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RELATIONSHIP BETWEEN CULTURAL/ARTISTIC EVENTS VISITATION AND OTHER ACTIVITY-BASED TOURISM SEGMENTS

UDK / UDC: 338.48-61(497.5-35 Pazin)
JEL klasifikacija / JEL classification: L83
Prethodno priopćenje / Preliminary communication
Primljeno / Received: 18. ožujka 2011. / March 18, 2011
Prihvaćeno za tisak / Accepted for publishing: 30. svibnja 2011. / May 30, 2011

Abstract

Due to different changes in tourist behaviour, tourists are becoming more interested in specific forms of tourism. Specific forms of tourism are characterised by emphasized individuality in satisfying tourists' needs and desires. One of these specific forms of tourism is event tourism. The aim of this research is to determine the relationship between cultural/artistic events visitation and other activity-based tourism segments. Data was collected from July, through September 2008 as a part of a research on tourists' preferences for different kinds of activity-based segments. By employing logistic regression in the process of data analysis, relationship between a cultural/artistic events visitation and interest in other activity-based tourism segments was determined, so a profile of tourists interested in cultural/artistic events was created.

Keywords: cultural/artistic events visitation, activity-based tourism segments, logistic regression, profile of tourists, Istria County

1. INTRODUCTION

Contemporary trends in tourism have highlighted the cultural and artistic components of the tourism destination. Modern tourists want to learn as much as possible about culture of the destination they are visiting, so cultural heritage and artistic offer is becoming one of the key elements of the tourism offer. These trends are in accordance with the global special-interest travel & tourism mega-trends, which represent a consistent qualitative shift away from the traditional 3S (sun, sea & sand) paradigm of mass tourism. Different forms of special-interest tourism include a variety of motives that attract tourists to certain destinations (sport, culture & heritage, events, gastronomy, excursions, animation etc.). Some of the previously mentioned forms of special-interest tourism are viewed as activity-based tourism segments.

Andersson and Getz (2008) established that festival tourism has been explicitly studied by many researchers from many perspectives: economic impact (Formica, Uysal, 1998; Gursoy, Spangenberg, Rutherford, 2006; McKercher, Mei, Tse, 2006); their role in image making and place marketing (Boo, Busser, 2006; Ritchie, Beliveau, 1974); travel patterns (Bohlin, 2000); displacement effects (Brannas, Nordstrom, 2006); motivation to attend and related segmentation (Chang, 2006; Lee, Lee, Wicks, 2004; Li, Petrick, 2006; Saleh, Ryan, 1993); festival quality and visitor satisfaction (Crompton, Love, 1995); contributions to regional development (Moscardo, 2007); relationship to urban renewal or development (Cameron, 1989), and links to culture and community (Robinson, Picard, Long, 2004).

According to Lee, Lee, and Wicks (2004) on a global scale festivals and events with a strong cultural component are substantially increasing in numbers. In addition to enhancing local pride in culture, these events also expose indigenous minorities and an increasing number of international visitors to new peoples and their customs as well as, other purposes including contributing to the local economy, and providing recreation opportunities (Long, Perdue, 1990). Getz (1991) recognizes festivals and events as a new wave of alternative tourism which contributes to sustainable development and improves the relationship between host and guest. Getz (1993) also emphasized the importance of analyzing visitors' motives for attending festivals and events. Identifying such motivations is a prerequisite for planning event programs effectively and marketing them to visitors (Crompton, McKay, 1997). Analysis of festival motivations also helps event managers to better position their festivals (Scott, 1996).

“Undoubtedly, and increasingly, there is a very strong association between festivals and tourism” (Quinn, 2006, 289). Abundant evidence is now available to show that countless festivals are marketed as tourist attractions and draw definable tourist flows (Getz, 1991; Goldblatt, Supovitz, 1999; Hall, 1992; O’Sullivan, Jackson, 2002; Yu, Turco, 2000). Yet, while many festivals have place-marketing/tourism generation purposes, for some, these are peripheral to the over-riding vision shaping festival policies. Frequently, tourist audiences are a relatively recent phenomenon and sometimes, the label ‘tourist attraction’ does

not fit easily with a festival's "raison d'être" (Crain, 1996; Greenwood, 1977; Quinn, 2005; Sampath, 1997). At the same time, some of the tourist-oriented events labelled as festivals lack genuine festive qualities as defined by such authors as Falassi (1987) and Getz (1997).

Events are an important motivator of tourism, and figure prominently in the development and marketing plans of most destinations. The roles and impacts of planned events within tourism have been well documented, and are of increasing importance for destination competitiveness (Getz, 2008, 403). According to Getz (1991), festivals and special events are among the fastest-growing forms of leisure and tourism-related phenomena.

The staging of festivals or major events is very important from the perspective of destination marketing (Mules, Faulkner, 1996). Community festivals and special events have grown rapidly in number throughout the world during the past decade (Chang, 2006). Local festivals are increasingly being used as instruments for promoting tourism and boosting the regional economy (Felsenstein, Fleischer, 2003). Getz (1993) and Formica and Uysal (1998) showed that the economic gains from festivals can be substantial because festivals provide interesting activities and spending venues for both local people and tourists. Also, because of their frequent interdependence with the physical environment, festivals are a travel attraction with unique features (Gursoy, Kim, Uysal, 2004). Festivals, in essence, are an indispensable feature of cultural tourism (Formica, Uysal, 1998). Therefore, festivals have frequently been labelled as cultural events (Frisby, Getz, 1989).

As with all forms of special-interest travel, event tourism must be viewed from both demand and supply sides. A consumer perspective requires determining who travels for events and why, and also who attends events while travelling. We also want to know what "event tourists" do and spend. Included in this demand-side approach is assessment of the value of events in promoting a positive destination image, place marketing in general, and co branding with destinations (Getz, 2008, 405). "It is widely accepted that understanding travel motivations is vital to predicting future travel patterns. The underlying assumption in travel motivation studies is that tourists choose the destination or type of vacation to satisfy optimally their internal needs" (Yuan, et.al. 2005, 43). Dann (1977) proposed two motivational stages in a travel decision namely push factors and pull factors. Push (escape) factors are internal to the individual and create the desire to travel. Pull (seeking) factors are external to the individual and influence the actual destination choice.

Cultural celebrations, including festivals, carnivals, religious events and the arts and entertainment in general (mainly concerts and theatrical productions) are often subsumed in the literature on cultural tourism (McKercher, Du Cros, 2002; Richards, 1996, 2007). Festivals in particular have been examined in the context of place marketing, urban development, tourism and more recently social change (Getz, 2008; Picard, Robinson, 2006).

Getz (2008) makes a review of the literature about festivals and other cultural celebrations, and he has found that 'festival tourism' has been the subject of quite a few research papers (Anwar, Sohail, 2004; Donovan, Debres, 2006; Formica, Uysal, 1998; McKercher, Mei, Tse, 2006; Nurse, 2004; Robinson, Picard, Long, 2004; Saleh, Ryan, 1993). Occasionally art exhibitions and tourism have been examined (Mihalik, Wing- Vogelbacher, 1992). A major study in the USA by the Travel Industry Association of America and Smithsonian Magazine (2003) profiled the cultural-historic tourist, including cultural events as attractions and activities. Several researchers have sought to determine the marketing orientation of festivals (Mayfield, Crompton, 1995; Mehmetoglu, Ellingsen, 2005; Tomljenovic, Weber, 2004). It has often been observed, and the research tends to confirm this suspicion, that arts festivals in particular display a lack of concern for tourism and take a product orientation that tends to ignore customer needs and commercial realities. Carlsen and Getz (2006) provided a strategic planning approach for enhancing the tourism orientation of a regional wine festival, but perhaps wine and tourism make more natural partners. Although arts and tourism linkages have been advocated by many, and certainly exist with regard to festivals, concerts and staged performances, there will always remain tension between these sectors. The anthropological literature on cultural celebrations is vast, with tourism sometimes being viewed as an agent of change, such as giving rise to declining cultural authenticity. Along these lines, festival tourism and "festivalization" has become issue in cultural studies (Quinn, 2006). Prentice and Andersen (2003) assessed festivals in Edinburgh, looking at their role in image creation and tourism generation, and it is that kind of emphasis that has led to the evident backlash.

The literature review makes it clear that the prevailing theme, the written substance of most of the event tourism discourse, concerns events as attractions and image-makers for destinations, plus some lesser roles (catalyst, place marketing, animator). Within the events literature, these two themes are also strong, but there is quite a separate interest in the design, production, management and marketing of events that does not directly connect to tourism and economic issues (Getz, 2008, 422).

Getz (2008, 416) summarized the fact that demand for events is notoriously difficult to predict (Pyo, Cook, Howell, 1988; Mules, McDonald, 1994; Spilling, 1998; Teigland, 1996). Major events use long-term tracking studies and market penetration estimates to forecast attendance, but there have been notable failures including the New Orleans World's Fair (Dimanche, 1996). Lee and Kim (1998) examined event forecasting, and Xiao and Smith's (2004) study of world's fair attendance forecasting concluded with an improved approach. A rare study that examined why people do not attend events was conducted in Melbourne and reported by Miller, Jago, and Deery (2004). Boo and Busser (2006) particularly looked at how image enhancement from events can induce tourist demand to destinations.

With events being increasingly seen as tourism attractions attended by both residents and tourists (Allen et al., 2008; Formica, Uysal, 1998; Getz, 2007), it is essential for event managers to develop a profile for attendees that can guide marketing and managerial decision making (Lee, Lee, Wicks, 2004). A way to accomplish that is by conducting a segmentation of tourism market.

The aim of this research is to determine the relationship between cultural/artistic events visitation and other activity-based tourism segments.

2. METHODOLOGY

A study focused on tourists' interest for different forms of entertainment, excursions, animation, sports and manifestations was conducted from July through September 2008. In this study the target population included those tourists who visited five tourism towns in Istria County: Pula, Medulin, Poreč, Umag and Rovinj. Survey was carried out in 22 accommodation facilities through a self-complete questionnaire. Tourists were approached by trained researcher and asked to participate in the survey. Researcher explained the purpose of the survey, said that the survey was anonymous and handed a questionnaire in appropriate language. In that process convenient sample was used. Accommodation facilities were preselected based on location and capacity.

For the purpose of gathering data, the questionnaire was constructed. It consisted of 15 questions which were divided into four sections. The first section of questions was designed to gather respondents' sociodemographic characteristics (country of origin, age, gender, income level). The second section of questions involved questions relating to ways of information collection and was aimed at identifying different communication channels tourists find the most important in data collection process. The third section of questions focused on determining tourists' preferences for different forms of activities. These activities were put into five groups: entertainment, excursions, animation, sports and events. They were chosen based on existing offer in Istria County. The last section was related to the tourists' satisfaction with the provided services. Questionnaire was originally designed in Croatian and then translated into following languages: English, German, Italian, Russian, Slovenian, Slovak and Czech.

In order to determine the relationship between visitation of cultural/artistic events and interest in other activity-based tourism segments, market segmentation was conducted using a priori segmentation criterion (Dolnicar, 2008). Market segments distinguish among different consumer needs, characteristics or behaviours which allow organizers to define visitor needs and wants more precisely (Dolnicar, 2008; Getz, 2007; Kotler, Bowen, Makens, 2010). Additional benefit of segmentation is that it enables organizers to maximise return on investment by targeting the most profitable attendees (Perdue, 1996). In order to accomplish a useful segmentation, each segment needs to be accessible, measurable, actionable, and substantial (Kotler, Bowen, Makens,

2010). Criterion i.e. dependent variable was visitation of cultural/artistic events. The variable was binary coded (I have visited/I am planning to visit vs. I have not visited/I am not planning to visit cultural/artistic events) so, logistic regression was applied (Gujarati, 1988; Field, 2005).

Independent variables were five different activity-based tourism segments: excursions, events, animation at the accommodation facility, sports and recreation and night life. Total of 28 variables were preselected, so, before logistic regression was conducted, a series of chi square tests was done in order to determine the relationship between the variables at 95% significance level (Data not shown). Following independent variables were significantly related to visitation of cultural/artistic events, so they were entered into the logistic regression analysis: excursions (marine excursions, excursions to medieval towns in rural areas, excursion to protected landscapes, excursions to coastal towns, sightseeing cultural and historical attractions in urban areas), events (sporting events, eno-gastronomic events), animation (theme evenings organized by animators in accommodation facility, all-day animation programmes for children, cocktail parties organized by animators in accommodation facility, animation programs not organized by animators in accommodation facility), sports and recreation (hiking, caving, horse-back riding) and night life (evenings with live music and dance, theme evenings in night clubs, events organized by towns and municipalities). Independent variables were also binary coded (I am interested vs. I am not interested)

3. RESULTS AND DISCUSSION

A total of 1,836 questionnaires were distributed and collected. The final number of usable questionnaires was 1,610, reaching a full response rate of almost 88% (excluding the cases with missing answers).

Table 1

Sociodemographic characteristics of responders

| Sociodemographic characteristic | Percentage | Sociodemographic characteristic | Percentage |
|---------------------------------|------------|---------------------------------|------------|
| Age group | | Country of origin | |
| 16-24 | 12,92 | Austria | 8,76 |
| 25-34 | 17,95 | Great Britain | 7,64 |
| 35-44 | 24,90 | Italy | 17,58 |
| 45-54 | 24,60 | Germany | 13,85 |
| 55+ | 19,63 | Russia | 24,91 |
| Gender | | The Netherlands | 5,09 |
| Female | 55,59 | Other | 22,17 |
| Male | 44,41 | Income level | |
| Education level | | Up to 1.000€ | 26,65 |

| | | | |
|---------------------|-------|-------------------|-------|
| Basic education | 11,37 | 1.000 € - 2.000 € | 32,05 |
| Secondary education | 35,53 | Over 2.000 € | 24,47 |
| Higher education | 53,10 | n/a | 16,83 |

Source: Data processed by authors

The proportion of female responders (56%) was higher than that of male (44%) (Table 1). Almost half of the responders were between 35 and 54 years of age, every fifth responder was 55 years of age or older while about 30% of responders were under 35 years of age. The majority of responders obtained some kind of higher education level (53%). Most of the responders were from Russia (25%), 18% were from Italy, 14% from Germany, 9% from Austria, about 7% from UK, about 5% were from the Netherlands, while 22% was from other countries with a share of less than 5% in total sample.

Table 2

Descriptive statistics for variables

| Dependent variable | Not visited/planned to visit (%) | Have visited/planned to visit (%) |
|-------------------------------------------------------------------------|-----------------------------------------|------------------------------------------|
| Visitation of cultural/artistic events | 22,39 | 77,61 |
| Independent variables | Not interested (%) | Interested (%) |
| Marine excursions | 47,22 | 52,78 |
| Excursions to Medieval towns in rural areas | 60,95 | 39,05 |
| Excursion to protected landscapes | 57,30 | 42,70 |
| Excursions to coastal towns | 69,44 | 30,56 |
| Sightseeing cultural and historical attractions in urban areas | 70,10 | 29,90 |
| Sporting events | 77,72 | 22,28 |
| Eno-gastronomic events | 74,73 | 25,27 |
| Theme evenings organized by animators in accommodation facility | 74,13 | 25,87 |
| All-day animation programmes for children | 87,47 | 12,53 |
| Cocktail parties organized by animators in accommodation facility | 77,45 | 22,55 |
| Animation programs not organized by animators in accommodation facility | 88,94 | 11,06 |
| Hiking | 61,00 | 39,00 |
| Caving | 77,23 | 22,77 |
| Horse-back riding | 87,15 | 12,85 |
| Evenings with live music and dance | 50,60 | 49,40 |
| Theme evenings in night clubs | 82,41 | 17,59 |
| Events organized by towns and municipalities | 64,16 | 35,84 |

Source: Data processed by authors

Almost 78% of responders stated that they prefer to visit cultural/artistic events which may be due to the fact that most of the responders were middle aged. More than half of the responders were interested in marine excursions and almost half of them were interested in attending evening with live music and dance. Other activity based segments were interesting to smaller number of tourists.

Result details of logistic regression are displayed in the table 3. Ten predictors were significant in predicting the odds of visiting cultural/artistic events. The model explained almost 22% of variance.

Table 3

Predicting preferences towards cultural and artistic events

| Independent variable | Odds ratio | 95.0% C.I. for Odds ratio | |
|-------------------------------------------------------------------------|------------|---------------------------|-------|
| | | Lower | Upper |
| Marine excursions | 1.28*** | 1.05 | 1.63 |
| Excursions to Medieval towns in rural areas | 1.81* | 1.36 | 2.40 |
| Excursion to protected landscapes | 1.39*** | 1.06 | 1.82 |
| Excursions to coastal towns | 1.15 | 0.87 | 1.52 |
| Sightseeing cultural and historical attractions in urban areas | 1.32 | 0.97 | 1.76 |
| Sports events | 0.45* | 0.34 | 0.59 |
| Eno-gastronomic events | 0.37* | 0.28 | 0.49 |
| Theme evenings organized by animators in accommodation facility | 1.92* | 1.38 | 2.67 |
| All-day animation programmes for children | 1.73** | 1.15 | 2.61 |
| Cocktail parties organized by animators in accommodation facility | 1.24 | 0.90 | 1.70 |
| Animation programs not organized by animators in accommodation facility | 1.71*** | 1.07 | 2.74 |
| Hiking | 1.27 | 0.98 | 1.66 |
| Caving | 0.96 | 0.69 | 1.33 |
| Horse-back riding | 1.41 | 0.93 | 2.12 |
| Evenings with live music and dance | 2.45* | 1.90 | 3.15 |
| Theme evenings in night clubs | 1.33 | 0.92 | 1.93 |
| Events organized by towns and municipalities | 2.13* | 1.61 | 2.81 |

Source: Data processed by authors

Nagelkerke R Square = 0.219, * α significant at 0.001, ** α significant at 0.01, *** α significant at 0.05

Interest in taking marine excursions, excursions to medieval towns in rural areas, excursions to protected landscapes, sporting events, eno-gastronomic

events, theme evenings organized by animators in accommodation facility, all-day animation programmes for children, animation programs not organized by animators, evenings with live music and dance and events organized by towns and municipalities were significant in predicting visitation to cultural/artistic events. Excursions to medieval towns in rural areas increased the odds of visiting cultural/artistic events more than other two types of excursions suggesting that visitors of cultural/artistic events were more likely to be interested in these kinds of excursions. Interest in sporting and eno-gastronomic events decreased the odds of visitation of cultural/artistic events. From the aspect of animation activities, theme evenings organized by animators in accommodation facility increased the odds of visitation of cultural/artistic events more than two other kinds of animation. Evenings with live music and dance and events organized by towns and municipalities increased the odds of visitation by 145% and 113% respectively.

4. CONCLUSION

Most cultural and artists events in Istria County take place during July and August i.e. high season. Tourists have on disposal many different activities, but for them it may be difficult to choose the once they prefer due to different reasons (high concentration in relatively short period, lack of information etc.). In order to facilitate increase of visitations and improve tourists' satisfaction destination managers could create a cluster of different activities with cultural and artistic event as being one cluster. These clusters may also include other activities that would increase tourists' satisfaction.

Several implications can be drawn from the results. In promoting cultural and artistic events a line should be drawn from these kinds of events and sports and eno-gastronomic events, so it is advisable to promote them separately. Different excursions, animation programmes, events and entertainment programmes increased the odds of cultural and artistic event being chosen as preferred activity so it may be recommendable to promote all the mentioned activities together. Visitation to cultural and artistic events may be offered as a part of package services together with excursions (Marine, to Medieval towns in rural areas and to protected landscapes), events organized by towns and municipalities and evenings with live music and dance. Since preferences for certain kinds of animation increase the odds of choosing cultural and artistic events as preferred activity it would be suitable to promote cultural and artistic events by using animation staff employed by hospitality enterprises.

Based on the results of the profile of tourists interested in visiting cultural/artistic events, certain managerial implications can be drawn. The great interest in evenings with live music and dance followed by events organized by towns and municipalities suggests that tourist interested in visiting cultural/artistic events are actually interested in different kinds of socially-based activities. Since they are not very interested in sporting and eno-gastronomic

events, it can be assumed that tourists interested in visiting cultural/artistic events are a specific segment of event tourism consumers. Since this segment of tourists shows a certain interest in excursions and animation, enrichment of the basic cultural/artistic events offer can be achieved by providing a variety of excursions and animation programs.

There are some limitations of this study. Since these results are based on convenient sample of tourists who stayed in hotels, villas and camps, the results may not be generalized to the overall Istria County's tourism market. Data were collected during high season and the responders were already in Istria County, so inclusion of those responders that visit Istria County in other parts of year may influence the preferences for visiting cultural and artistic events.

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**ODREĐIVANJE POVEZANOSTI IZMEĐU POSJETA
KULTURNO-UMJETNIČKIM MANIFESTACIJAMA I
INTERESA PREMA OSTALIM TURISTIČKIM
SEGMENTIMA TEMELJENIM NA AKTIVNOSTIMA**

Sažetak

Pod utjecajem različitih promjena u ponašanju turista kao potrošača, sve više turisti iskazuju interes za selektivne oblike turizma. Selektivne oblike turizma karakterizira naglašena individualnost u zadovoljavanju potreba i želja turista. Jedan od tih selektivnih oblika turizma je događajni (manifestacijski) turizam. Cilj ovog istraživanja je određivanje povezanosti između posjeta kulturno-umjetničkim manifestacijama i interesima prema ostalim turističkim segmentima temeljenim na aktivnostima. Podaci su prikupljeni od srpnja do rujna 2008. godine, kao dio istraživanja preferencija turista za različitim oblicima turističke ponude temeljenim na aktivnostima. Upotrebom logističke regresije u postupku obrade podataka utvrđena je povezanost između posjećivanja kulturno-umjetničkih manifestacija i zainteresiranosti za ostalim turističkim segmentima koji se temelje na aktivnostima te je stvoren profil turista zainteresiranih za kulturno-umjetničke manifestacije.

Ključne riječi: kulturno-umjetničke manifestacije, turistički segmenti temeljeni na aktivnostima, logistička regresija, profil turista, Istarska županija.

JEL klasifikacija: L83

