

THE IMPORTANCE OF UNDERSTANDING EVENT EXPERIENCE

Klara Trošt Lesić
Kristina Brščić
Marinela Dropulić Ružić

Received 31 March 2017
Revised 19 June 2017
31 June 2017
Accepted 26 July 2017
<https://doi.org/10.20867/tosee.04.26>

Abstract

Purpose – The purpose of this paper is to examine the event experience in the context of event attendees (visitors) and event participants, as well as the relationship between the intensity of the experience and a repeat visit to the event.

Design – Objectives of the research are: 1) to analyse if event experience vary depending on the type of event, 2) to analyse if event experience of event attendees differs from those of event participants, 3) to analyse if event experience differ depending on of attendees and participants' gender, 4) to determine impact of participants and visitors' intensity of the event experience on their repeated visit.

Methodology – Data was collected though three different self-complete questionnaires on a sample of 185 visitors and 276 participants of events held in tourist destination Vrsar, in Istria County. Research was conducted from March through September 2015.

Approach – The research methodology was based on two fundamental approaches which include the use of descriptive and inferential analyses. Hypotheses were tested using Pearson Chi-Square Test, Kruskal Wallis test and Mann-Whitney tests with Bonferroni correction.

Findings – Events' visitors and participants have different experiences on different type of events. A more detailed analysis showed that different experiences vary depending on events' visitors and participants' gender and type of event (sports, cultural or artistic). Analysis of impact of event experiences on repeated visits shows that increases of experience intensity have impact on repeated visits.

Originality of the research – In the paper, the relationship was determined between the experience intensity and a repeat visit to the event, which means that a high quality designed event is the basis of the sustainable development of the event.

Keywords event experience, repeated visit, event visitors, event participants, sustainable event

INTRODUCTION

Event management in tourist destinations is a fast growing professional field in which events are becoming increasingly important elements of tourist destination offer and a basis of experience economy. With an increase in the understanding and importance of events in tourist destination offer, event organisers face the challenge of organisation of events which will enable event attendees to have as intense as possible experiences.

The characteristics and specific features of modern tourist demand: adeptness, heterogeneity, spontaneity, unpredictability, independence and individualism (Pavlič, 2009) emerged under the influence of the change in tourist behaviour, which affected also the changes in the experience structure. Pine and Gilmore (1998) emphasise that,

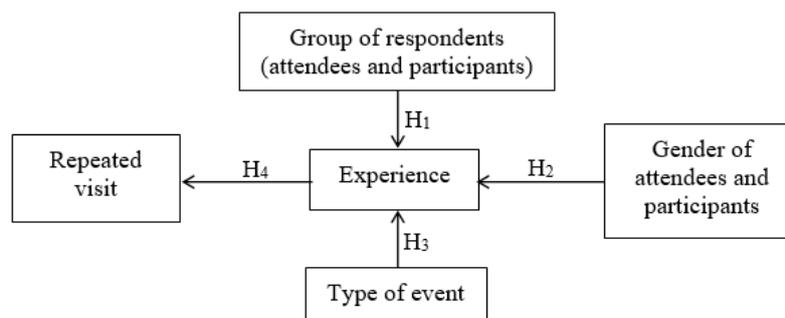
at the time of the experience economy, companies and event organisers must deliberately design engaging experiences that command a fee, as opposed to experiences so far, where many companies simply wrap experiences around their traditional offerings in order to sell them better. By their research, Fiore and Jeoung (2007) conclude that “new demand for unique and memorable experiences requires firms to develop a distinct value-added provision for products and services that have already achieved a consistent, high level of functional quality”. Just like in food tourism, at events, attendees can immerse themselves in the culture and heritage of a region, making the experience memorable in a completely unique and personal way (Copolla, 2016). However, do the event organisers know what experiences attendees realise at their events? What variables affect the experiences from events and are the organisers able to influence the attendees’ end experience? What are their event’s special features which can be highlighted through their programmes, thus designing an experience to remember?

Event experience will be analysed from the perspective of the event visitors and participants, i.e. post-sale behaviour will be analysed (Kim et al., 2010), as well as the probability of a repeat visit to the event (Shani, Rivera and Hara, 2009). By using detailed research questions, the intention is to find out about the variables which influence experiences from events and whether experiences from events affect repeat visits to the event (figure 1).

1. THEORETICAL FRAMEWORK AND HYPOTHESES

Based on these research questions, the following theoretical framework is proposed:

Figure 1: **Theoretical framework of the interdependency of observed variables**



The event experience of event participants is more intense than that of event attendees because the former represent primary stakeholders actively involved in the event programme. Getz (2007, p. 207) considered “people entering this zone of planned event experience come with needs and expectations, willingly enter the event setting out to experience something different and rewarding, and engage with the event programme and other people in terms of behaviour, emotions and cognitive processes.” Sirakaya et al. (2004) point out that it is particularly important to understand experiential phenomena, such as emotions. The growing interest in the role of emotions in

participant behaviour at events prompted Hall, O'Mahony and Vieceli (2009) to develop an empirical model derived from data on attitudes, perceptions and emotional responses that provide a conceptual understanding of the significant predictors of event attendance. Another characteristic that affects the event experience is personal contact and interaction at the event; attendees or participants frequently come into contact with the event employees and this can often determine the quality of the experience (Shone and Parry, 2010). Hence, event experience depends upon the actions and reactions of the event attendees. Wilks (2010) explains that the reinforcement of existing relationships is an important part of the festival experience. Through empirical research this paper seeks to provide an in-depth analysis of event experience and to investigate whether it is possible to design an appropriate and sustainable event programme depending on the event experience of potential attendees or participants. On the basis of these findings, the following hypotheses are proposed:

H₁. There is a difference between the experiences of event visitors and participants.

H₂. There is a difference in experiences at events with respect to the gender of visitors and participants.

Many authors have made in-depth theoretical analyses of event attendance motivations and event experience. Literature reviews by C. Lee, Lee and Wicks (2004) and Bowdin et al. (2006) indicate that different motivations appear to vary according to the type of event, which has been confirmed by the research of Milohnić, Trošt Lesić and Slamar (2016). Although Getz (2007) claims that it is impossible to predict exactly what meaning will be attached to the experiences, different types of events provide different experiences. Further Getz (2007, p. 204) explains that “„social constructs“ emerge which suggest to people what certain form of planned events are supposed to embody by way of experiences, and what they should mean in terms of social, cultural and economic values.” Kahle and Riley (2004) and Hall, O'Mahony and Vieceli (2009) note that sports events provides opportunities for groups to socialise and concluded that the consumption in groups enhances the overall attendance experience of a sporting event. On the other hand, more empirical evidence was not found if different event experience varies according to the type of event, thus, the following hypothesis is proposed:

H₃. There is a difference in experiences at events in respect of the event type.

By attending an event, visitors or participants expect fulfilment of certain needs, i.e. benefits, therefore Getz (2005, p. 330) believes that “event related motivational studies must address not merely the reasons given for being at an event but also the underlying benefits sought”. Getz states that (2007, p. 204) “the more involved or engaged the person is, the more they are likely to get out of the experience and the more memorable it will be.” Furthermore, Getz (2015) claims that benefits of event tourism are both generic to leisure and travel, and specific to special interests. Lee, Lee and Wicks (2004) explain that repeat visitors of festivals appeared to have a higher satisfaction than first visitors. If event visitors or participants have a positive experience at an

event, this can result in a double benefit, i.e. in a repeat visit to the event and thus to the destination where that event is being staged.

H4. A repeated arrival at an event depends on what is experienced at the event.

Bowdin et al (2006) believe that the relationship between the satisfaction of event attendees, their perception of the service quality and their intention to repeat their attendance at such an event are very important for marketing experts who wish to create a market of loyal visitors. Pine and Gilmore (1998) describe the benefits of attending an event as an experience to remember. They believe that, for designing of a programme which will ensure such experiences, tourists and visitors should be intrigued, delighted, educated, relaxed and emotionally attached. By structuring of such experiences, not only satisfied and loyal visitors are created, but also a base for sustainable event development.

2. METHODOLOGY

2.1. Study site

The development of Vrsar, a small municipality located on the western coast of Istria, is based on tourism. Vrsar has 2,162 inhabitants and covers a surface area of 37.7 km². Fully 72% of its active population is employed in the tertiary sector. Vrsar is one of the most visited Istrian destinations, generating 6% of total overnight stays in the region.

Of the total number of overnights in 2015, German visitors accounted for 37%, while visitors from Austria, Slovenia, Italy and the Netherlands accounted for 16%, 14%, 10% and 8%, respectively. Tourist facilities (most with three stars) provide 18,900 beds. Campsites prevail and are capable of accommodating about 14,500 people. Campsites account for 76% of total capacities, while the remainder is divided between hotels and resorts (14%), private accommodation (8%), and nautical tourism, holiday homes and other facilities (2%).

Of the approximately 1,800 events held in Istria each year, 31 were held in the Vrsar tourist destination in 2015. Considering that some events are held several times during the season, with others lasting two or more days, it follows that Vrsar is host to 57 events per year. Half of these events are art events (28 events or 49%) and 18 (32%) are cultural events, while sports events account for the smallest share (11 events or 19%).

2.2. Measures

To test the hypotheses it was necessary to operationalise the variables of experiences and event types and to explain the difference between attendees and participants. This research applied an adopted classification of event experiences in accordance with cognitive psychology where three levels of experience have been distinguished (Getz 2008, 181, adopted from Hoverand van Mierlo, 2006):

- “basal experience”, an emotional reaction to a stimulus, but with insufficient impact to stay long in one’s memory,
- “memorable experience”, the emotion can be recalled at a later date,
- “transforming experience”, these result in durable changes on an attitudinal or behavioural level.

Event types taken into consideration for the purpose of this research are based on event form or content classifications (Getz 2008, Derret 2005, Carlsen 2007, Fawzy 2008, Gelan 2003, Bozman, Kurpis and Frye 2010), and on event classification and definitions set out in the EMBOK programme (Rutherford Silvers 2006). Event types are therefore divided as follows: art events, cultural events, sports and recreational events, tourist events, business events, religious events, environmental events, and educational and scientific events.

Event attendees and participants are the two groups of respondents in this study as they are primary stakeholders. According to Reid and Arcodia (2002) primary stakeholders are important because without their direct support there would be no events. Participants are persons arriving at a destination with the primary motivation of taking part in an event, as for example tennis players as participants in a tennis tournament, singers and choir members as participants in a music festival and so on. Event attendees are persons attending an event, as for example tennis tournaments viewers or audience at choral music concert.

2.3. Materials and Methods

Research was conducted over a seven-month period in 2015, from April to October, during all three tourist seasons: pre-season, peak season and post-season. Primary data were collected by using two different self-administered questionnaires to survey attendees and participants to ten events; four being cultural events; four, art events; and two, sports events. During the research, 461 respondents were surveyed, of which 185 were event attendees and 276 were event participants. The sample of this research can be characterised as a convenience sample, and its size is considered to be sufficient for making conclusions, given that the number of respondents in similar research amounts to 214 (Bacellar 2012), 415 (Taks et al. 2009), 523 (Woo, Yolal, Cetinel and Uysal 2011), 726 (C. Lee, Lee and Wicks 2004).

A structured questionnaire consisting of closed-type questions, was developed for each group of respondents. The first research instrument used to survey event attendees consisted of 19 questions and four parts: sociodemographic questions, event information, attendance motivation and company, spending at the event, event satisfaction and experiences, and questions relating to the destination. The second research instrument used to survey event participants also comprised 19 questions but was made up of five parts: sociodemographic questions, questions concerning overnights, arrival and spending in the destination, event information, attendance motivation and company, event satisfaction and experiences, and questions regarding Vrsar as a destination. All questionnaires were tested before application. The testing of the questionnaires resulted only in minor reformulations of questions.

The collected primary data were processed using the software package SPSS 22.0. The research methodology was based on two fundamental approaches which include the use of descriptive (basic sample characteristics, meaning value, percentage, median, mean, mean rank) and inferential analyses. Hypotheses were tested using Pearson Chi-Square Test, Kruskal Wallis test and Mann-Whitney tests with Bonferroni correction.

3. RESULTS

The sample of the study consisted of 461 respondents of which 185 were event visitors (40.3%) and 276 event participants (59.7%), and of which 55.1% were female and 44.2%, male. The majority of respondents have secondary school qualifications (47.1%) and are older than the age of 55 (36.82%). In respect of their profession, the majority of respondents are employees (32.5%), followed by pensioners (20.3%) and entrepreneurs (13.9%). In respect of the country of origin, the majority of respondents who represent visitors or participants in events held in Vrsar in the course of the year 2015 were from Croatia (39.2%), followed by Italy (24.6%), Austria (12%), Germany (10%) and Slovenia (7.2%).

The analysis of the experience of visitors and participants in the events shows that memorable experience (86.9%) dominates, in comparison to 6% of the respondents who went through the basal experiences and 7.2% who went through the transforming experiences. This means that the experience has a positive impact on visitors and participants, yet it is not strong enough to have durable changes on an attitudinal or behavioural level.

By a more detailed analysis, the intention was to examine the relationship between experiences from events and groups of visitors, i.e. whether visitors to events and event participants realise different experiences by either attending events or taking part in them, thus the following hypothesis was set. Pearson Chi-Square test (χ^2 -test) was used in order to test the H_1 hypothesis, i.e. for the analysis of the relationship of the variable of groups of respondents (visitors or participants) and the variable of experience from events.

H_1 . There is a difference between experiences of event visitors and event participants.

The results showed that respondents' experiences were contingency linked with the group the respondent belongs to, i.e. that visitors and participants have different experiences at events ($p=.008$) (table 1), by which the H_1 hypothesis was proven. The Contingency Coefficient equals $C=.151$, $p=.008$, and is relatively low, so it can be concluded that the significance was most probably achieved due to the large number of respondents.

Table 1: **Pearson Chi-Square Test testing of the relationship between respondent groups and experiences at events**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.763 ^a	2. N=419	.008

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 10.20.

Source: Data processed by authors

By examining the level of Std. Residual, the intention was to determine which experiences contribute to the existence of a statistically significant difference between event visitors and event participants (table 2). Participants in events which were held in the tourist destination of Vrsar in the course of the year 2015 described their experiences as transforming experiences (1.7), while event visitors did not describe their experiences as transforming (-2.1). Visitors described their experiences as basal experiences in a greater measure (1.2), i.e. as positive experiences which will not remain for a long time in their memory.

Table 2: **Crosstabulation of the relationship between respondent groups and experiences at events**

Event experiences		Respondent groups	
		Attendees	Participants
Memorable	Count	152	212
	Expected Count	148.6	215.4
	Residual	3.4	-3.4
	Std. Residual	.3	-.2
Basal	Count	14	11
	Expected Count	10.2	14.8
	Residual	3.8	-3.8
	Std. Residual	1.2	-1.0
Transforming	Count	5	25
	Expected Count	12.2	17.8
	Residual	-7.2	7.2
	Std. Residual	-2.1	1.7

Source: Data processed by authors

By a more detailed analysis of the relationship between the experiences of event visitors and participants the intention was to examine whether there is a difference between experiences in respect of whether the respondents are men or women, i.e. whether there is a difference in the intensity of the experience at events in respect of the gender of the respondents.

H₂. There is a difference in experiences at events in respect of the gender of event visitors and participants.

Pearson Chi-Square test (χ^2 -test) was used in order to test the H₂ hypothesis, i.e. for the analysis of the relationship of the variable of respondents' gender (visitors or participants) and the variable of experience from events. The results showed that respondents' gender was contingency linked with the respondents' experiences, which

means that event visitors and event participants had different experiences in respect of whether they are men or women, ($p=.001$) (table 3), by which the hypothesis H_2 was proven. The Contingency Coefficient equals $C=.185$, $p=.001$.

Table 3: **Pearson Chi-Square Test testing of the relationship between respondents' gender and experiences at events**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.756 ^a	2. N=416	.001

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 10.79.

Source: Data processed by authors

By examining the level of Std. Residual, the intention was to determine which gender contributes to a statistically significant difference between experiences from events (table 4). Regardless of what type of event they participate in, women do not describe experiences either as basal (Std. Residual -2.0) or transforming (Std. Residual -1.4), while men describe their experiences mostly as basal (Std. Residual 2.2) or transforming (Std. Residual 1.5). Men, both event visitors and participants, did not have memorable experiences (-1.0).

Table 4: **Crosstabulation of the relationship between respondents' gender and experiences at events**

Event experiences		Gender of respondents	
		Women	Men
Memorable	Count	213	151
	Expected Count	200.4	163.6
	Residual	12.6	-12.6
	Std. Residual	.9	-1.0
Basal	Count	6	18
	Expected Count	13.2	10.8
	Residual	-7.2	7.2
	Std. Residual	-2.0	2.2
Transforming	Count	10	18
	Expected Count	15.4	12.6
	Residual	-5.4	5.4
	Std. Residual	-1.4	1.5

Source: Data processed by authors

Pearson Chi-Square test (χ^2 -test) was used in order to test the third hypothesis, i.e. by which the relationship between the variable of experiences from events and the variable types of events was tested. The intention was to examine whether there was a difference in respect of what type of event (sports, cultural or art) the respondents visited or took part in.

H₃. There is a difference in event experiences with respect of the event type.

The results showed that the variable of event types was contingency linked with respondents' experiences, which means that both event visitors and participants alike have different experiences in respect of the type of event they attend ($p=.000$) (table 5), by which the hypothesis H_3 was proven. The Contingency Coefficient equals $C=.216$, $p=.000$.

Table 5: **Pearson Chi-Square Test testing of the relationship between experiences at events and event types**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.520 ^a	2. N=419	.000

a. 2 cells (22.2%) have expected count less than 5. The minimum expected count is 3.88.

Source: Data processed by authors

What experience event visitors and participants will have at events depends on what event they will take part in, i.e. sports, cultural or art. By examining the level of Std. Residual, the intention was to determine which type of event contributes to a statistically significant difference between experiences from events (table 6). If event visitors or participants take part in sports events, they will have a transforming experience (2.5), i.e. they will certainly not experience a transforming experience if they take part in cultural events (-2.1) and they will certainly not have a basal experience if they take part in art events (-2.1).

Table 6: **Cross-tabulation of the relationship between experience from events and event type**

Event experiences		Type of event		
		Sports	Cultural	Art
Memorable	Count	48	152	164
	Expected Count	56.5	148.6	159.0
	Residual	-8.5	3.4	5.0
	Std. Residual	-1.1	.3	.4
Basal	Count	7	14	4
	Expected Count	3.9	10.2	10.9
	Residual	3.1	3.8	-6.9
	Std. Residual	1.6	1.2	-2.1
Transforming	Count	10	5	15
	Expected Count	4.7	12.2	13.1
	Residual	5.3	-7.2	1.9
	Std. Residual	2.5	-2.1	.5

Source: Data processed by authors

Out of 448 respondents (97.18% of the sample) who answered the question about repeated arrival at an event, 58.48% will most probably or surely visit the event again, 11.61% most probably or surely will not visit the event again, while 29.91% gave a neutral answer, i.e. they were not sure whether they will or will not visit the event again. Accordingly, the last relationship which was examined by this research was the very relationship between the variable of repeated attendance at an event and the variable experience from the event.

H4. Repeated attendance at an event depends on the experience one has at the event.

The non-parametric test Kruskal Wallis was used for the analysis of relationships between variables. The results indicate that there is a statistically significant difference in respondents' (visitors' and participants') repeated arrival at events in respect of respondents' experiences at events ($p=.001$) (table 7), by which the hypothesis H₄ was proven.

Table 7: **Kruskal Wallis Test of testing of the relationship between experience from events and repeated attendance**

Test Statistics ^{a,b}	Value	df	Asymp. Sig. (2-sided)
Chi-Square	13.113	2	.001

a. Kruskal Wallis Test

b. Grouping Variable: Respondents' experiences.

Source: Data processed by authors

For the basal experience, Mean Rank equals 126.54 (Median=3, Mean=2.92), for memorable experience Mean Rank=211.60 (Median=4, Mean=3.75) and for the transforming experience, Mean Rank=212.40 (Median=4, Mean=3.73), which means that the respondents who had a basal experience have the least probability of a repeat attendance at an event, i.e. those who had a memorable or transforming experience have a greater probability of a repeat attendance at an event.

The next step in the result interpretation and the analysis of the relationship between the variables respondents' experience and repeated attendance at events, following determination of a statistically significant difference, was to carry out three additional analyses by which the variables of repeated arrival at an event and any kind of experience were linked. For that purpose, the non-parametric test Mann-Whitney, with the application of the Bonferroni corrections $\alpha=.05/3=.0167$, which makes stricter the limit of significance, thus having control over the α error which occurs due to multiple comparisons.

The results of the first Mann-Whitney U Test of the difference between memorable and basal experiences shows the statistical significance of $p=0.000$, $p<.0167$ even with the Bonferroni correction ($Z=-3.584$), which means that there is a statistically significant difference between the respondents who described their experience as memorable or basal when deciding on a repeated attendance at an event.

The Mann-Whitney U Test result which tests the differences between memorable and transforming experiences is not statistically significant, as $p>.0167$ ($p=.986$, $Z=-.018$) and indicated that it does not matter whether respondents described their experience as memorable or transforming; the probability of their repeated attendance at an event is equal. In the third and last Mann-Whitney U Test, a statistical significance of $p=0.003$, $p<0.0167$ is obtained even with the Bonferroni correction ($Z=-2.998$), which means that there is a statistically significant difference between the respondents who described

their experience as basal or transforming when deciding on a repeat attendance at an event.

DISCUSSION AND IMPLICATIONS

In recent years we have been witnesses to the increasingly important role of events in tourist destination offer, but also to an increase in awareness of the importance of experience design and creation. From the perspective of a bearer of tourist destination development and event management, a need is emerging for more detailed data concerning consumer behaviour, i.e. concerning the behaviour of tourists as event attendees, in order for the existing event programmes to be adjusted to the principles of the experience economy. The purpose of this paper was to analyse the experiences from the local character events in greater detail by analysing the opinions of event visitors and participants and to determine whether the intensity of experiences from events has an effect on a repeat visit to the event.

The first contribution of this paper is research conducted at the level of the whole destination, from the perspective of destination management, which has not been the case in research so far. The analysis of the experience of visitors and participants of the events shows that memorable experience (86.9%) dominates, as opposed to 6% of respondents who had basal experiences and 7.2% who had transforming experiences. This means that the experience has a positive impact on visitors and participants, yet it is not strong enough to have durable changes on an attitudinal or behavioural level.

The research results showed that the experiences from events were contingency linked with the group respondent, i.e. that event visitors and participants have different experiences at events ($p=0.008$). On the basis of a more detailed analysis it was established that event participants describe their experiences as transforming (1.7), while event visitors did not describe their experiences as transforming (-2.1). Visitors described their experiences as basal in a greater measure (1.2), i.e. as positive experiences which will not remain for a long time in their memory.

The next contribution of the paper refers to the results of the analysis of the relationship between the experiences of visitors and participants and their gender, i.e. the intention was to examine whether there is a difference in the intensity of the experience at events in respect of the respondents' gender.

The results showed that respondents' gender was contingency linked with the respondents' experiences, which means that event visitors and event participants had different experiences in respect of whether they are men or women, ($p=0.001$). Men, event visitors and participants did not have memorable experiences (-1.0). Regardless of what type of event they participate in, women do not describe experiences either as basal (Std. Residual -2.0) or transforming (Std. Residual -1.4).

The results of the analysis of the relationship between the variable experience from the event and the variable of event types was contingency linked with respondents' experiences, which means that both event visitors and participants alike have different experiences in respect of the type of event they attend ($p=.000$). If event visitors or participants take part in sports events, they will have a transforming experience (2.5), i.e. they will certainly not experience a transforming experience if they take part in cultural events (-2.1) and they will certainly not have a basal experience if they take part in art events (-2.1).

The last relationship which was examined by this research is the relationship between the variable of a repeat attendance at an event and the variable of experience from the event. The results show that there is a statistically significant difference in the repeat attendance of respondents (visitors and participants) at events in relation to respondents' experiences at events ($p=.001$). The respondents (visitors and participants) who had a basal experience have the least probability of a repeat visit to the event, i.e. those who had a memorable or transforming experience have a greater probability of a repeat visit to the event.

Using a targeted event analysis, the creators of tourist offers are able to obtain quality information for designing of experiences from events in line with the principles of the experience economy. By adopting a systematic approach to the analysis of the existing events and existing offers, as well as by implementation of new knowledge and carefully planned contents, it is possible to organise sustainable events.

LIMITATIONS AND OPPORTUNITIES FOR FUTURE RESEARCH

It must be noted that this research is limited by a number of factors. First, each event involved in this research is different regardless to the fact that they are held in the same destination. Second, this study did not test a theoretical model but tested the interdependency of observed variables. Third, the framework presented provides a better understanding of events experience. However, additional research could provide further direction for achieved a consistent, high level of functional quality of events. In particular academic focus on the link between event experience and satisfaction variables which includes the quality of service, cleanliness of the venue, availability of restrooms, car parking, atmosphere at the event etc.

ACKNOWLEDGEMENTS

The work on this paper has been financed by Vrsar Tourist Organization (TO) within the tourism project “Upravljanje manifestacijama turističke destinacije Vrsar” held in 2015. Vrsar Tourist Organization is not responsible for any of the arguments presented in this article.

REFERENCES

- Bacellar, C., (2012), "Motivation to attend to a cultural event: Profiling Deauville Asian Film Festival attendees", British Academy of Management 2012, *British Academy of Management*, Cardiff, Royaume-Uni.
- Bowdin, G., Allen, J., O'Toole, W. and Harris, R., McDonnell, I. (2006), *Event Management*, 2nd Edition, Butterworth-Heinemann, Elsevier, Oxford.
- Bozman, C.S., Kurpis, L.V. and Frye, C. (2010), "Hoopfest: Using longitudinal economic impact data to assess the success of a strategic reorientation", *Sport Management Review*, Vol. 13, pp. 65-81, <https://doi.org/10.1016/j.smr.2009.04.007>
- Capizzi, M.T. and Ferguson, R. (2005), "Loyalty trends for the twenty-first century", *Journal of Consumer Marketing*, Vol. 22, No. 2, pp. 72-80.
- Carlsen, J. (2007), "The economics and evaluation of festivals and events", in Yeoman, I., Robertson, M., Ali-Knight, J., Drummond, S., McMahon-Beattie, U. (Ed.), *Festival and events management, an international arts and culture perspective*, Butterworth-Heinemann, Elsevier, Oxford, pp. 246-259.
- Coppola, M.E. (2016), "Food, tourism, and culture: the keys to success of a global trend", viewed 14 December 2016, <https://www.trekkssoft.com/en/blog/food-tourism-culture-keys-success-global-trend>
- Derrett, R. (2005), "Why do Regional Community Cultural Festivals Survive?", Paper presented at *The Impacts Events, Event Management Research Conference*, Australian Centre for Event Management, Sydney, pp. 443-463.
- Ek, R., Larsen, J., Buhl Hornskov, S. and Mansfeldt, O.K. (2008) "A Dynamic Framework of Tourist Experiences: Space-Time and Performances in the Experience Economy", *Scandinavian Journal of Hospitality and Tourism*, 8:2, pp. 122-140., <http://dx.doi.org/10.1080/15022250802110091>
- Fawzy, A. (2008), "Site Selection Criteria for Meetings on Cruise Ships: The View of Corporate Meeting Planners", *Journal of Convention & Event Tourism*, Vol. 9, No. 1, pp. 81-94.
- Gelan, A. (2003), "Local Economic Impacts, The British Open", *Annals of Tourism Research*, Vol. 30, No. 2, pp. 406-425, [https://doi.org/10.1016/S0160-7383\(02\)00098-1](https://doi.org/10.1016/S0160-7383(02)00098-1)
- Getz, D. (2005), *Event Management & Event Tourism*, 2nd Edition, Cognizant Communication, New York.
- Getz, D. (2007), *Event Studies - Theory, Research and Policy for Planned Events*, Butterworth-Heinemann, Elsevier, Oxford.
- Getz, D. (2008), "Event Tourism: Definition, Evolution, and Research", *Tourism Management*, Vol. 29, No. 3, pp. 403-428., <https://doi.org/10.1016/j.tourman.2007.07.017>
- Getz, D. Page, S.J. (2016), "Progress and prospects for event tourism research", *Tourism Management*, Vol. 52, pp. 593-631., <https://doi.org/10.1016/j.tourman.2015.03.007>
- Hall, J., O'Mahony, B. and Vicceli, J. (2009), "An empirical model of attendance factors at major sporting events", *International Journal of Hospitality Management*, Vol. 29, No. 2, pp. 328-334, <https://doi.org/10.1016/j.ijhm.2009.10.011>
- Hover, M. and van Mierlo, J. (2006), "Image your event: imagineering for the event industry", Unpublished manuscript, *Breda University of Applied Science and NHTV Expertise*, Netherlands: Event Management Center.
- Kahle, L.R. and Riley, C. (2004), *Sports Marketing and the Psychology of Marketing Communication*, Lawrence Erlbaum Associates Inc., New Jersey.
- Lee, C., Lee, Y. and Wicks, B.E. (2004), "Segmentation of festival motivation by nationality and satisfaction", *Tourism Management*, Vol. 25, No. 1, pp. 61-70, [https://doi.org/10.1016/S0261-5177\(03\)00060-8](https://doi.org/10.1016/S0261-5177(03)00060-8)
- Milohnić, I., Trošt Lesić, K. and Slamar T. (2016), "Understanding the decision making process for event participating and event experience – a prerequisite for sustainable event planning" (paper presented at the Biennial International Congress: *Tourism and Hospitality Industry Trends and Challenges 2016*, Croatia, Opatija, April, 28-29, 2016).
- Oh, H., Fiore A.M. and Jeoung, M. (2007), "Measuring Experience Economy Concepts: Tourism Applications", *Journal of Travel Research*, Vol. 46, No. 2, pp. 119-132., <https://doi.org/10.1177/0047287507304039>
- Pavić, I. (2009), "The characteristics and specific features of modern tourist demand", viewed 20 February 2017, <http://freepatentsonline.com/article/Annals-DAAAM-Proceedings/224712542.html>
- Pine, B. J. and Gilmore, J. H. (1998), "Welcome to the experience economy", *Harvard Business Review*, July–August, pp. 97-105.

- Reid, S. and Arcodia, C. (2002), "Understanding the Role of the Stakeholder in Event Management", Paper presented at the Events and Place Making: *International Event Research Conference*, Australian Centre for Event Management, Sydney, pp. 479-515.
- Rutherford Silvers, J. (2006), *Event Management Body of knowledge domain structure*, viewed 21 December 2015, http://www.juliasilvers.com/embok.htm#The_Uses_of_the_Domain_Structure
- Shone, A. and Parry, B. (2010), *Successful Event Management: A Practical Handbook*. 3rd Edition, Cengage Learning EMEA, United Kingdom.
- Shani, A., Rivera, M.A. and Hara, T. (2009), "Assessing the Viability of Repeat Visitors to Cultural Events: Evidence from the Zora! Festival", *Journal of Convention & Event Tourism*, Vol. 10, No. 2, pp. 89-104., <http://dx.doi.org/10.1080/15470140902946378>
- Sirakaya, E., Petrick, J. and Choi, H.S. (2004), "The role of mood on tourism product evaluations", *Annals of Tourism Research*, Vol. 31, No. 3, pp. 517-539, <https://doi.org/10.1016/j.annals.2004.01.009>
- Taks, M., Chalip, L., Green, B.C. and Kesenne, S. (2009), "Factors Affecting Repeat Visitation and Flow-on Tourism as Sources of Event Strategy Sustainability", *Journal of Sport & Tourism*, Vol. 14, No. 2-3, pp. 121-142., <http://dx.doi.org/10.1080/14775080902965066>
- Wilks, L. (2010), "Social capital In the music festival experience", Paper presented at the Global Events Congress IV: *Events and Festivals Research: State of the Art*, Leeds, UK.
- Woo, E., Yolal, M., Cetinel, F. and Uysal, M. (2011), "A comparative study of motivation across different festival products", viewed 20 January 2016, http://scholarworks.umass.edu/cgi/viewcontent.cgi?article=1087&context=gradconf_hospitality

Klara Trošt Lesić, PhD, Postdoctoral Associate
Institute of Agriculture and Tourism, Department of Tourism
Karla Huguesa 8, 52440 Porec, Croatia
Tel. +385 52 408 323
Fax. +385 52 431 659
E-mail: klara.trost@iptpo.hr

Kristina Brščić, PhD, Senior Research Associate
Institute of Agriculture and Tourism, Department of Tourism
Karla Huguesa 8, 52440 Porec, Croatia
Tel. +385 52 408 303
Fax. +385 52 431 659
E-mail: kristina@iptpo.hr

Marinela Dropulić Ružić, PhD, Postdoctoral Associate
Institute of Agriculture and Tourism, Department of Tourism
Karla Huguesa 8, 52440 Porec, Croatia
Tel. +385 52 408 323
Fax. +385 52 431 659
E-mail: marinela@iptpo.hr