

Festival Attractiveness Literature Review

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Abstract

The festival is a celebration of a specific theme to which the public is invited for a given season. This event could be done every year or less than one year (Grappi and Montanari, 2011). In this article we will present the different variables to measure the attractiveness of festivals. The result of this investigation will be: summarizing the variables of the festival variable measure from different authors in one paper.

Keywords: Festival; Cultural event; Attractiveness; Dimensions; Variables.



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1. Introduction

Festivals have changed over time: before the festivals were small and only the citizens of that territory attended them, today the festivals are organized to celebrate important events: Folklore, religion. And it assists people from different parts of the world for an exchange of caring experiences... (Picard and Robinson, 2006). There are many types of festivals: music festivals, theater festivals, gastronomic festivals, folk festivals, medieval festivals (Mahika, Radulescu, Aluculesei). Consequently, festivals play a role of competitive advantage and sociocuidadol sustainability (Lee *et al.*, 2010a). Festivals and special events play an important role in view of the multitude of activities that they propose and that helps to improve the image of that city (Getz, 1993). In recent years, a wide variety of events have been introduced with a very large diversity (Crompton and McKay, 1997; Getz, 1991;1993;1997; Thrane, 2002). Novelty, satisfaction and loyalty make a festival unique and very attractive (Getz, 1991).

The research object of this paper is to gather all the variables that were used till now but different authors who worked on the festival subject.

The festival is an event made for the local community that attracts a wealth of tourism. Festivals are short-term events essential for cultural tourism (Chang, 2006; Getz, 2008). The latter have become important in distinguishing one tourist destination from another on the basis of cultural products (Getz, 2008). Festivals are those events that have a lot of diversity and popularity (Getz, 2008; Gursoy *et al.*, 2006; Yang *et al.*, 2011).

This paper will be answering the research problem that could be questioned this way: What are the variables that were used to measure the attractiveness festival.

In recent years, festivals have become important events in many cities across Europe and around the world. The reasons for this proliferation may lie in a number of related factors, such as new approaches to urban management. The use of cultural policies, aimed at positively restructuring the creation of wealth, structural changes in economic production and the progressive naturalization or symbolization of the traditional economic sector (Quinn, 2005; Scott, 2000).

This research is important since it is serving the academic world. Through this paper I will try to do a research work that could be useful in the literature review for the future of scientific investigation.

2. Literature Review

The celebration, which pulls in an abundance of tourism, is additionally an occasion made for the neighborhood group. Celebrations are here and now occasions basic for social tourism (Chang, 2006; Getz, 2008). The last have turned out to be vital in recognizing one visitor goal from another on the premise of social items (Getz, 2008). Celebrations are those occasions that have a great deal of assorted variety and prevalence (Getz, 2008; Gursoy *et al.*, 2006; Yang *et al.*, 2011). The term of the celebration could be characterized as: a festival of a particular subject to which general society is welcomed for a given season. This occasion should be possible consistently or short of what one year (Grappi and Montanari, 2011).

2.1. Socialization

Socialization originates from the want to connect inside a gathering and its individuals (Crompton and McKay, 1997). The want to meet more individuals outside the learning condition to extend social contacts. The significance of socialization is a rousing variable for celebrations and occasions (Schofield and Thompson, 2007).

2.2. Family

The family originates from the want to enhance family connections (Crompton and McKay, 1997). Like socialization, family solidarity rose up out of motivational investigations (Backman *et al.*, 1995; Formica and Uysal,

1998; Formiica and Uysal, 1996; Lee, 2000; Lee *et al.*, 2004; Mohr *et al.*, 1993; Schneider and Backman, 1996; Scott, 1997; Uysal *et al.*, 1993).

2.3. Escape

The escape originates from the want to evacuate the anxiety caused by each other's normal (Li *et al.*, 2009). The escape could be characterized as: escape or flight of life turning around the adjust, moving far from the day by day requests of life, getting an adjustment in the routine of life and its interminable anxiety (Foster and Robinson, 2010).

2.4. Curiosity

The oddity originates from the want to look for new encounters through joy roused by the need to involvement, wander and be astonished (Crompton and McKay, 1997). Curiosity: the oddity originates from the want to look for new encounters through delight propelled by the need to involvement, wander and be astounded (Schofield and Thompson, 2007).

2.5. Excitement

Excitement originates from the want to exploit the celebration's extraordinary substance (Schneider and Backman, 1996). Energy will likewise include doing things since it invigorates and energizes (Foster and Robinson, 2010).

2.6. Learning

Social investigation originates from the want to learn, to involvement and investigate the traditions of culture (Lee, 2014). Social investigation could be characterized as: "the want to end up plainly more acquainted with different societies and to have social encounters" (Allen *et al.*, 2012), getting the hang of, taking in emerges from the need to learn and encounter something new at the celebration (Raybould, 1998). Learning could be characterized as: investigating different societies and picking up information through various occasions and festivities (Foster and Robinson, 2010).

2.7. Diversion

Amusement originates from the need to exploit the occasions with their incitement and energy in the celebration condition (Nicholson and Pearce, 2001).

2.8. Curiosity

Interest originates from the want to encounter something new at a festival (Scott, 1997).

Relaxation: relaxation and unwinding originates from invigorating yourself rationally and physically from a day worried to an ordinary day (Backman *et al.*, 1995).

As Table 1 appears is representing the number of the articles from each journal, which is talking or studying the festival subject. In the second table does represent the items and the types of festivals that were employed.

We notice that, the biggest number of articles (an aggregate of seventeen) were from the magazine Gestión de Eventos (Management and Tourism Festival of occasions); the second biggest number of articles were Tourism Management (a sum of five). Taking a gander at the table, it is obvious that the articles on the inspiration of participation of the celebration were distributed in visitor magazines. In spite of the fact that it was impractical to look for every single related article, an optional inquiry of references of the critical articles was done. This extraordinarily decreases the likelihood of predisposition at the season of the example of this investigation.

Table-1. Core Source Journals (100% Coverage)

Journal titles	Number of articles from each journal
Event management (Festival Management & Event Tourism)	17
Tourism management	5
Tourism analysis	3
Journal of travel & tourism marketing	3
Annals of tourism research	2
International journal of tourism research	2
Journal of vacation marketing	2
Journal of travel research	2
Journal of conversation & event tourism	1
Tourism review international	1
Visitor studies	1
Managing leisure	1
Journal of leisure research	1
Tourism (Zagreb)	1
International journal of hospitality & tourism	1
Others (books)	3
Total	46

Source: (Maeng *et al.*, 2016)

The forty-six articles utilized as a part of the examination on the accompanying sorts of celebrations (see Table 2). Sixteen, focused on the social attachment (or solidarity) of the neighborhood group, including ten of the social celebrations. Celebrations of the group, around three. Two about religious festivals, and one of the Aboriginal celebrations. Eight were identified with neighborhood claims to fame, for example, wine celebrations and nourishment. The rest was about music, workmanship, local highlights or exploratory celebrations.

Table-2. Festival Items in the Sample Data (100% Coverage)

Festival items	Number of articles from each journal
Cultural festivals	10
Music festivals	8
Wine and food festivals	8
Art festivals	3
Community festivals	3
Religious celebrations	2
Aboriginal festivals	1
Winter festivals	1
Charity sport events	1
Environmental films and videos	1
Ice sculptures and snow festivals	1
Air shows	1
Fishing expos	1
Others	8
Total	49

Source: idem

2.9. Festivalscape

Festivalscape is physical condition, where the substantial components are put alongside the air of the occasion. The way the members take part with full of feeling and utilitarian keys (Darden and Babin, 1994). The festivalscape speaks to the general air experienced by guests and celebration members (Lee and Back, 2008).

2.10. Food

Sustenance nearby nourishment is a potential that enhances solid tourism and adds to the legitimacy of the goal, a solid purpose of the neighborhood economy and framework and its condition (Rand *et al.*, 2003).

2.11. The Quality of the Experience

The nature of the experience: the nature of the administration alludes to the execution of the administration at the level of the qualities. The nature of the experience alludes to the mental part, coming about because of the investment of shoppers in tourism exercises. The nature of experience is conceptualized as an assortment of full of feeling reactions to the sociological and mental advantages of customers (Chan and Baum, 2007).

2.12. Perceived Value

Seen esteem is characterized as the general assessment given by purchasers of the utility of an item or an administration in view of recognition, what is gotten and what is given (Zeithaml, 1988a). It is the connection between saw benefits and saw costs (Lovelock, 2000). Inquires about found that apparent esteem might be a superior indicator of aims than just fulfillment and quality (Cronin Jr and Taylor, 1992). On what customers get after what they give, esteem is not evident as an idea on the off chance that it can not be portrayed and recognized (Zeithaml, 1988a). It is the judging of purchasers to an item or administration in light of their impression of what is given and what is gotten. Zeithaml recognized a few implications of significant worth: esteem is the most reduced value, esteem is the thing that the shopper gets for what he gives or pays from the earlier (Bojanic, 1996; Zeithaml, 1985).

2.13. Satisfaction

Satisfaction alludes to the disparity between saw execution desires after utilization. At the point when there is a distinction amongst execution and desire, disappointment (Oliver, 1980). It can likewise be characterized as everybody accepts when encounter incites positive emotions (Rest and Oliver, 1994).

Dough punchery (Baker and Crompton, 2000), fulfillment is a critical point. Fulfillment is the aftereffect of development in visits and pay (Cronin Jr and Taylor, 1992), the assessment of purchaser fulfillment is a standout amongst the most imperative procedures to convey a business to progress with the goal that it uncovers the judging of the item and the administration that is comprehended as an immediate reaction of the customer.

Fulfillment has been contemplated for a long time and is considered as a standout amongst the most imperative focuses in the field of promoting and customer conduct (Jamal, 2004). The present civil argument is whether fulfillment is an enthusiastic or psychological build (Babin and Griffin, 1998; Bagozzi, 1991).

(Homburg *et al.*, 2006) propelled that in many articles they break down the psychological part (Bearden and Teel, 1983; Oliver, 1980; Oliver and DeSarbo, 1988), (LaBarbera and Mazursky, 1983) and the enthusiastic (passionate) measurement of the fulfillment measurement (Mano and Oliver, 1993; Westbrook, 1987; Westbrook and Oliver, 1991). The measurement of fulfillment is then both full of feeling and intellectual. On account of occasions, fulfillment is the passionate and evaluative reaction (Mason and Paggiaro, 2012). Fulfillment is the assessment in view of the experience lived in the time through an item or administration (Spreng *et al.*, 1996).

2.14. Value Festival

Estimation of the celebration: a few scientists talked about the idea of significant worth (Dodds *et al.*, 1991; Monroe, 1990; Zeithaml, 1988b). A meaning of significant worth was proposed by Zeithaml (1988b), citing: "Impression of an item or an administration in light of the contrast between what was gotten and what was given", at that point the definition developed (Dodds *et al.*, 1991; Monroe, 1990), the distinction between the quality saw and the cash paid to get that item or administration. With regards to the celebration, the measurement can be data benefit, program, gifts, nourishment and offices, which voyagers get as a byproduct of the cash they pay.

2.15. Quality of the Festival

The nature of the celebration: quality has been depicted by the reality of having benefits (Heskett and Sasser, 1990). Nature of the celebration: saw quality alludes to the perfection of the item or administration saw by customers (Lee *et al.*, 2009) (Rigatti-Luchini and Mason, 2010; Song *et al.*, 2012; Wong *et al.*, 2015a). Quality shows execution of the item or administration being referred to Wong *et al.* (2015a); Yoon *et al.* (2010). There are two sorts of value: Performance and experience. The nature of execution is spoken to as the nature of the traits of the administrations that are under the control of the supplier, yet the nature of experience fits the characteristics of the providers and the qualities of the guests (Crompton and Love, 1995).

2.16. Festival Loyalty

Is a celebration devotion where loyalty has dependably been a standout amongst the most pivotal destinations in promoting and tourism writing (Zeithaml *et al.*, 1996). Faithfulness is the reiteration of conduct portrayed by expectations, verbal publicizing and proposals (Lee *et al.*, 2006). At times the reality of returning to can be affected by social inspiration and legitimacy of legacy (Shen, 2014).

Loyalty is a pledge to repurchase an item or administration that is reliably favored later on regardless of situational impacts and advertising endeavors that can possibly change conduct (Lee and Back, 2008). As per Yang *et al.* (2011), buyers are continually building up a mentality towards the item or administration that depends on evaluations and circumstances. By the demeanor, the buyer chooses to stay or leave the item or administration. The procedure of faithfulness comprises of four phases: to start with, buyers trust that an item or administration is best since its qualities are better than different attributes of different items (intellectual unwaveringness).

2.17. Attitude

Mentality alludes to the extent that a man has as ideal or horrible towards a conduct (Ajzen, 1991). Here it alludes to the response of guests to an occasion.

2.18. Intention

Aim: Intention is a pointer that a man has before settling on a choice and carrying on in such and such a way. A year duration is particular as a timeframe in behavioral research (Cheng *et al.*, 2005; Lam and Hsu, 2006).

2.19. Authenticity

Validness: realness is persuasive between the target and the subject, all over, now and some time recently. Legitimacy is an idea that demonstrates innovation, reality and truth as three qualities and could be associated with the way of life and convention of the district (Brida and Osti, 2013; Castéran and Roederer, 2013; Chhabra *et al.*, 2003; Kim and Jamal, 2007; Robinson and Clifford, 2012). In the field of vacationers' encounters, there are three sorts of credibility: objective, productive and existential. Target realness: alludes to the inventiveness of the goals, productive and existential legitimacy are exceptionally subjective, valuable validness alludes to the impression of sightseers and the explanation behind going to, contingent upon the feelings and points of view of visitors. Existential genuineness is worked with the standards of productive validation alludes to the feelings of the travelers who are initiated with their encounters. Objective and helpful credibility are identified with the question, be that as it may, existential validness is identified with involvement (Castéran and Roederer, 2013), (Kim and Jamal, 2007; Robinson and Clifford, 2012).

In the field of tourism, realness is the thing that portrays the level of inventiveness of sightseers' items and encounters (Brida and Osti, 2013; Shen, 2014). Genuineness is seen, esteem judged and not an unmistakable question (Brida and Osti, 2013), realness is an imperative component impacting human conduct, particularly the conduct of the traveler. Since sightseers are occupied with taking in the distinctive societies, thus, validness persuades individuals to travel (Chhabra *et al.*, 2003; Kim and Jamal, 2007; Robinson and Clifford, 2012). Social items, for example, celebrations: sightseers see them as bona fide when sorted out by nearby individuals, regarding traditions and customs (Brida and Osti, 2013; Castéran and Roederer, 2013; Chhabra *et al.*, 2003).

Realness is a standout amongst the most vital factors in the accomplishment of celebrations (Brida and Osti, 2013). In this day and age, celebrations bring to the table credibility to address the issues of voyagers in light of the fact that social investigation is among the inspirations to go to a celebration (Chang, 2006), (Kim *et al.*, 2006).

That is, one reason to go to a celebration is the uniqueness and the emblematic significance of the celebration (Getz, 2008; Gursoy *et al.*, 2006). Realness is a key factor.

On account of celebrations, sightseers assess the nature of execution. In view of the consequences of the assessment, guests at that point see the nature of experience (Cole and Illum, 2006), "the nature of the execution of a celebration alludes to the attributes of the items (outline, amusement, action ...) and administrations (providing food, ease, marketing ...) that are customized and arranged at the celebration. Quality is a standout amongst the most vital parts, particularly in the field of the celebration, since quality is one of the procedures of progress and survival in any field (Song *et al.*, 2012; Wong *et al.*, 2015b). Enhanced quality instigates development of visits and salary (Maeng *et al.*, 2016).

Value of the festival: Estimation of the celebration: the estimation of the celebration is singular observation and the distinction amongst advantages and gives up (Kim *et al.*, 2011; Lee and Back, 2008; Lee *et al.*, 2009; Yang *et al.*, 2011). The genuine significance of significant worth is the contrast amongst quality and value (Rigatti-Luchini and Mason, 2010).

There are five sorts of significant worth: Functional, passionate, social, epistemic and contingent. Practical esteem is the utility of an affair for useful execution. Passionate esteem alludes to the compelling and wistful states related with an ordeal. Social esteem is identified with the value of involvement in connection to a gathering. Epistemic esteem is the helpfulness of an ordeal to stir the interest of a want to know and learn. Restrictive esteem identifies with the utility of experience because of a specific circumstance or specific conditions (Lee *et al.*, 2010b). On account of celebrations, guests assess the celebration among the advantages (practical, enthusiastic, social, epistemic and restrictive) what they get and give up as far as time, cash, and exertion.

2.20. Satisfaction with the Festival

Fulfillment with the celebration: Satisfaction alludes to the general shopper evaluation after an affair (Kim *et al.*, 2011; Lee and Back, 2008; Mason and Paggiaro, 2012). Fulfillment is an assessment that is halfway successful and somewhat intellectual after a buyer encounter (Mason and Paggiaro, 2012). From a psychological point of view, what makes an effective affair relies upon the desires of shoppers and the present execution of the experience. Purchasers are fulfilled when the execution of the experience is more noteworthy than the desires (Chang, 2006), (Grappi and Montanari, 2011; Lee and Back, 2008; Mason and Paggiaro, 2012), (Song *et al.*, 2012) Affective viewpoint, what makes an attractive ordeal relies upon the enlivening of sentiments and feelings towards the experience (Grappi and Montanari, 2011; Lee and Back, 2008; Mason and Paggiaro, 2012), (Chang, 2006). Fulfillment happens when purchasers show signs of improvement esteem than they spend as far as cash, time, and exertion, (Maeng *et al.*, 2016). As indicated by Lee and Back (2008) and Rigatti-Luchini and Mason (2010), there are two sorts of fulfillment: particular exchange and general fulfillment. The particular exchange is the moment shopper judgment after your purchaser encounter and the general fulfillment is the general assessment of an item or administration devoured. On account of celebrations, the fulfillment with the celebration alludes to the general fulfillment with the celebration as a total component.

Fulfillment is a standout amongst the most critical components affecting purchaser conduct (Mason and Paggiaro, 2012), customer fulfillment is fundamental for progress (Kim *et al.*, 2011) on the grounds that fulfilled shoppers are faithful and don't change (Chang, 2006; Grappi and Montanari, 2011) in light of the fact that fulfillment is a key component in making a long haul relationship (Grappi and Montanari, 2011), (Song *et al.*, 2012).

2.21. Trust in Festival

Trust in the celebration: trust is the carelessness of believing an accomplice in whom we have certainty (Song *et al.*, 2012). As indicated by Lee and Back (2008), trust is the summed up any desire for how the accomplice will act and act later on. At the end of the day, trust, shows trust in how an item or administration will be later on. Certainty happens when the customer is certain of the commitments that will be finished later on. Certainty is the faith in the connection of conduct (Lee and Back, 2008; Wang *et al.*, 2014). There are two sorts of put stock in: subjective and full of feeling. Subjective certainty alludes to customer trust in light of the practical skill of the item or benefit and emotional trust signifies the buyer's sentiments towards the opposition of an item or administration in view of the level of care.

Trust in the celebration, is the truth of the celebration that happens when what the guests proposed really happens and satisfies the guarantee of what might occur later on. Certainty is one of the persuasive determinants of buyer conduct (Song *et al.*, 2012), (Wang *et al.*, 2014). It is a critical component in the advancement and support of a relationship (Song *et al.*, 2012), (Wang *et al.*, 2014) to construct and keep up a relationship of trust with buyers as a procedure of accomplishment in business, since a standout amongst the most imperative things in long haul connections amongst purchasers and brands are confide in (Lee and Back, 2008; Lee, 2014; Wang *et al.*, 2014),

At that point, in view of the amassed fulfillment in the wake of having utilized the item or administration, buyers build up an enthusiastic connection (attitudinal faithfulness). Regardless of situational factors and advertising advancements identified with that item or administration, purchasers keep on buying the administration or item.

At last, the aggregate of these three sorts of unwaveringness gives the last stage: conductal dependability (Lee, 2014; Wang *et al.*, 2014).

3. Conclusion

The festivals have changed over time: before the festivals were small and only the citizens of that territory attended them, today the festivals are organized to celebrate important events: Folklore, religion... And people from different parts of the world attend for an exchange experiences ... (Picard and Robinson, 2006). There are many types of festivals: musical festivals, theater festivals, gastronomic festivals, folk festivals, medieval festivals, (Mahika, Radulescu, Aluculesei), consequently, festivals play a competitive advantage and sustainability partner caretaker role (Lee *et al.*, 2010b). Festivals and special events play an important role given the multitude of activities that they propose and that help to improve the image of that city (Getz, 1993). In recent years, a great variety of events have been introduced with a very large diversity (Crompton and McKay, 1997; Getz, 1991;1993;1997; Thrane, 2002). The novelty, satisfaction and loyalty make a unique and very attractive festival (Getz, 1991).

Satisfaction and fulfillment alludes first to an element of from the earlier desires of a decent excursion and in the a posteriori experience of a similar voyage. At the point when encounters are contrasted with desires and compensating execution comes about, the vacationer is then fulfilled. Be that as it may, when the emotions are negative: sicken, the visitor is disappointed (Reisinger and Turner, 2003).

In recent years, festivals have become important events in many cities throughout Europe and in the world. The reasons for this proliferation may lie in a series of related factors, such as new approaches to urban management. The use of cultural policies, aimed at positively restructuring the creation of wealth, structural changes in economic production and the progressive naturalization or symbolization of the traditional economic sector (Quinn, 2005; Scott, 2000).

All these factors have led to a re-conceptualization of festivals as an effective strategy for cities to adopt in order to obtain several potential benefits: economic, social and cultural (Frey, 1994; Gursoy *et al.*, 2004; Long and Perdue, 1990; Mc Kercher *et al.*, 2006; Quinn, 2005) Cities have long used mega events: world fairs, sporting events, exhibitions ... as a means of reusing their economies, creating architecture and urbanism and improving their image (Getz, 1991).

Events can be a platform to create a brand: case of 1992, the World Exhibition in Seville, or the Olympic Games in Barcelona (Richards and Wilson, 2004).

The cities and their areas of influence have become the stages of a continuous flow of events that finally lead to the festival of the city squares and the festival (Harvey, 1991). Culture has become increasingly important as a means of marketing the city (Ritzer, 1999).

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