

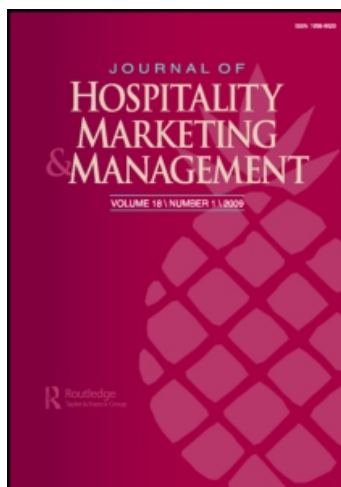
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The Role of Personal Values in Determining Tourist Motivations: An Application to the Winnipeg Fringe Theatre Festival, a Cultural Special Event

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While research surrounding festivals and special events has examined concepts of individuals' personal values and motivations for attending, studies focusing on both are lacking. Using the Winnipeg Fringe Theatre Festival in Manitoba, Canada as the context, the purpose of this article is to examine the relationship between personal values and motivations for attending the festival. More specifically the work had two primary research questions: First, what are the dominant tourist values and tourist motivations for visitors to the Winnipeg Fringe Festival? Second, what is the relationship between visitors' values and their motivations for attending the festival? Treating the top five motivation items as separate dependent variables, a series of stepwise regression analyses were conducted. The nine personal value items explained at most, 13% of the variance in the five motivation items. Belonging explained the most

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variance across the five regression analyses. Implications for the festival as well as future research endeavors are highlighted.

KEYWORDS *Kable's list of values (LOV), tourist motivations, special events, Winnipeg Fringe Theatre Festival, cultural tourism*

INTRODUCTION

Festivals have been recognized in the literature for their contributions to tourism in various destinations (Chacko & Schaffer, 1993; Getz, 1991; Grant & Paliwoda, 1998; Prentice & Andersen, 2003). Both supply and demand factors have contributed to the increase in the number and the size of performing arts, as well as other festivals in recent years (Lee, Lee, & Wicks, 2004; Prentice & Andersen, 2003). Festivals contribute to a destination's offerings through the creative use of culture in order to position the destination as well as enhance the tourist experience (Lee et al., 2004; Prentice & Andersen, 2003; Richards, 2001; Schmitt, 1999).

In tourism, understanding the consumer and actively reassessing tourist activities and preferences in order to market and to develop tourism products is essential (Godfrey & Clarke, 2000; Goeldner, Ritchie, & McIntosh, 2000). An important aspect of understanding tourist behavior with regard to festivals is to understand visitors' motives for attending (Getz, 1991; Li & Petrick, 2006). These motives, or internal factors driving a person's behavior, are not only valuable in planning programs effectively, but are also used in positioning the event and developing marketing messages to attract visitors (Crompton & McKay, 1997; Scott, 1996). Additionally, segmenting visitors based on motivations assists festival managers in targeting marketing efforts and event products to specific visitor segments in order to enhance their satisfaction with the festival experience (Lee & Lee, 2001).

Numerous studies have been conducted in the festival literature under the theoretical framework of travel motivation research (Li & Petrick, 2006). According to Lee et al. (2004), these studies have addressed various aspects of motivation such as dimensions of motivations (Backman, Backman, Uysal, & Sunshine, 1995; Formica & Uysal, 1996; Mohr, Backman, Gahan, & Backman, 1993; Uysal, Gahan, & Martin, 1993), differences among event motivations between first-time and repeat visitors (Scott, 1996), cross-cultural applications and scale development (Schneider & Backman, 1996), push/pull motivations and specific festival events (Crompton & McKay, 1997), and principal motivations and profile segments of visitors (Formica & Uysal, 1998; Lee, 2000). Additionally, cultural exploration and socialization were further explored in Lee (2000), Dewar, Meyer, and Li (2001), and Lee et al. (2004).

In addition to motivation, personal values have been commonly used in the marketing and tourism literature to better understand consumer

behavior (Beatty, Kahle, Homer, & Mirsa, 1985; Gutman, 1982; Madrigal, 1995; Spates, 1983; Vinson, Scott, & Lamont, 1977). According to Madrigal (1995), values are defined as, "abstract beliefs about behaviors or end-states of existence that transcend specific situations and guide the selection or evaluation of behavior and events" (p. 126). Since values are central to a person's cognitive structure, researchers have recognized personal values as effective predictors of behavior in numerous contexts including tourism and leisure behaviors (Madrigal, 1995).

Hede, Jago, and Deery (2004) examined the relationship between personal values, satisfaction, and post behavior intentions of attendees to a hallmark event in an urban destination. Findings from this study begin to offer a better understanding of visitor segments for marketing purposes and to further develop the event experiences. Future research was suggested to address the need in the literature to better understand the role of personal values in differing event scenarios as well as to begin developing a theoretical conceptualization. Kim, Borges, and Chon (2006) addressed the role of environmental values and visitor motivations to a mega sporting event in Brazil. From this study, the researchers suggested that future studies examine additional aspects of personal values as well as address personal values in other types of festival situations.

The use of personal values to understand visitor behavior has also been applied to a nonprofit, tourist attraction (museum) by Thyne (2001) to better execute the education and entertainment component of their museum mission. In her research, Thyne suggests that while values are being examined currently in the cultural tourism literature, future research should look at the relationship between values and motivations for attendance to an attraction.

Extensive empirical research has been done over the last two decades in both areas of motivations and values in the contexts of special events, festivals, and tourism. However, no theoretical framework has been utilized in linking the two areas. This study serves to initiate a theoretical link between festival attendees' motivations and personal values. In this study, the personal values of Winnipeg Fringe Theatre Festival attendees are examined in relation to their motivations for attending the festival. Two research questions are addressed in this study. First, what are the dominant personal values and motivations for visitors to the Winnipeg Fringe Festival? Then to better understand the relationship between values and motivations, what values predict the main motivations for attending the festival?

RESEARCH METHODS

For the last 20 years, the Winnipeg Fringe Theatre Festival has taken place in Winnipeg, Manitoba, Canada, showcasing the artistic talents of nonconventional performers whose acts can be thought to "push the envelope" by

societal standards. The works are unfiltered, uncensored, and nonjuried, which deviates from most theatrical festivals. Performances at the Fringe include a menagerie of drama, comedy, musical theatre, clown, and multimedia works staged by performers from companies across Canada as well as New Zealand, Australia, South Africa, Spain, Scotland, England, Austria, and the United States. The Winnipeg Fringe Theatre Festival ranks as the second largest of its kind in North America to date (Winnipeg Fringe, 2009) with approximately 70,000 paid attendees during the 2007 festival.

Over a two-week period in July 2005 (July 19–31), the Winnipeg Fringe Theatre Festival Visitor Survey was administered in the Exchange District (a National Historic Site in downtown Winnipeg), where the festival occurs. Self-administered surveys were distributed to festival visitors at 22 indoor theatre venues (e.g., warehouses, cultural centers, churches, eateries, studios, and theatres) and the outdoor site. Survey distributors were stationed in high traffic areas throughout the outdoor site and systematically sampled individuals (using a random start) who passed within a few feet to complete the survey. Distribution was systematic in that each person was contacted immediately after the previous person was told about the study, asked to participate, given instructions, and handed a survey to complete. Also, every tenth visitor in line at the venues was asked to complete a survey. Participants could return the completed survey to the survey distributor, drop it off at a later time, or return it by mail.

The survey that was administered was a concise two-page instrument. Questions within the survey were primarily scale-level items, regarding personal values (i.e., Kahle's list of values [LOV]), motivations for visiting the festival, and satisfaction with the festival (i.e., with the festival in general and with particular attributes of the festival). Concluding the survey were questions involving personal demographics (e.g., gender, age, travel origin, education, and income).

FINDINGS

Of the 586 people that were asked to complete the visitor survey, 307 visitors completed the instrument, resulting in a 53% response rate. The majority of respondents were female (63%), between the ages of 25 and 54 (65%), and had graduated from a university (66%). While most respondents were from Winnipeg (77%), 11% were from other places in Manitoba, 8% were from other Canadian provinces and 3% were from outside of the country.

To address the first research question, visitors ($N = 307$) were asked to rate on a scale of 1 (*extremely unimportant*) to 7 (*extremely important*) the importance of nine personal value items. The nine items were based on the LOV scale developed by Kahle (1983) and utilized by others within the social psychology and tourism literatures (see Hede et al., 2004; Keng, Jung,

TABLE 1 Importance of Kahle’s List of Values (LOV)

Personal value items	<i>M</i>	<i>SD</i>
Self-respect	6.30	0.920
Fun and enjoyment in life	6.26	0.877
Warm relationships with others	6.19	1.011
Self-fulfillment	6.15	0.946
Being well respected	5.97	1.065
Accomplishment	5.94	0.936
Security	5.87	1.022
Excitement	5.76	0.998
Belonging	5.53	1.346

Jiuan, & Wirtz, 2000; Madrigal, 1995). The scale items were not altered or reworded in any way. Most recently, Hede et al. (2004) and Madrigal (1995) concluded that the LOV is a reliable (i.e., Cronbach’s alpha of 0.68 for the items) and valid scale (based on convergent validity) for determining the importance of individuals’ personal values. The LOV scale had a 0.84 Cronbach alpha for the current study. Ranking the mean scores for value items (Table 1), visitors rated “self-respect” ($M = 6.30$), “fun and enjoyment in life” ($M = 6.26$), “warm relationship with others” ($M = 6.19$), and “self-fulfillment” ($M = 6.15$) as the top personal values.

Overall, each of the items was rated quite high on the scale. Value items that are internally oriented (e.g., self-respect, fun and enjoyment in life, self-fulfillment, “accomplishment,” “security,” and “excitement”) were rated more highly than those that are externally oriented (e.g., warm relationships with others, “being well respected,” and “belonging”). However, even the lowest rated value was still scored as important among the attendees. This is similar to what Madrigal (1995) found in assessing values among leisure travelers in Central Arizona.

To address the motivation aspect of the first research question, visitors ($N = 307$) were asked to rate on a scale of 1 (*strongly disagree*) to 7 (*strongly agree*) 10 motivation statements regarding their decision to visit the festival. The 10 items were based on reviews of the tourism, marketing, and festival management literature (e.g., Backman et al., 1995; Crompton & McKay, 1997; Formica & Uysal, 1996; Formica & Uysal, 1998; Lee et al., 2004). Since no universal festival motivation scale exists (Li & Petrick, 2006) motivation items were selected by reviewing a comprehensive list of possible motivations from the literature with Winnipeg Fringe Festival staff (the Head of Marketing, the Executive Producer, and the Festival Coordinator), past patrons, and volunteers. The most appropriate motivation items for this festival were identified and included in the survey. This was done for parsimony purposes to increase response rates of participants (Dillman, 2000) as opposed to using more items such as Lee et al. (2004) and others have done.

TABLE 2 Motivations for Attending Fringe Festival

Motivation items	<i>M</i>	<i>SD</i>
To be entertained	6.46	0.724
To learn something new	5.31	1.409
To be with others who enjoy the same things I do	5.19	1.490
To spend time with my friends	5.03	1.560
To attend a cultural event that I don't normally have an opportunity to go to	4.93	1.706
To be with a group of people	4.62	1.621
To increase my knowledge of local culture	4.58	1.554
To relieve boredom	4.20	1.761
To recover from my usually hectic pace	3.68	1.650
To reduce built-up tension	3.57	1.689

According to Babbie (2005), deriving items in this manner helps ensure greater internal validity given that items are contextually derived and the result of qualitative discourse. Cronbach's alpha for the motivation items was 0.78, which indicates an acceptable value according to Tabachnick and Fidell (2006). Motives included in this study are listed with their mean scores in Table 2. Strongest motivations for attending the festival were: "to be entertained" ($M = 6.45$), "to learn something new" ($M = 5.31$), "to go to the Fringe to be with others who enjoy the same thing" ($M = 5.19$), "to spend time with friends" ($M = 5.03$), and "to attend a cultural event not normally having an opportunity to go to" ($M = 4.93$).

Entertainment was not only a highly-mentioned motivation for attending the festival, but also a deeply-held value among festival attendees. In addition to being entertained, attendees claimed social and cultural aspects surrounding the festival were the main reasons for attending. Interestingly, participants also indicated that they attended the festival for educational purposes—to learn something new. Attending the festival as a means of recuperating from stress in everyday life (i.e., recovering from hectic pace and reducing built-up tension) was not a motivating force behind participants attending the festival.

The second research question addressed whether personal values could predict visitors' motivations for attending the festival. A series of stepwise regression analyses was used to address this question. Such analyses have been utilized recently in travel and tourism studies (see Andereck & Vogt, 2000; Hudson & Ritchie, 2006; Tosun, 2002).

Stepwise regression was deemed appropriate given the exploratory nature of the study with a large number of potential predictor variables and the fact that there was no underlying theory on which to base model selection (Tabachnick & Fidell, 2006). Another reason stepwise regression was used was for model-building purposes (Judd & McClelland, 1989). One must build a model prior to testing such a model (Kline, 2005). However, it was outside the scope of this article to test a model using techniques such as

TABLE 3 Stepwise Regression Results for Predicting Motivations From Personal Values

Dependent variable	Significant IV (regression coefficient)	r^2	F	p
To be entertained	Self-respect (0.16) Accomplishment (0.10) Excitement (0.08)	0.109	12.122	.000
To learn something new	Fun and enjoyment in life (0.36) Excitement (0.23)	0.100	16.538	.000
To be with others who enjoy the same things I do	Belonging (0.40)	0.128	43.565	.000
To spend time with friends	Belonging (0.55)	0.028	8.737	.003
To attend a cultural event not normally having an opportunity to go to	Belonging (0.37)	0.084	27.063	.000

path analysis or structural equation modeling. Finally, stepwise regression was used as it is an excellent tool for hypothesis generation (Tabachnick & Fidell, 2006).

In running stepwise regression analyses, the top five motivation items were treated as dependent variables (each analyzed in separate regression analyses), with the nine value items as independent variables in each model. The top five motivation items were selected given their high mean scores across participants (i.e., each mean fell between *slightly agree* and *strongly agree* on the scale). All other motivations were considered “neutral” or low. Significant predictors of these five motivations for festival attendance are presented below with explained model variances (see Table 3).

Only those personal values that were significant predictors are included within the table below. The model that explained the greatest variance (i.e., $r^2 = 0.128$ or 12.8%) in dependent variables was *belonging* which predicted “to be with others who enjoy the same things I do.” The model with *self-respect*, *excitement*, and *accomplishment* which predicted, “to be entertained,” explained the second most variance (i.e., 10.9%) among the five separate models. Even though belonging was reported as having the lowest mean score among the personal values, the item was significant in predicting three separate dependent variables explaining minimal variances (i.e., between 3% and 13%).

DISCUSSION AND APPLICATION

Most participants from this study were from Canada, primarily from Manitoba. This may be considered a limitation of the study as it indicates somewhat of a geographical bias in the results. As past festival and event research has indicated (Hede et al., 2004; Kim et al., 2006; Lee et al., 2004), the type of event, location of the event, and the origin of guests (i.e., locals or international

visitors) are all factors that may impact the findings of the study; however, these researchers also suggest that by studying behavioral and psychological factors of attendees in a variety of festival settings, researchers will be able to further develop theoretical models in the festival and event literature.

Although the festival showcased international performers, the majority of visitors were from Winnipeg or from within the Canadian province of Manitoba. In lieu of the large percentage of local attendees, it was quite apparent that festival attendees not only came to The Fringe for the excitement, but that they highly valued fun and enjoyment in life. Although externally-oriented values were also important to festival-goers, the internal personal values were found to be rated as the most important values to attendees. Accordingly, offering opportunities for personal enrichment and connectivity with fellow attendees in the festival experience would be highly valued among the festival visitors.

Values significantly predict motivations for attending the Winnipeg Fringe Theatre Festival, albeit marginally. Both mean rankings and regression findings from this study may be useful to festival planners and managers as they determine how to market the festival to current and potential attendees. Individuals attended the festival for the entertainment and social aspects that the experience offers, as well as the educational component. Furthermore, it is the individuals that value excitement, enjoyment, and a sense of belonging who are motivated to attend the Winnipeg Fringe Theatre Festival. These findings indicate a strong need for festival organizers to provide programming that not only entertains attendees, but also educates them about various cultures. According to Goldblatt (2008), "edutainment" is a rather new concept that bridges these two perspectives and is often used in meeting and convention planning. Although festival organizers have traditionally focused on providing entertainment, they also have an opportunity to enhance their festival by blending educational opportunities in this fun, social setting.

By examining the relationship between personal values of the tourist and motivations for attending the festival, Winnipeg Fringe Theatre Festival planners and managers can begin to better understand the role values and motivations play in an individual's decision to attend the festival. In turn, strategic planning, marketing decisions, and development of festival opportunities could be enhanced based on a deeper understanding of consumer behavior. Although belonging rated lowest among the mean scores for personal values of festival attendees, it significantly predicted three separate dependant variables related to social motivations of festival goers. Based on these findings, festival management should showcase the festival product as an opportunity to connect with family, friends and the community who enjoy similar experiences in a novel setting.

Based on the values and motivations found in this study, festival planners should position the event as being a venue that fosters a sense of belonging, self-respect, excitement, and enjoyment where individuals can experience a

festival that entertains, exposes individuals to diverse cultural performances, allows for social interaction and provides cultural education and awareness. By developing an integrative marketing plan that emphasizes values important to festival consumers, festival planners can more explicitly communicate the festival experiences desired by the attendees. Specific marketing and advertising opportunities include utilizing the festival website (www.winnipegfringe.com) and the festival program as well as local and regional advertising means (e.g., radio announcements, newspaper advertisements, and printed posters/flyers) to showcase the values held by festival attendees.

In addition, festival planners should consider increasing edutainment opportunities where attendees can not only be entertained by performances, but educated as well. By understanding the visitors' values and motivations, festival organizers have an opportunity to enhance the festival environment by creating opportunities that focus on a welcoming social atmosphere and informal learning. Ways in which this can be done are through providing forums for performers to interact with attendees and provide "behind the scenes" knowledge and information to interested attendees. This could be especially useful either directly before or after individual performances. Finally, given the importance of social interaction to attendees, festival managers and planners should consider increasing opportunities for this to occur. Some ways that this can be done are providing more comfortable physical spaces (i.e., chairs, benches, tables, etc.) as well as additional programming that creates various areas for people to "hang-out" and interact with one another or have a chance to interact with performers at specific times in such spaces.

FUTURE RESEARCH

A number of potential research opportunities exist by building on this initial study. This is a primary aim of using stepwise regression—to determine appropriate future research endeavors once potential predictor variables are identified as being clearly superfluous (Tabachnick & Fidell, 2006). Model testing utilizing the significant items from Kahle's LOV along with the top motivation items should be conducted. This can be done using structural equation modeling (SEM) to determine most appropriate model fit (i.e., comparative fit index and root mean square of approximation fit index) based on all items used in the stepwise regressions. Further, overall variance explained in the model with numerous predictors and outcome variables could be ascertained (Kline, 2005). Finally any potential interrelated items within the model could be determined as problematic as Judd and McClelland (1989) caution against.

With further analysis, the research could address the relationship between festival participants' personal values, satisfaction, and motivations

(Lee & Lee, 2001). Again, SEM with nested models can be used (Kline, 2005). Such analysis can provide insights used in the development of new products, services, and experiences to enhance cultural tourism. The results of this analysis could further be used to develop a marketing campaign that better targets visitors.

Given the importance of socialization and education to festival attendees, the relationship between specific social and learning outcomes sought by visitors should be examined as well as the effectiveness of such outcomes when used in marketing messages for the festival. Specific research questions for future studies could include: How do the characteristics of a group (e.g., size, degree of social interaction, relationships among individuals, and age and gender composition) that one is in (while attending the event) influence individual learning outcomes of festival attendees? Does satisfaction with the festival experience vary based on characteristics of the attending group (e.g., families versus friends' festival experience)?

Future research should also be conducted linking values and motivations with other aspects of the tourist experience, such as experience, quality, and cultural authenticity. Some specific research questions include: Do festival attendees care about authenticity? Do attendees think a particular festival provides "authentic experiences?" Do performers feel they are providing authentic experiences or staging them? Given the way in which these questions are formulated, qualitative means to collect data would be most appropriate.

The motivational items included in the current study were selected from motives commonly used in studies examining festival and tourism participation (see Backman et al., 1995; Crompton & McKay, 1997; Formica & Uysal, 1996; Formica & Uysal, 1998; Lee et al., 2004). A detailed review of motivations conducted by Li and Petrick (2006) revealed, within the festival literature, no standard set of motives currently exists. Future research could address this issue by examining motives common across various festival settings. The research presented here contributes to developing our understanding of festival attendees' motivation by revealing the motives of Fringe Festival patrons however additional motives could exist.

More research is needed to address the relationship between values, trip characteristics, and the successful implementation of new products in the tourism field. To better understand the personal values of the visitors and the tourism product, future research needs to examine the relationship between personal values and the dimensions of brand personality (Aaker, 1997) with the Fringe Theatre Festival brand. Another closely related line of research to pursue is to examine the congruency between personal values of attendees and values espoused within the Fringe planners and managers of the festival. These possible future research endeavors are not only applicable in festival settings, but could be examined in additional special events within the tourism realm.

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