

## INVESTIGATION OF VISITOR MOTIVATION OF THE EXIT MUSIC FESTIVAL (THE REPUBLIC OF SERBIA)

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### **Abstract**

*The decision to visit a festival or an event is a directed activity initiated by a wish to fulfil certain cultural need. Although motives only represent one of the variables describing visitor behaviour (besides learning, cultural conditioning and social influences), they form a crucial point that initiates decision making. The purpose of this study was to develop a measurement instrument that can be used to measure the most significant festival motivators for visitors' travels to music festivals.*

*The paper delivers the results of a questionnaire research conducted during the 11<sup>th</sup> EXIT festival (Petrovaradin Fortress, Novi Sad, The Republic of Serbia) in July 2011. The results were based on 566 questionnaires. The factor analysis generated three items: socialization; exploration of the festival programme and atmosphere; and perception of the festival and learning.*

**Key words:** *Visitor motivation, Music festivals, EXIT 2011.*

**JEL Classification:** *O15,O18*

### **I. INTRODUCTION**

On a global scale, festivals and events with a strong cultural component are substantially increasing in numbers. In addition to enhancing local pride in culture, these events also expose indigenous minorities and an increasing number of international visitors to new people, their customs thus contributing to the local economy, and providing recreation opportunities (Long and Perdue, 1990; Lee et al., 2004).

Community-based festivals and events are becoming more popular and subsequently more numerous. They encompass a diverse range of themes from the specific, food and wine, to multi-faceted celebrations, such as multicultural festivals (Small et al., 2005).

Events have become an increasingly significant component of destination marketing (Getz, 1997; Getz, 2010; Hall, 1992; Van den Berg et al., 2000). Events are being used to increase visitation (Light, 1996; Ritchie, 1984), reduce the seasonality of tourist flow (Higham and Hinch, 2002; Ritchie and Beliveau,

1974), improve a destination's position in the market (Roche, 1994), and foster destination development (Bramwell, 1997; Chacko and Shaffer, 1993).

Over the last decades, festivals have been increasingly identified with community based-tourism development as they add vitality and enhance the appeal of a destination to tourists (Getz, 1991). Previous festival-related research in the field of tourism reflects diverse perspectives: the economic benefits of staging festivals at the community level (Long and Perdue, 1990); motivation of people to attend festivals and special events (Crompton and McKay, 1997; Formica and Uysal, 1998; Mohr et al., 1993), satisfaction by perceived authenticity (Chhabra et al., 2003), cultural consumption patterns of festival visitors (Prentice and Andersen, 2003), and organizers' perceptions of the socio-economic impacts of festival (Gursoy et al., 2004). Since understanding visitor perception is central to building an effective marketing strategy, a considerable number of studies have focused on visitors' psychological constructs. This paper also attempts to address the issue of festival attendees'

particular psychological value and motivation (Kim et al., 2006).

Music festivals are an important expression of the human activity contributing much to the social and cultural life of the host community and establishing relationships with the tourists/visitors of festivals.

Many world-renowned musicians have taken part in the EXIT festival in the last twelve years. The EXIT festival emerged out of the student protest and struggle for democracy in Serbia at the end of the 20<sup>th</sup> century. Today, the festival is supported a consortium of non-governmental organisations and business companies. The festival was first organized in 2000 as a local festival, but in 2001, it outgrew its beginnings and became one of the largest music and cultural festivals in south-eastern Europe.

In the autumn of 2007, EXIT festival was ranked the first in its category in Europe in the review of 40 festivals. The large number of visitors came from Great Britain owing to the article in the Observer newspaper, which wrote about EXIT as the best festival in the world (<http://www.myexit.org>).

Furthermore, EXIT festival was awarded the best event at "SeeMe" Awards at the conference, which took place on 7<sup>th</sup> June 2008 in Sofia. "South East Europe Music Event" is both the festival of electronic music and the conference for organisations and individuals in the electronic music business in South Eastern Europe. It has been taking place in Sofia since 2006, and SeeMe awards have been awarded since 2008. The festival organization selects nominees in 17 categories, and the winners are chosen by the public via Internet balloting (<http://www.blic.rs>)

The leading world's magazine for electronic music "DJ" within the festival 2008 section devoted the largest space to EXIT festival by asking the question: What makes the festival that attractive? The magazine team admitted that EXIT festival is among their favourites and searched for the answers among the festival visitors from the UK whose preference was the venue (the Petrovaradin fortress) thousands of kilometres away from their home, instead of numerous venues in their neighbourhood. The British visitors answered the following: The major attractions are people, programme, weather conditions, venue and prices. The programme is magnificent, with outstanding production. The panoramic view of the town from the fortress is a unique quality of the festival. The sun is almost guaranteed, the people are in good mood and everything is much cheaper than in England. Almost all the interviewed visitors highlighted that EXIT festival was "an extraordinary experience" for them. Moreover, all of them decided to visit Novi Sad, since their friends had only positive attitudes towards EXIT festival (<http://www.vesti.rs>).

Major international TV stations and media centres such are: CNN, BBC, Guardian, Times, and others regularly proclaim EXIT as a one of the world's best music festivals. It should also be noted that the British Economist, one of the most influential

international economic magazine worldwide, claims that the contribution of Exit and Novak Djokovic to Serbia's image and promotion in the classified in category - priceless.

The list of the musicians who have performed at Exit includes: Beastie Boys, Pet Shop Boys, Billy Idol, Snoop Dogg, The Prodigy, Iggi Pop, Massive Attack, Moloko, The Cult, Kosheen, Garbage, Stereo Mc's, Manu Chao, Paul Weller, Sex Pistols, Moby, Chemical Brothers, Eric Morillo, David Morales, Roger Sanchez, Timo Mass, Jamiroquai, Nick Cave, David Guetta, Guns N' Roses, Duran Duran, etc. In addition, the social engagement has included various initiatives: the initiative to abolish visa regime, fighting against human-trade, etc. (<http://www.blic.rs>).

The benefits of the event are multiple for the city of Novi Sad. The city changes completely during 5 days, becoming a new city, bustling with young people from all over the world. Despite the minor traffic crowds it enhances the real pleasure of being a citizen of Novi Sad at that time. The purpose of this study was to develop a measurement instrument that can be used to measure the most significant festival motivators for visitors' travels to music festivals.

## II. STUDY AREA

The city of Novi Sad is the second largest city in Serbia and the capital of the Autonomous Province of Vojvodina. According to the latest census from 2011 in the city of Novi Sad (without suburbs and villages) lived 231,798 inhabitants. Exit festival, during four days, is visited by between 150,000 and 200,000 thousand people, which shows that the population increases substantially during the festival.

Novi Sad is a city rich in numerous tourist attractions. Also, the city atmosphere is a factor that attracts tourists to visit Novi Sad. The atmosphere is directly connected to Novi Sad residents because they are extremely cultural, tolerant and hospitable (Blešić et al., 2008). One of the most beautiful and most significant historical monuments in Novi Sad is the Petrovaradin Fortress which is the place where Exit festival is held. It is situated on the right bank of the Danube river, on the territory of Petrovaradin municipality, the town area of Novi Sad. The position of the fortress provides a supreme visual experience whichever direction you watch either from its walls or towards the fortress itself. The Petrovaradin Fortress represents a complex military defence system, which once consisted of six mainly attached units. It had an extraordinary military importance in the 18<sup>th</sup> century serving as a defence rampart against the Turkish Empire (Marković, 1996).

The basis of the Petrovaradin Fortress was diorite rock which, observed from the Danube side, gives the fortress specific and magnificent appearance. There are three distinguished levels: upper, middle and lower connected with plateaus and slopes. The total altitude difference is about 60 m (Programme of

revitalization for the Petrovaradin Fortress, 1996). The Petrovaradin Fortress covers the area of over 80 ha and stretches on three levels. Practically, it consists of three detached fortification systems: Upper, Middle and Lower Fortress (Gavanski, 1978).

The Fortress has been proclaimed the cultural asset of highest importance and falls to the category of unique cultural and historical objects in fortification masonry. It features prominent architectural, artistic and ambience values with a special emphasis given to its cultural history.

The EXIT festival turns the fortress into a hot spot of cultural tourism in Serbia, a meeting point of different cultures and a venue for making friends.

Besides excellent atmosphere, the Fortress provides high quality acoustics with the possibility to stage different events very close to each other without mixing the sound of music performed (Besermenji et al., 2009). Moreover, the attractiveness of the festival rests on the festival venue.

Petrovaradin Fortress is the largest tourist attraction of Novi Sad and a must for every tourist visiting the city. The higher protection level of Petrovaradin Fortress would induce more visitors, since it has been the case with the objects of cultural heritage on the UNESCO's World Heritage list (Wager, 1995).

### III. LITERATURE REVIEW

For a long time, motivation has been the central research topic in psychology including physiological, psychological and philosophical approach (Petri and Govern, 2006). Also in managing events, concept of motivation is used for understanding visitors' behaviour while reaching the decision where to travel and what to visit which can be indicative for organizers.

Motivation clarifies reasons for tourist movements and is directly connected to tourist demand and tourist behaviour which influences the decision, tourist experience and future movement (Lomine and Edmunds, 2007).

Despite enormous popularity of music festivals and the importance of understanding motivators which move their visitors, there is a small number of scientific papers which researched motivation for visiting music festivals until the early 90s (Getz, 1997). From the mid 90s the number of scientific papers dealing with this problem increased so the motives for visiting events in the USA were researched by: Backman et al., 1995; Crompton and McKay, 1997; Uysal et al., 1993, Scott, 1995.

Motives for visiting festivals on the Asian continent were explored by Schneider and Backman (1996), Lee (2009) and Lee et al. (2004) and in Australia Axelsen and Arcodia (2004).

On the territory of Europe this subject was dealt by Formica and Uysal (1998). The numbers of separated factors and starting items in this research were different. Thus, Mohr et al. (1993) conducted the research at the festival called Freedom Weekend Aloft

(a hot air balloon festival) in Greenville, South Carolina which included 23 items organised in five factors "socialization", "family togetherness", "excitement/uniqueness", "escape", and "event novelty". But the authors of the study did not obtain significant differences in the visitors' attitudes compared to their socio-demographic characteristics. Scott (1996) in his article compared motives to visit three festivals: Bug Fest, the Holiday Lights Festival and the Maple Sugaring Festival, organized by Cleveland Metroparks in Northeast Ohio. Twenty five items were factor analyzed to six dimensions: "nature appreciation", "event excitement", "sociability", "family togetherness", "curiosity" and "escape from routine". Generally speaking, the existence of statistically important differences between motivational factors on various types of festivals was analyzed. The results indicate that the motives for visiting one festival are statistically different than the others. Formica and Uysal (1996) compare the motives of residents and non-residents who visited Umbria Jazz festival in Italy.

They also divided 23 motivators to five dimensions of motivation using factor analysis. Those are: "excitement and thrills", "socialization", "entertainment", "event novelty" and "family togetherness". The results show that the residents are more motivated to socialize and make new friends because they attached the biggest importance to "socialization" factor, while the non-residents are predominantly motivated by entertainment.

Lee et al. (2004) conducted the research at World Culture Expo 2002 festival and produced 31 items organized in six factors: "Cultural exploration", "Family togetherness", "Novelty Escape (recover equilibrium)", "Event attractions" and "Socialization". This study compared the motives for visit of domestic and foreign guests and shows significant differences in their attitudes.

The authors emphasize the importance of the research of motives for visiting events as the factor which can contribute tourism development, influence local economy and promote positive image of a community.

As far as Serbia is concerned, motives for visit and visitors' satisfaction were not researched until the second decade of the 21st century (Stamenković et al., 2011; Pivac et al., 2011; Gagić et al., 2013; Blešić et al., 2013; Stamenković et al., 2013; Blešić et al., 2014). Blešić et al. (2013) conducted the research on the motives for visiting music festival. The research was realized at the 50th jubilee ethno-music festival in Guca in 2010. The authors singled out 14 items which were grouped in four factors using factor analysis: "perception of the festival and learning", "psycho-physical welfare", "socialization", "exploration of festival programme and atmosphere".

The visitors of Guca considered the factor "exploration of festival programme and atmosphere", as the most important which was confirmed by this study. Understanding tourist motivation enables

researchers and organizers to better analyze tourist behaviour, and predict their future needs and demands. Literature review suggests that numerous factors are important for motivation of festival visitors and that they vary significantly depending on the event type and venue.

This research seeks to understand the reasons that motivate visitors to visit one of the biggest music festival in this part of Europe.

#### IV. METHODOLOGY

##### *Research instrument*

The first section of the questionnaire consisted of 12 motivational items. These 12 attributes were identified based on a review of relevant literature and research on motives for visits to music festivals that the authors conducted in 2010 at Dragacevo's Brass Bands Festival in Guca, Serbia (Blešić et al., 2013). Prior to the main survey, a pilot study was conducted on the sample consisting of 50 festival visitors of various nationalities. One item ("I want to escape from my

routine") was deleted from the survey instrument due to its low loading factor score. Then, a formal survey with 11 motivational items was conducted.

The questionnaire consisted of two parts. The first part comprised 11 motivational items. Motives were measured by means of a five-point Likert type scale (1 = *strongly disagree*, 2 = *disagree*, 3 = *neutral*, 4 = *agree*, 5 = *strongly agree*) to obtain answers from respondents on reasons for their visit to the event. The second part of the questionnaire included respondents' demographic information. The questionnaire was prepared in two languages: English and Serbian.

##### *Survey*

The survey was conducted at the event venue (Petrovaradin Fortress) and the campsite for the EXIT festival visitors. Pilot survey was conducted on the first day (July 7<sup>th</sup>, 2011) and the formal survey lasted for three days (from July 8<sup>th</sup> to 10<sup>th</sup>, 2011). Fifteen research assistants, the authors of the paper and ten senior students carried out the research. In total, 1,000 questionnaires were distributed and 566 (56.6%) usable questionnaire sheets were obtained.

**Table 1. Demographic information of tourists (n = 566)**

Variables	Sample size	Percentage	Variables	Sample size	Percentage
<b>Age</b>			<b>Average income</b>		
≤ 20	83	14.7	≤ 300 €	67	11.8
21 - 30	415	73.3	301 – 500 €	63	11.1
31 - 40	59	10.4	501 – 700 €	44	7.8
41 - 50	6	1.1	701 – 1,000 €	43	7.6
≥ 51	3	0.5	1,001 – 2,000 €	83	14.7
<b>Gender</b>			2,001 ≥ €	110	19.4
Male	322	56.9	No income	156	27.6
Female	244	43.1	<b>Occupation</b>		
<b>Education</b>			Pupil	17	3.0
Secondary education	123	21.7	Student	236	41.7
College	108	19.1	Employed	279	49.3
Higher education	273	48.2	Retired	4	0.7
Master's degree	52	9.2	Unemployed	26	4.6
Doctor's degree	10	1.8	Other	4	0.7
<b>Place of residence (European countries)</b>			<b>Place of residence (European countries)</b>		
Serbia	148	26.1	Switzerland	5	0.9
France	6	1.1	Denmark	3	0.5
Bosnia and Herzegovina	16	2.8	Poland	4	0.7
Croatia	22	3.9	Austria	4	0.7
Slovenia	20	3.5	The Czech Republic	3	0.5
Germany	10	1.8	Greece	17	3
Hungary	6	1.1	Russia	4	0.7
Montenegro	13	2.3	Netherlands	24	4.2
Spain	5	0.9	Turkey	2	0.4
Sweden	4	0.7	<b>Place of residence (Non-European countries)</b>		
Italy	1	0.2	Nigeria	2	0.4
Bulgaria	5	0.9	Ethiopia	1	0.2
Belgium	2	0.4	Cuba	2	0.4
Macedonia	11	1.9	Jamaica	2	0.4
England	133	23.5	USA	9	1.6
Albania	2	0.4	Canada	6	1.1
Romania	4	0.7	Chile	2	0.4
Scotland	20	3.5	Brazil	1	0.2
Ireland	7	1.5	New Zealand	7	1.2
Israel	1	0.2	Australia	29	5.1
Portugal	2	0.4	Pakistan	1	0.2

## V. RESULTS

### *Respondents' profiles*

The sample included 322 (56.9%) males and 244 (43.1%) females among the respondents. The main age group was 21 - 30 and represented 73.3% of the respondents. The second largest age group was under 20 making the 14.7% of the respondents. The age group over 40 had the share of only 1.6%. Most of the respondents (48.2%) had completed higher education. Observed by the country of origin, the largest number of respondents arrived from Serbia (26.1%), then from England (23.5%) and Australia (5.1%). Former Yugoslav republics (Slovenia, Croatia, Macedonia, Montenegro and Bosnia and Herzegovina) had the share of 14.5% of the total. The majority of respondents are either employed (49.3%) or students (41.7%). According to their monthly income, the highest share of respondents had no income (27.6%), then followed the income 2,001 € and above (19.4%) and the income between 1,001 and 2,000 € (14.7%).

### *Factor analysis*

The factor analysis was conducted to verify the construct validity of the formal questionnaire. Cronbach's  $\alpha$  value for each factor was computed to verify the reliability. The factor analysis was based on the principal component analysis with Varimax rotation. In this survey, all factors with Eigenvalue greater than 1 and with factor loadings over 0.5 were retained. The results of the factor analysis, which suggested a three-factor solution, included 11 motivational attributes and explained 55.07% of the variance. The Kaiser – Meyer – Olkin (KMO) overall measure of sampling adequacy was 0.77 which was middling (Kaiser, 1974) and Bartlett's test of sphericity was significant ( $p = 0.000$ ). Cronbach's  $\alpha$  values for each factor were greater than 0.7. The results showed that the Alpha coefficients of the four factors ranged from 0.702 to 0.722. This demonstrates that the scales of the formal questionnaire have considerable reliability (Nunnally, 1978). Table 2 shows the results of the factor analysis in terms of: the factor name, the retained items, the factor loadings, the Eigenvalues, the variance explained by the factor solution and the Cronbach's Alphas.

**Table 2. Results of factor analysis**

Extracted factors	Items	Factor loading	Eigen-value	Variance explained	Cronbach's $\alpha$
<b>F1 – Socialization</b>	To feel "incognito" in a new surrounding where no one knows me	0.676	3.514	20.915	0.702
	To spend time with people who enjoy the same things as I	0.592			
	To meet people from other parts of the country and other countries	0.632			
	To obtain friends who live here and perhaps invite them for a visit to my place	0.695			
	To find and intimate friend	0.671			
<b>F2 - Exploration of festival programme and atmosphere</b>	To enjoy the festival atmosphere and crowd	0.791	1.739	17.328	0.722
	To experience something new	0.768			
	To enjoy in music performances of the artists	0.773			
<b>F3 – Perception of the festival and learning</b>	To enjoy other segments of cultural and artistic programme	0.706	1.355	16.821	0.707
	To taste the local food and drinks	0.796			
	To enjoy in Petrovaradin Fortress and the Danube	0.801			

The first factor was labelled "Socialization". This factor explained 20.915% of the total variance with a reliability coefficient of 0.702. The second factor was "Exploration of festival programme and atmosphere" explaining 17.328% of the total variance with a reliability coefficient of 0.722. The third factor was labelled "Perception of the festival and learning" and explained 16.821% of the variance with a reliability coefficient of 0.707.

The results of the descriptive statistical analysis listed in Table 3 show that the respondents assigned the highest importance to the second factor - "Exploration of festival programme and atmosphere". The second most important factor is "Perception of the festival and learning". Although "Socialisation", the desire and willingness to meet with people from beyond the normal circle of acquaintances and to extend social contacts, emerged as a salient dimension from a number

of motivation studies (Schofield and Thompson, 2007; Mohr et al., 1993; Uysal et al., 1993; Schneider and Backman, 1996; Scott, 1996; Crompton and Mackay, 1997; Formica and Uysal, 1998; Lee, 2000; Lee et al., 2004; Chang, 2006), it was labelled as the least important factor in this research. In the "Socialization" factor section the most important parts were "to obtain friends who live here and perhaps invite them for a visit to my place" and "to feel "incognito" in a new surrounding where no one knows me" which points to the need to make friends with the locals and to the wish "to escape" from the everyday life and familiar surroundings. This can be connected to highly marked second factor which signifies the visitors' need to experience something new and unknown and to enjoy festival atmosphere. The fact that the second factor obtained the highest mark shows that the most

dominant motiv to visit a music festival for the visitors is programme quality.

Visitors think that it is very important to be able to enjoy performances of the most important musician in the world at one place which makes spending time

with friends less important factor. Responders also consider venue as a very important factor because they assigned relatively high mark to the following question from the third factor "to enjoy Petrovaradin Fortress and the Danube" (3.8940).

**Table 3. Mean ratings of factors and items**

Selected factors and items	Mean	Std. Dev.
<b>F1 - Socialization</b>	<b>3.3760</b>	<b>0.85856</b>
To feel 'incognito' in a new surrounding where no one knows me	3.0071	1.35410
To spend time with people who enjoy in the same things as I	3.9276	1.05430
To meet people from other parts of the country and other countries	3.8834	1.07778
To obtain friends who live here and perhaps invite them for a visit to my place	3.3057	1.26219
To find and intimate friend	2.7562	1.54367
<b>F2 - Exploration of festival programme and atmosphere</b>	<b>4.5118</b>	<b>0.62852</b>
To enjoy the festival atmosphere and crowd	4.5424	0.74843
To experience something new	4.4134	0.80404
To enjoy music performances of the artists	4.5795	0.79814
<b>F3 – Perception of the festival and learning</b>	<b>3.6066</b>	<b>0.91073</b>
To enjoy other segments of cultural and artistic programme	3.4912	1.12844
To taste the local food and drinks	3.4346	1.21136
To enjoy Petrovaradin Fortress and the Danube	3.8940	1.09838

T-test of independent samples was applied to compare the attitudes of the two groups of respondents – male and female. The obtained results indicated the statistically significant differences in validating the selected factors with regard to the gender of respondents. Female respondents usually gave high marks to the factor F2 ("Exploration of festival programme and atmosphere") compared to male respondents, which implies the significance level of  $p < 0.01$ . Table 4 presents the outcome of the t-test.

ANOVA test hadn't shown statistically significant difference comparing the marks of event visitors to their age structure, education, profession, monthly income and country of origin.

**Table 4. The results of T-test analysis**

Factor	Means		t-value
	Male (n=322)	Female (n=244)	
<b>F1</b>	3.4317	3.3025	1.777
<b>F2</b>	4.4369	4.6107	-3.286*
<b>F3</b>	3.5507	3.6803	-1.679

\*  $p < 0.01$

## CONCLUSION

Segmenting festival markets and understanding their characteristics based on motivations will be important for successful event managers in the future. Competitive forces will require from managers to understand and monitor participants' needs and satisfaction as promoting event features in their marketing strategies (Lee et al., 2004).

The purpose of this study was to develop a measurement instrument that can be used to measure the festival motivators, which were labelled by music festival visitors as the most important. The factor

analysis generated three factors: perception of the festival and learning, exploration of festival programme and atmosphere and socialization. The results of descriptive statistical analysis demonstrated that festival atmosphere, novelty experience and quality of music programme are the most important motivators for the EXIT festival visitors in 2011. Difference between average scores for F1 and F2 was 1.1358, and between F2 and F3 was 0.9052, which implied huge impact of F2 motivators. The lack of statistically significant differences in visitors' attitudes with regard to their socio-demographic characteristics, except for F2 regarding gender of respondents, leads to a conclusion that the EXIT festival visitors were motivated by the same attributes regardless their age, education, profession, monthly income, country of origin and also gender with regard to F1 and F3.

The results indicate the need for future research on the subject of motivator analysis based on specific segments of visitors. Namely, dominant importance of the second factor points to the need for constant improvement of an event content and programme, which should be in accordance with visitors' requirements and wishes. The Exit festival changes number and organizations of stages. In addition to the stages that are present every year (Main Stage, Dance Arena, Fusion Stage, Reggae Stage), new ones are added featuring alternative music and unknown artists. During the first years of the festival, drama stages and movies projection were also present. In addition, forums on a variety of subjects such as violence, environmental protection, mobility of students, rights of LGBT persons, visa regime liberalization, etc. were organized. The participants in this study declared that their main visiting motive is exploration of the festival

program and atmosphere. In the accordance with that, it is necessary to revise the economic justification for the existence of certain stages, as well as to examine the need for reintroduction of some previously abolished activities. In order to introduce new programmes and include the latest artists and other cultural and artistic events, our recommendation to the festival organizers is to constantly monitor the needs and demands of visitors and to analyze their socio-demographic structure, as well as their travelling habits and habits regarding the visit to a music festival. The main limitations of this study are related to the sample type. A simple random sample was used in this research, while for further studies it is recommendable to use stratified sample which would give more accurate

results. The application of socio-demographic variables in the study of the visitors' motivation should be expanded in the manner that it includes other independent variables such as: travelling habits (frequency, destinations, accompanying persons, how much they spend etc.), previous experience related to visit of music festivals, intentions of revisiting the festival, intention to recommend the festival to other people etc. Study of motivation is an important precondition for understanding behaviour of visitors and for measuring their satisfaction.

Accordingly, relationship between festival motivation and attitude and behavioral intentions should be explored using a structural equation model in future research.

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