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BOOK OF ABSTRACTS OF THE INTERNATIONAL CONFERENCE ON TOURISM (ICOT2016)

New Challenges and Boundaries in Tourism:

Policies, Innovations and Strategies

Naples, Italy, 29/6-2/7 2016

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Organized by:

Università degli Studi di Napoli Federico II

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New Challenges and Boundaries in Tourism: Policies, Innovations and Strategies

Naples 29 June – 2 July 2016

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Contents

Conference Aim 12
Conference Topics 13
Committees 14
Keynote Speakers 16
Schedule at a Glance 18
Keynote Speech I: David Harrison
Mass tourism in a small world: New challenges and boundaries 19
Keynote Speech II: Professor Hanqin Qiu
The evolution of China's outbound travel and its impact on the destinations 20
Keynote Speech III: Associate Professor Steven Pike
Destination marketing organizations: Research opportunities in an era of uncertainty 21
Keynote Speech IV: Professor John Tribe
Directions, developments and destinations in tourism research 22
George Agiomirgianakis, George Bertsatos and Nicholas Tsounis
Selecting an effective set of short term economic reactions to international changes: The case of tourism in Turkey 23
Deok-Soo Ahn, Eunhee Kim and Chulwon Kim and Jun Hur
Modelling cooperation among stakeholders for the convergence of conventions and medical tourism 24
Emmanuel Akwasi Adu-Ampong
Images, instruments and the governance capacity of local governments in tourism development planning 26
Pedro Aznar, Josep Maria Sayeras Maspera and Jorge Galiana
Key drivers of the financial performance in the hospitality industry: Barcelona hotel industry 27
Nikolaos Boukas and Christakis Sourouklis
Identifying perceptions of young tourists in summer resort destinations: The case of Cyprus 28
Kadir Çakar, Nazli Sayar and Faruk Seyitoğlu
Destination competitiveness of Çanakkale 29
Richard C.Y. Chang and Athena H.N. Mak
Reconstructing nostalgic dining experience 30
Samantha Chaperon and James Kennell
Policy change and tourism policy in the United Kingdom 31
Chuan-Chuan Chung
Mainland independent travelers: A study of the relationship between recreational experience, scenic attractiveness and return tourism intentions 32
José David Cisneros-Martínez and Antonio Fernández-Morales

Seasonal concentration of cruise tourism in the Mediterranean 33
Christophe Clivaz
Second homes in Switzerland: Is the state back?..... 34
Lena Croeniger and Peter Wiltshier
The importance of the hallmark event Oktoberfest in Munich ... 35
Simon Curtis
The arts trail as cultural regeneration catalyst 36
Vincenzo D'Anzi, Eleonora Pantano and Saverino Verteramo
Innovation theory and tourism management for creating smart destinations: The case of Mongiana Royal Iron Foundry in Southern Italy..... 37
Timo Derriks and Roswitha Guiran
City branding in coastal Zeeland: Organisational challenges in practice 38
Judit Diaz, Lluis Prats, Ramon Palau-Saumell and Santiago Forgas-Coll
Cross-border tourism: A literature review..... 39
Maria Doumi, Anna Kyriakaki, Theodoros Stavrinoudis and Georgia Despotaki
The contribution of cultural events to tourism development: The case of rocket war on the Greek island of Chios..... 40
Deirdre Dragovich and Sunil Bajpai
Wilderness perception mapping and visitor expectations: Royal national park (Australia) 41
Mehmet Tahir Dursun, Nurdan Sevim and Mehpare Tokay Argan
Determining the effect of souvenir selection criteria on the intention to purchase..... 42
Mohammed El-Dief and Ghada El-Dief
Response to online negative reviews in hotels: Evidence from Egypt..... 43
Sergio Fadini, Stefania Clemente and Angela Masi
New challenges for Matera: The road to 2019 44
Peter Fuleky, Ashley Hirashima, James Jones and Carl S. Bonham
Nowcasting tourism industry performance using high frequency covariates..... 45
Bo Wendy Gao, Libo Yan and Meng Zhang
Methodology considerations on tourism potential assessment of heritage sites..... 46
Alon Gelbman
Tourism and geopolitical barrier: Implications of the Holy Land fence 47
Tomislav Gelo
Economic impacts of tourism in Croatia..... 48
Gianluca Goffi, Tonino Pencarelli and Magdalena Cladera
Package holidays and sustainability: The tourists' perspective 49
Carolina Gomez Hinojosa, Jose Rodolfo Mundo Gomez, Sandra López Reyes and Rodolfo Mundo Velázquez

Destination's touristic vocation evaluation model for Chiapas, México 50
Adrian Guachalla
The Opera House tourist: Insights from London's Covent Garden 51
Petra Gyurácz-Németh and Nóra Friedrich
Analysing the innovation capability of hotels at the Lake Balaton Region of Hungary 52
René Haarhoff
Investigating international airline price competitiveness: A case study of South African Airways 53
Gilda Hernandez-Maskivker and Gerard Ryan
Priority systems at theme parks: Managers' and customers' perceptions 54
Isabel Carrillo Hidalgo and Juan Ignacio Pulido Fernández
Is the funding granted by international financial institutions to tourism in Latin America and the Caribbean inclusive?..... 55
Shlomit Hon-Snir, Shosh Shahrabani, Sharon Teitler Regev and Anabel Friedlander-Lifszyc
Online tourism services in Israel..... 56
Nicholas Hryhorczuk, Daniel Hryhorczuk and Alexander Zvinchuk
The people's curator of Mezhyhirya..... 57
Rong Huang and Orsolya Csuka
Destination management in Barcelona and Girona: The tourists' perspective..... 58
Oliver Kesar and Josip Mikulić
How changes in formal entry procedures for foreign nationals affect inbound tourism demand? The case of Croatia..... 59
Parhad Keyim
Framing a community tourism collaborative governance approach: The case of Finland 60
Chulwon Kim, Eunhee Kim and Hyunsu Kim
Cross-cultural paradigm for measuring the hotel brand equity: Perspective on individualism and collectivism..... 61
Damir Krešić, Izidora Marković, Ivan Kožić and Josip Mikulić
Exploring spatial and environmental impact of tourism development on protected areas from the TALC model perspective..... 62
Anna Kyriakaki and Dimitrios Abanoudis
Investigating the lesbian, gay, bisexual and transgender (LGBT) tourism market in Greece 63
Rosa Anna La Rocca
New demand for using the city: Tourism as urban function..... 64
Kwang-Ho Lee, Chih-Lun Yen, Craig Webster and Sotiris Hji-Avgoustis
A conceptual flow of medical tourism's economic contribution to India..... 65

Chia-Yi Li
The recreational value of Northeast and Yilan coast national scenic area, Taiwan 66
Lizette Anahí Magaña Blanco and Alfonso González Damián
Applicable tools of social network analysis for the strategic management of touristic destinations..... 67
Athena H.N. Mak and Richard C.Y. Chang
Adoption of environmental strategies in the hotel industry: The case of Taiwan 68
Evangelia Marinakou and Charalampos Giousmpasoglou
Using Tripadvisor for exploring cultural tourism development in Bahrain 69
Esther Martinez-Garcia, Josep Raya and Joaquim Majo
Residents' attitudes towards tourism in Lloret, Sant Feliu and Figueres (Spain): An analysis of their determinants and differences with an OB decomposition..... 70
Lorenzo Masiero, Rob Law and Richard Hatter
Hotel guests' satisfaction: The path towards excellence 71
Kaoruko Miyakuni
Residents' attitude toward tourism development on island destination focusing on ecocentric attitudes: The case of Republic of Palau 72
Chi-Ok Oh, Juhyoung Han and Jenni S. Lee
Developmental structures of environmentally-responsible behaviors for tourism resource management..... 73
Marcelo G. Oliveira, Maria do Carmo Leal, Maria Isabel Roque, Maria João Forte, Sara Rodrigues de Sousa and Antónia Correia
The mediating role of literary tour guides: José Saramago versus Mafra's National Palace 74
Bahattin Özdemir, Gökhan Yilmaz and Mustafa Ülker
The relationships among socio-demographic characteristics, behaviours and motivations of festival attendees: A study in Urla international grape harvest festival 75
Cecilia Pasquinelli
Dark, reconstruction and restored heritage: Models of cultural heritage and tourism management in post-disaster contexts 76
Rosanna Passavanti, Eleonora Pantano and Saverino Verteramo
Assessing social media opportunity in the luxury industry for promoting luxury tourism shopping..... 77
Jeerati Poon-Ead, Chris Stone, Alice Graeupl and Feng Yi Huang
Community participation in sustainable tourism development: Towards a conceptual framework..... 78
Napaporn Rianthong, Aussadavut Dumrongsiri and Youji Kohda
Maximizing customer experience by effectively using hotel sequencing mechanism and online reviews for online hotel booking site..... 79
Daniela Ricchezza, Mariavittoria Cicellin, Adriana Scuotto, Alexandra Caride Balado and Alessia Berni

Social innovation in cultural and tourism field: The arise of new actors 81
Marcello Risitano, Annarita Sorrentino and Michele Quintano
The impact of servicescape on cruiser experience and behavioural intentions: A conceptual framework 82
Korawan Sangkakorn and Pairach Piboonrungroj
Surveillance network development model for child sex tourism exploitation in Thailand 83
Alexis Saveriades
Why do national tourism plans fail to materialise? The case of Cyprus 84
Seungha Sim, Seungmin Lee and Chulwon Kim
The effect of tourism social network services on the organization-public relationship and electronic word-of-mouth: Focusing on the moderating effect of media engagement 85
Hanqun Song
Understanding European travellers' risk perceptions towards destinations 86
Anna Sörensson
The role of a cultural event in creating place identity: The case of Jokkmokk 87
Christakis Sourouklis and Nikolaos Boukas
Workforce diversity management and hotel performance: Evidence from Cyprus, Greece and the UK 88
Hayley Stainton and Elitza Iordanova
An ethical perspective for tourism researchers using travel blog analysis as a research method 89
Theodoros Stavrinoudis and Dimitrios Kalogiannis
An investigation of the relationship between loyalty and job satisfaction: The case of Cephalonia's hotels employees 90
Ivan Šulc
The life cycle of Dubrovnik tourism region, Croatia 91
Shengjing Sun, Carlos A. Iglesias, Zhan Liu and Nicole Glassey Balet
Tourists traits analysis on social networks 92
Anita Talaja and Hrvoje Miloš
Change management, organizational culture and competitive advantage of a luxury hotel 93
Roengchai Tansuchat and Panitluck Aryumann
Behavior and length of stay of foreigners for meditation tourism in Thailand in Chiang Mai, Thailand 94
Sharon Teitler Regev and Shahrabani Shosh
The willingness to pay for safety flights after crisis 95
Thanaporn Tengratanaprasert
Fostering and sustaining urban heritage tourism through governance networks: A comparative analysis of England and Thailand 96

Machima Thongdejsri, Rachnarin Nitisoravut, Pavarat Kunkuamdee, Chadchawan Muongpruan, Nalikatibhag Sangsni and Vilas Nitivattananon
Assessment of impacts from implementing a low carbon tourism program: Case of Sukhothai city, Thailand 97
Nastassia Traskevich
The evaluation of the economic and managerial processes of the sanatorium tourism segment competitiveness development in Belarus..... 98
Tatyana N. Tretyakova and Tatyana Shmelyova
Natural potential of Tyumen Oblast as a factor of recreational impact on the human body 99
María Tugores and Elisabeth Valle
Environmental innovations, overnights and regional growth ... 100
Suwaluck Uansa-ard and Korawan Sangkakorn
Halal friendly tourism's business model: The opportunities for Chiang Mai, Thailand 101
Elisabeth Valle and Maria Tugores
Firm and regional impact of hotel training investment 102
Aija van der Steina
Diaspora tourism: A growing tourism segment unjustifiably ignored by the industry 103
Milena Viassone
The measurement of cultural tourist destination sustainability 104
Craig Webster, Kwang-Ho Lee, Chih-Lun Yen and Sotiris Hji-Avgoustis
Individual perceptions of the value of leisure: The influence of the social democratic welfare state and leftist values systems..... 105
Craig Webster, Chih-Lun Yen and Sotiris Hji-Avgoustis
RFRA and the hospitality industry in Indiana: Political shocks and empirical impacts on Indiana's hospitality and tourism industry 106
Adi Weidenfeld and Peter Björk
Visitor attraction marketing and tourism destination branding: Implications for marketing practices..... 107
Jirawit Yanchinda, Manaschai Aonon and Korawan Sangkakorn
Systems thinking based on 5a's model using knowledge engineering for senior tourism entrepreneurs in Chiang Mai, Thailand 108
Feng Ye, Heyjin Yoon and Chulwon Kim
Effects of ethnic tourism on cultural commodification and self-identity of subjectivities: A case of Xishuangbanna, Yunnan, China 109
Benxiang Zeng and Rolf Gerritsen
Contribution of working holiday makers to Northern Australia development 110

Special Session 1: Collaborative, Cooperative and Open: New Forms of Innovation and Partnership for Tourism, Organised by: David Guimont and Dominic Lapointe 111
Luisa Errichiello and Roberto Micera
City stakeholder collaboration in complex innovation projects: The cultural service system “MuseoTorino” 112
Valentina Della Corte and Chiara D’Andrea
The relationship between destination brand image and tourist perceptions: The case of Naples 113
Engin Deniz Eriş and Mehmet Tahir Dursun
Innovation in the tourism industry: Review and research agenda 114
Dominic Lapointe, David Guimont and Alain Sévigny
Empowering local tourism providers to innovate through a living lab process 115
Special Session 2: Smart Tourism Destinations: Advancing Theory and Practice Organised by: Luisa Errichiello and Roberto Micera 116
Piera Buonincontri and Alessandra Marasco
A model of smart technology-enhanced cultural heritage experience at tourism destinations 117
Valentina Della Corte, Chiara D’Andrea, Iris Savastano and Pina Zamparelli
Smart cities and destination management: Impacts and opportunities for tourism competitiveness 118
Francisco Femenia-Serra and María Jesús Perea-Medina
Analysis of three Spanish potential smart tourism destinations 119
Filomena Izzo, Mario Mustilli, Pasquale Sasso and Ludovico Solima
Smart tourism destination from IoT perspective: Adaptive orientation system 120
Umberto Martini and Federica Buffa
Relationships among key players and decision-making process in community destinations: ICTs as enabling conditions to create smart tourism destinations 121
Carla Rossi and Alessandra Storlazzi
Smart tourism destination and value co-creation: The case of high technology district for cultural heritage 122
Special Session 3: Educational Tourism: Trends, Challenges and Impacts on Travellers, Organised by: Elitza Iordanova 123
Aristeidis Gkoumas, Paris Tsartas and Alexios-Patapios Kontis
Challenges in developing the national electronic depository for tourism studies in Greece 124
Tsao Hsaio-Chang
An analysis of Taiwan ocean recreational sports and tourism professional courses 125
Montserrat Iglesias

Language travel supply: Marketing and management structures 126
Oratai Krutwaysho
Long stay tourism in the three Andaman cluster: Potentials and approaches to development 127
Special Session 4: The role of Visual Media in Tourism and Hospitality, Organised by: Dimitrios Stylidis and Seongseop (Sam) Kim 128
Barbora Cherifi and Dimitrios Stylidis
Sensory destination images: A case study of London 129
Seongseop (Sam) Kim and Sangkyun Kim
Visual media consumption model development in the film tourism context 130
Matina Terzidou, Dimitrios Stylidis and Konstantinos Terzidis
The role of visual media in religious tourists' destination image and behaviour 131
Seongseop (Sam) Kim, Ja Young Choe and Hagchin Han
Role of video clips in promoting food tourism 132
Hemani Sheth
The role of media in relevance to the prevalence and popularization of dark tourism 133
Special Session 5: Pilgrimage and Hiking: Journeys, Destinations, Meanings, Organised by: Noga Collins-Kreiner 134
Viswanathan Gomathy Amma Girish
The search for authenticity through Camino de Santiago walk: A qualitative study 135
Peter Wiltshier
Knowledge management and studies of religion and pilgrimage management: Report, store and access 136
Silvia Aulet and Judit Diaz
SPIRIT-Youth, developing spiritual tourism for youngsters across Europe 137
Nurit Kliot and Noga Collins-Kreiner
Why and how do people hike? Hiking the Israel national trail . 138
Special Session 6: Inside the Tourism Destination: Competition, Cooperation or Coopetition?, Organised by: Valentina Della Corte, Massimo Aria, Jin-Hyo Yun and Giovanna Del Gaudio 139
Valentina Della Corte, Massimo Aria and Giovanna Del Gaudio
Inter-firm relationships in the arena of tourist destinations: The role of destination governance 140
Chiara Massacesi
Challenges of stakeholders collaboration: Negotiating local food visions and identities in the Dolomites 141
Luís Silveira and Norberto Santos
Planning a strategy for the yacht tourism development in Figueira da Foz (Portugal) using the Delphi methodology: Procedures and results 142

Special Session 7: Establishing Innovative Products and Processes in Tourism: The Role of Service Experience, Organised by: Nikolaos Boukas, Myria Ioannou and Christakis Sourouklis 143
Nikolaos Boukas and Myria Ioannou
Investigating islands' visitor experiences in cultural heritage museums: The case of Cyprus 144
Francesca Pizzo, Peter Wiltshier and Valentina Della Corte
Street art and tourism: An alternative tourist business and the potential development of the city of Naples' tourist offer 145
Bojana Radenković Šošić
Content marketing in branding destinations 146
Rossella Culora and Xuan Lorna Wang
The semiotic relationship between language of tourism and destination image: The case of Sicily 147
Elizna Burger, Elmarie Slabbert and Melville Saayman
The aspects that influence brand loyalty towards arts festivals 148
Special Session 8: Food and Wine Tourism: An experience-based perspective, Organised by: Valentina Della Corte, Karin Reinhard, Peter Wiltshier and Chiara Massacesi 149
Food and wine tourism: An experience-based perspective. Reflections for future trajectories 150
Bahattin Özdemir and Faruk Seyitoğlu
Gastronomical quests of tourists, authenticity or safety and comfort? A conceptual study 151
Ludovico Solima, Pasquale Sasso and Fabiana Sepe
Food and wine to relaunch a peripheral area: The case of Campi Flegrei 152
Karin Reinhard, Valentina Della Corte and Norbert Haydam
A methodological blueprint for measuring the unconscious dimension of a destination brand: A three region exemplar approach 153
Special Session 9: SISTUR (Società Italiana di Scienze del TURismo), Organised by: Marcantonio Ruisi 154
Clara Benevolo and Riccardo Spinelli
Web communication by Italian tourist ports: A websites quality assessment exercise 155
Carmen Bizzarri and Margherita Pedrana
Excellence in tourism destination: A framework of analysis 156
Roberta Garibaldi, Andrea Pozzi and Elena Viani
The importance of U.S. market for food tourism in Italy 157
Francesca Palmas and Carlo Marcetti
Blue economy, coastal and maritime tourism: Emerging segments, opportunities and challenges in Italy 158
Loredana Picciotto and Marcantonio Ruisi
The promotion of a tourist destination through the definition of the "concept" in a sensorial perspective 159

CONFERENCE AIM

Tourism is a hypercompetitive sector constantly revolutionized by deep changes, both on the demand side (i.e., transformations in leisure and work, in distribution of income and development of new technologies) and on the supply side. These changes, which reflect the great uncertainty that characterises tourism worldwide, have been manifested at different scales including the individual, the business, the tourist resort, the destination or the national tourism system. The changes have been bound together in complex patterns that are evident throughout the tourism sector, whether in transport, entertainment or hospitality. Understanding how such changes affect tourism policies and planning and responding promptly to them and to the needs of a diverse global marketplace is an essential practice required by policy makers, the business sector, academics and practitioners.

Destinations and businesses have been both catalysts and recipients of change in the ways they have innovated in order to survive. Such innovation has sought to improve the competitiveness of businesses and destinations through the reduction of costs, increases in productivity, improved quality of products and service and the introduction of new products. In the future, the success of tourism businesses and destinations will continue to rely on planning and adaptation to continuing change in the demand and supply sides. Therefore, this conference will focus on change and response through policies, innovation and strategies. Some of the principal questions to be addressed are:

- What have been/will be the most significant changes in tourism demand and supply?
- How do these changes affect policy making and planning?
- What are the challenges in implementing tourism policies and strategic planning?
- What have been/will be the destination/policy responses/methods to change in tourism?
- Which technologies/strategies are used by tourism enterprises to attract/ inform new and potential customers?
- What innovative tools, policies and strategies do destinations use in order to stay competitive?

Bearing all these in mind, this conference aims to add to this debate by stimulating discussion and exchange of ideas between tourism professionals, academics, researchers, policy-makers, consultants, practitioners, government officials and postgraduate students from all tourism-related fields.

CONFERENCE TOPICS

The conference will focus on a broad range of topics related to tourism, including (but not limited to):

- Innovation in Tourism
- Tourism Development, Policy and Planning
- Tourism Sustainability
- Public Administration of Tourism Development
- Local Government Role and Responses to Tourism Development
- Community Responses to Tourists and Tourism
- Collaboration and Cooperation between Stakeholders
- Theoretical Perspectives on Tourism
- End Users Engagement in Tourism Policy Making
- Economic/Social/Environmental/Cultural Impacts of Tourism
- Tourism Education and its Role in Managing Tourism Development
- Alternative and Special Forms of Tourism
- Niche Tourism: Issues and Trends
- Industry's Role in Managing Growth
- Destination Marketing
- Information Technology in Tourism
- Tourism Research and Methodology
- Globalisation Effects
- Challenges and Best Practices of Hospitality and Tourism Marketing and Management
- Tourism Mobilities
- Transportation and Tourism
- Authenticity and Commodification
- The Future of Tourism
- The Effects of Crime, Terrorism, Safety and Security
- Managing Human Resources in Hospitality and Tourism
- District Management and Tourism Clustering
- Evolution and Transformation of Booking and Distribution Channels
- Social Networking and New Forms of Tourism

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The relationships among socio-demographic characteristics, behaviours and motivations of festival attendees: A study in Urla international grape harvest festival

This study aimed at examining the effects of socio-demographic characteristics and behaviours (purpose, frequency, length of stay, company, time of decision making, information sources etc.) of festival attendees on their motivations to attend the festival. During data collection, a survey method was employed. Using purposeful and convenience sampling approaches jointly, the questionnaires were administered to 293 attendees of Urla International Grape Harvest Festival in Izmir. Ultimately, 271 questionnaires were analyzed due to incomplete or unreturned forms. In the analysis section, firstly the scale for festival motivations which was constituted by items borrowed from the relevant literature was checked for validity and reliability using factor analysis results and Cronbach's Alpha values. Following factor analysis, a two factor solution for festival motivations of study participants was revealed, and the two dimensions were labelled as cognitive, and socio-psychological and physiological motivators. The Cronbach's Alpha values of the factors were also satisfactory. Secondly, the descriptive information about participants' socio-demographic features and their behaviours with reference to festival attendance was obtained with analysis of frequency and percentage distributions. Finally, analysis of variance and t test were performed in order to test the prescribed relations among the study variables. The analyses revealed significant differences in respondents' motivations for attending the festival with reference to gender, age, education, profession, length of stay, and information sources. More specifically, while gender, age and education were leading to significant differences in cognitive motivations of respondents, education, profession and length of stay significantly differentiated their socio-psychological and physiological motivations. An investigation of the effects of various information sources (family, friends, travel agency, brochures, newspapers, magazine, radio, television and internet) demonstrated that only two had a significant impact on motivations. More specifically, newspapers affected the both dimensions of motivations, while television had an impact merely on socio-psychological and physiological dimension.