

## **MOTIVES OF TOURISTS ATTENDING SMALL-SCALE EVENTS: THE CASE OF THREE LOCAL FESTIVALS AND EVENTS IN ISTANBUL, TURKEY**

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**Abstract:** Festivals and special events are considered important motivators for tourism. Thus, event tourism has become one of the fastest growing types of tourism. In a competitive festival and event tourism market understanding visitor motivation is extremely important for tourism promotion and planning. Therefore, designing better products and services to meet the participants' demands and motivations is vital to maintain high satisfaction levels and to determine return visits and this can be achieved only through a clear understanding of the motives to attend these events. While there is a solid literature on event tourism motivation, this is mainly based on studies of large-scale events and festivals from Western, developed countries. The present study investigated whether the existing motivation scale could be reliably used in a different cultural and economic setting and for small-scale events. Consequently, it focused on three small-scale festivals and events organized in Istanbul, the largest city in Turkey with over 13 million inhabitants. The study found that, while there may be differences in the motivations (and the strength of the motivations) for attending different types of events, the event motivation scale, as designed by previous studies could be considered universally valid.

**Key words:** event tourism, tourism motivation, Istanbul, Turkey.

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### **INTRODUCTION**

Special events represent an important motivator for tourism (Getz, 2008). As a matter of fact, festivals are today recognized as one of the fastest growing types of tourism attractions (Crompton & McKay, 1997, p. 429). O'Sullivan and Jackson (2002, p. 325) define festival tourism as "a phenomenon in which people from outside a festival locale visit during the festival period".

The first known festival tourism was probably the opera festival in Bayreuth, organized specifically for admirers of Wagner who would arrive from all parts of

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Germany and even from other countries (Hjalager, 2009). However, apart from this and a few other isolated events, we could say that event tourism is a relatively new phenomenon being established in the 1980s but has, since then, followed a spectacular trajectory (Getz, 2008). The number of events has also increased considerably over the same period of time due to the perception, more or less justified (Gursoy et al., 2004; Bres & Davis, 2001), that special events may serve important roles in local and regional development (Moscardo, 2007; Tohmo, 2005; Chhabra et al., 2003; Dwyer et al., 2005) and in local economic restructuring and revitalization (Quinn, 2009; Gursoy et al., 2004; Prentice & Andersen, 2003; Formica & Uysal, 1998; Getz, 2005; Getz, 2008; Felsenstein & Fleischer, 2003; Çulha, 2008; Horvath, 2011). After analyzing two cultural festivals in Ireland, Quinn (2006) concluded that tourism has acted as key force in promoting festival growth. It has not only increased revenue but has also improved the art venue infrastructure and increased arts activity.

In the USA approximately 10,000 festivals are organized annually, attended by over 31 million visitors (Lawton & Weaver, 2010). Over 1000 festivals in a year are organized in Texas alone (Crompton & McKay, 1997). Similarly, approximately 1000 cultural events were organized by the British Tourist Authority in 1995 which resulted in 50 million pound sterling being spent by international tourists alone (Smith & Jenner, 1998, p. 87, quoted in O'Sullivan & Jackson, 2002, p. 325). Even more peripheral or extreme regions could be successful hosts for festivals and special events. For example, in Finnmark, the northern county of Norway, with only 72,000 inhabitants, almost 60 festivals are organized annually between the 19 municipalities (Jaeger & Mykletun, 2009).

According to the Turkish Ministry of Culture and Tourism<sup>1</sup>, a number of 1350 festivals and events were organized in Turkey in 2009. Practically each city, and even some small towns and villages, organizes its own festivals (Yolal et al., 2009). The primary role of these festivals is preservation of local cultures (Çakır, 2009) and construction of the city image (Doğan, 2011) but many local festivals in Turkey have also brought significant economic benefits (Çulha, 2008; Özbacı & Var, 2013) and have contributed to increased social cohesion in the community (Yolal et al., 2012; Yolal et al., 2009; Gül et al., 2013).

Getz (2008) argued that many local festivals are organized without any concern for tourists and tourism. However, Yardımcı (2007), analyzing recent festival development in Istanbul, lamented that, while previously “the festival was for the city and for its people” and served an “educational role” helping with the creation of a modern nation-state through “identity formation”, lately festivals have become “accessories of the global city” (Yardımcı, 2007, pp 3-5). Festivals organized in Istanbul are now part of the globalization process and help develop “an ethos that fits the emerging order” (Yardımcı, 2007, p.4). On the one hand, festivals have become more standardized to reflect the Western model and, on the other hand, they have become more “touristified” as they seem to be organized more for (foreign) tourists than for the local residents (Yardımcı, 2007, p.5).

Although there is no shortage of studies on event tourism, the majority of these studies are from developed countries while only a few are from developing countries (e.g. Elgammal, 2012; Kim et al., 2006; Kruger et al., 2011; van Zyl & Botha, 2004; Schofield & Thompson, 2007; Dewar et al., 2001). The number of studies from Turkey is also reduced (Çulha, 2008; Gül et al., 2013; Özbacı & Var, 2010; Yolal et al., 2009; Yolal et al., 2012, Çakır, 2009; Özdemir & Çulha, 2009; Özdemir, 2011; Çalışkan, 2010; Altıntaş, 2009;

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<sup>1</sup> <http://www.kultur.gov.tr>

Donlon et al., 2010). A few studies were also multicultural or cross-cultural (Lee et al., 2012; Schneider & Backman, 1996) and some studies explored visitor motivation in a variety of settings and in a number of locales (Scott, 1995; Nicholson & Pearce, 2001; Bres & Davis, 2001; Kim et al., 2002).

Also larger events dominate the literature on event tourism (Getz, 2008) while smaller events have rarely caught the interest of tourism researchers (McKercher et al., 2006; Nurse, 2001; Baptista et al., 2010). This may be justified by the fact that it is mainly these bigger events and festivals that attract tourists whereas smaller events are organized mainly by and for the local residents (McKercher et al., 2006). Olympics, world cups, world trade fairs and other mega- and hallmark events are particularly preferred by event tourism scholars because of the scale of such events (Kim & Petrick, 2005; Kim & Chalip, 2004; Gursoy & Kendall, 2006; Fourie & Santana Gallego, 2011; Leung et al., 2012; Lamberti et al., 2011; Waitt, 2003; Funk et al., 2009; Gursoy et al., 2011). Given the popularity of this subject among tourism and other (social) scientists the literature has grown beyond anyone's capability to cover it in its entirety (Getz, 2008). Most works on event tourism can be grouped under a few major categories (Getz, 2008): meetings, conferences, conventions and exhibitions (Weber & Ladkin, 2004; Yoo & Weber, 2005; Lee & Back, 2005; Hoeyer & Naess, 2001), sport events (Wright, 2007; Gibson et al., 2003; Lorde et al., 2011; Hinch & Hingham, 2001) and festivals and other cultural celebrations. Getz (1991, p. 54) defined a festival as a "public themed celebration". The category of festivals includes different types of arts (music, dance, film, arts and crafts)(Bowen & Daniels, 2005; Elgammal, 2012; Formica & Uysal, 1996; Özdemir, 2011), traditional (indigenous) cultural and sports heritage (Schofield & Thompson, 2007, Caliskan, 2010; Çulha, 2008; Donlon et al., 2010), seasonal rites and agricultural products (Altıntaş, 2009; Özbalcı & Var, 2013), and even food and wine festivals (Wan & Chan, 2013; Lee & Arcodia, 2011; Einarsen & Mykletun, 2009; Yuan et al., 2005; Park et al., 2008).

But what make(s) events so appealing? Why do people participate in special events? Each event is unique as it results from the interactions among the geography, the people and the management system (Getz, 2008). This uniqueness constitutes the main appeal of events, the very reason for people to participate (Getz, 2008).

There are three main reasons why we need to learn more and better to understand the primary motives for attending a festival event (Crompton & McKay, 1997, p. 426):

1. By identifying the needs of the visitors, organizers could prepare the program to meet their expectations.
2. If the visitors are satisfied with their experience they are more likely to return and many festivals rely on repeat visitation for their viability.
3. To understand and prioritize motives.

Analysis of tourist motivation is often followed by the identification of market segmentation which allows for target marketing (Shaw & Williams, 2002). Often festivals are attended by a diversity of people who visit the event for a great diversity of reasons. This could make profiling the attendees for marketing and managerial decision purposes difficult (Lee et al., 2004). In this situation, market segmentation is very important to profile attendees (Tkaczynsky & Rundle-Thiele, 2011; Allen et al., 2008; Getz, 2007; Lee et al., 2004; Chang, 2006; Shaw & Williams, 2002; Schofield & Thompson, 2007; Koç & Altınay, 2007). Segmentation is used to create smaller and more homogenous groups from a large and heterogeneous population in order to serve for marketing purposes (Tkaczynski & Rundle-Thiele, 2011). Market segmentation allows for the maximization of the market demand because the marketing efforts could be directed at economically significant groups (Thompson & Schofield, 2009).

In this sense, Kruger et al. (2011) investigated whether there were significant differences between those who visited different art genre shows at the Aardklop National Arts Festival in South Africa and those that did not. The purpose of the study was to determine each genre aficionados' individual needs and wants so that organizers could develop more effective marketing strategies to attract more of these genre supporters.

### **LITERATURE REVIEW**

According to Iso-Ahola (1980, p. 230), "a motive is an internal factor that arouses, directs and integrates a person's behavior". Motivation for tourism is conceptualized as arousing from a state of tension and disequilibrium within individuals generated by their internal psychological factors (needs and wants). This will determine counter-actions to restore equilibrium through satisfying those needs and wants (Crompton, 1979; Crompton & McKay, 1997). However, it is important to mention here that the state of equilibrium implies an optimal level of arousals so that excessive stimulation would be just as damaging for individuals as a complete absence of stimulation (Iso-Ahola, 1989).

The earliest works in tourism motivation were inspired by the social psychology literature. Maslow's (1943) seminal study has remained until today one of the most cited works on motivation (Hall & Page, 2006). He created a hierarchy of individual needs with five levels. The most basic needs for humans refer to access to water, food, rest and shelter (biological and physiological needs). So long as these are not fulfilled they would dominate human behavior. However, once these needs are satisfied the individual's needs would move to the next level of the hierarchy until reaching the fifth level (self actualization/personal fulfillment). Although the theory was later criticized not least because needs are not necessarily hierarchical in reality as they could occur concomitantly, it does, nevertheless, point out that individuals are striving toward personal growth (Hall & Page, 2006).

Many studies on event tourism have dealt with motivation (Mohr et al., 1993; Park et al., 2008; Park et al., 2009; Backman et al., 1995, Van Zyl & Botha, 2003, Nicholson & Pearce, 2001, Bowen & Daniels, 2005, Kim & Chalip, 2004, among many others). Most of these studies have built their theoretical frameworks on two major theories:

1. The push and pull theory (Dann, 1981; 1977) which stated that people are motivated to travel by push factors (e.g. their emotional needs) and pull factors (offerings of a specific destination). The theory was later improved by Crompton (1979) who demonstrated that push factors will not only determine when a person chooses to travel, as was earlier established by Dann (1977), but also where he/she will travel.

2. The seeking and escaping theory (Iso-Ahola, 1982), derived from the leisure pursuit theory (Iso-Ahola, 1983; 1980), stated that people travel outside their locality of residence to escape their stressful or boring lives and to seek personal rewards and relaxation. Iso-Ahola (1990) argued that the two are not mutually exclusive as it is possible for a person to be engaged in both motives simultaneously. He distinguished two dimensions for each of the two factors: personal (psychological) and interpersonal (social) (Iso-Ahola, 1990). This means that needs may occur at the individual level of analysis as well as at aggregate level of analysis. In other words, the same individual may engage in tourism activities for cultural enrichment (psychological dimension) and for socialization (social dimension) at the same time. According to Park et al. (2008, p. 162), motivations include two major categories: extrinsic (outside the person) and intrinsic (inside the person). The latter could be further subdivided into physical, mental (cognitive, affective and conative) and spiritual. Although there are many possible motivations, only a few of them will explain tourism decisions at any given time (Park et al., 2008).

Subsequent studies have shown that people, indeed, attend events for a combination of generic (escapist) reasons (entertainment, socializing, learning and doing something new or just get away from the mundane) and specific (seeking) reasons (which are event and place dependent) (Getz, 2008). In a review of the existing literature on festival and event motivation, Li & Petrick (2006) found that a great number of studies have adopted Iso-Ahola's seeking and escaping theory as their theoretical framework and subsequently confirmed its validity.

One of the first studies on motivation for tourism was conducted by Crompton (1979). Building on the two foundational theories, he identified seven socio-psychological (push) and two cultural (pull) motives.

Later, in the 1990s, Uysal et al. (1993), based on a survey of 174 visitors identified a number of motivations for attending the festival which could be grouped under five domains: escape, excitement/thrills, event novelty, socialization and family togetherness. Similar domains were compiled by Mohr et al. (1993) although some of their motivation factors were different.

Crompton & McKay (1997) refined the earlier study and arrived to motives grouped into six domains: cultural exploration, novelty/regression, recover equilibrium (rest and relaxation/escape), known group socialization, external interaction/socialization and family togetherness.

Hanqin & Lam's (1999) study of Chinese visitors to Hong Kong identified also five motivating factors: knowledge, prestige, enhancement of human relations, relaxation and novelty (including attributes related to finding thrills and excitement).

Another study, by Cleaver et al. (2000) in Australia found that motivations to visit festivals could be reunited under six dimensions: self-betterment, thrill seeking, discovery, status seeking, reminiscence and escapism.

Lee (2000) researched motivation to attend the 1998 Kyongju World Expo in South Korea. He found that motivation could be summarized under the following domains: cultural exploration, family togetherness, escape, novelty, event attractions, external group socialization and internal group socialization. In a subsequent study (Lee et al., 2004) he arrived at very similar conclusions but merged the two groups of socialization into one.

Kim et al. (2002) investigated various festivals and events in Virginia, USA. They organized their findings in terms of motivation under five categories: social/leisure, event novelty, family togetherness, escape and curiosity.

In a study by Prentice & Andersen (2003), "experiencing the festival atmosphere" was cited as the most important reason for participation (69.7%) followed by "socializing with friends" (46.7%). Motives related to performances of participant artists were ranked lower in the motivation lists. These included "seeing new experimental performances" (39.2% ranked this motive as very important), "enjoying plays and musicals performed by internationally famous companies" (around 32%). Surprisingly, much fewer tourists were driven to the festival by the prospect of seeing local and national performing artists.

Van Zyl & Botha (2004) tried to understand the main reasons for attending the Aardklop National Arts Festival (South Africa). They found that the main motives could be integrated under the "push dimensions" (family togetherness, socialization, escape, event novelty, community pride, self-esteem) and "pull dimensions" (entertainment, food and beverages, information and marketing, transports).

Schofield & Thompson (2007) investigated the main motivations to visit the Nadaam festival in Mongolia and verified whether these reflect universal traits or have unique characteristics. The study found that novelty and culture were the most important motivations for visiting this festival. The five major dimensions identified by the study

were: cultural exploration, togetherness, socialization, sports attraction and local special events. As visible from these enumerations, some of the dimensions were indeed universal but unique motivations were also ranked highly.

**Table 1.** Scale of motivation domains (compiled by the authors)

<b>Motivation domain</b>	<b>Study</b>
Novelty/uniqueeness	Crompton (1979), Uysal et al. (1993), Mohr et al. (1993), Crompton & McKay (1997), Hanqin & Lam (1999), Lee et al. (2002), Schofield & Thompson (2007), Nicholson & Pearce (2001), Dewar et al. (2001), Yen & Yu (2012)
Socialization	Crompton (1979), Uysal et al. (1993), Mohr et al. (1993), Crompton & McKay (1997), Backman et al. (1995), Schneider & Backman (1996), Scott (1996), Formica & Uysal 1998, 1996, Lee et al. (2004), Lee (2000), Chang (2006), Schofield & Thompson (2007), Prentice & Andersen (2003), Nicholson & Pearce (2001), Dewar et al. (2001), Li et al. (2009), Park et al. (2008), Regan et al. (2012), van Zyl & Botha (2004), Woosnam et al. (2009), Yuan et al. (2005), Yolal et al. (2009)
Prestige/status	Crompton (1979), Hanqin & Lam (1999)
Rest and relaxation	Crompton (1979), Crompton & McKay (1997), Hanqin & Lam (1999), Lee et al. (2002), Backman et al. (1996), Scott (1996)
Educational value/intellectual enrichment/knowledge	Crompton (1979), Hanqin & Lam (1999)
Enhancing kinship and relations/family togetherness	Crompton (1979), Uysal et al. (1993), Mohr et al. (1993), Crompton & McKay (1997), Hanqin & Lam (1999), Lee et al. (2002), Backman et al. (1995), Lee et al. (2004), Lee (2000), Formica & Uysal (1998), Schofield & Thompson (2007), Nicholson & Pearce (2001), Dewar et al. (2001), Kim et al. (2002), Yuan et al. (2005), Park et al. (2008), Prentice & Andersen (2003), van Zyl & Botha (2004), Yolal et al. (2009), Li et al. (2009), Yen & Yu (2012)
Regression (a desire to engage in behavior reminiscent of an adolescent or child)	Crompton (1979), Crompton & McKay (1997)
Escape and getaway	Uysal et al. (1993), Mohr et al. (1993), Crompton & McKay (1997), Crompton (1979), Lee et al. (2002), Scott (1996), Lee et al. (2004), Lee (2000), Schneider & Backman (1996), Nicholson & Pearce (2001), Dewar et al. (2001), Kim et al. (2002), Li et al. (2009), Van Zyl & Botha (2004), Yuan et al. (2005), Yolal et al. (2009)
Excitement/thrills	Uysal et al. (1993), Mohr et al. (1993), Nicholson & Pearce (2001), Dewar et al. (2001)
Cultural exploration	Crompton & McKay (1997), Lee et al. (2004), Lee (2000), Formica & Uysal (1996), Chang (2006), Schofield & Thompson (2007), Prentice & Andersen (2003), Yen & Yu (2012)

The study by Park et al. (2008) has identified the main factors that motivate first-time visitors to attend the South Beach Festival in Miami Beach. These could be organized under the following groupings: taste, enjoyment, social status, change, meeting people, family togetherness and meeting experts.

Kruger et al. (2011) investigating a major festival in northwestern South Africa, found that the most important motives to attend the festival could be grouped under two domains, escape and festival productions/shows while festival attractiveness was found not to play a central role as a motivator to attend the festival.

As clearly visible from this review, many studies shared very similar motivation domains. In order to avoid repetition we will stop here with the review but the reader could consult table 1 for a comprehensive compilation of motivation domains.

In general, visitors are driven to attend a special event by a multiplicity and complexity of motives (Uysal et al., 1993); however, as the table above demonstrates, many studies found very similar motivations with a few specific components due to the particular context of each festival (Yen & Yu, 2012; Schofield & Thompson, 2007). Still, Nicholson & Pearce (2001) contended that multiple variations are the norm. Studying motivations to attend four very different events in New Zealand, they have shown that, while socialization was found as motivation for all four events, it varied in its nature (Nicholson & Pearce, 2001).

A few studies have compared motivations for two or more events (Tudoricu, 2008, Nicholson & Pearce, 2001; Larson, 2009) or for several categories of festival attractions (de Bres & Davis, 2001; Yolal et al., 2012; Schofield & Thompson, 2007).

There are few studies on event motivation in Turkey. Yolal et al. (2012) investigated the underlying dimensions of motivation for attending an international festival in Turkey and how those motivations varied across six different festival products (symphony, rock, world music, dance, ballet and theater). Yolal et al. (2009) examined whether there is significant variation in motivation across a number of demographic characteristics. They found that female visitors are more likely than male visitors to select “escape and excitement”, “family togetherness” and “event novelty” as primary motivators for participating in a special event. Differences in motivation were also found to exist for age. Whereas younger participants placed more importance on “socialization” and “event loyalty”, older attendees were driven more by “family togetherness” and “event novelty”. A very similar pattern was also noticed for educational level.

Investigating motivation to attend a blues festival in Izmir, Turkey, Özdemir Bayrak (2011) found that satisfaction of event participants was enhanced by the festival performance and by their motivation. Her study has also confirmed the existence of critical relationships among “socialization”, “escape” and festival as motivation attributes. Based on these findings, Özdemir Bayrak (2011) concluded that the escape and socialization attributes are antecedents of the festival motivation.

## **PURPOSE AND METHODS**

There is no shortage of studies on event tourism motivation and, as our (extensive) literature review has shown, a scale of motivations, based on Dann’s (1981, 1977) and Crompton’s (1979) push and pull factors and on Iso-Ahola’s (1983, 1980) seeking and escaping theory was developed (table 1). This was tested and found to work in many subsequent studies. However, almost all of these studies were from the Western, developed world. While Backman & Schneider (1996) and Dewar et al. (2001) have determined the reliability of this instrument in two different cultural-economic settings in non-Western developing countries, more studies are necessary to

demonstrate its universal validity. Moreover, almost all event tourism motivation studies are based on large-scale festivals and events whereas small-scale events were generally overlooked due to their low appeal to tourists.

The main purpose of this study is to investigate whether the existing motivation scale could be reliably used in a different cultural and economic setting and for small-scale events.

We selected three small-scale events organized in Istanbul in April and early May 2013: an international film festival, a day-long jazz festival and Justin Bieber's concert, that was part of a global tour. Istanbul is a global city with over 13 million inhabitants and hundreds of festivals and events are organized here every year. Our choice of the three festivals and events was based on the availability of our student research assistants and on the need to select different types of events, with different demographics and characteristics.

A number of five research assistants were selected and trained to conduct the fieldwork. They were instructed to approach each "n" participant where "n" was left at the latitude of the assistants and differed for each event. If the person selected for the survey turned out to be a resident or declined to participate, the assistant moved on to the next person. In the end, between the three events a number of 209 questionnaires were collected (88 from the international film festival, 25 from the jazz event and 96 from the pop music concert). The questionnaire had two parts. In the first part we gathered information on the demographic characteristics of the event attendees, their place of origin and their primary motivation for visiting Istanbul. In the second part, using a Likert scale (in which 1 represented strong disagreement with the statement and 5 strong agreement) we gauged attendees' support for a number of statements regarding their motivation to attend the event. Motivation statements were inspired from previous studies (Prentice & Andersen, 2003; Schofield & Thompson, 2007, among others) to which we added few other motivation statements adapted to the particular setting and situation. The data collected was then analyzed using the Statistical Package for Social Sciences (SPSS).

## **FINDINGS AND DISCUSSION**

### **Demographic Information**

The three small events were selected purposely because they addressed different demographics. The respondents attending the international film festival (F.F. for short) were almost equally split between males and females with the dominant age group being 25 to 44 years (54.5%) followed by the 45-64 category (37.5%). None of our respondents was 65 or older and very few (8%) were younger than 25 (Table 1). The group of people attending the jazz day (J.D.) was quite similar in terms of demographics, except the sample included somewhat more young persons (16%). Very different was, however, the group of respondents attending Justin Bieber's (J.B.) concert. This was clearly dominated by very young (85%) females (also 85%) (Table 2). Most people attending the film festival and the jazz day were highly educated, with 81.6% and 88% respectively having a university degree or higher (Table 2). On the other hand, attendees of the pop music concert, being much younger, have achieved much lower education levels (table 2). In terms of occupation, the majority of our respondents attending the film festival and the jazz event tended to be from categories of professions that needed a higher education, such as "management/administration" and "education" with significant proportions of students and retirees (Table 2). However, respondents surveyed at the pop concert presented a very different demographic, the population being dominated by students (83.2%) (Table 2).



Most participants at the film festival and the jazz day have rated their income as satisfactory or good while with the participants at the Justin Bieber concert the situation was more complex as they were mainly students who did not work for a living (Table 2). Some of them, perhaps, received generous allowances from their families and rated their income as “excellent” or “very good”; others, with more modest backgrounds rated their income as “not satisfactory”.

**Table 2.** Demographic characteristics of festival attendees

Attribute	Frequency			Percent			Valid Percent		
	F.F.	J.D.	J.B.	F.F.	J.D.	J.B.	F.F.	J.D.	J.B.
<b>Total number of respondents</b>	88	25	96						
<b>Gender</b>									
Male	44	13	14	50.0	52.0	14.6	50.6		14.7
Female	43	12	81	48.9	48.0	84.4	49.4		85.3
Valid	87	25	95	98.9	100.0	99.0	100.0		100.0
Missing value	1	0	1	1.1		1.00			
<b>Age</b>									
Younger than 25 years	7	4	81	8.0	16.0	84.4			
25-44 years	48	10	13	54.5	40.0	13.5			
45-64 years	33	11	2	37.5	44.0	2.1			
65 and older	0	0	0	0	0	0			
<b>Education</b>									
Post-graduate	12	1	1	13.6	4.0	1.0	13.8		
University	59	21	10	67.0	84.0	10.4	67.8		
High school	16	3	52	18.2	12.0	54.2	18.4		
Less than high school	0	0	33	0	0	34.4	0		
Valid	87	25	96	98.9	100.0	100.0	100.0		
Missing	1	0	0	1.1					
<b>Occupation</b>									
Factory worker	5	0	2	5.7	0	2.1		0	2.1
Education	14	2	3	15.9	8.0	3.1		8.0	3.2
Health care	5	2	1	5.7	8.0	1.0		8.0	1.0
Management/administration	20	4	3	22.8	16.0	3.1		16.0	3.2
Service job	5	3	0	5.7	12.0	0		12.0	0
Technical/engineer	7	3	2	8.0	12.0	2.1		12.0	2.1
Retired	10	1	2	11.4	4.0	2.1		4.0	2.1
Student	12	5	79	13.6	20.0	82.3		20.0	83.2
Other	10	5	3	11.4	20.0	3.1		20.0	3.2
Valid	88	25	95	100.0	100.0	99.0		100.0	100.0
Missing	0	0	1		0	1.0			
<b>Income</b>									
Excellent	1	0	5	1.1	0	5.2		0	5.4
Very good	5	2	16	5.7	8.0	16.7		8.0	17.4
Good	24	14	24	27.3	56.0	25.0		56.0	26.1
Satisfactory	41	7	34	46.6	28.0	35.4		28.0	37.0
Not satisfactory	17	2	13	19.3	8.0	13.5		8.0	14.1
Valid	88	25	92	100.0	100.0	95.8		100.0	100.0
Missing	0	0	4			4.2			

Few respondents were from abroad (13.4% when including all three events). Close to half of the jazz event attendees were international tourists but only 17% of the respondents attending the film festival and 1% of those attending the pop music concert came from abroad (Table 3). Attendees of the film festival were mainly Turkish tourists who traveled to Istanbul from more than 100 km (60.2%) whereas attendees of the Justin Bieber concert came mainly from places situated between 50 and 100 km from Istanbul (51%).

**Table 3.** Place of origin for festival attendees

Place of origin	Film Festival		Jazz Day		Justin Bieber	
	Freq.	%	Freq.	%	Freq.	%
Abroad	15	17.0	12	48.0	1	1.0
Turkey, over 100 km from Istanbul city center	53	60.2	4	16.0	46	48.0
Turkey, between 50 and 100 km from Istanbul city center	20	22.7	9	36.0	49	51.0
Total	88	100	25	100.0	96	100.0

Only 43.7% of our respondents traveled to Istanbul specifically for the event while 56.3% traveled primarily for another reason. However, the three case studies presented three different situations More than 58% of our respondents came to Istanbul specifically to attend the Justin Bieber concert but only one-third came primarily for the film festival (table 4).

**Table 4.** Primary motivation for visiting Istanbul

Reason for coming to Istanbul	Frequency			Percent			Valid Percent		
	F.F.	J.D.	J.B.	F.F.	J.D.	J.B.	F.F.	J.D.	J.B.
Specifically for this event	24	10	46	27.3	40.0	47.9	33.3	45.5	58.2
For another reason	48	12	33	54.5	48.0	34.4	66.7	54.5	41.8
Valid total	72	22	79	81.8	88.0	82.3	100.0	100.0	100.0
Missing	16	3	17	18.2	12.0	17.7			
Total	88	25	96	100.0	100.0	100.0			

### Reasons for attending the events

As we selected three different events, two being somewhat similar and the third one different we created two different types of questionnaires. When possible the questions were the same but there were also many questions that could be found only in one questionnaire.

### Reasons for attending the film festival

Our respondents were big movie fans (median 4.78, mode and median 5) (Table 5). They chose to come to the Istanbul film festival not because it is conveniently located, being closest to home (mean 2.75, mode 1) but because the festival is indeed famous (mean 4.15, mode 5) and different from others (mean 3.77, mode 5) and the productions shown are of very high quality (mean 4.31, mode and median 5). Although many were attracted by a particular production presented at the festival (mean 3.76, mode 5) it was not about a production from the home country (mean 1.75, mode and median 1). As a matter of fact many were attracted by the international character of the festival as they

were interested in the cultural differences reflected in productions from different countries (mean 4.41, mode and median 5) although there were not so many participating countries (mean 3.60, mode 3). Many came because they thought the festival was a good way to break the routine (mean 3.98, mode 5) and to meet well-known artists (mean 3.78, mode and median 5). It was also an opportunity to meet people who share the same interests (mean 3.82, mode 5) and to spend time with friends (mean 3.97, mode 5) but not with family (mean 2.61, mode 1). Although few of our respondents can travel to the festival every year (mean 2.75, mode 1) they enjoy the festival atmosphere very much (mean 4.57, mode and median 5). It also helps that tickets have reasonable prices (mean 4.39, mode and median 5) (Table 5).

**Table 5.** Motives to attend the international film festival

<b>Motivation Statement</b>	<b>Mean</b>	<b>Median</b>	<b>Mode</b>	<b>Standard dev.</b>
I like watching movies	4,78	5	5	0.596
The festival is famous	4,15	4	5	1.012
Productions are very high quality	4,31	5	5	0.975
There are participants from many countries	3,60	4	3	1.099
I am interested in cultural differences as reflected in these productions	4,41	5	5	0.721
I am interested in a particular production that will be presented here	3,76	4	5	1.365
I am interested in productions from my country	1,75	1	1	1.117
Ticket prices are very reasonable	4,39	5	5	0.794
To meet people who share my interest	3,82	4	5	1.419
This festival is different from others	3,77	4	5	1.266
I wanted to get away from my routine	3,98	4	5	1.134
I wanted to meet well-known artists	3,78	5	5	1.579
I wanted to spend time with friends	3,97	4	5	1.208
It is the closest festival for me	2,75	2	1	1.690
I participate at this festival every year	2,75	2	1	1.541
It is an opportunity for our family to spend time together	2,61	2	1	1.497
I enjoy the festival atmosphere	4.57	5	5	0.740

### **Reasons for attending the concerts**

In the case of the Jazz Day the most important reasons for attending the event are because the festival atmosphere is very enjoyable (mean 4.72), to see well-known performers (mean 4.32) and because the productions are of high quality (4.08) and the ticket prices are reasonable (4.04). The diversity of performers and of productions also allows participants to analyze the cultural differences as reflected by these productions and this is another major reason for attending the festival (4.21). On the other hand, meeting people who share the same interests (mean 2.20) and spending time with family (2.40) were ranked as the least important reasons for participating at this one-day festival (Table 6).

Attendees of the Justin Bieber concert ranked highest the following reasons: “I enjoy the festival atmosphere” (mean 3.93), “the festival is famous” (mean 3.90) and “I am interested in cultural differences as reflected in these productions” (3.84) while the lowest ranked were: “It is an opportunity for our family to spend time together” (mean 2.97) and “the ticket prices are reasonable” (3.08) (Table 6)

**Table 6.** Motives to attend the two musical events

<b>Motivation Statements</b>	<b>N</b>	<b>Mean</b>	<b>Std. dev.</b>	<b>Mean Jazz Day</b>	<b>Mean Justin Bieber</b>
The festival is famous	117	3.83	1.410	3.56	3.90
The productions are of very high quality	117	3.83	1.334	4.08	3.76
I am interested in cultural differences as reflected in these productions	116	3.91	1.241	4.21	3.84
To see well-known performers	116	3.54	1.568	4.32	3.32
To see my favorite artists	117	3.65	1.464	3.60	3.66
Ticket prices are reasonable	116	3.30	1.452	4.04	3.08
To meet people who share my interests	116	3.16	1.480	2.20	3.43
I wanted to get away from my routine	115	3.57	1.421	3.64	3.55
I wanted to meet well-known artists	115	3.33	1.509	3.80	3.20
I wanted to spend time with friends	115	3.61	1.461	3.68	3.59
It is an opportunity for our family to spend time together	115	2.90	1.595	2.40	2.97
I enjoy the festival atmosphere	113	4.11	1.359	4.72	3.93

## **Discussion**

We grouped the above tested motivation factors into five domains (Table 7) reflecting also results from previous studies. However, we merged the “novelty / uniqueness” dimension with “thrills / excitement”. We also saw fit to merge “family togetherness” with two other categories called by Crompton & McKay (1997) “known group socialization” and “external interaction / socialization” and by Lee (2000) “external group socialization” and “internal group socialization” resulting in a wider domain which we named “family and friends’ togetherness and socialization”. Finally we created a new domain to include motivations specific to the local festival.

The dominance of motivations from the “novelty / uniqueness / thrills / excitement” and “cultural exploration” domains support the findings from other event motivation studies (see table 1).

What may seem surprising is the relative weakness of motivations from the “family and friends’ togetherness and socialization” which in other studies (for example, Schofield & Thompson, 2007) represented important explanations for attending festivals. Particularly worth mentioning is that, unlike many earlier studies, we found that the three local festivals were not used as opportunities to spend time with the family.

Our results show a dominance of seeking factors as opposed to escaping factors. Especially motivations related to “seeking of personal rewards” (“cultural exploration”

and novelty/uniqueness/thrills/excitement), as described by Crompton & McKay (1997) are well represented, whereas motivations related to “seeking of interpersonal rewards” (“family and friends’ togetherness and socialization”) are weaker. The dominance of seeking motivation factors may suggest that these festivals are more important for recreationists than for tourists (Crompton & McKay, 1997).

This idea is supported also by the table showing attendees’ place of origin (table 3). Attendees of the film festival, of whom over 77% arrived from more than 100 km rated the escapist motivation (“I wanted to get away from my routine”) higher (mean 3.98) than attendees of the jazz day (64% from over 100 km and 3.64 motivation mean) and attendees of the Justin Bieber concert (49% coming from over 100 km and 3.55 escapist motivation mean).

**Table 7.** Grouping motivation into domains

<b>Domain</b>	<b>Variable</b>	<b>Mean score</b>
Cultural exploration	I am interested in cultural experiences as reflected in these productions	4.12
	There are participants from many countries	3.60*
Novelty/ Uniqueness/ Thrills/ Excitement	The festival is famous	3.96
	Productions are of very high quality	4.04
	I enjoy the festival atmosphere	4.29
	I wanted to meet well-known artists	3.52
	I wanted to see well-known performers	3.54**
	I wanted to see my favorite artists	3.65**
	I am interested in a particular production that will be presented here	3.76
	I am interested in productions from my country	1.75
Family and friends’ togetherness and socialization	I like watching movies	4.78
	I wanted to meet people who share my interest	3.45
	I wanted to spend time with my friends	3.76
Local characteristics of the festival	It is an opportunity to spend time with my family	2.75
	Ticket prices are very reasonable	3.75
	It is the closest festival to me	2.75*
Escape	I participate at this festival every year	2.75*
	I wanted to get away from my routine	3.74

Explanation: \* only the film festival considered; \*\* only the Jazz Day and Justin Bieber concert considered

Attendees of the film festival are the most interested in socializing with people who share their interest (mean 3.82) while attendees of the jazz day are least interested in this type of socialization (mean 2.20).

The price of tickets was an important motivation for participation at the film festival (mean 4.39) and at the jazz day (mean 4.04) but a very weak motivator for attending the Justin Bieber concert (mean 3.08). This may be because Justin Bieber is a well-known artist whose concerts demand a premium price and because most of those attending his concerts are students with no direct incomes.

Although “family togetherness” was not found an important motivation to attend any of the three small-scale festivals, it seemed to carry more weight for the attendees of the Justin Bieber concert. The reasons are not difficult to understand: as many of the participants were underage they were joined by older members of the family.

Festival atmosphere was a stronger motivation to attend the jazz day (mean 4.72) and the film festival (mean 4.57) and a weaker motivation to attend the pop music concert (mean 3.93). This is because the first two are recurring events that are taking place every year and many of our respondents were frequent participants whereas the Justin Bieber concert is a one-time event and most participants were too young to have had participated in many similar events. Cultural experiences were, expectedly, more important for participants at the film festival (mean 4.41) and the jazz day (4.21) than for the participants at the international pop star concert (mean 3.84). Similarly, expectations for the quality of the productions (as motivations to attend) decline in the same direction.

## CONCLUSIONS

The main purpose of this study was to understand the motivation of tourists to attend small-scale events in Istanbul. Previous studies have focused mainly on large scale festivals and hallmark events in developed countries. There are only a handful of event motivation studies in developing countries and even fewer dealing with small-scale events. To our knowledge this is the only study dealing with motivations of tourists to attend small-scale events in a developing country.

The main limitation of our study was determined by the small number of tourists attending the three events selected. Even though we used a number of five research assistants who tried to cover all festival venues at different times of the day and at different days of the week (in the case of the film festival), tourist participants were hard to find and survey, thus confirming the findings of McKercher et al. (2006) that small-scale events are generally attended by local residents. It is also true that two of the events selected were very short (one day in the case of the jazz festival and a few hours in the case of the pop music concert); thus the time to find tourists to participate in our study was limited.

Our research also found that less than half of the surveyed participants came to Istanbul specifically for the studied event which again confirms McKercher et al.'s (2006) results on small-scale events in Hong Kong. The possible explanation is that both Istanbul and Hong Kong are very big cities with hundreds of events organized throughout the year and with many other attractions for tourists.

With an average length of stay of only 2.1 days<sup>2</sup> (Gezici and Kerimoğlu, 2010) and with so many potential objectives to visit most tourists would probably focus on what they believe is most representative for Istanbul which may not include such small-scale festivals and events.

Another important result of our study is that there are differences in the motivations (and the strength of motivations) for attending different types of events. The findings support Gyimothy's (2009, p. 179; also in Yuan et al., 2005 and Yolal et al., 2009) argument that "Festival type seems to be an important predictor of attendance and may yield event-specific motives which would otherwise remain hidden in universal event motivation scale". On the other hand, our motivation dimensions reflect results from earlier studies.

Thus our study confirms the existence of a set of event motivations that are universally valid (Lee et al., 2004). With a few minor modifications reflecting the nature of the festival or event or reflecting different geographical characteristics of the event place, this scale of motivations could then be easily transferred from one location to another, and it is valid for both large-scale and small-scale events in developed and developing countries (Yolal et al., 2009).

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<sup>2</sup> Down from 4 nights in 1993 (Yıldız and Akbulut 2013)

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