



Turnitin Originality Report

COMPARATIVE ANALYSIS OF THE by
16 Rdt

From Quick Submit (Quick Submit)

Processed on 11-Nov-2013 00:18 PST
ID: 37185548
Word Count: 5869

Similarity Index	Similarity by Source	
43%	Internet Sources:	36%
	Publications:	35%
	Student Papers:	22%

sources:

- 1 5% match (Internet from 26-Nov-2011)
<http://el.mdu.edu.tw/datacos/09520322008A/motivation.pdf>

- 2 3% match (Internet from 27-Apr-2011)
<http://el.mdu.edu.tw/datacos/09520322008A/FESTIVAL.pdf>

- 3 3% match (Internet from 21-Apr-2013)
<http://orientaljournal.org/document/2011/5.pdf>

- 4 3% match (Internet from 18-Mar-2013)
<http://www.academicjournals.org/ajbm/pdf/pdf2011/28dec/pivac%20et%20al.pdf>

- 5 2% match (publications)
[Kim, S.S., "Marketing implications arising from a comparative study of international pleasure tourist motivations and other travel-related characteristics of visitors to Korea", Tourism Management, 200506](#)

- 6 1% match (publications)
[Kim, N.S., "Why travel to the FIFA World Cup? Effects of motives, background, interest, and constraints", Tourism Management, 200412](#)

- 7 1% match (publications)
[Peter Schofield, "Visitor motivation, satisfaction and behavioural intention: the 2005 Naadam Festival, Ulaanbaatar", International Journal of Tourism Research, 09/2007](#)

- 8 1% match (publications)
[de Guzman, A.B., "Segmenting Motivation", Annals of Tourism Research, 200607](#)

- 9 1% match (Internet from 04-Jun-2013)
<http://www.clubbing.rs/content/view/862/64/>

- 10 1% match (student papers from 07-Nov-2013)
[Submitted to Glion Institute for Higher Education on 2013-11-07](#)

- 11 1% match (publications)
[Devesa, M., "The role of motivation in visitor satisfaction: Empirical evidence in rural tourism", Tourism Management, 201008](#)

- 12 1% match (publications)
[Micić, Živadin, Miloš Micić, and Marija Blagojević, "ICT innovations at the platform of standardisation for knowledge quality in PDCA", Computer Standards & Interfaces, 2013.](#)

- 13 1% match (Internet from 06-Aug-2013)
<http://www.kon.org/urc/v10/thomas.html>

- 14 1% match (publications)
[VIVIERS, Pierre-Andr : BOTHA, Karin and PERL, Cliff, "PUSH AND PULL FACTORS OF THREE AFRIKAANS ARTS FESTIVALS IN SOUTH AFRICA", South African Journal for Research in Sport, Physical Education & Recreation \(SAJR SPER\), 2013.](#)

- 15 1% match (publications)
[Crompton, J.L., "Motives of visitors attending festival events", Annals of Tourism Research, 1997](#)

- 16 1% match (Internet from 28-Aug-2010)
http://www.citizendia.org/Novi_Sad

- 17 1% match (student papers from 02-May-2005)
[Submitted to Waikato University on 2005-05-02](#)

18	1% match (Internet from 10-Jul-2013) http://mmm-2.ru/forum/2-29-18
19	1% match (Internet from 02-Aug-2013) http://www.actacommercii.co.za/index.php/acta/article/viewFile/168/167
20	1% match (Internet from 25-Apr-2012) http://www.ijemr.org/docs/Vol5-1/Getz.pdf
21	1% match (student papers from 05-Apr-2011) Submitted to Southern Cross University on 2011-04-05
22	< 1% match (publications) Toyama, Masaki, and Yuichi Yamada. "The Relationships among Tourist Novelty, Familiarity, Satisfaction, and Destination Loyalty: Beyond the Novelty-familiarity Continuum". International Journal of Marketing Studies, 2012.
23	< 1% match (Internet from 14-Mar-2012) http://etds.lib.ncku.edu.tw/etdservice/view_metadata?etdun=U0026-0812200913382394
24	< 1% match (Internet from 07-Nov-2010) http://wallaby.vu.edu.au/adt-VVUT/uploads/approved/adt-VVUT20080304.115921/public/02whole.pdf
25	< 1% match (Internet from 20-Sep-2010) http://ertr.tamu.edu/attachments/3089_Lade_Potential_Barriers_to_Visitation.6.15.2010..pdf
26	< 1% match (publications) Gursoy, D.. "Perceived impacts of festivals and special events by organizers: an extension and validation". Tourism Management, 200404
27	< 1% match (Internet from 07-Dec-2011) http://scholar.lib.vt.edu/theses/available/etd-04192006-101020/unrestricted/yttepanon_etd.pdf
28	< 1% match (Internet from 27-Mar-2012) http://www.eventsandfestivalsresearch.com/files/proceedings/Mikkonen_Pasanen_FINAL.pdf
29	< 1% match (Internet from 11-Apr-2009) http://www.swan.ac.uk/sbe/research/marketing/PaperGradExperience.htm
30	< 1% match (publications) International Journal of Service Industry Management, Volume 19, Issue 2 (2008-05-11)
31	< 1% match (publications) Tina Buch. "Multiple Stakeholder Perspectives on Cultural Events: Auckland's Pasifika Festival". Journal of Hospitality Marketing & Management, 2011
32	< 1% match (Internet from 07-Feb-2012) http://www.revistadeturism.ro/index2.php?option=com_docman&task=doc_view&gid=124&Itemid=99999999
33	< 1% match (Internet from 19-Jun-2011) http://resilience.asu.edu/pdf-files/VOL_FL_AND_MORTALITY.pdf
34	< 1% match (student papers from 26-Apr-2013) Submitted to Murdoch University on 2013-04-26
35	< 1% match (Internet from 27-Mar-2009) http://www.poprockbands.com/arctic-monkeys/concerts/pr.html
36	< 1% match (Internet from 24-Nov-2009) http://old.fesrr.uniag.sk/Groups/KRR/education/podklady-na-prednasky-a-cvicenia/ekonomika-cestovneho-ruchu/texty/01events_tourism.pdf
37	< 1% match (Internet from 02-May-2012) http://humangeographies.org.ro/articles/51/5_1_11_2_armenski.pdf

-
- 38 < 1% match (student papers from 23-Oct-2013)
[Submitted to AUT University on 2013-10-23](#)
-
- 39 < 1% match (Internet from 29-Mar-2010)
http://www.hrsm.sc.edu/hrtm/faculty-staff/li_xiang/A%20Review%20of%20Festival%20and%20Event%20Motivation%20Studies%202006.pdf
-
- 40 < 1% match (Internet from 15-Oct-2013)
<http://etds.nkuht.edu.tw/etdservice/detail?&etdun1=U0018-1007201214595100&etdun2=U0018-1607201214543000&etdun3=U0018-1607201214435700&etdun4=U0018-1707201212430400&etdun5=U0018-1807201215124200&etdun6=U0018-0705201211320500&etdun7=U0018-1706201221232400&etdun8=U0018-2706201216355600&etdun9=U0018-2806201216290500&etdun10=U0018-2906201210092800&etdun11=U0018-1007201212322500&etdun12=U0018-1007201216320500&etdun13=U0018-1107201211500300&etdun14=U0018-1607201214201000&etdun15=U0018-1607201218562900&etdun16=U0018-1906201216383000&n=16&list=161%A1B162%A1B163%A1B164%A1B165%A1B166%A1B167%A1B168%A1B169%A1B170%A1B171%>
-
- 41 < 1% match (publications)
[L CHALIP. "Marketing, media, and place promotion". Sport Tourism Destinations. 2005](#)
-
- 42 < 1% match (Internet from 19-Apr-2010)
<http://myweb.ncku.edu.tw/~cfchen99/ipa-hotel%20choice.pdf>
-
- 43 < 1% match (Internet from 02-Apr-2012)
http://tourism.wu-wien.ac.at/lehrv/lven/04ws/lv4/yoou_uysal.pdf
-
- 44 < 1% match (Internet from 11-Jan-2011)
<http://www.chios.aegean.gr/tourism/vol4no2.pdf>
-
- 45 < 1% match (Internet from 21-Sep-2010)
http://fedetd.mis.nsysu.edu.tw/FED-db/cgi-bin/FED-search/view_etd?identifier=oai:etd.lib.nsysu.edu.tw:etd-0816110-141610&index_word=
-
- 46 < 1% match (Internet from 09-Dec-2012)
<http://osbl.info/index.php?limitstart=145&lang=sr>
-
- 47 < 1% match (student papers from 21-May-2013)
[Submitted to Griffith University on 2013-05-21](#)
-
- 48 < 1% match (Internet from 12-Dec-2012)
<http://vuir.vu.edu.au/15744/1/hede.pdf>
-
- 49 < 1% match (Internet from 30-Apr-2009)
<http://www.nottingham.ac.uk/ttri/docs/4th%20DeHaan%20TMC.doc>
-
- 50 < 1% match (Internet from 08-Dec-2009)
http://etds.ncl.edu.tw/theabs/site/sh/detail_result2.jsp?id=093PCCU0571016
-
- 51 < 1% match (Internet from 10-Sep-2013)
<http://www.ukdissertations.com/dissertations/leisure-management/travel-tourism-destinations.php>
-
- 52 < 1% match (Internet from 17-Jun-2009)
http://www.nottingham.ac.uk/ttri/pdf/2005_4.pdf
-
- 53 < 1% match (student papers from 27-Sep-2013)
[Submitted to Griffith University on 2013-09-27](#)
-
- 54 < 1% match (Internet from 21-Sep-2011)
<http://lesgaft-notes.spb.ru/files/arxiv/uz70.pdf>
-
- 55 < 1% match (student papers from 25-Aug-2009)
[Submitted to La Trobe University on 2009-08-25](#)
-
- 56 < 1% match (publications)
[Lee, C.-K.. "Segmentation of festival motivation by nationality and satisfaction". Tourism Management. 200402](#)
-

- 57 < 1% match (student papers from 04-Feb-2005)
[Submitted to The Dalton School on 2005-02-04](#)
-
- 58 < 1% match (Internet from 04-Nov-2010)
<http://www.duplication.net.au/ANZMAC09/papers/ANZMAC2009-370.pdf>
-
- 59 < 1% match (Internet from 29-Jan-2012)
http://audiohouse.com.sg/index.aspx?uc=newmember_registration
-
- 60 < 1% match (publications)
[Chang, J., "Segmenting tourists to aboriginal cultural festivals: An example in the Rukai tribal area, Taiwan", Tourism Management, 200612](#)
-
- 61 < 1% match (Internet from 25-Mar-2012)
<http://www.ccsenet.org/journal/index.php/ijbm/article/viewFile/12720/10076>
-
- 62 < 1% match (Internet from 28-Jul-2013)
<http://www.sciencedirect.com/science/article/pii/S0160738397800023>
-
- 63 < 1% match (Internet from 16-May-2013)
<http://exitfest.org/en/news/juliana-down-play-exit-festival-serbia>
-
- 64 < 1% match (publications)
[Marios Soteriades, "Special Events: A Framework for Efficient Management", Journal of Hospitality Marketing & Management, 2011](#)
-
- 65 < 1% match (student papers from 03-Nov-2011)
[Submitted to University of Queensland on 2011-11-03](#)
-
- 66 < 1% match (Internet from 21-Jan-2013)
http://www.lrm.chu.edu.tw/files/writing/239_013a0f15.pdf
-
- 67 < 1% match (Internet from 20-Dec-2006)
<http://vms.vuw.ac.nz/vuwfca/vms/files/aa76.pdf>
-
- 68 < 1% match (publications)
[Janet Chang, "Segmenting American and Japanese Tourists on Novelty-seeking at Night Markets in Taiwan", Asia Pacific Journal of Tourism Research, 12/1/2006](#)
-
- 69 < 1% match (Internet from 29-Feb-2012)
http://epublications.uef.fi/pub/urn_nbn_fi_uef-20110138/urn_nbn_fi_uef-20110138.pdf
-
- 70 < 1% match (Internet from 17-May-2010)
http://ethesys.lib.pu.edu.tw/ETD-db/ETD-search-c/view_etd?URN=etd-0726108-151124
-
- 71 < 1% match (Internet from 16-Mar-2010)
<http://eiba2008.ttu.ee/public/Papers/196.pdf>
-
- 72 < 1% match (publications)
[Medet Yolal, "An Examination of Festival Motivation and Perceived Benefits Relationship: Eskisehir International Festival", Journal of Convention & Event Tourism, 10/2009](#)
-
- 73 < 1% match (Internet from 12-Jan-2008)
<http://www.halle.ufz.de/bzf/index.php?de=1454&print=1>
-
- 74 < 1% match (Internet from 19-Jul-2013)
<http://www.plosone.org/article/info%3Adoi%2F10.1371%2Fjournal.pone.0051755>
-
- 75 < 1% match (publications)
[Michela Cesarina Mason, "Celebrating Local Products: The Role of Food Events", Journal of Foodservice Business Research, 10/2009](#)
-
- 76 < 1% match (publications)
[Grappi, S., "The role of social identification and hedonism in affecting tourist re-patronizing behaviours: The case of an Italian festival", Tourism Management, 201110](#)
-
- < 1% match (publications)

77 [Aris Anuar, Ahmad Nazrin, Habibah Ahmad, Hamzah Jusoh, and Mohd Yusof Hussain. "The Essential Elements Underlying Formation of Tourist Friendly Destination Concept: Analysis in Micro Level". Asian Social Science, 2012.](#)

78 < 1% match (publications)
[Konstantinos Agas. "Traveling Abroad Internal and External Motives toward Different Sports Fan Types". International Journal of Business and Management, 01/31/2012](#)

79 < 1% match (publications)
[Light, D.. "Characteristics of the audience for 'events' at a heritage site". Tourism Management, 199605](#)

80 < 1% match (publications)
[Supitchayangkool, Surat. "The Differences between Satisfied/Dissatisfied Tourists towards Service Quality and Revisiting Pattaya, Thailand". International Journal of Business & Management, 2012.](#)

paper text:

VISITOR MOTIVATION AND BEHAVIOURAL INTENTION: THE EXIT MUSIC FESTIVAL, REPUBLIC OF SERBIA Abstract The

75 **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

26 **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

4 **results of a questionnaire research conducted during the**

11th EXIT festival (Petrovaradin Fortress, Novi Sad,

4 **Republic of Serbia) in July 2011. The results were based on 566 questionnaires. The**

factor analysis generated three items: socialization,

3 **exploration of the festival programme and atmosphere and festival perception and learning.**

Key words: visitor motivation, music festivals, EXIT 2011 JEL Classification: O15, O18 I.

17 **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

2 **contributing to the local economy, and providing recreation opportunities (Long and Perdue, 1990;**

Lee, Lee

21 **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).

6Events have become an increasingly significant component of destination marketing (Getz, 1997; 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

58(Roche, 1994), and foster destination development (Bramwell, 1997; Chacko and Shaffer, 1993).

1Over 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;

7Formica and Uysal, 1998; Mohr et al.,

11993), 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

1studies 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

55festivals 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. The most popular celebrities of the music world have taken part in the EXIT festival for the last twelve years. The EXIT festival emerged out of the student protest and struggle for democracy in Serbia at the end of the 20th century. Today, the festival is functions supported by a consortium of non-government organisations and business companies. The festival was first organised in 2000 as a local one, but in 2001, it outgrew its beginnings and became

63one of the largest music and cultural festivals in south-eastern Europe. In the autumn of 2007, EXIT festival

was ranked 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/node/62613>). Furthermore, EXIT festival was awarded the best event at "SeeMe" Awards at the conference, which took place on 7th 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 taken 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

18(<http://www.blic.rs/forum/index.php?topic=2682.0>) . The

leading world's magazine for electronic music "DJ" within the festival 2008 section devoted the largest space to EXIT festival by asking a 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 a 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/Kultura/Caskanje-na-Tvrđjavi-The-Bellrays.html>). Major international TV stations and media centres such are: CNN, BBC, Guardian, Times, and others regularly proclaiming 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

35list of the musicians who have performed at Exit includes: Beastie Boys,

Pet Shop Boys, Billy Idol, Prodigy,

9Robert Plant, Snoop Dogg, The Prodigy, Iggy Pop, Massive Attack, Moloko, Cypress Hill,

The Cult, Franz Ferdinand, Kosheen,

9Underworld, Fatboy Slim, White Stripes, Garbage, Stereo Mc's, Slayer, Roni Size, Manu Chao, N*E*R*D, Groove Armada, Paul Weller, Primal Scream, Sex Pistols, Richie Hawtin,

Arctic Monkeys, Moby, Chemical Brothers

9,Danny Tenaglia, Frankie Knuckles, John Digweed, Eric Prydz, Carl Cox, Eric Morillo, David Morales, Roger Sanchez, Timo Mass, LTJ Bukem, Felix The Housecat, Sasha, Sven Vath, Deep Dish, Francois K, Tiga, Axwell, Laurent Garnier,

46Jamiroquai, Nick Cave, Billy Idol, Portishead, David Guetta,

46Guns N' Roses, New Order, Plan B, Duran Duran, Gossip,

etc. In addition, the social engagement has included

35various initiatives: the initiative to abolish visa regime, fighting against human-trade,

etc.

18(<http://www.blic.rs/forum/index.php?topic=3137.0>) . 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, thus despite the minor traffic crowds it enhances the real pleasure of being a citizen of Novi Sad at that time. II. STUDY AREA On the administrative territory of

16city of Novi Sad (Municipality of Novi Sad)

and according to the latest census from 2011, lived 341,625 inhabitants, while in the city of Novi Sad (without suburbians and villages) around 231,798 inhabitants lived. Exit festival during the four days of its maintenance is visited by between 150,000 and 200,000 thousand people, which shows that the population increases substantially during the festival. The city of

16 **Novi Sad, the second largest city in Serbia and the capital of the Autonomous Province of Vojvodina, has a**

remarkable accommodation capacity in hotels, motels and pensions. The festival organisation designates the area for a campsite to accommodate several thousands of visitors at utterly reasonable prices (price is about 25 euros per entire period of duration of the EXIT 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 with Novi Sad residents because they are extremely cultural, tolerant and hospitable (Blesic et al., 2008). Especially interesting during the summer months is the city beach Strand, the largest and most beautiful beach on the Danube. One of the most beautiful and most significant historical monuments in Novi Sad is the Petrovaradin Fortress. It is situated

16 **on the right bank of the Danube river, on the territory of Petrovaradin**

municipality, the town area

16 **of Novi Sad, which is the capital of Vojvodina Province in the north part of**

Serbia. 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 18th century serving as a defence rampart against the Turkish Empire. Prince Croy laid the corner stone for the Fortress on 18th October 1692 on orders of the Habsburg Emperor Leopold I at the place of the future Leopold's Bastion. The works on the Fortress lasted from 1692 to 1780. The idea for its project belonged to the French warrior, architect and writer Marquis

57 **Sebastien Le Prestre de Vauban who lived during the reign of Louis XIV.**

He was famous for fortresses spanning on large areas with underground galleries. With the increase of importance of firearms, fortified underground becomes more strategic as well as the Petrovaradin Fortress, which and was therefore dubbed "The Gibraltar on the Danube" (Markovic, 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. The relief highly influenced the construction, and later function of certain parts of the Fortress (Programme of revitalization for the Petrovaradin Fortress, 1996). The construction of the Fortress undergone certain phases, stretching from the top of the rock towards its bottom, according to the project of the fortification during the reigns of Habsburgs Leopold I, Joseph I, Carl IV, Maria Theresa and Joseph II who all received their own bastions (Vranic, 1963). 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. During the first phase of construction, the Upper plateau was finished with all the objects and bastions. Within the first two years, the entity of the Upper fortress was completed with five bastions: Leopold's, Pope Innocent's, Joseph's I, Ludvig's and Maria Theresa's (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. Today, The Petrovaradin Fortress houses the Academy of Arts, The City Museum of Novi Sad, Historical Archives, Equestrian club, Shooting club, luxurious hotel Leopold and several restaurants with the panoramic view of Novi Sad. Underneath the Fortress, there is a network of catacombs, available for guided sightseeing tours. Moreover, there are numerous ateliers of renowned artists of Novi Sad, willing to present their works of art to visitor (Besermenji et al., 2009). The festival takes place at Petrovaradin Fortress, which becomes the centre of youth, culture and art. 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. Petrovaradin Fortress is the place where Festival is held each year. It is very well-known touristic attraction near the downtown and as a historic, architectural, artistic and tourism jewel, proved once again to be the ideal stage for a festival, such as the EXIT festival. Besides excellent atmosphere, which was felt by the visitors and participants of the festival, the Fortress provides high quality acoustics with the possibility to stage different events very close to each other but not 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.

72 **LITERATURE REVIEW Motivation is the starting point in decision making process**

8 (Crompton and McKay, 1997). Recent studies show that analyses of motivation to visit festivals help event managers to better position their work (Scott, 1996); plan and market event

programmes

8 effectively; monitor satisfaction and understand tourists' decision making processes (Crompton and McKay, 1997); identify strengths and opportunities with a view of ensuring tourists' satisfaction (Lee and Lee, 2001); initiate improvements for increased visits and/or revenues (Baker and Crompton, 2000); and strengthen management and product development (Gnoth, 1997).
The area of

15 motivation, despite its central role in the decision making process, is one of the least researched areas in tourism. There is relatively little empirical research that reveals the reasons people travel and go on vacation (Lundberg, 1990). This is particularly true in the narrower field of festivals and events

(Crompton and McKay, 1997). According to the

5 review of the motivation literature, a number of factors influencing travel decisions were identified. 'Escape from everyday environment', 'novelty', 'cultural experience', 'social interaction', and 'prestige' motivation factors are commonly cited in the literature. The more important motivational factors for travelling to foreign countries were 'cultural experience' and 'novelty seeking'

(Kim and Prideaux, 2005).

5 Some cross-cultural studies have indicated that travellers with different cultural backgrounds or nationalities have different motivations for travelling

(Kozak, 2002; Seddighi et al.,

5 2001; Yuan and McDonald, 1990). Based on the analysis of 29 motivational items using travellers from four countries (United Kingdom, Japan, France, Germany), Yuan and McDonald (1990) found five major push factors: 'escape', 'novelty', 'prestige', 'enhancement of kinship relationships', and 'relaxation/hobbies'. The study also observed that motivational factors varied according to nationality.

The

1 study of festival motivation is closely related to the study of tourism motivation since festival attendance is an important aspect of tourism. Motivation is often viewed as an internal factor that directs and integrates an individual's behaviour (Iso-Ahola, 1980). There are three frequently used theoretical frameworks to explain tourism motivation. First, Maslow's (1970) hierarchy of needs model has affected a great number of tourist motivation studies (Chon, 1989; Pearce, 1982). Second, Iso-Ahola's (1982) dichotomous model (seeking/escaping, personal/interpersonal) has provided another theoretical facet for tourist motivation study. Within this model, "escaping" motivation indicates the desire to leave everyday life, while "seeking" motivation indicates the desire to obtain intrinsic reward for future behaviours. These two motivational factors are also divided into two dimensions, namely, personal and interpersonal dimensions. This has been a popular model for

tourist motivation studies (Crompton and McKay, 1997; Mannell and Iso-Ahola, 1987; Ross and Iso-Ahola, 1991). Lastly, there has been an attempt to understand tourism motivations through the notion of disequilibrium (Crompton, 1979; Lee and Crompton, 1992). The argument is based on the assumption that human beings have a desire to keep the equilibrium state where no tension between expectation and performance arises. The disturbance of equilibrium within this theoretical framework is the impetus to take a course of action

(Kim

25et al., 2006). Tourist motivations are characteristics of individuals that influence the choice of destinations, and the effects of motivational influences of this nature on an individual have also been labelled as push factors.

11Push factors are more related to internal or emotional aspects, such as the desire for escape, rest and relaxation, adventure, or social interaction. Pull factors are linked to external, situational, or cognitive aspects, of which, attributes of the chosen destination, leisure infrastructure and cultural or natural features are examples. Nevertheless, these destination attributes may reinforce push motivations (Yoon and Uysal, 2005).

2Lee and Lee (2001) concluded that segmenting festival markets through motivations enables event managers to identify the strengths and opportunities of each market and helps guarantee visitors' satisfaction. In most situations where festival visitors are heterogeneous, segmenting these visitor groups and understanding their characteristics based on festival motivations will be a powerful marketing tool, which will enable event managers to enhance and promote event features preferred and valued by target segments (Formica and Uysal, 1996, 1998;

Lee et al., 2004). IV.

4METHODOLOGY 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 (Blesic

68et 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

4deleted 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

44a five-point Likert type scale (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree) to

3obtain answers from respondents on reasons for their visit to the event. The second part of the

66 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 7th, 2011) and the formal survey lasted for three days (from July 8th to 10th, 2011). Fifteen

3 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

32 Table 1 Demographic information of tourists (n = 566) Variables

59 Age ≤ 20 21 - 30 31 - 40 41 - 50 ≥ 51 Gender Male Female

Education secondary education college higher education Master's degree Doctor's degree Place of residence (European countries) Serbia France Bosnia and Herzegovina Croatia Slovenia Germany Hungary Montenegro Spain Sweden Italy Bulgaria Belgium Macedonia England Albania Romania Scotland Ireland Israel Portugal sheets were obtained. Sample size Percentage 83 14.7 415 73.3 59 10.4 6 1.1 3 0.5 322 56.9 244 43.1 123 21.7 108 19.1 273 48.2 52 9.2 10 1.8 148 26.1 6 1.1 16 2.8 22 3.9 20 3.5 10 1.8 6 1.1 13 2.3 5 0.9 4 0.7 1 0.2 5 0.9 2 0.4 11 1.9 133 23.5 2 0.4 4 0.7 20 3.5 7 1.5 1 0.2 2 0.4 V. RESULTS Respondents' profiles The sample included 322 (56.9%) males and 244 (43.1%)

4 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%.

3 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 Variables Average income ≤ 300 € 301 – 500 € 501 – 700 € 701 – 1,000 € 1,001 – 2,000 € 2,001 ≥ € No income Occupation Pupil Student Employed Retired Unemployed Other Place of residence (European countries) Switzerland Denmark Poland Austria The Czech Republic Greece Russia Netherlands Turkey Place of residence (Non- European countries) Nigeria Ethiopia Cuba Jamaica USA Canada Chile Brazil New Zealand Australia Pakistan Sample size Percentage 67 11.8 63 11.1 44 7.8 43 7.6 83 14.7 110 19.4 156 27.6 17 3.0 236 41.7 279 49.3 4 0.7 26 4.6 4 0.7 5 0.9 3 0.5 4 0.7 4 0.7 3 0.5 17 3 4 0.7 24 4.2 2 0.4 2 0.4 1 0.2 2 0.4 2 0.4 9 1.6 6 1.1 2 0.4 1 0.2 7 1.2 29 5.1 1 0.2 (49.3%)

4 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%). Table 1 Factor analysis The factor analysis was conducted

30 to verify the construct validity of the formal questionnaire. Cronbach's α value for each factor was computed to verify the reliability. The factor analysis was based on the principal component analysis with

Table 2 The

4 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

3 "Exploration of festival programme and Table 2 Results of factor analysis

Extracted factors Items Factor loading to feel 'incognito' in a new surrounding where no one 0.676

Eigenvalue 3.514 Variance explained 20.915 Cronbach's α 0.702 knows me to spend time with people who
ings as I enjoy in the same th 0.592 F1 - to meet people from other Socialization parts of the country and
other 0.632 countries to obtain friends who live here and perhaps invite them for a 0.695 visit to my place
to find and intimate friend 0.671 F2 - to enjoy the festival 0.791 1.739 17.328 0.722 Exploration of
atmosphere and crowd festival to experience something new 0.768 programme to enjoy in music and
atmosphere performances of the artists 0.773

3 to enjoy in other segments of cultural and artistic

0.706 1.355 16.821 0.707 F3 - Festival programme perception and to taste the local food and 0.796
learning drinks to enjoy in Petrovaradin Fortress and the Danube 0.801 Varimax rotation. In this survey, all
factors with atmosphere" explaining 17.328% of the total

4 Eigenvalue greater than 1 and with factor loadings

2 variance with a reliability coefficient of 0.722. The

over

40.5 were retained. The results of the factor

third factor was labelled "Festival perception and

**4 analysis, which suggested a three -factor solution, learning" and explained
16.821% of the variance**

included 11 motivational attributes and explained

60 with a reliability coefficient of 0.

707. 55.07 % of the

**32 variance. The Kaiser – Meyer – Olkin (KMO) overall measure of sampling
VII. FINDINGS adequacy was 0.77 which was middling (Kaiser,**

The results of the descriptive statistical analysis 1974) and

60 Bartlett's test of sphericity was listed in Table

3 s how that the respondents assigned significant ($p = 0.000$). Cronbach's α values for the highest
importance to the second factor -

**4 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**

**42 name, the retained items, the factor loadings, the Eigenvalues, the variance
explained by the factor solution and the Cronbach's Alphas.**

**3 "Exploration of festival programme and atmosphere". The second most
important factor is "Festival perception and learning".**

Although

7 "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,

Table 4 The results of T-test analysis Means Factor Male Female t-

value (n=322) (n=244)

2000; Lee et al., 2004; Chang, 2006),

it was F1 3.4317 3.3025 1.777 labelled as the least important factor in this F2 4.4369 4.6107 -3.286* research. F3 3.5507 3.6803 -1.679 * p < 0.01

Table 3 Mean ratings of factors and items VIII. CONCLUSION AND MANAGERIAL IMPLICATIONS Selected Std. Segmenting festival markets and

understanding factors and items Mean Dev.

their characteristics based on motivations will be

F1 - Socialization to feel 'incognito' in a new 3.3760 0.85856

important for successful event managers in the future. Competitive forces will require that

surrounding where no one knows me to spend time with people 3.0071 1.35410

managers understand and monitor participants' needs and satisfaction as promoting event features in their marketing strategies

(Lee et al., 2004).

who enjoy in the same things as I

3.9276 1.05430 The

purpose of this study was to develop a measurement instrument that can be used to

to meet people from other parts of the country and other countries 3.8834 1.07778 measure the festival motivators, which were labelled by music festival visitors as the most important. The factor analysis generated three to obtain friends who live here and perhaps invite them for a visit to my 3.3057 1.26219 factors:

festival perception and learning, exploration of festival programme and atmosphere

and socialization. The results of descriptive place to find and intimate friend 2.7562 1.54367 statistical analysis demonstrated that festival atmosphere, novel experience and quality of music F2 - Exploration of festival programme and 4.5118 0.62852 programme are the most important motivators for the EXIT festival visitors in 2011. Difference atmosphere between average scores for F1 and F2 was 1.1358, to enjoy the festival atmosphere and crowd to experience something new 4.5424 4.4134 0.74843 0.80404 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 to enjoy in music performances of the artists F3 - Festival perception 4.5795 0.79814 characteristics, except for F2 regarding gender of respondents, leads to a conclusion that the EXIT festival visitors were motivated by

the same and learning to enjoy in other segments 3.6066 0.91073 attributes regard less their age, education, profession, monthly income, country of origin and to taste the local food and promotion of Petrovaradin Fortress and other local drinks 3.4346 1.21136 cultural values, entertainment and gastronomy by to enjoy in Petrovaradin the event managers. Fortress and the Danube 3.8940 1.09838 The

7 **utility of demographic variables in** exploration **visitor' s motivation**

7 **should also be subjected to further assessment by examining a wider range of** Table 3 **socio-demographic variables such as previous**

T-test of independent samples was applied to

7 **experience at the event and other events, visitor** compare the **attitudes**

of the two groups of

7 **attitudes, interests and intention to recommend the**

respondents – male and female. The obtained festival (Schofield and Thompson, 2007). The results indicated the statistically significant variable intention to recommend the festival differences in validating the selected factors with indicates word-of mouth communication, which regard to the gender of respondents. Female would additionally measure overall satisfaction and respondents usually gave high marks to the factor vigorously test the convergent, discriminant and F2 ("Exploration of festival programme and nomological validity of the motivation construct. atmosphere") compared to male respondents, which Furthermore, motivation can be stressed as an implies the significance level of $p < 0.01$. Table 4 important precondition for attitudinal and presents the outcome of the t-test. behavioral change (Moorman and

2 **Matulich, 1993)**. Accordingly, **the relationship between festival** Table 4 **motivation and attitude and behavioral intentions suggested to be explored using a structural equation model in future research.**

of cultural and artistic programme 3.4912 1.12844 also gender with regard to F1 and F3. The results highlighted the urgent need for an elaborate IX.

3 **ACKNOWLEDGEMENTS This study resulted as a part of National project of Ministry of Science and Technological Development: "Social relationship between Serbs and Croats, national identity and minority rights with** regard d to Europe an **integration", No. 47024. X. REFERENCES**

331. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25.

48 **Baker, D. A & Crompton, J. L. (2000). Quality, sa tisfaction and behavioural intentions. Annals of Tourism Research, 27 (3),**

37 **Besermenji, S., Pivac, T. & Wallrabenstein, K. (2009). Significance of the Authentic Ambience of the Petrovaradin Fortress on the Attractiveness of Exit Festival. Geographica Pannonica,**

13 (2), 66-74. ISSN 1820-7138. M. (2008). M otivation of Novi Sad (Vojvodina, Serbia) visitors out of the tourist season. S.

53 **(2013). Motives of visit ethno music festivals with regard to gender and age structure of visitors.**

Event management, 17 (2): p aper has been accepted for publication.

64 **after a mega-event. Tourism Management, 18 (3), 167-176. http://dx .doi:**

12 [org.proxy.kobson.nb.rs:2048/10.1016/](http://dx.doi.org.proxy.kobson.nb.rs:2048/10.1016/)

S0261-5177(96)00118-5.

20 [a festival: Creole Christmas in New Orleans. *Tourism Management*, 14 \(6\), 475–482.](#)

12 <http://dx.doi.org.proxy.kobson.nb.rs:2048/>

1 0.1016/0261-5177(93)90100-Y

3 [to aboriginal cultural festivals: an example in the Rukai tribal area, Taiwan. *Tourism*](#)

31–1234. doi:10.1016/j.tourman.2005.05.019.

27 [Sills E. \(2003\). Staged authenticity and heritage tourism. *Annals of tourism research*, 30 \(3\), 702-719. Chon, K. \(1989\). Understanding recreational travelers' motivation, attitude and satisfaction. *The Tourist Review*, 44 \(1\), 3–7.](#)

doi: , S.

19 [L. \(1997\). Motives of visitors attending festival events. *Annals of Tourism Research*, 24 \(2\), 425– 439. \[http://dx.doi.org/10.1016/S0160-7383\\(97\\)80010-2\]\(http://dx.doi.org/10.1016/S0160-7383\(97\)80010-2\).](#)

3 [\(1998\). Market segmentation of an international cultural-historical event in Italy. *Journal of Travel*](#)

oi:10.1177/004728759803600402. Gavanski, Dj. (1978). The Petrovaradin Fortress in the events of the period 1848-1849. Collection of papers in History. Matica

1 [special events, and tourism. New York: Van Nostrand Reinhold.](#)

ism. New York: Cognizant Communications Corporation. ion and exp ectation formation.

34 [Annals of Tourism Research, 24 \(2\), 283- 304. Gursoy, D., Kim, K. & Uysal, M. \(2004\). Perceived impacts of festivals and special events by organizers: an extension and](#)

),

31 [171–181. doi:10.1016/S0261-5177\(03\)00092-X.](#)

rk

20 [Tourist Events: Impacts, management, and planning. London: Belhaven.](#)

52 [Higham, J. & Hinch, T. \(2002\). Tourism, sport and seasons: The challenges and potentials of overcoming seasonality in the sport](#)

ent, 23 (2), 17 5–185. doi: S0 61-5177(01)00046

47-2. [Iso-Ahola, S.E. \(1980\). The Social Psychology of Leisure and Recreation.](#)

Dubuque IA: Wm. C. Brown.

al

13 **Psychology Theory of Tourism Motivation: A Rejoinder. Annals of Tourism Research, 9 (2), 256-262.**

61 **[http://dx.doi.org/10.1016/0160-7383\(82\)90049-4](http://dx.doi.org/10.1016/0160-7383(82)90049-4).**

74 **Psychometrika, 39, 31–36. doi: 10.1007/BF02291575.**

19 **(2005). Marketing implications arising from a comparative study of international pleasure tourist**

tics

70 **of visitors to Korea. Tourism Management, 26 (3), 347-**

35.

20 **Chon, J. (2006). Impacts of environmental values on tourism motivation: the case of FICA, Brazil.**

1 **doi:10.1016/j.tourman.2005.09.007.**

69 **motivations by nationality and destinations. Tourism Management, 23 (3),**

50 **L. (1992). Measuring Novelty Seeking in Tourism. Annals of Tourism Research, 19 (4), 732-751.**

7287507299566. Blesic, I., Pivac, T., Stamenkovic, I. & Besermenji,

6 **Bramwell, B. (1997). Strategic planning before and**

evolution of

6 **Getz, D. (1997). Events management and Event Tour J. (1997). Tourism**

motivat

62 **[http://dx.doi.org/10.1016/S0160-7383\(97\)80002-3](http://dx.doi.org/10.1016/S0160-7383(97)80002-3).**

78 **Iso-Ahola, S.E. (1982). Towards a**

Soci

1 **Kaiser, H.F. (1974). An index of factorial simplicity.**

travel-related characteris

77 **Kozak, M. (2002). Comparative analysis of tourist**

Blesic, I., Wallrabenstein, Chacko, H. & Schaffer, J. Chhabra, D., Healy, R. & 10.1108/eb058009. Formica, S. & Uysal, M. Gnoth, motivations and other Kim, H., Borges, M.C. & Tourism Management, 27 221-232. doi: S026 -5177(785-804. doi: 10.1177/004 K. & Devic, Geographica Pannonica, 12 (1), 45-52. (1993). The Chang, J. (2006). Segmenting tourists Management, 27 (6), 1224

31 [doi:10.1016/S0160-7383\(03\)00044-6](https://doi.org/10.1016/S0160-7383(03)00044-6).

Crompton, J. L. & McKay Research, 36 (4), 16–24. d srpska, 18. Novi Sad. (in Serbian) Getz, D. (1991). Festivals,

67 [validation. Tourism Management, 25 \(2 Hall, C.M. \(1992\). Hallma and tourism](#)

sectors. Tourism Managem Kim, S.S & Prideaux, B. doi:10.1016/j.tourman.200 3.09.022. (5), 957-967. 01)00090-5. Lee, T. H & Crompton, J

12 <http://dx.doi.org.proxy.kobson.nb.rs:2048/10.1016/>

0160-7383(92)90064-V. 26.

2 [Lee, C. K. \(2000\). A comparative study of Caucasian and Asian visitors to a Cultural Expo in an Asian setting. Tourism Management, 21 \(2\), 169–176.](#)

doi: S026-517(99)00046-1. 27.

2 [Lee, C. K & Lee, T. H. \(2001\). World Culture EXPO segment characteristics. Annals of Tourism Research, 28 \(3\), 812–816.](#)

doi: S0160-7383(00)00071-2 28.

10 [Lee, C. K, Lee, Y. K & Wicks, B. E. \(2004\). Segmentation of festival motivation by nationality and satisfaction. Tourism Management, 25 \(1\), 61–70. doi:10.1016/S0261-5177\(03\)00060-8.](#)

29.

24 [Light, D. \(1996\). Characteristics of the audience for “events” at a heritage site. Tourism Management, 17 \(3\), 183–190.](#)

doi:

79 [S0261-5 | 77\(96\)00005-Z](#).

30.

10 [Long, P. T. & Perdue, R. R. \(1990\). The economic impact of rural festivals and special events: Assessing the special distribution of expenditures. Journal of Travel Research, 28 \(4\), 10–14. doi:10.1177/004728759002800403.](#) 31. Lundberg, D. E. (1990). [The Tourist Business. New York:](#)

Van Nostrand Reinhold. 32.

39 [Mannell, R. C. & Iso-Ahola, S. E. \(1987\). Psychological Nature of Leisure and Tourism Experience. Annals of Tourism Research, 14, 314-331.](#)

12 <http://dx.doi.org.proxy.kobson.nb.rs:2048/10.1016/>

0160-7383(87)90105-8. 33. Marković, Z. (1996). Walking at the Petrovaradin Fortress. Tourist organization of Novi Sad, Novi Sad, 13, 39. (in Serbian) 34.

13 Maslow, A. (1970). *Motivation and Personality* (2nd ed.). New York: Harper.
 35. Mohr, K., Backman, K. F., Gahan, L. W & Backman, S. J. (1993). An investigation of festival motivations and event satisfaction by visitor type. *Festival Management and Event Tourism*, 1

73(3), 89–97. <http://dx.doi.org/10.3727/106527093792337619>. 36.

29 Moorman, C. & Matulich, E. (1993). A model of consumer preventive health behaviors: The role of health motivation and health ability. *Journal of Consumer Research*, 20 (2), 208–228.

<http://www.jstor.org/stable/2489270>.

7137. Nunnally, J. C. (1978): *Psychometric theory*. New York:

51 McGraw-Hill. 38. Pearce, P. L. (1982). *The Social Psychology of Tourist Behavior*. Oxford: Pergamon Press.

39.

38 Prentice, R. & Andersen, V. (2003). Festivals as creative destination. *Annals of Tourism Research*, 30 (1), 7- 3. doi:10.1016/S0160-7383(02)00034-8.

41. Programme for revitalisation of the Petrovaradin Fortress, 1996. (in Serbian) 42.

6 Ritchie, J. R. B. & Beliveau, D. (1974). The impact of a mega-event on host region awareness: A longitudinal study. *Journal of Travel Research*, 13 (2), 14–20.

doi:10.1177/004728757401300202. 43.

36 Ritchie, J. R. B. (1984). Assessing the impacts of hallmark events: Conceptual and research issues. *Journal of Travel Research*, 23 (1), 2-11.

doi:10.1177/004728758402300101. 44.

24 Roche, M. (1994). Mega-events and urban policy. *Annals of Tourism Research*, 21 (1), 1–19.

12 doi: org.proxy.kobson.nb.rs:2048/10.1016/

0160-7383(94)90001-9 45.

40 Ross, E. L. D. & Iso-Ahola, S. E. (1991). Sightseeing tourists' motivation and satisfaction. *Annals of Tourism Research*, 18 (2), 226–237.

46.

12 doi: org.proxy.kobson.nb.rs:2048/10.1016/

0160-7383(91)90006-W. 47.

2 Schneider, I. E. & Backman, S. J. (1996). Cross-cultural equivalence of

festival motivations: a study in Jordan. Festival Management and Event Tourism, 4 (3/4),139–144.

80<http://dx.doi.org/10.3727/>

106527096792195380. 48.

14Schofield, P. & Thompson, K. (2007): Visitor Motivation, Satisfaction and Behavioural Intention: The 2005 Naadam Festival, Ulaanbaatar. *International Journal of Tourism Research*, 9 (5), 329–344. ISSN 10992340. 49. Scott, D. (1995). A comparison of visitors' motivations to attend three urban festivals. *Festival Management and Event Tourism*, 3 (3), 121–128.

ISSN 1065-2701. 50.

23Seddighi, H. R., Nuttall, M. W. & Theocharous, A. L. (2001). Does cultural background of tourists influence the destination choice? an empirical study with special reference to political instability. *Tourism Management*, 22 (2), 181-191.

doi: S0261-5177 (00) 00046-7. 51.

28Small, K., Edwards, D. & Sheridan, L. (2005). A Flexible framework for evaluating the sociocultural impacts of a (small) festival. *International Journal of Event Management Research*, 1 (1), 66–76.

<http://www.ijemr.org/docs/smalledwardssheridan.pdf>. 52.

2Uysal, M., Gahan, L. & Martin, B. (1993). An examination of event motivations: a case study. *Festival Management and Event Tourism*, 1 (1), 5–10.

ISSN 1065-2701. 53.

41Van den Berg, L., Braun, E. & Otgaar, A. H. J. (2000). Sports and city marketing in European cities. Rotterdam: Euricur. 54. Vranić, M.

(1963). Petrovaradin. Matica Srpska. Novi Sad. (in Serbian) 55.

45Wager, J. (1995). Developing a strategy for the Angkor World Heritage Site. *Tourism Management*, 16 (7), 515-523.

doi: 0261- 5177(95)00069-0. 56.

22Yoon, Y. & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: A structural model. *Tourism Management*, 26 (1), 45–56. doi.org/10.1016/j.tourman.2003.08.016.

57.

43Yuan, S. & McDonald, C. (1990). Motivational determinants of international pleasure time. *Journal of Travel Research*, 29 (1), 42-44.

doi:10.1177/004728759002900109. 58. <http://www.myexit.org/node/62613> 59.

18<http://www.blic.rs/forum/index.php?topic=2682.0>

60. <http://www.vesti.rs/Kultura/Caskanje-na-Tvrđjavi-The-Bellrays.html> 61.

18<http://www.blic.rs/forum/index.php?topic=3137> .0

0261-5177(95)00069 0261 Table 1

3Demographic information of tourists (n = 566) **Variables Sample size**
Percentage Age ≤ 20 83 14.7 **21 - 30** 415 73 **.3 31 - 40** 59 10.4 **41 - 50** 6 1.1 **≥51**

3 0.5 Gender Male 322 56.9 Female 244 43.1 Education secondary education 123 21.7 college 108 19.1 higher education 273 48.2 Master's degree 52 9.2 Doctor's degree 10 1.8 Place of residence (European countries) Serbia 148 26.1 France 6 1.1 Bosnia and Herzegovina 16 2.8 Croatia 22 3.9 Slovenia 20 3.5 Variables Average income ≤ 300 € 301 – 500 € 501 – 700 € 701 – 1,000 € 1,001 – 2,000 € 2,001 ≥ € No income Occupation Pupil Student Employed Retired Unemployed Other Place of residence (European countries) Switzerland Denmark Poland Austria The Czech Republic Sample size 67 63 44 43 83 110 156 17 236 279 4 26 4 5 3 4 4 3 Percentage 11.8 11.1 7.8 7.6 14.7 19.4 27.6 3.0 41.7 49.3 0.7 4.6 0.7 0.9 0.5 0.7 0.7 0.5 Germany Hungary Montenegro Spain Sweden Italy Bulgaria Belgium Macedonia England Albania Romania Scotland Ireland Israel Portugal

76Table 2 Results of factor analysis Extracted **factors Items**

10 1.8 6 1.1 13 2.3 5 0.9 4 0.7 1 0.2 5 0.9 2 0.4 11 1.9 133 23.5 2 0.4 4 0.7 20 3.5 7 1.5 1 0.2 2 0.4 Greece Russia Netherlands Turkey Place of residence (Non-European countries) Nigeria Ethiopia Cuba Jamaica USA Canada Chile Brazil New Zealand Australia Pakistan 17 4 24 2 2 1 2 2 9 6 2 1 7 29 1 3 0.7 4.2 0.4 0.4 0.2 0.4 0.4 1.6 1.1 0.4 0.2 1.2 5.1 0.2 to feel 'incognito' in a new surrounding where no one knows me to

65spend time with people who enjoy in the same things as I

F1 - to meet people from other Socialization parts of the country and other countries to obtain friends who live here and perhaps invite them for a

4Factor loading Eigenvalue Variance explained Cronbach's α

0.676 3.514 20.915 0.702 0.592 0.632 0.695 visit to my place to find and intimate friend 0.671 F2 - to enjoy the festival 0.791 1.739 17.328 0.722 Exploration of atmosphere and crowd festival programme to experience something new 0.768 and to enjoy in music atmosphere performances of the artists 0.773

3to enjoy in other segments of cultural and artistic

0.706 1.355 16.821 0.707 F3 - Festival programme perception and to taste the local food and learning drinks 0.796 to enjoy in Petrovaradin Fortress and the Danube 0.801

3Table 3 Mean ratings of factors and items Selected Std. factors and items Mean Dev. F1

- Socialization 3.3760 0.85856 to feel 'incognito' in a new surrounding 3.0071 1.35410 where no one knows me to spend time with people who enjoy in 3.9276 1.05430 the same things as I country and other countries to obtain friends who live here to meet people from other parts of the and 3.8834 1.07778 perhaps invite them for a visit to my 3.3057 1.26219 place to find and intimate friend 2.7562 1.54367 and atmosphere F2 - Exploration of festival programme 4.5118 0.62852 to enjoy the festival atmosphere and crowd 4.5424 0.74843 to experience something new 4.4134 0.80404 to enjoy in music performances of the artists 4.5795 0.79814 F3 - Festival perception and learning 3.6066 0.91073

3to enjoy in other segments of cultural and artistic programme

to taste the local food and drinks 3.4912 3.4346 1.12844 1.21136 to enjoy in Petrovaradin Fortress and the Danube 3.8940 1.09838

3Table 4 Means The results of T-test analysis Factor

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

54p < 0.01 1 2 3 4 5 6 7 8 9 10 11