has a brief but substantial section on the theory and background relating to audience behaviour. This article mainly focuses on audience behavior and only briefly touches on motivation. In saying that the reader is at least able to gain insight focusing on a behavioral perspective. The article proves somewhat helpful but advises not to rely on critical information.
Barbieri, C. Mahoney, E. Palmer, R. 2009. RV and Camping Shows: A Motivation-Based Market Segmentation. Published in Event Management, Publisher: Cognizant Communication Corporation, Volume 12, Number 2, pp. 53-66(14)

Abstract
Consumer shows are widely used throughout the world by recreational organizations. Although their use is rampant, little empirical research has been completed to understand the motivations of visitors they attract. The main purpose of this study was to identify different segments of visitors attending RV and camping shows based on the underlying dimensions of their motivations. A total of 411 attendees to four RV and camping shows conducted in Michigan during 2005 were surveyed. Factor analysis performed on the motivations for attendance showed five underlying dimensions for show attendance while subsequent k-means cluster analysis distinguished five segments of visitors. Chi-square and ANOVA tests revealed that these market segments are significantly different regarding their purchase cycle stage, product usage, and show behavior. Recognition of different types of show customers have important marketing implications, especially regarding customer retention and market development, which this article discusses.

Keywords: RV and camping industry; Consumer show; Market segmentation; Factor/cluster analysis; Event management

This article introduces the importance of consumer shows as a growing market, which in turn outlines different market segments based on their attendance motivations. Addressing motives such as personality, lifestyle, goals and needs the article is able to clearly demonstrate to the reader internal and external stimuli. Using factors and cluster methods for segmenting audiences and re-creationists is heavily focused on in this article.

The article focuses on motivation-based market segmentation in the event management sector related to a specify event (RV and Camping Shows). What added merit to this particular research paper, is it discusses a theoretical framework applicable to the above study using typologies. The article is proven to be beneficial as it fills a gap in the consumer events/show theory, providing a better understanding for readers interested in audience motivations and behaviors in recreational shows.
Meeting and Conventions

Fjelstul, J. Severt, K. Breiter, D. 2009. An Analysis of the Motivators and Inhibitors Affecting Association Meeting Attendance for Generation X and Baby Boomers. Published in Event Management, Publisher: Cognizant Communication Corporation, Volume 13, Number 1, pp. 31-41(2)

Abstract
The objective of the study was to compare the similarities and differences between the inhibitors and motivators of Generation X and Baby Boomers in regard to conference attendance. Specifically, conference attendance motivators and inhibitors were explored and reported. The results will be useful to association managers and conference planners as they design programs for their members to best meet their professional needs.

Keywords: Associations; Baby Boomers; Conference attendance; Generations; Generation X

The purpose of this study was to identify the motivators and inhibitors to conference attendance by Baby Boomers and Generation X to determine similarities and difference exist. Although data was collected from all four generational groups, the focus of this study was on the comparison between Generation X’s and Baby Boomers’. This study is able to show results that these two generational groups attribute to the majority of conference events.

By demonstrating the means of motivators for Baby Boomers and Generation X the study is able to clearly show the reader what motivates audience of a particular type and for a particular event. Sometimes readers can benefit from such a narrow search as opposed to a wide search, as it allows to use specific examples. However, it would be difficult to conclude that the finding from the study can be generalised to all associations, as the sample only consisted of one. Nevertheless, the present study may serve as a catalyst for future research opportunities.
Deepak, C. 2004. Research Note redefining a festival visitor: A case study of vendors attending Scottish highland games in the United States. Published in Event Management, Publisher: Cognizant Communication Corporation, Volume 9, Numbers 1-2, pp. 91-94(4)

Abstract
This study redefines a festival visitor and divides him/her into spectator, participant, and vendor segments. This study further focuses on vendors and assesses their travel and spending behavior. Samples used are those selling Scottish merchandize at the Scottish Highland Games across the US. The analyses reveal interesting results. Non-Scottish American vendors and those having a higher income dependency on Highland Games tend to travel further to attend these events. Vendors with lower authenticity perceptions of their merchandize tend to spend more on Highland Games visits. Finally, the study results indicate that the vendors generate positive economic impacts for the host regions.

Keywords: Marketing; Vendors; Highland Games; Festivals; Expenditures; Economic benefits

A short but insightful paper related to marketing and audience behavior. This article describes techniques to assist festival organisers and marketers to better understand their consumers and improve their marketing techniques. This study argues that the festival visitors are a much broader market and are also comprised of participants and vendors. This study explores the travel and audience behavior of that attending the Scottish Highland Games across the US.

The influence of socioeconomic characteristics (age, gender, income, and percentage income earned through festivals), number of years in business, number of stores owned, distance traveled, party size, and authenticity perceptions upon total spending was explored in determining audience behaviour and impact. This study redefines festival visitors and classifies them into three distinct categories: spectators, participants, and vendors. Furthermore, this study provides information on audience socioeconomic characteristics.
Kaplanidou, K. 2007. Effective Event and Destination Image: Their Influence on Olympic Travelers’ Behavioral Intentions. Published in Event Management, Publisher: Cognizant Communication Corporation, Volume 10, Number 2, pp. 159-173(15)

Abstract
Despite the growth of academic and business significance of sport tourism, little is known about the direct emotional experiences with sport events and their impacts on travelers’ behavioral intentions. The purpose of this article is twofold: a) to examine whether Olympic travelers’ trip purpose and characteristics (e.g., age, previous visits, continent of residence) influence their affective event and destination images and b) to test the impact of affective destination and event images on Olympic travelers’ intentions to return to the host destination, and to travel to future Olympic Games. The results revealed Olympic travelers from different continents had different affective destination images, and that older travelers felt more positive about the image of the destination. Spectators perceived the event as more cheerful compared to tourists. Finally, the perceived destination’s excitement and pleasantness predicted Olympic travelers’ intentions to return to Athens in the future. Specific recommendations are provided for destination and event marketers.

Keywords: Affective image; Intentions; Mega-events; Previous visits; Spectators

This article illustrates the motivations to visit a place hosting a mega-sporting event. The article categorizes sport tourists as active and passive. The active sport tourists can be re-creationists or athletes, whereas, passive sports tourists have been classified as casual observers. Having this type of information available to readers who’s interest is in audience motivations and behaviour are able to gain insight into different types of events, in this case sporting events.

What the article focused on was the intentions in understanding the influences affective destinations and events images on intentions to travel to the host destination, and other sporting events. This article is able to provide marketers and event planner alike with increased knowledge concerning how to shape communication strategies to influence the behaviour. Additionally, it can assist in the planning purposes before, during and after the organisation of a mega-sporting event.

Abstract
A phenomenological study was conducted to investigate event sport tourists’ behavior and experiences. Members of a sport fan club were invited to participate in this study. The laddering technique was used in the interviews for discovering participants’ cognitive structures. The findings were presented on Hierarchy Value Maps that depicted relationships between attributes, consequences, and values in a means–end hierarchy. This study found that the study participants were highly involved event sport tourists. Personal balance and socialization were the essential parts of experiences that participants were seeking. Thus, event sport tourists can obtain personally relevant goals (consequences and values) through various means (traveling and socializing) that allow them to watch competitions and participate in related social events. The study findings contribute to the understanding of event sport tourists’ behavior and the development of marketing strategies.

Keywords: Small-scale sport tourism; Event sport tourist; Means–end chain; Personal construct; Hierarchy Value Map

This article focuses on sports fans and event tourism. The study is designed to elicit event sport tourists’ feelings and thoughts about being devoted fans. The article at first might not seem to be a valuable source at first glance but when reading in-depth one can see it provides rich data containing the in-depth consumers’/audiences’ feelings, thoughts, intentions and behaviors.

The article proves insightful as it focuses the concept which to understand the meaning of experiences of individuals. The study uses an approach which illustrates how experiences result from physical action. As such, this method proved to be a powerful tool for discovering consumers’ subjective experience, motivations and overt behaviors. This article certainty proved in validity and reliability.
Recreational Events

Mackellar, J. 2006. Fanatics, fans or just good fun? Travel behaviors and motivations of the fanatic. Published in Journal of Vacation Marketing, Volume 12, p. 195

Abstract

Star Trekkers, hot-rodders, Elvis impersonators and NASCAR nuts all travel in order to indulge their interests, but who are these people and how far will they go to fulfill their fanatical dreams? This study attempts to discover more about this little understood tourist market, their needs and behaviors. The article draws together the disparate literature on fanaticism to present a model from which further analysis can occur. Accordingly, the examination begins with a psycho/social perspective of fanatics that identifies their behaviors generally, and further as consumers. The analysis is followed by melding tourism and recreation literature to establish an enhanced understanding of the leisure fanatic. The examination illuminates the concept of travel as being a function of the fanatic’s make-up and, as such, the study points to the types of touristic activities they will undertake. Similarly, the role of special events is discussed as being of high importance to the needs and desires of the fanatic in providing the right environment to pursue their passions. In a final aspect to the study, negative aspects of fanatics are highlighted which may affect their travel behaviors in certain situations. The article examines the implications for those in the fields of tourism and leisure management, where special interest tourism, or niche tourism, is of increasing interest.

Keywords: Fanatic, Recreation specialization, Tourism, Special events, Marketing, travel

This academic paper attempts to draw together the disparate literature on fanaticism and leisure studies to present a model through which further analysis can occur of the leisure fanatic. The examination begins with a psycho/social perspective of fanaticism providing a characterization of the fanatic as a person and as a member of society. The study further examines the resultant behaviors of the fanatic as a consumer and reviews the related literature examining personality traits. This conceptualization assists in understanding likely behaviour in decision-making and purchasing decisions.

The objective of this article is to examine the concept of fanaticism within the context of events and tourism leisure. In so doing, this article identifies key concepts from various disciplines and creates a model from which further research can be launched. These include the broad fields of psychology, sociology and behavioral studies. These studies were chosen to suit the focus of this article; however, other specific aspects of behaviour such as political and religious studies were also included here. There is also ample evidence to demonstrate that leisure fanatics make use of special interest events such as leisure conventions, shows and festivals to fuel their fanatical pursuits. This article has suggested that events can be placed on a special interest spectrum, and that certain implications for marketing and managing events can be drawn from that spectrum.

Abstract
The study examines consumer response to event sponsorship, focusing on the effects of demographics, personal interests and values. Although these variables are generally regarded as the strategic rationale behind using a sponsorship strategy, little is known about their role. The corporate practice of sponsoring sporting events has existed since the turn of the century and has recently become one of the fastest growing areas of advertising and promotion. The research reported here attempts to replicate and extend previous sponsorship effects research efforts using data from a two-stage random phone survey to examine audience characteristics impacting consumers’ ability, motivation and opportunity (AMO) to process and respond to event sponsorship advertising regarding official sponsors in two product categories from the 1996 Summer Olympic Games. Despite often being classified as non-traditional media, in terms of certain strategic elements, it seems likely that sponsorship operates like traditional advertising in terms of persuading and informing consumers. Consequently, it seems important to use consumer demographic data, in conjunction with information on their personal interests and values, to explain (sport) media consumption patterns and advertising response.

Data were analyzed using both linear and logistic regression, in addition to chi-square. All of the hypotheses received at least partial support. For example, respondents’ patriotism and general interest in spectator sports significantly affects their involvement with the Olympics, which subsequently influences the hours they spend viewing the telecast and their ability to link sponsors to the event. Their ability to link a sponsor’s brand to the event significantly impacts brand image for sponsors in both of the product categories examined here (as it did with brand awareness for the soft drink sponsor). Results also suggest that both sponsors enjoyed an advantage over their competitors, in terms of brand awareness.

Overall, the results suggest that consumers, the significant majority of whom are likely to be sports spectators, may indeed be open and responsive to marketing communications in a sports context. As with traditional advertising, demographics, personal interests and values all seem to play an important part in this process. For example, in terms of demographic variables, gender is found to have a significant impact upon total hours respondents spent viewing the event telecast, along with post-event brand awareness for both sponsors and post-event brand image for the official credit card sponsor.

Keywords: Event Sponsorship, Involvement, Demographics, Values and Interests

This research article focuses on the influence of audience characteristics, such as demographics, and differences in related attitudes and/or media behaviors, as well as work focusing on specific psychological traits and/or states. The research reported here attempts to replicate and extend the efforts using data from a two-stage random phone survey to examine audience characteristics impacting consumers’ ability, motivation and opportunity to process and respond to event sponsorship advertising. This study is based on the preceding review of sport marketing literature, and show the apparent need for sport marketing research offering more insight into sport audience characteristics that help shape media exposure and response to marketing communications. More specifically, it gives readers important information related to how demographics, personal interests and values drive consumer involvement with specific events.
Recreational Events


Abstract

Event marketing represents one of the fastest growing areas of marketing activity today. Targeting Event Audiences examines consumers’ responses to sports and arts event marketing and develops strategies to best utilize this marketing medium whilst avoiding the pitfalls of sponsorship.

The report also quantifies the growth of sponsorship and the viewership for top events, such as the World Cup and the Olympics, across Europe and predicts the future direction of event marketing. Analysis of event audiences’ attitudes, brand perceptions and purchase behavior to event association based on our European consumer survey Key data and analysis of sponsorship and advertising spend in France, Germany, Italy, The Netherlands, Spain, Sweden, and the UK Television viewership data for the World Cup, Summer Olympics and Winter Olympics with forecast changes in viewership for future events. Case studies of successful event marketing campaigns Current and future attendance of events by type across Europe. Sponsorship spend across Europe has grown at a CAGR of 9.5% over the period 1997 to 2002, compared to a CAGR of 4.7% for advertising over the same period. Sports receive more sponsorship than any other type of activity: in 2001, 64% of all sponsorship fees in Europe were paid to sports bodies. ‘Property-event’ marketing can be used to de-seasonalize a brand’s annual sales pattern by stimulating sales during ‘off-peak’ periods. In the future, however, event marketing sophistication will increasingly move beyond basic promotional and transactional aims. Core followers of arts or sports events are more likely to change their purchase behavior as a result of event marketing than non-core followers, however, they are also easier to displease through event associations. Develop winning event marketing strategies to target specific event audience groups. Understand the attitudes, behavior and motivations of different event follower segments. Recognize the development of sponsorship by category and country. Learn the promotional techniques of successful event marketers to fully leverage event associations

Keywords: Targeting Event Audiences

This article focuses on research related to event audiences’ attitudes, brand perceptions and purchase behavior to event association based on our European consumer survey Key data and analysis of sponsorship and advertising. More specifically, it uses case studies of successful event marketing campaigns current and future attendance of events by type across Europe. The article highlights, core followers of arts or sports events are more likely to change their attendance behavior as a result of event marketing than non-core followers, however, they are also easier to displease through event associations.

This article is useful in the sense it develops winning event marketing strategies to target specific event audience groups. By understanding the attitudes, behavior and motivations of different event follower segments and recognizing the development of sponsorship by category and country. All this assists the reader in learning the promotional techniques of successful event marketers to fully leverage event associations and thus encourage audience motivation to attend events and festivals.
Grant, D.B. Paliwoda, S.J. 2001. Analyzing Alberta festival consumers. Published in Event Management, Publisher: Cognizant Communication Corporation, Volume 7, Number 1, pp. 67-77(2)

Abstract
This research note provides an analysis of Alberta arts festival survey data. The analysis was undertaken to assist festival organizers and marketers to better understand their consumers and so improve their marketing. Data pertaining to the province of Alberta were drawn from a national survey database. The collection and coding of the original data were not complete, and deep statistical analysis was not possible. Only descriptive analyses were generated. However, some trends and findings were consistent with an earlier analysis of all Alberta arts consumers and appeared to be supported by some of the extant literature.

Keywords: Consumer profiles, Festival consumers, Marketing strategies, Canada

The objective of this article was to identify significant characteristics of Alberta festival attendees that could contribute to an understanding of festival motivations and behaviors by festival organizers. The data analysis attempted to extract relevant national data and apply specific and meaningful findings to the Alberta festival marketplace. This article should be of value and interest to event planners and groups alike as it attempts to adopt marketing principles of identifying and targeting their prospective consumers.

The analysis of Alberta festival consumers should have been straightforward and detailed, and provide some interesting insights given the research objectives. However, methodological and data collection issues prevented the analysis from being conducted as the authors had envisaged. This article is therefore being presented as a research note and discusses general findings relative to festival consumers in Alberta and provide comments for other researchers on the reliance of using secondary data sources for analysis, particularly when the sources and original analysis are incomplete.
Recreational Events

Mehmetoglu, M. E. Albert, K. 2005. Do small-scale festivals adopt ‘market orientation’ as a management philosophy? Published in Event Management, Publisher: Cognizant Communication Corporation, Volume 9, Number 3, pp. 119-132(14)

Abstract
During the course of the past two decades, special events have proliferated and diversified. However, the rapid growth in the supply of such events is threatened by a diminishing consumer demand for this type of recreational activity. Thus, for festivals that wish to survive, there is a need to improve their products constantly and to market them successfully to their visitors. Paradoxically, relatively little research has focused on special events from a marketing perspective. One notable exception to this observation is a study by Mayfield and Crompton that examined how a sample of event organizers embraces the marketing concept. Likewise, the current investigation aims to make a modest contribution to this issue. Its aim is twofold: first, to operationalize the concept of “market orientation” and, second, to discover whether small-scale community-run festivals adopt this concept. For the purposes of this inquiry, qualitative telephone interviews were conducted with 13 festival organizers in Norway, selected according to a purposeful sampling strategy. The information obtained from the transcripts was then computer analyzed. The interpretation of the data indicates that none of the festivals has been able to adopt the concept of market orientation as their management philosophy. The most common and main reason for this is that the festivals lack a sufficient budget necessary to provide skilled personnel and time needed to carry out market orientation activities (e.g., visitor research).

Keywords: Special events; Festivals; Marketing; Market orientation; Attractions

This article attempts to gain an insight into marketing activities of the festivals, using themes like target market, visitor profiles, visitors’ motives/needs and competitors were included. Primarily focusing on a marketing perspective on audience motivation this article provided information on valuable context for event organizers. The article discusses how customers are said to be the cornerstone of a market orientation. They are not only the end users of products and services but also other types of clients that, for instance, influence the buying or choices of end users.

What enhanced the value of this article is the reader gets to see the quoted response from the interview questions, and although the results were discussed the reader is able to make their own conclusions. Though customers constitute the most significant part of a business’ target group, there are several other key factors (e.g., media) that need to be included in the definition of a target group. This also applies to the context of special events and festivals. This study has attempted to contribute to the development of such research by examining the concept of market orientation within the context of festivals. For this purpose, the study first drew upon previous research on market orientation within the field of marketing to provide a theoretical framework.
Abstract
The aim of this study was to identify the motivational factors that influence families to attend events as there is limited information available regarding family events motivation. This study bridges the gap between event organizers and the “family” to find out which events families choose to attend and why. Results identified that children are a major determining factor within the event decision-making process for a family. Results also show that previous research regarding “top motivational factors” for individuals is not the same for families as they are willing to compromise and attend an event that their children will find satisfying, which, in turn, results in satisfied parents and a successful day out. Families are not interested in the novelty or uniqueness of an event; they just want to spend time together.

Keywords: Family motivation; Event motivation; Children; Motivation; Events; Sociology; Leisure; Motivation typology; Family

The article reflects with the vast amount of events offered to the public, extensive research has been carried out to try and understand the impacts of events and what motivates people to attend. More specifically the study uses family as a key example in determining their motivation to attend events. It talks about aspects such as, the concepts of motivation, popularity of themed events, attractions and participation.

The evidence in this article proves to be quite resourceful and adequate, by analysing the six motivational factors consistently emerging in studies that aim to identify why people attend events. The study has critically reviewed the motivation to attend events within the ‘family’ context.
Monga, M. 2006. Measuring Motivation to Volunteer for Special Events. Published in Event Management, Publisher: Cognizant Communication Corporation, Volume 10, Number 1, pp. 47-61(15)

Abstract
Special event organizations (SEOs) are formed and operate in a different environment. Due to the increasing scale and complexities of special events combined with financial constraints, these organizations are typically reliant on unpaid volunteer labor for a large number of activities during the event. The purpose of this article is to develop a measurement scale for motivation to volunteer for special events, which is a relatively unexplored area. It first explores several fundamental aspects of the complexities of the relationship between the volunteer and the employers of volunteer labor. It then presents a five-dimensional model to better understand the motivations of special event volunteers as measured by a 26-item scale developed on the basis of literature on special events and motivation to volunteer (MTV). The scale is tested in a survey and the findings are presented.

Keywords: Special events; Pulsating organizations; Volunteer; Motivation

One of the first South Australian related articles related to motivation in the context of volunteer motivation. As events are major scale productions which amount to great costs and complexities, it is no wonder why volunteers are an important resource. Hence the reason for this study and overall still contributing to motivation related to volunteers. The article explores the fundamental aspects about the complexities of the special event volunteer and presents an argument about the nature of volunteer motivation in the rapidly expanding category of special events.

This article was definitely useful as it demonstrates a different view point of motivations and events by focussing volunteers. The motivation theories and principles still have the same affect but the reader gets the see the result in putting them to work in a different context. The extensive literature explores the motivation and commitment of volunteers to volunteer. The reader is able to identify with varies types of motivates as to why volunteers, volunteer. By understanding various motivations to volunteers for an event empowers managers with the knowledge about hoe best to appeal to the volunteers and sustain their interest, not only during the course of the event but also over longer periods of time, especially between events.

Abstract
This study focuses on the pre-visit stage of tourists by modeling the behavioral process incorporating expectation, motivation, and attitude in the context of Chinese outbound travelers. An expectation, motivation, and attitude (EMA) model is proposed based on a comprehensive literature review. An instrument is developed based on previous tourism and marketing studies as well as focus groups to measure the variables in the EMA model. Data are collected from 1,514 Beijing, Shanghai, and Guangzhou residents. Results of the study confirm the proposed relations that expectation of visiting an outbound destination has a direct effect on motivation to visit the destination; motivation has a direct effect on attitude toward visiting the destination; expectation of visiting the outbound destination has a direct effect on attitude toward visiting the destination; and motivation has a mediating effect on the relationship between expectation and attitude. Practical and theoretical contributions are discussed, with future research suggested.

Keywords: Expectation, Motivation, Attitude, Chinese tourists, Behavioral model

The current study was carried out to address the two gaps by investigating the interrelationships among expectation, motivation, and attitude, using data collected from potential Chinese outbound tourists. The current study focused on the outcome expectation, and adopted Feather’s (1982) proposition that motivation is a function of expectation. Only a few studies investigated the relationship between motivation and other behavioral constructs. Investigating the relationships between motivation and other critical behavioral constructs in a systematic way will facilitate the understanding of travel motivation. From this point of view, this study contributes to extant literature by offering a comprehensive motivational model in the course of consumer behavior that deliberately scrutinized and delineated the relationships between motivation and other behavioral constructs.

This study has both theoretical and practical contributions. Theoretically, this research is one of the first attempts to develop and empirically test a conceptual model on travel motivation in a dynamic course of behavior using data collected from potential visitors. Whereas, previous studies on travel motivation have been focused on the examination of specific motivations that urge audiences to take part in certain types of events or on the use of motivation as a means of market segmentation.

Abstract
The comparative analysis of the motivations of visitors at four South Island, New Zealand, events—two food and beverage festivals, an air show, and a country and music festival—highlights the diversity in motives that are to be found from event to event. Event-specific factors are especially important; there is little evidence yet of generic event motivations. In contrast to earlier case studies, the comparative approach employed here gives more weight and greater visibility to events per se as a distinctive phenomenon.

Keywords: Motivations, New Zealand, Events, Visitors

This article explores the fundamental question of why people attend events by asking whether and to what extent different events attract visitors having different motivations or whether there are underlying motivations common to all events. The article seeks to examine systematically whether differences occur in the motivations of visitors to distinctive types of events or whether common event motivations are to be found.

This article is useful in detailing audience motivation by event. It provides the reader with a in-depth understanding of audience motivations in attending different events. Along with this the article gives good uses of tables and graphs to further illustrate its findings. The different approaches used to examine and analyze the reasons why people attend different events provide complementary perspectives on event motivation and enable some triangulation of the results, something that has generally been neglected in earlier studies.
Mackellar, J. 2009, Dabblers, fans and fanatics: Exploring behavioral segmentation at a special-interest event. Published in Journal of Vacation Marketing, Volume 15, Number 1

Abstract
This paper explores the behavioral segments of the audience at the Elvis Revival Festival in Parkes, Australia. Audiences were observed traveling to, and participating in, this two-day event, held in January 2007, which celebrated the life and music of Elvis Presley. The study highlights differences in fan behaviour, resulting in four behavioral audience segments: social, dabbler, fan and fanatic. The study demonstrates the use of participant observation as a method to understand differing audience segments. As a result, differences in marketing and management strategies may be created to cater for the different needs and expectations of visitors and local communities.

Keywords: Elvis Presley, Fans, Festival, Segmentation

This article discusses the audiences diverse reasons which appear to fulfill a range of psycho/social and leisure needs. Aspects such as social networking, celebration of music, spiritual connection and even national identity is explored in the article. Although the article uses a specific event it provides the readers with theory based examples such as, audience segmentation, characteristics and behaviour. The results of this study have indicated that segmentation of the audience using behavioral measures can lead to clearer strategic direction in terms of marketing and product management.

This study is functional in the sense of providing background research related to audience motivation and behaviour. It assist the reader in understanding the characteristics of different audience segments and the relationship between segments of the audience. Additionally, by using an actual event as the case study, it shows readers examples of theory put into practice.
Special Events

Burr, S. Scott, D. 2004. Applications of the recreational specialization framework to understanding visitors to the great Salt Lake Bird Festival. Published in Event Management, Publisher: Cognizant Communication Corporation Volume 9, Numbers 1-2, pp. 27-37

Abstract

The recreational specialization framework is a potentially useful tool for understanding the characteristics of people who attend festivals and special events. In this study, we sought to determine the level of birding specialization among visitors to the Third Annual Great Salt Lake Bird Festival (GSLBF), and whether or not level of specialization was related to visitors’ motives and satisfaction with the event. Findings from this study indicate the GSLBF attracts people who range markedly in terms of level of specialization. A small fraction of visitors can be described as being highly specialized or serious about bird-watching. Findings also revealed that the dimensions of specialization varied in terms of their relationship to visitors’ motivations and satisfaction. Skill and commitment were related to these constructs but in very different ways. Commitment was positively related to bird-watching motives and festival satisfaction. Although level of skill was not significantly related to either of the two dimensions of motivations, it was highly and negatively related to overall satisfaction. Overall, results show the recreational specialization framework can be used effectively to better understand visitors to a variety of festivals and events organized around one or more leisure activities.

Keywords: Recreational specialization; Motivations; Bird-watching; Festivals and special events

The article assesses the issues of successful marketing of festivals requires knowledge of visitor characteristics, motivations, and satisfaction. The article gives a detailed understanding of these phenomena’s which in turn facilitates event planning, programming, promotion, and the likelihood of repeat visitation and positive “word-of-mouth” communication. The aim of the article was to provide recreation managers and researchers with a means for investigating diversity among re-creationists involved in the same activity.

Data for this study was collected during the Third Annual Great Salt Lake Bird Festival (GSLBF) held May 12–19, 2001. The study sought to determine the level of birding specialization among visitors to the GSLBF, and whether or not level of specialization was related to visitors’ motives and satisfaction with the event. In sum, the recreational specialization framework can assist researchers and festival and special event organizers to better understand visitor characteristics, motivations, and satisfaction, use this information to better target festivals to future visitors, and in the process help ensure the success of festivals and special events.
Cole, S. Illum, S. 2005. Examining the mediating role of festival visitors’ satisfaction in the relationship between service quality and behavioral intentions. Received (in revised form): Anonymously refereed paper *Department of Parks, Recreation and Tourism, 105B ABNR, University of Missouri-Columbia, Columbia MO 65211, USA.

Abstract
Although tourism studies have shown that improved service quality will contribute to increased visitor satisfaction, and both of them influence visitors’ future behavioral intentions, there is still a lack of guidance in the tourism marketing literature in understanding the interrelationships among service quality, visitor satisfaction and behavioral intentions. Findings on the mediating role of visitor satisfaction in the relationship between service quality and behavioral intentions are mixed, and thus it needs further investigation. This study adopted Cole and Scott’s tourist experience model, which portrays a sequential pattern among performance quality/attribute-level service quality, experience quality/transaction level satisfaction, overall satisfaction, and behavioral intentions. The model was tested using data collected from 413 visitors to a rural heritage festival. Structural equation modeling analysis procedures were applied and the mediating role of transaction-level satisfaction and global-level satisfaction was confirmed. In addition, experience quality was found to have a direct impact on visitors’ future behavioral intentions. The practical implications for festival organizers and limitations of the study were discussed.

Keywords: Performance Quality, Experience Quality, Service Quality, Visitor Satisfaction, Behavioral Intentions

This document analysis the understanding of festival visitors’ experience, as its imperative to festival organizers because visitor satisfaction directly influences the future of the festival. The purpose of this study was to examine the interrelationships among performance quality, experience quality, overall satisfaction, and behavioral intentions in a festival setting and to investigate whether or not visitor satisfaction (both transaction and global levels) mediates the influence of performance quality on behavioral intentions.

This study was consistent with several other findings as it examined in detail the antecedents of behavioral intentions – service quality and satisfaction – and their impacts on behavioral intentions in a festival setting. The theoretical model of the study, adopted from Cole and Scott, proposed a sequential relationship among performance quality/transaction-level service quality, experience quality/transaction-level satisfaction, overall satisfaction and behavioral intentions. Meanwhile, the study reminds festival organizers that improved festival quality does not ensure an increased attendance for future events. Other factors may also contribute to visitors’ satisfaction with the festival, which directly influences their future behavioral intentions. These factors (e.g. visitor’s mood) are oftentimes out of the control of festival organizers.
Cole, S. Charles, H. 2009. Examining the festival attributes that impact visitor experience, satisfaction and re-visit intention. Published in Journal of Vacation Marketing, Volume 15, p. 323

Abstract
The purpose of this study was to examine the impacts of a downtown festival’s attributes (programs, amenities and entertainment quality) on visitors’ overall experience, their levels of satisfaction and intentions to return. A theoretical model depicting the relationships among festival attributes, experience quality, overall satisfaction and revisit intention was examined using path analysis. The final model suggests entertainment quality of the festival had the strongest impact on visitors’ overall experience at the festival, their satisfaction and intentions to return. All three festival attribute categories studied had direct impacts on visitors’ overall experience, but only entertainment quality directly contributed to visitor satisfaction and re-visit intention. Implications and limitations of the study were also discussed.

Keywords: Entertainment quality, Festival attributes, Satisfaction, Visitor experience quality

This study used data from visitors to a downtown festival to examine the relationships between various festival attributes and visitors’ experience, their overall satisfaction and intentions to return. What makes this article stand out is very few studies have empirically examined the visitor experience in relation to service quality, satisfaction and behavioral intentions. By doing this it proves to be beneficial in the sense of more information to the reader. The study outlines that experience quality is an important concept on its own and thus should be studied in relation to service quality, satisfaction and behavioral intentions.

This study generated the following conclusions: First, different festival attributes have different impacts on experience quality, satisfaction and re-visit intention. Entertainment was the key for the success of this downtown festival, when using re-visits or re-visit intentions as an indicator for the festival’s success. To sustain the success of this event, management needs to maintain the high quality of entertainment. Meanwhile, improving the quality of programs and amenities to the same level of entertainment quality will likely further enhance visitors’ experience and attract more repeat visits. As repeat visitors often engage in positive word-of-mouth communication, increased repeat visitation will likely generate a larger visitor base for the event. Answers to these theories will provide insights to our effort in understanding audience motivations and behavioral experiences.
Kenneth, L. Jago, E. Bus, M. 1997. Special events and tourism behaviour: A conceptualization and an empirical analysis from a value perspective. Department of Hospitality, Tourism and Marketing Faculty of Business Victoria University

Abstract
Despite the fact that special events have become key components of the tourism development strategy for many regions, the amount of research that has been conducted within the field of special events does not reflect its importance. It is unlikely that the substantial growth rate that the field of special events has experienced in recent years is sustainable and an understanding of consumer patronage in relation to special events will be crucial for the development and promotion of events in the future. This study seeks to help address these shortcomings. In seeking to understand the field of special events, a model that involved the perspectives of six major parties was proposed. The fundamental aim of this study was to explore one of these perspectives, namely, that of consumers. This perspective was then used as the basis for a proposed consumer decision making model in relation to visitor attractions, including special events, that underpinned the second part of the thesis. The first part of this study sought to conceptualise systematically, special events from a consumer perspective and to conduct a comparative methodological assessment of three approaches to market segmentation in terms of their ability to explain consumer behaviour in relation to special events. The three approaches used were personal values, psychographics and demographics.

Keywords: Special event, Tourism behaviour

This thesis is an analysis of the data found that special events were regarded by consumers as a separate category of visitor attractions and that the segmentation approaches assessed in this study were better able to explain behaviour in relation to special events than they were able to explain behaviour in relation to permanent attractions. The document was able to identified the importance of developing a detailed understanding of consumer behaviour in relation to special events if such events are to remain viable in the longer term.

By examining the importance of market segmentation in understanding consumer motives and behaviour, with specific reference to special events it provides the reader with answers one may need in understanding who the consumers are and what motivates, or at least influences their behaviour in relation to special events, as the success of special events. A number of techniques were used in this document which can be used to segment the consumer market. The study then reviews the research conducted on consumer segments and motives in relation to special events, thereby providing a platform for the research proposed in this study.
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