

## EXPLAINING FESTIVAL IMPACTS ON A HOSTING COMMUNITY THROUGH MOTIVATIONS TO ATTEND

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Extant literature on social–cultural impacts of festivals traditionally takes into consideration perspectives of the host community while neglecting those of visitors, who often times comprise a high percent of total number of attendees at such expositions. Additionally, motivations of these visitors to attend festivals have rarely been considered in explaining perceived impacts among festival attendees. This study examined the underlying structures of motivations to attend the annual Morden Corn and Apple Festival, Manitoba, Canada among area residents and visitors as well as their perceived socio-cultural impacts of the festival on community through a newly developed festival-attending motivation scale and modified Festival Social Impact Attitude Scale (FSIAS). Exploratory factor analysis and multiple regression results suggested that at least one motivation factor (i.e., *social interaction* and/or *knowledge gain*) significantly predicted three of the four modified FSIAS factors.

**Key words:** Festival Social Impact Attitude Scale (FSIAS); Multiple regression;  
Exploratory factor analysis (EFA); Social–cultural impacts;  
Morden Corn and Apple Festival; Manitoba, Canada

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### Introduction

As long as festivals are in existence, hosting communities, local economies, cultures, festival attendees (whether area visitors or residents), and the

community at large will be impacted—for better or worse. Such impacts are experienced in the context of large festivals such as Spoleta (Italy) just as they are in small festival contexts such as the Momence Gladiola Festival (Illinois, USA). Festivals offer a

means for economic development, affording communities utilitarian opportunities to positively impact local economies (Getz, 2013; Litvin, Pan, & Smith, 2013). The importance of festivals to local communities, however, transcends local business revenue generation in serving to preserve culture and history of a people (Crespi-Vallbona & Richards, 2007), celebrate significant contributions and achievements of a person or a group (Rivera, Hara, & Kock, 2008), afford opportunities for cross-cultural exchange and learning (Blesic, Pivac, Stamenkovic, & Besermenji, 2013), and ultimately strengthen the bonds of members throughout the hosting community (Rogers & Anastasiadou, 2011). In other words, social-cultural impacts of these festivals are plentiful. This is evidenced in the growing literature highlighting social and cultural impacts as a result of hosting such events (see Deery & Jago, 2010; Getz, 2010; Small, 2008; Van Winkle, Woosnam, & Mohammed, 2013).

Oftentimes, however, the research concerning social-cultural impacts of festivals only takes into consideration perspectives of the host community, neglecting to take into account how either out of area visitors (henceforth referred to as “visitors”) to the festival or how all festival attendees (encompassing area residents and visitors) perceive the exposition. Although it is true, festivals can be attended by a high percentage of local residents (Getz, 2013), numerous works have shown that festivals do attract a majority of visitors to the area (Chang, Gibson, & Sisson, 2013; Tkaczynski & Rundle-Thiele, 2013), even those in locations more difficult to access, such as rural destinations (e.g., Chhabra, Sills, & Cabbage, 2003). What is unique about considering both area residents’ and visitors’ perceived impacts of festivals is that a more representative portrayal of these impacts is achieved. Additionally, it affords attendees the opportunity to be self-reflective in assessing such impacts as opposed to relying solely on perceptions of residents (Bagiran & Kurgun, 2013; Deery & Jago, 2010), who may or may not have ever participated in the festival or have limited direct experience with an event. A major component of self-reflection involves the push-pull factors of why festival attendees choose to attend the festivals from the onset (Crompton & McKay, 1997). Such motivations for attending festivals have rarely been considered in explaining perceived impacts among festival attendees (see

Yolal, Çetinel, & Uysal, 2009). Therefore, the purpose of this article is twofold: 1) to examine perceived social-cultural impacts of a festival among attendees (area residents and visitors), frequented by a high percentage of visitors and 2) to consider motivations to attend the festival in explaining such attendees’ perceived social-cultural impacts.

## Literature Review

### *Motivations to Attend Festivals*

Motivation to attend festivals is one of the most researched areas within the festival and events literature. According to Getz (2010), in his extensive review of research articles written concerning festival studies, of the 422 articles that were examined, 57 concerned visitors’ motivations for attending. “Of all the possible antecedents used in explaining participation in festivals or demand for them, only the study of festival motivation is well-established” (Getz, 2010, p. 9). This work has centered on explanations for why people attend such events and the process by which they make their decisions and choices in attending. Central to many studies concerning motivations to attend or participate in a festival or event is the notion of push-pull factors (see, most recently, T. H. Lee & Hsu, 2013; Smith, Costello, & Muenchen, 2010). In such a framework, individuals can be *pushed* away from their environment in an effort to escape some aspect of life and seek intrinsic psychological benefits just as they can be *pulled* by an external force (i.e., something at the venue or destination) or even to meet an internal social-psychological need (Dann, 1981). Crompton and McKay (1997) likened this duality to Iso-Ahola’s (1982) escape-seeking dichotomy in claiming that “psychological benefits sought by tourists emanate from the interplay of these two forces” (p. 428).

Given much work on motivations has been descriptive (especially early on) (Getz, 2010), a host of work has been conducted on motivations to determine how motivations can serve to explain other constructs or measures. For instance, H. Kim, Borges, and Chon (2006) looked at how motivations differed across proenvironmental values (considering the New Environmental Paradigm). Motivations in conjunction with opportunities and abilities (through the

Motivation–Opportunity–Ability Model) have also been used to understand the factors that can facilitate or inhibit individuals engaging in community festivals (Jepson, 2012). Perceptions of the environment (along with anticipated emotions) have also served to explain attendees' decision making as measured through behavioral intention (Song, Lee, Kang, & Boo, 2012).

As motivation is typically considered the independent variable in festival research, academics have utilized a plethora of motivation scales, with much overlap (Yolal, Woo, Çetinel, & Uysal, 2012). Arguably one of the most cited scales used to measure festival visitors' motivations for attending was the 28-item scale put forth by Crompton and McKay (1997), which resulted in six factors from EFA (in order of most variance explained): cultural exploration, novelty/regression, recover equilibrium, known-group socialization, external interaction/socialization, and gregariousness. Based on this work, others have developed similar scales. Considering first-time visitors to a wine and food festival, Park, Reisinger, and Kang (2008) subjected their 44-item scale to factor analysis and revealed the following factors (in order of most explained variance): taste new wine and food, enjoy the event, enhance social status, escape from routine life, meet new people, spend time with family, and meet celebrity and wine experts. Woosnam, McElroy, and Van Winkle (2009) used a shortened motivation scale based on the work of Backman, Backman, Uysal, and Sunshine (1995), Crompton and McKay (1997), and C. K. Lee, Lee, and Wicks (2004); however, the scale was not subjected to factor analysis and its dimensionality remains unknown. Generating items from Yolal et al. (2009), Yolal et al. (2012) most recently formulated an 18-item motivation scale that resulted in five factors: socialization, excitement, event novelty, escape, and family togetherness. Regardless of the slightly disparate scales used, much overlap does exist between items, however as Woosnam et al. (2009) and Li and Petrick (2006) have claimed, no universal scale of festival motivation exists.

Although much motivations research surrounding festivals and events has been dedicated to explaining visitor behavior and demand as a whole (Özdemir Bayrak, 2011), minimal work has served to connect attendees' motivations with perceived impacts.

Stoeckl, Greiner, and Mayocchi (2006) examined different destination pull factors and their relationship with visitor behavior as well as level of support for potential/new activities in the destination, but did not however examine perceived impacts nor consider residents. Work that does examine perceived impacts among residents, namely those by Cegielski and Mules (2002), Fredline and Faulkner (2000, 2002a, 2002b), and Jones (2001), does record degree of resident participation in certain activities or the festival overall; however, the studies did not uncover motivations of such individuals to attend. Yolal et al. (2012) most recently examined both motivations and perceived impacts, but both constructs were used to look at how each varied across different festival products and demographic groups, not in the context of one serving to explain the other. Motivations have been used to explain impacts by Yolal et al. (2009), however only the positive aspect of impacts (i.e., benefits) were considered (despite the authors collecting data on social costs). Additionally, Yolal et al. (2009) only considered area residents (excluding area visitors) within their study.

Ultimately, little work examines the role of motivations to attend an event or festival in serving as an explanation for visitors' perceived impacts of said exposition. Such an examination allows for a great opportunity of self-reflection among not only area residents but also visitors to the community in which the festival occurs. As Crompton and McKay (1997) pointed out, one reason research on motivation is important is that it "is a key ingredient in understanding visitors' decision processes" (p. 426). A similar perspective can arguably be taken when it comes to considering how attendees cognitively process the perceived impacts of festivals and events.

### *Impacts of Festivals on Community*

Research surrounding impacts of festivals and events is undoubtedly the most researched topic within the field (Getz, 2010; Mair & Whitford, 2013). Since the early 1980s, with seminal works by Gartner and Holecek (1983) and Ritchie (1984), much of the festival and events literature has focused largely on the economic impacts that correspond with such expositions. According to Mair and Whitford (2013) in their extensive review of events research, it was not until the early 2000s

that research surrounding social–cultural impacts began to gain momentum. In sampling 60 of the most influential researchers in festival and event research, Mair and Whitford (2013) found that research surrounding impacts and outcomes was the most important theme for future research in the field. In addition, respondents indicated that social–cultural and community impact (including resident attitudes to events, social capital and social inclusion, community pride, etc.) was the most important subtopic facing the field. Such findings convey the sustained importance of social–cultural impacts and a shift away from the traditional “bottom line” of economic impact research. This is likely due in part to the continued embracement of the “triple bottom line” that incorporates social–cultural as well as environmental impacts into the equation (Hede, 2008).

Much like the operationalization of festival motivation, numerous scales have been utilized to measure perceived social–cultural impacts. According to Rollins and Delamere (2007), those that have been formulated have resulted from two seminal works in tourism: the Tourism Impact Attitude Scale (TIAS) (Lankford & Howard, 1994) and the Tourism Impact Scale (TIS) (Ap & Crompton, 1998). Both of these extensive scales have been shown to be multidimensional, explaining a high percentage of variance in the construct and yielding factors of perceived positive and negative impacts of tourism on communities in which the research was conducted. The initial scale used to measure social–cultural impacts was deliberately formulated by Delamere in a two-article sequence (see Delamere, 2001; Delamere, Wankel, & Hinch, 2001) whereby the authors rigorously subjected 80 items to multiple rounds of exploratory factor analysis and subsequent analyses to arrive at the resulting 25-item Festival Social Impact Attitude Scale (FSIAS). It was across these items that Delamere (2001) found three unique factors: community benefits, individual benefits, and social costs. A similar factor structure was found in Rollins and Delamere’s (2007) work as they sought to examine psychometric properties of the FSIAS.

Even though the FSIAS was the first scale of its kind, other researchers (e.g., Fredline, Jago, & Deery, 2003; Small, 2008) created their own scales to measure the social–cultural impacts of festivals on local communities. Fredline et al. (2003) referred

to their 42-item measure as the Generic Scale to Measure Social Impacts, which resulted in six unique factors (explaining 53.44% of the variance in the construct): social and economic development benefits, concerns about justice and inconvenience, impact on public facilities, impacts on behavior and environment, long-term impact on community, and impact on prices of some goods and services. The Social Impact Perception (SIP) Scale by Small (2008) was comprised of 35 items and also yielded six factors (explaining 60.3% of variance): inconvenience, community identity and cohesion, personal frustration, entertainment and socialization opportunities, community growth and development, and behavioral consequences.

As of late there has been a resurgence in the utilization of Delamere’s (2001) original FSIAS. Most recently, Bagiran and Kurgun (2013) examined the validity of the initial scale proposed in Delamere et al. (2001). The authors found the scale resulted in two distinct factors: social benefits and social costs. However, there are two issues with this work. First of all, Bagiran and Kurgun only assessed the initial scale and not the final one developed by Delamere (2001) from the two-article sequence. Additionally, the scale assessed by the authors was subjected to both exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) using the same sample. According to Fabrigar, Wegener, MacCallum, and Strahan (1999),

If a sample size in a single study is sufficiently large, the sample could be randomly split in half. An EFA could then be conducted on one half of the data providing the basis for specifying a CFA model that can be fit to the other half of the data. (p. 277)

Considering Delamere’s (2001) final FSIAS, Woosnam, Van Winkle, and An (2013) confirmed the three-factor structure of community benefits, individual benefits, and social costs using CFA. In addition, the FSIAS was shown to demonstrate sound psychometric properties in the way of multiple forms of reliability and validity.

Despite the emphasis placed on impacts research concerning festivals and events, the work mentioned above using social–cultural impacts scales generally did not consider antecedents or predictors of the construct. Some exceptions do, however,

exist. Delamere (2001) found only three (i.e., satisfaction with role of festival in community, community provides opportunities to be with friends and relatives, and number of times attended festival) of 11 selected as criterion variables served to explain FSIAS factors. Woosnam et al. (2013) found that residents' perceptions of impacts differed across length of residency and annual household income. Only in one instance is motivation used to explain social-cultural impacts. Yolal et al. (2009) found that four motivation factors (i.e., socialization, escape and excitement, family togetherness, and event novelty) all served to explain approximately 18% of the variance in one of the factors (i.e., community cohesion and social benefits) resulting from their scale of perceived socioeconomic benefits of festivals and events. The other two factors of the impacts scale were not assessed, which leads one to wonder how much more variance the motivation factors could explain in the construct if the other two impact factors were considered. In an effort to further this line of research, the potential exists to explain more variance in social-cultural impacts through examining attendees' motivations. Rarely have we considered how festival attendees' motivations factor into perceptions they have of festival impacts. Further, we have exclusively focused on community impacts from the vantage point of residents and not festival attendees overall, neglecting area visitors' perspectives. This article serves to address each of these concerns.

## Methods

### *Study Site*

This research was conducted at the Morden Corn and Apple Festival, which is an annual 3-day harvest festival that takes place in the rural town of Morden, Manitoba. Morden is located in the Canadian prairies and as of 2011 had a population just over 7,000 people. The Corn and Apple Festival has been a part of the Morden community for over 45 years and is a family-friendly event that celebrates the importance of apple and corn crops to the region. The festival attracts visitors from neighboring towns and many attendees travel from Winnipeg, a major Canadian city 150 km to the southwest, specifically to attend the events. The festival is an ungated free event and

so annual attendance is difficult to ascertain. Festival planners and managers estimate an annual attendance of approximately 60,000 attendees.

### *Sampling and Data Collection*

During the 2010 festival, data were collected from vendors, businesses, and patrons to better understand the social and economic impact of the festival on the town of Morden. The results presented here are based on data from the patron survey only and in total, 301 attendees (including residents and visitors) completed the 2010 patron survey. However, 63 surveys had less than 50% of the items completed and were not included in the data analysis. Trained festival volunteers collected data in high traffic areas (e.g., each major entrance and at key venue locations such as along the parade route, entertainment stage, carnival entrance, motorcycle owners group and antique car show at Morden Park, and at the arts and craft tents) at various times of day, on each day of the 2010 festival. Researchers intercepted every *n*th person that walked past and asked them to participate.

### *Instrument, Measures, and Analysis*

The patron survey asked festival visitors 57 questions that were divided into four sections. The first section inquired about the respondent's festival attendance and visit to the region. The second section focused on perceived social impacts. The third section was used to gain information about motivations for attending the festival. The final section collected visitor demographic information.

As noted earlier, visitor motivation to attend a festival has been measured using a range of items and currently no unified festival motivation scale exists (Li & Petrick, 2006; Woosnam et al., 2009). To understand motivation at a festival, Woosnam et al. (2009) compiled a comprehensive list of scale items from various sources (Backman et al., 1995; Crompton & McKay, 1997; Formica & Uysal, 1995, 1998; C. K. Lee et al., 2004) and worked with festival staff and volunteers to refine the list of items so that a brief motivation scale could be used in a festival context. This brief 10-item motivation scale was selected to measure motivation at the Morden Corn and Apple Festival. Such a measure was selected because each item in this scale



was found in nearly all other motivation scales, but with only 10-items, this scale was ideal for reducing burden of time during on-site data collection in a busy festival environment.

The FSIAS has a long history of application in festival contexts (Delamere, 2001; Delamere et al., 2001). Recently, this scale has demonstrated sound psychometric properties and so it is useful for gauging social impact resulting from festivals (Bagiran & Kurgun, 2013; Woosnam et al., 2013). The FSIAS was consulted in designing the questionnaire to collect data at the Morden Corn and Apple Festival; however, when the questionnaire was created, the FSAIS was altered based on festival planners' needs and desires for pertinent data. Specifically, "the festival provides community with opportunity to discover/develop new cultural skills and talents" was removed from the scale due to its low loading in previous studies and its lack of applicability from the festival's perspective. Five items were added to this scale based on the specific needs of the festival organizers. The added items included: "the event provides opportunities for people to have fun with their friends and family," "the festival contributes to increased availability of goods and services within the community," "the festival contributes to increased job opportunities," and "the festival provides opportunities to meet new people."

Given no factor structure exists for the motivation measures used by Woosnam et al. (2009) and the fact that the FSIAS was modified (potentially altering the factor structure established within the literature), EFA was considered appropriate using principal components analysis with varimax rotation. To examine whether resulting motivation factors could explain perceived impacts, multiple regression analyses were then conducted. Prior to any analysis, data for the remaining 238 survey instruments were screened and missing data (occurring minimally in 15 cases) were imputed using an estimation maximization technique through the statistical program EQS 6.2.

## Results

### *Participant Profile*

A descriptive summary of Morden Corn and Apple Festival survey participants can be found in

Table 1. Festival attendees can be profiled considering their sociodemographic and economic variables as well as their travel behavior. The median age range of participants was 45–60 years. A slight majority were female (61.1%) and had a postsecondary education (55.2%).

In terms of travel behavior, the average group size was 2.46 persons, with participants indicating they were staying 2 days at the festivals. Approximately 70% of the sample was visitors to the area. If attendees indicated they were visitors to the area, they were asked additional questions pertaining to their travel behavior. Of the visitors, 91.3% indicated that the festival was the primary reason they were in Morden. Nearly 60% of the visitors said they had attended the Morden Apple and Corn Festival at least five times in the past and had planned to spend less than \$100 at the festival during their stay.

### *EFA Findings for Motivations*

Two separate exploratory factor analyses were performed on participants' motivations to attend the Morden Corn and Apple Festival and their perceived impacts of the festival on the community in order to extract potential structures of the two scales. As mentioned above, motivation items were used following the work of Woosnam et al. (2009), while impact items were based on the existing FSIAS established by Delamere (2001). The former scale was modified based on festival organizers' knowledge of the event by removing one original item and replacing them with five new items. Neither scales' factor structures in the present state has been examined. Beginning with the motivation scale, the principal component method with varimax rotation was adopted (Table 2). Factors were retained based on two criteria: scree plot examination and eigenvalues exceeded a value of 1.0. Only items whose loading were at least 0.50 were retained as well (Costello & Osborne, 2005). Cross-loading items were considered those whose value exceeded 0.32 (Tabachnick & Fidell, 2013), for which two items were retained; however, neither factor loading surpassed 0.34. This is acceptable per Small's (2008) rationale that some "items are more complex in their meaning that fit into, and contribute to the interpretation of more than one factor" (p. 51). None of the 10 motivation items were removed.

Table 1  
Descriptive Summary of Participants

Variable	<i>n</i> (%)
Sociodemographic and socioeconomic	
Age ( <i>n</i> = 233, <i>M</i> = 45–60 years of age)	
Under 18	3 (1.3)
18–30	36 (15.5)
31–45	50 (21.5)
46–60	62 (26.6)
Over 60	82 (35.2)
Gender ( <i>n</i> = 234)	
Male	91 (38.9)
Female	143 (61.1)
Education ( <i>n</i> = 230, <i>M</i> = Postsecondary)	
Less than grade 12	33 (14.3)
Grade 12	70 (30.4)
Postsecondary	127 (55.2)
Residential status ( <i>n</i> = 238)	
Morden resident	72 (30.3)
Area visitor	166 (69.7)
Travel behavior	
Number of people in group ( <i>n</i> = 238, <i>M</i> = 2.46 people including self)	
Number of days planned to be at festival ( <i>n</i> = 235, <i>M</i> = 1.96 days)	
Festival primary reason for coming to Morden <sup>a</sup> ( <i>n</i> = 161)	
No	14 (8.7)
Yes	147 (91.3)
Number of years attended the festival <sup>a</sup> ( <i>n</i> = 162, <i>M</i> = 5–10 years)	
First time	34 (21.0)
2–4 years	36 (22.2)
5–10 years	31 (19.1)
More than 10 years	61 (37.7)
Amount planned to spend in Morden <sup>a</sup> (at festival and throughout community) ( <i>n</i> = 161)	
\$50 or less	56 (34.8)
\$51–99	40 (24.8)
\$100–199	46 (28.6)
\$200–299	13 (8.1)
\$300 or more	6 (3.7)

<sup>a</sup>These questions were only asked of area visitors, hence the lower *n*.

The resulting EFA procedure generated a three-factor underlying structure for the motivation scale. These three factors accounted for 74.1% of the total variance, as the Cronbach's alpha of the three factors all exceeded 0.80. The first motivation factor was labeled *social interaction*. It included four items related to being with others who enjoy the same things, spending time with friends, being with a group of people, and being entertained. The second factor, *escape*, was comprised of items focusing on escaping daily pressure at work and in life in general. Items such as recovering from usually hectic pace, reducing built-up tension, and relieving boredom belong to this factor. The last factor was named *knowledge gain* and contained three items including learning something new, attending

a cultural event that one does not normally have to opportunity to, and increasing knowledge of the local culture.

#### *EFA Findings for Modified FSIAS*

Following the identical procedure, EFA was performed on the modified FSIAS (Table 3). Six items were removed due to low factor loadings. Eight items had factor loadings exceeding 0.32 but were retained given their complex nature (as mentioned above per Small's 2008 suggestion); however, such cross-loadings did not exceed 0.42. The EFA procedure yielded a four-factor underlying structure for the modified FSIAS. The four factors accounted for 65.99% of the total variance in the construct

Table 2  
Exploratory Factor Analysis of Festival Motivation Items

Factor	Factor Loading	Mean <sup>a</sup>	Eigenvalue	Variance Explained (%)	Crobach's Reliability
Factor 1. <i>Social interaction</i>		5.93	4.083	26.087	0.806
To be with others who enjoy the same things I do	0.891	6.01			
To spend time with friends	0.881	6.09			
To be with a group of people	0.726	5.53			
To be entertained	0.585	6.06			
Factor 2. <i>Escape</i>		4.03	2.198	25.618	0.890
To recover from my usually hectic pace	0.932	4.00			
To reduce built-up tension	0.930	3.88			
To relieve boredom	0.810	4.12			
Factor 3. <i>Knowledge gain</i>		5.05	1.130	22.399	0.816
To learn something new	0.815	5.14			
To attend a cultural event I don't normally have an opportunity to go to	0.805	5.30			
To increase my knowledge of local culture	0.800	4.69			
Total variance explained				74.104	

<sup>a</sup>Items were rated on a 7-point scale, where 1 = *strongly disagree* and 7 = *strongly agree*.

and yielded Cronbach's alpha ranging from 0.71 to 0.94. These reliability coefficients exceed the lower cut-off value of 0.70 as suggested by Hair, Anderson, Tatham, and Black (2002).

Three of the four factors share the same name with the original FSIAS factors. The first factor of the modified FSIAS was *social costs*, which included the same nine items with the original FSIAS scale. These items described the burden of the festival on the community in forms of available community human resources, traffic, noise, crowding, privacy, community life, recreation facilities, litter, and normal routines of community residents. The second factor (comprised of six items), *community benefits*, refers to benefits brought to the Morden community by the festival. Items that loaded onto this factor included those that focus on enhancing the image, identity, and positive recognition of the community, providing opportunities for people to have fun with their friends and family, being a celebration of the community, and helping to show others why Morden is unique and special. The next factor, *new opportunities*, is a new dimension beyond the factor structure of the original FSIAS scale, and includes five items. It represents a range of increased opportunities in entertainment, availability of goods and services, local job opportunities, opportunities to experience new opportunities, and to meet new people. The five items within this factor overlap slightly with some

items comprising the final factor—*individual benefits*. Such overlap makes logical sense, given many of the opportunities are available to residents at the individual level. This final factor has three items pertaining to meeting festival performers/workers, contributing to personal health/well-being, and inducing a sense of pride and recognition by participating in the festival.

### Multiple Regression Findings

Composite means were calculated for each scale based on EFA results and can be found in Tables 2 and 3. For the motivation scale, *social interaction* had the highest mean of 5.93, followed by *knowledge gain* ( $M = 5.05$ ) and *escape* ( $M = 4.03$ ). For the modified FSIAS scale, the mean of *community benefits* was highest ( $M = 6.20$ ), followed by *new opportunities* ( $M = 5.72$ ), *individual benefits* ( $M = 5.23$ ), and *social costs* ( $M = 3.78$ ). To examine whether motivation significantly predicted perceived impacts, four multiple regressions models were performed using the enter function. In each model, one FSIAS factor served as the dependent variable predicted by the three motivation factors.

As can be seen in Table 4, three of the four models were significant ( $p < 0.001$ ), indicating that motivation factors significantly predicted all but the *social costs* factor in the modified FSIAS.



Table 3  
Exploratory Factor Analysis of Modified Festival Social Impact Attitude Scale

Factor	Factor Loading	Mean <sup>a</sup>	Eigenvalue	Variance Explained (%)	Cronbach's Reliability
Factor 1. <i>Social costs</i>		3.78	7.942	26.742	0.937
The festival overextends available community human resources	0.912	3.68			
Traffic is increased to unacceptable levels during the festival	0.885	3.79			
Noise levels are increased to unacceptable levels during the festival	0.875	3.66			
The Morden community is overcrowded during the festival	0.856	4.04			
The influx of festival visitors reduces residents' privacy	0.853	3.76			
The festival is an intrusion into the lives of community residents	0.849	3.85			
Community recreational facilities are overused during the festival	0.838	3.49			
Litter is increased to unacceptable levels during the festival	0.604	3.51			
The festival disrupts normal routines of community residents	0.600	4.68			
Factor 2. <i>Community benefits</i>		6.20	4.574	16.165	0.852
The festival enhances the image of the community	0.801	6.38			
Community identity is enhanced through festival	0.795	6.30			
Morden gains positive recognition from festival	0.746	6.30			
The event provides opportunities for people to have fun with their friends and family <sup>b</sup>	0.609	6.32			
The festival is a celebration of Morden community	0.591	6.19			
The festival helps to show others why Morden is unique and special	0.589	5.74			
Factor 3. <i>New opportunities</i>		5.72	1.431	13.840	0.836
The festival contributes to increased entertainment opportunities <sup>b</sup>	0.789	5.96			
The festival contributes to increased availability of goods and services within community <sup>b</sup>	0.717	5.77			
The festival contributes to increased local job opportunities <sup>b</sup>	0.691	5.06			
The festival provides opportunities to experience new activities	0.654	5.75			
The festival provides opportunities to meet new people <sup>b</sup>	0.611	6.05			
Factor 4. <i>Individual benefits</i>		5.23	1.231	9.243	0.711
I enjoy meeting festival performers/workers	0.772	5.32			
The festival contributes to my personal health/well-being	0.720	4.90			
I feel a personal sense of pride and recognition by participating in the festival	0.641	5.47			
Total variance explained				65.990	

<sup>a</sup>Items were rated on a 7-point scale, where 1 = *strongly disagree* and 7 = *strongly agree*.

<sup>b</sup>Newly added items to the existing FSIAS.

Model summary statistics, predictor coefficients, and multicollinearity diagnostics (i.e., tolerance and VIF values) are presented in the table. Tolerance values of the three independent variables are all above 0.20 and their VIFs are below 0.50, suggesting that multicollinearity is not an issue with the data (O'Brien, 2007).

At least one motivation factor significantly predicted three of the four modified FSIAS factors (Models 2, 3, and 4) (see Fig. 1). In Model 2, motivation [ $F(3, 234) = 27.58, p < 0.001, R^2 = 0.26$ ] significantly predicted perceived *community benefits*. Of the three motivation factors, only *social interaction* ( $t = 7.74, p < 0.001; \beta = 0.50$ ) was a significant

Table 4  
Multiple Regression Output

FSIAS Models with Motivation Factors <sup>a</sup>	B	Beta ( )	<i>t</i>	Tol <sup>b</sup>	VIF <sup>c</sup>
Model 1: FSIAS <i>Social costs</i> ( $F = 1.295, p = 0.277, R^2 = 0.016$ )					
Social interaction	-0.16	-0.10	-1.37	0.74 <sup>d</sup>	1.34 <sup>d</sup>
Escape	-0.07	-0.08	-1.21	0.90	1.12
Knowledge gain	0.03	0.03	0.38	0.68	1.47
Model 2: FSIAS <i>Community benefits</i> ( $F = 27.577, p < 0.001, R^2 = 0.261$ )					
Social interaction	0.40	0.50	7.74***		
Escape	0.02	0.04	0.64		
Knowledge gain	0.00	0.00	0.01		
Model 3: FSIAS <i>New Opportunities</i> ( $F = 36.541, p < 0.001, R^2 = 0.319$ )					
Social interaction	0.41	0.42	6.76***		
Escape	0.01	0.01	0.17		
Knowledge gain	0.14	0.22	3.29**		
Model 4: FSIAS <i>Individual benefits</i> ( $F = 24.936, p < 0.001, R^2 = 0.242$ )					
Social interaction	0.42	0.35	5.36***		
Escape	0.01	0.02	0.34		
Knowledge gain	0.16	0.20	2.91**		

<sup>a</sup>Each of the Motivation and FSIAS items were asked on a 7-point scale where 1 = *strongly disagree* and 7 = *strongly agree*.

<sup>b</sup>Tolerance is a measure that assesses the degree of multicollinearity in the model. It is defined as 1 minus the squared multiple correlation of the variable with all other independent variables in the regression equation.

<sup>c</sup>VIF or variance inflation factor is another measure that assesses the degree of multicollinearity in the model. VIF is defined as 1/tolerance; and is always greater than 1.

<sup>d</sup>Same tolerance and VIF across each of the four models given the same three motivation factors were considered predictors in each model.

\*\* $p < 0.01$

\*\*\* $p < 0.001$

predictor in the model. In Model 3, motivation [ $F(3, 234) = 36.54, p < 0.001, R^2 = 0.32$ ] significantly predicted *new opportunities*. Two of the three motivation factors were significant in the model; *social interaction* ( $t = 6.76, p < 0.001, \beta = 0.42$ ) and *knowledge gain* ( $t = 3.29, p < 0.01, \beta = 0.22$ ) were those motivation factors. In Model 4, motivation [ $F(3, 234) = 24.94, p < 0.001, R^2 = 0.24$ ] significantly predicted perceived *individual benefits*. As in Model 3, both *social interaction* ( $t = 5.36, p < 0.001, \beta = 0.35$ ) and *knowledge gain* ( $t = 2.91, p < 0.01, \beta = 0.20$ ) were significant predictors in the model.

### Conclusion and Discussion

Although the festival and events literature is teeming with impacts research (Getz, 2010; Mair & Whitford, 2013), rarely has it included work that utilizes attendees' motivation to explain perceived impacts on a community. Furthermore, such work has not included perspectives of both residents of and visitors to an area. The current study provides

advancement on both of these fronts. Results of this work make the case that motivation for attending a festival or event should indeed be considered a significant predictor of community impacts, as Yolal et al. (2012) purported.

In terms of factor structures of the two scales, some discussion is necessary. Overall, the resulting motivation factors were comprised of both push and pull forces (Dann, 1981), or seeking or escaping, as Crompton and McKay (1997) and Iso-Ahola (1982) put forth. Each of the three factors within the motivation scale explained a significant and approximately equal degree of variance in the construct. Such a finding is in keeping with what C. K. Lee et al. (2004) found in the six-factor structure of their motivation scale; that each factor contributed to a nearly identical percentage of variance. Others (e.g., Crompton & McKay, 1997; Yolal et al., 2012) have reported dissimilar findings in that push forces have not explained a sizable degree of variance in the construct relative to pull forces.

The factor structure for the modified FSIAS was obviously altered with the addition of the five new

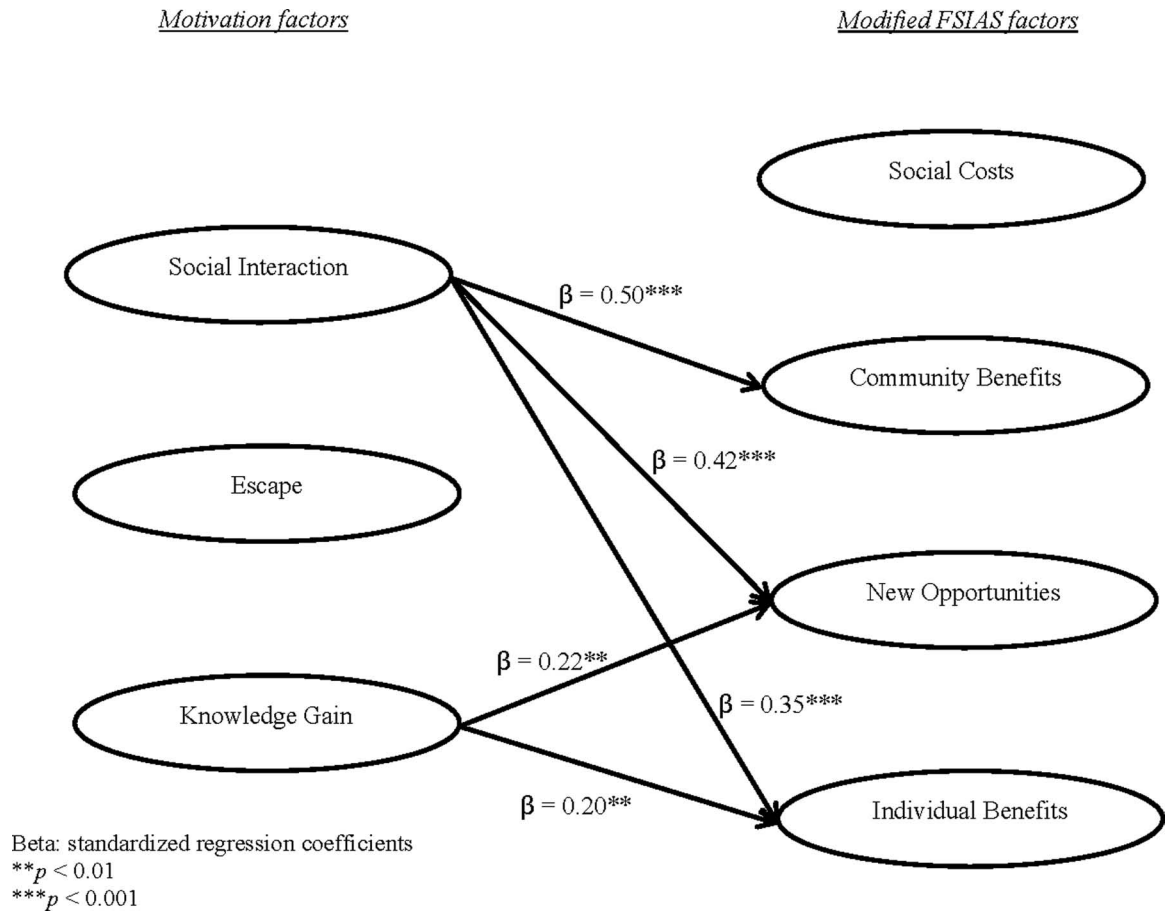


Figure 1. Significant relationships between motivation and impacts factors based on multiple regression.

items. The new structure included a fourth factor—*new opportunities*—which explained a comparable percentage of variance to that of *community benefits* and yielded a relatively high internal consistency coefficient. Interestingly enough, four of the five items comprising *new opportunities* were those added to the scale (see Table 3), which potentially shows just how unchanged the other factors and their corresponding items are with such addition—a testament to Delamere's (2001) original work and that most recently put forth by Bagiran and Kurgun (2013) and Woosnam et al. (2013). The variance explained in impacts by the modified FSIAS (66.0%) was found to be slightly higher than that reported by Delamere (2001) (62.8%) and Bagiran and Kurgun (2013)—which are currently the only studies to have conducted an EFA on the

FSIAS. The modified FSIAS also explained greater variance in the construct than did Small's (2008) Social Impact Perception Scale (60.3%), or Fredline et al.'s (2003) Generic Scale to Measure Social Impacts (53.4%).

Despite the *social costs* model not being significant, findings (e.g., variance explained ranging from 24–32% in the three significant models) point to the utility motivations to serve in explaining perceived impacts. It is apparent from the multiple regression output that social interaction is important in explaining perceived positive impacts of the festival. Yolal et al. (2012) found something similar in their work indicating that of the multiple predictors used to explain community cohesion and benefits (one of the resulting impacts factors in their study), socialization exerted the greatest influence.

In the *community benefits* model, social interaction alone explained 26% of the variance in the factor, which indicates its importance. In two of the three significant models (i.e., *new opportunities* and *individual benefits*), knowledge gain was a significant predictor. Such a finding is contrary to what Crompton and McKay (1997) report, who claim that “those attending food events were significantly less interested in cultural exploration” (p. 436). The motivation factor *escape* did not serve as significant predictor in any of the three models and was also not rated as an important motivator for participating in the festival. While Yolal et al. (2012) did find that escape and excitement was significantly related to festival benefits among attendees, the factor had a very modest effect size. None of the motivation factors predicted the *social cost* model. This may be explained by the somewhat high mean scores for the factor.

### Implications

*Theoretical.* The extant work surrounding FSIAS has yielded a three-factor structure that includes community benefits, individual benefits, and social costs (Woosnam et al., 2013). Results from the current study provide support for a fourth factor, *new opportunities*, without compromising internal consistency of the existing three factors. Of course, such a dimension would likely not have resulted had practitioners not provided such critical insight. The advent of a fourth factor reveals that the construct of social-cultural impacts of festivals is more complex than once conceived (Furr & Bacharach, 2008). This study is a prime example of how considering the input of practitioners and working with them to determine the most appropriate items can yield extremely useful data. This work begs the question, “What other dimensions potentially exist if the scale were to be even further amended?” In its present state, the scale was reduced by two items, however if more items are to be added, thoughtful consideration needs to be given so as to make sure such items reflect the construct overall (as suggested by DeVellis, 2012) and burden of time is not drastically increased for survey participants responding to the modified scale.

In light of the motivation framework put forth by Crompton and McKay (1997), it is apparent that

pull factors of a festival (i.e., *social interaction* and *knowledge gain*) are better predictors than push factors (i.e., *escape*) in explaining perceived impacts of festivals on a community. As a further refinement in motivation and in keeping with Iso-Ahola (1982), such seeking motivations took the shape of both personal rewards (e.g., to increase knowledge of local culture and to learn something new) and interpersonal rewards (e.g., to be with others who enjoy the same things and to spend time with friends). Because this work was more exploratory in nature, not having established directional hypotheses for factors of each scale (given lack of *a priori* support for factor structure and the fact that the FSIAS was modified), future research can concentrate on formulating directional hypotheses whereby the motivation pull factors are proposed to positively correlate or significantly predict levels of the positive impacts (i.e., *community benefits*, *new opportunities*, and *individual benefits*).

*Practical.* It is important for festival and event planners to be aware of the fact that different reasons for attending such expositions are inextricably linked with attendees seeking community and individual benefits as well as new opportunities that are afforded to area residents and visitors. If planners are proactive in sustaining the festival or event, having knowledge of the relationship between motivations and perceptions of the positive and negative impacts of the festival or event could potentially allow for the development of necessary policies to ensure benefits and opportunities are realized by community residents. As Yolal et al. (2012) claim, “policy makers and festival promoters should be cognizant of the fact that some attendees believe the festival could put additional pressure on local services such as police and fire protection utilities, and roads” (p. 288). Specific courses of action can be taken by planners of the Morden Apple and Corn Festival as well. Social interaction and knowledge gain were of high importance to attendees (as displayed by motivation factor means in Table 2). A concerted effort could be made by planners to emphasize events or programs at the festival that foster social interaction and contribute to education or learning. Additionally, festival promoters could potentially utilize findings from this work to highlight the importance of social interaction to its

attendees and how the festival serves as a means by which area residents and visitors can come together in a friendly environment in an effort to learn about local culture and traditions surrounding Morden and the festival.

Implications exist for festival planners in considering the high percentage of committed, intentional, repeat visitors that come from outside of Morden. Such considerations should be made in the context of the marketing mix. Initially planners need to determine if they want to maintain the percentages of repeat versus first-time visitors. Closely aligned with this, they would also need to consider if the festival is best suited for visitors to the area or local residents. Answers to those questions would start to identify what the target audience of the festival looks like as well as what the festival product would be, what the price will be, and how the festival should be promoted. Caution is advised, however, in basing future marketing decisions on a sample of attendees from 1 year. It would be advisable for planners to have at least 2 more years of available data, whether that be from this point forward or examining trends from previous years of surveying festival visitors.

#### *Limitations and Future Research*

Like any research, limitations exist that need to be discussed. In this study, the sample size was 238 festival attendees. Given that 29 items were initially formulated for the modified FSIAS, a sample size of 290 would have been ideal to meet the rule-of-thumb subject to item ratio of 10:1 (Costello & Osborne, 2005). Other studies as of late have also employed EFA on samples under the 10:1 suggested ratio. Gursoy, Kim, and Uysal (2004) in their examination of 17 perceived impacts of festivals and special events among organizers only had 124 useable surveys when they conducted an EFA, which was also under the 10:1 ratio. Most recently, S. G. Kim and Lehto (2013) utilized EFA in their study examining 32 motivation items and 56 activity items for only 161 participants within their study. Costello and Osborne (2005), however, claim that, "strict rules regarding sample size for EFA have mostly disappeared" (p. 4). According to MacCallum, Widaman, Zhang, and Hong (1999), minimum ratio of sample size to the number of variables is not "invariant across

studies. In fact, necessary sample size is dependent on several aspects of any given study, including the level of communality of the variables and the level of over-determination of the factors" (p. 84). With high communalities (i.e., greater than 0.5) and well-determined factors (i.e., not a large number factors with only a few indicators each)—both of which situations were present in our study—a sample size between 100 and 200 is acceptable (MacCallum et al., 1999).

As DeVellis (2012) suggests, it is most difficult to conceive of the reliability of a measure without considering its validity. Arguably one would be left pondering, "is the measure truly measuring what it was intended to measure?" Despite sound psychometric properties (in terms of reliability and face validity) of each scale used, the current study did not assess construct validity of either the motivation scale or the modified FSIAS. This was for two reasons. The first of which is due to the fact that the current work was exploratory in nature (i.e., did not seek to confirm factor structure). The second of which concerns the matter that construct validity has been shown for the FSIAS in existing work (see Bagiran & Kurgun, 2013; Woosnam et al., 2013). With that said, as future research seeks to employ these scales, careful consideration should be given to assess validity of each, especially their construct validity (i.e., convergent and discriminant validity).

Although it was not the intent of the article to examine commitment or previous attendance at the festival in explaining impacts, explanations from the descriptive data (as reported by attendees) may potentially shed light on the findings. For instance, nearly 70% of attendees came from outside the area. This indicates a remarkable level of commitment to attend, which is further shown by the fact that nearly 80% had visited the festival in the past. Visitors were intentional in their decisions to attend, primarily seeking out social interaction with others. Perhaps such level of commitment serves to explain not only why the positive impacts (i.e., *community benefits*, *new opportunities*, and *individual benefits*) were rated so highly but also why negative impacts (i.e., *social costs*) were rated so lowly. Future research would need to validate this speculation.

This study only considered motivations as predictor of perceived impacts. Additional work should consider the development of a model that serves to



add other measures as potential explanatory variables. Such a technique has been employed in the work by Gursoy, Chi, and Dyer (2010) pertaining to residents' attitudes toward various forms of tourism and its accompanying development. It may be worthwhile to pursue adding variables along with motivations such as satisfaction with festival (C. K. Lee et al., 2004; Yolal et al., 2012), previous experience with festival (Tkaczynski & Rundle-Thiele, 2013), length of residence (Woosnam et al., 2013), sense of community (Van Winkle & Woosnam, 2014), place attachment, and of course, sociodemographic and socioeconomic indicators (Yolal et al., 2009) to a model and conduct structural equation modeling whereby the modified FSIAS is considered the ultimate outcome measure, predicted by those mentioned. In so doing, a greater degree of variance in perceived impacts can be explained.

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