



## Turnitin Originality Report

145 by Rdt 17

From Quick Submit (Quick Submit)

Processed on 13-May-2014 1:55 AM

PDT

ID: 426894737

Word Count: 5307

Similarity Index

40%

## Similarity by Source

Internet Sources:	37%
Publications:	29%
Student Papers:	22%

## sources:

- 1 4% match (Internet from 18-Mar-2013)  
<http://www.academicjournals.org/ajbm/pdf/pdf2011/28dec/pivac%20et%20al.pdf>
- 2 4% 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 2% match (Internet from 26-Nov-2011)  
<http://el.mdu.edu.tw/datacos/09520322008A/motivation.pdf>
- 5 2% match (publications)  
[Tina Buch. "Multiple Stakeholder Perspectives on Cultural Events: Auckland's Pasifika Festival". Journal of Hospitality Marketing & Management. 2011](#)
- 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 (student papers from 23-Oct-2013)  
[Submitted to AUT University on 2013-10-23](#)
- 8 1% match (Internet from 03-May-2010)  
<http://www.heacademy.ac.uk/assets/hlst/documents/johlste/vol8no2/05AP192LeeKim60to73.pdf>
- 9 1% match (publications)  
[Gursoy, D.. "Perceived impacts of festivals and special events by organizers: an extension and validation". Tourism Management. 200404](#)
- 10 1% match (student papers from 07-Nov-2013)  
[Submitted to Glion Institute for Higher Education on 2013-11-07](#)
- 11 1% match (Internet from 19-Feb-2014)  
<http://www.ijemr.org/docs/Vol5-1/Getz.pdf>
- 12 1% match (Internet from 17-Aug-2010)  
[http://etds.ncl.edu.tw/theabs/site/sh/detail\\_result.jsp?id=097PU005571004](http://etds.ncl.edu.tw/theabs/site/sh/detail_result.jsp?id=097PU005571004)
- 13 1% match (Internet from 30-Jan-2013)  
<http://charobnjak.net/index.php/topic.1527.0.html>
- 14 1% match (student papers from 02-May-2005)  
[Submitted to Waikato University on 2005-05-02](#)
- 15 1% match (Internet from 27-Feb-2014)  
<http://spovrf.ru/forum/2-10-89>
- 16 1% match (Internet from 17-Apr-2014)  
<http://aut.researchgateway.ac.nz/bitstream/handle/10292/4740/LongHL.pdf?seque>
- 17 1% match (Internet from 06-Aug-2013)  
<http://www.kon.org/urc/v10/thomas.html>
- 18 1% match (student papers from 05-Apr-2011)  
[Submitted to Southern Cross University on 2011-04-05](#)

19	1% match (Internet from 07-Nov-2010) <a href="http://wallaby.vu.edu.au/adt-VVUT/uploads/approved/adt-VVUT20080304.115921/public/02whole.pdf">http://wallaby.vu.edu.au/adt-VVUT/uploads/approved/adt-VVUT20080304.115921/public/02whole.pdf</a>
20	1% match (Internet from 19-Apr-2010) <a href="http://myweb.ncku.edu.tw/~cfchen99/ipa-hotel%20choice.pdf">http://myweb.ncku.edu.tw/~cfchen99/ipa-hotel%20choice.pdf</a>
21	1% match (Internet from 30-Apr-2009) <a href="http://www.nottingham.ac.uk/ttri/docs/4th%20DeHaan%20TMC.doc">http://www.nottingham.ac.uk/ttri/docs/4th%20DeHaan%20TMC.doc</a>
22	1% match (Internet from 20-Nov-2013) <a href="http://www.actacommerci.co.za/index.php/acta/article/view/168/168">http://www.actacommerci.co.za/index.php/acta/article/view/168/168</a>
23	< 1% match (Internet from 25-Jan-2014) <a href="http://giam.zrc-sazu.si/?q=sl/node/624">http://giam.zrc-sazu.si/?q=sl/node/624</a>
24	< 1% match (publications) <a href="#">Peter Schofield. "Visitor motivation, satisfaction and behavioural intention: the 2005 Naadam Festival, Ulaanbaatar". International Journal of Tourism Research. 09/2007</a>
25	< 1% match (student papers from 05-Apr-2014) <a href="#">Submitted to Lincoln University on 2014-04-05</a>
26	< 1% match (publications) <a href="#">Tangeland, Torvald, Birger Vennesland, and Erlend Nybakk. "Second-home owners' intention to purchase nature-based tourism activity products – A Norwegian case study". Tourism Management. 2013.</a>
27	< 1% match (Internet from 27-Mar-2012) <a href="http://www.eventsandfestivalsresearch.com/files/proceedings/Mikkonen_Pasanen_FINAL.pdf">http://www.eventsandfestivalsresearch.com/files/proceedings/Mikkonen_Pasanen_FINAL.pdf</a>
28	< 1% match (publications) <a href="#">International Journal of Service Industry Management. Volume 19, Issue 2 (2008-05-11)</a>
29	< 1% match (publications) <a href="#">Micić, Živadin, Miloš Micić, and Marija Blagojević. "ICT innovations at the platform of standardisation for knowledge quality in PDCA". Computer Standards &amp; Interfaces. 2013.</a>
30	< 1% match (publications) <a href="#">Dionigi, Rylee A. "Participant Experiences in a Special Sporting Event: the Case of the United Games in Bathurst, Australia". Annals of Leisure Research. 2001.</a>
31	< 1% match (student papers from 17-May-2013) <a href="#">Submitted to Griffith University on 2013-05-17</a>
32	< 1% match (student papers from 20-Mar-2014) <a href="#">Submitted to Limerick Institute of Technology on 2014-03-20</a>
33	< 1% match (student papers from 03-Jun-2013) <a href="#">Submitted to University of South Australia on 2013-06-03</a>
34	< 1% match (publications) <a href="#">Russo, Giuseppe, and Vincenzo Formisano. "The Marketing Event: The Case of "Gli Archi Village"". International Business Research. 2014.</a>
35	< 1% match (student papers from 17-May-2013) <a href="#">Submitted to Griffith University on 2013-05-17</a>
36	< 1% match (Internet from 02-May-2012) <a href="http://humangeographies.org.ro/articles/51/5_1_11_2_armenski.pdf">http://humangeographies.org.ro/articles/51/5_1_11_2_armenski.pdf</a>
37	< 1% match (Internet from 06-May-2014) <a href="http://researchrepository.napier.ac.uk/4344/1/LTodd.PhD.thesis.Fringe.2011.pdf">http://researchrepository.napier.ac.uk/4344/1/LTodd.PhD.thesis.Fringe.2011.pdf</a>
38	< 1% match (Internet from 02-Jun-2010) <a href="http://pasosonline.org/Publicados/8210/PS0210_02.pdf">http://pasosonline.org/Publicados/8210/PS0210_02.pdf</a>

- 39 < 1% match (publications)  
[Trevor H. B. Sofield. "Sports Tourism: From Binary Division to Quadripartite Construct". Journal of Sport Tourism. 1/1/2003](#)
- 
- 40 < 1% match (Internet from 06-Jun-2013)  
<http://hrcak.srce.hr/file/103243>
- 
- 41 < 1% match (publications)  
[Ivan. Paunovic. "Proposal for Serbian tourism destinations marketing campaign". Singidunum Journal of Applied Sciences. 2013.](#)
- 
- 42 < 1% match (Internet from 14-Apr-2013)  
[http://mpira.ub.uni-muenchen.de/25287/1/mpira\\_paper\\_25287.pdf](http://mpira.ub.uni-muenchen.de/25287/1/mpira_paper_25287.pdf)
- 
- 43 < 1% match (Internet from 21-Jul-2013)  
<http://english.turkcebilgi.com/Novi+Sad>
- 
- 44 < 1% match (publications)  
[Marios Soteriades. "Special Events: A Framework for Efficient Management". Journal of Hospitality Marketing & Management. 2011](#)
- 
- 45 < 1% match (student papers from 25-Sep-2013)  
[Submitted to Griffith University on 2013-09-25](#)
- 
- 46 < 1% match (Internet from 20-Mar-2014)  
<http://ejop.psychopen.eu/rt/prINTERfriendly/508/439>
- 
- 47 < 1% match ()  
<http://www.zexpo.co.yu/electro04.htm>
- 
- 48 < 1% match (Internet from 01-Nov-2012)  
<http://dc.library.okstate.edu/utills/getfile/collection/Dissert/id/73449/filename/74140>
- 
- 49 < 1% match (Internet from 07-Feb-2014)  
<http://www.unibg.it/dati/corsi/44108/50648-smith-robinson-proofs.pdf>
- 
- 50 < 1% match (Internet from 16-Mar-2014)  
<http://library.iugaza.edu.ps/thesis/109852.pdf>
- 
- 51 < 1% match (Internet from 20-Nov-2013)  
<http://researchers.uq.edu.au/researcher/2055>
- 
- 52 < 1% match (publications)  
[Chang, J.. "Segmenting tourists to aboriginal cultural festivals: An example in the Rukai tribal area, Taiwan". Tourism Management. 200612](#)
- 
- 53 < 1% match (publications)  
[Chih YU, Alvin Hung and I-Yin YEN. "SEGMENTING ART FESTIVAL VISITORS BY MOTIVATIONS". Scientific Annals of the 'Alexandru Ioan Cuza' University of Iasi: Economic Sciences Series. 2012.](#)
- 
- 54 < 1% match (Internet from 04-Nov-2010)  
<http://www.duplication.net.au/ANZMAC09/papers/ANZMAC2009-370.pdf>
- 
- 55 < 1% match (Internet from 05-May-2014)  
[http://www.nkuht.edu.tw/etdservice/detail?&etdun1=U0018-2407200715484500&etdun2=U0018-3007200711422700&etdun3=U0018-1211200714562510&etdun4=U0018-1211200714562611&etdun5=U0018-1211200714562509&etdun6=U0018-1211200714562508&etdun7=U0018-1211200714562507&etdun8=U0018-1211200714562506&etdun9=U0018-1211200714562405&etdun10=U0018-1211200714562403&etdun11=U0018-1211200714562404&etdun12=U0018-1211200714562402&etdun13=U0018-1901201200323100&etdun14=U0018-0705201211320500&etdun15=U0018-1206201212512900&n=15&list=101%A1B102%A1B103%A1B104%A1B105%A1B106%A1B107%A1B108%A1B109%A1B110%A1B111%](http://www.nkuht.edu.tw/etdservice/detail?&etdun1=U0018-2407200715484500&etdun2=U0018-3007200711422700&etdun3=U0018-1211200714562510&etdun4=U0018-1211200714562611&etdun5=U0018-1211200714562509&etdun6=U0018-1211200714562508&etdun7=U0018-1211200714562507&etdun8=U0018-1211200714562506&etdun9=U0018-1211200714562405&etdun10=U0018-1211200714562403&etdun11=U0018-1211200714562404&etdun12=U0018-1211200714562402&etdun13=U0018-1901201200323100&etdun14=U0018-0705201211320500&etdun15=U0018-1206201212512900&n=15&list=101%A1B102%A1B103%A1B104%A1B105%A1B106%A1B107%A1B108%A1B109%A1B110%A1B111%&)
- 
- 56 < 1% match (publications)  
[C. Thrane. "Jazz Festival Visitors and Their Expenditures: Linking Spending Patterns to Musical Interest". Journal of Travel Research. 02/01/2002](#)
- 

< 1% match (Internet from 29-Feb-2012)

57 [http://epublications.uef.fi/pub/urn\\_nbn-fi-uef-20110138/urn\\_nbn-fi-uef-20110138.pdf](http://epublications.uef.fi/pub/urn_nbn-fi-uef-20110138/urn_nbn-fi-uef-20110138.pdf)

58 < 1% match (Internet from 19-Feb-2014)  
<http://pc.parnu.ee/~htooman/Proceedingnyomdanak.pdf>

59 < 1% match (Internet from 16-May-2013)  
<http://exitfest.org/en/news/juliana-down-play-exit-festival-serbia>

60 < 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](#)

61 < 1% match (Internet from 21-Jan-2013)  
[http://www.lrm.chu.edu.tw/files/writing/239\\_013a0f15.pdf](http://www.lrm.chu.edu.tw/files/writing/239_013a0f15.pdf)

62 < 1% match (Internet from 16-Sep-2012)  
<http://www.nezavisne.com/umjetnost-zabava/vizuelna-umjetnost/Muzicki-vremeplov-u-Domu-omladine-135862.html>

63 < 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](#)

64 < 1% match (Internet from 10-May-2010)  
[http://www.unisa.ac.za/contents/faculties/service\\_dept/docs/Sabview\\_10.2.pdf](http://www.unisa.ac.za/contents/faculties/service_dept/docs/Sabview_10.2.pdf)

65 < 1% match (Internet from 19-Feb-2014)  
[http://www.ejournalofscience.org/archive/vol2si2/ICTL2012\\_P2.pdf](http://www.ejournalofscience.org/archive/vol2si2/ICTL2012_P2.pdf)

66 < 1% match (Internet from 12-Jan-2008)  
<http://www.halle.ufz.de/bzf/index.php?de=1454&print=1>

67 < 1% match (Internet from 21-Nov-2009)  
<http://www.upf.edu/prs/3021/11435.htm>

68 < 1% match (publications)  
[Jie Yang, "Festival Tourists' Emotion, Perceived Value, and Behavioral Intentions: A Test of the Moderating Effect of Festivalscape", Journal of Convention & Event Tourism, 01/2011](#)

69 < 1% match (publications)  
[Light, D., "Characteristics of the audience for 'events' at a heritage site", Tourism Management, 199605](#)

70 < 1% match (publications)  
[Biljana Škrbić, "Distribution of heavy elements in urban and rural surface soils: the Novi Sad city and the surrounding settlements, Serbia", Environmental Monitoring and Assessment, 02/15/2012](#)

#### paper text:

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

37 **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

9 **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

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

11th EXIT festival (Petrovaradin Fortress, Novi Sad, The

**1**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.

**14**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

**18**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).

**6**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

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

**4**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;

**53**Formica and Uysal, 1998; Mohr et al.,

**4**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

4 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

37 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. The most popular celebrities of the music world 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

65 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 the local one, but in 2001, it outgrew its beginnings and became

59 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/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 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

15 (<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 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/Kultura/Caskanje-na-Tvrđjavi-The-Bellrays.html>). 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,

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

The Cult, Franz Ferdinand, Kosheen,

13 Underworld, Fatboy Slim, White Stripes, Garbage, Stereo Mc's, Slayer, Roni Size, Manu Chao,

Groove Armada,

13 Paul Weller, Primal Scream, Sex Pistols, Richie Hawtin,

Arctic Monkeys, Moby, Chemical Brothers,

13 Eric Morillo, David Morales, Roger Sanchez, Timo Mass,

Jamiroquai, Nick Cave, David Guetta,

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

etc. In addition, the social engagement has included various initiatives: the initiative to abolish visa regime, fighting against human-trade, etc.

15 (<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. Despite the minor traffic crowds it enhances the real pleasure of being a citizen of Novi Sad at that time. The

9 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

47 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

70 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 (Blesic et al., 2008). One of the most beautiful and most significant historical monuments

43 in Novi Sad is the Petrovaradin Fortress which is the

place where Exit festival is held. It is situated

43 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 from 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 (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 (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. 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. 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 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:

56 **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

21 **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 reserch at the festival called

2 **Freedom Weekend Aloft (a hot air balloon festival) in Greenville, South Carolina**

which included 23 items organised in

57 **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

2 **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

2 **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.

2 **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:

45 **'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 beacuse 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:

2 **"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

50 **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 Guča in 2010. The authors singled out 14 items which were grouped in four factors using factor analysis: „festival perception and learning“, „psycho-physical welfare“, „socialization“,

3 **“exploration of festival programme and atmosphere“**. The visitors **of** Guča considered the **factor**

‘exploration of festival programme and atmosphere’, as the most important which was confirmed by this study. Understanding of tourist motivation enables researchers and organizers easier and better definition of tourist behaviour and to predict their future needs and demand. 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.

1 **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 Guča, Serbia (Blesic

63 **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

1 **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

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

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

61 **questionnaire included respondents' demographic information. The questionnaire was prepared in two languages: English**

and Serbian.

52 **Table 1 Demographic information of tourists (n**

= 566)

52 **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

3research 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%)

1usable questionnaire sheets were obtained. 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%

68of the respondents. The age group

over 40 had the share of only 1.6%.

3Most 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

1majority of respondents are either employed (49.3%) or students (41.7%). According to their monthly income, the

Variables Sample size Percentage Variables Sample size Percentage Age Average income ≤ 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 Gender 2,001 ≥ € 110 19.4 Male 322 56.9 No income 156 27.6 Female 244 43.1 Occupation Education 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 Place of residence (European countries) Place of residence (European countries) 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 Place of residence (Non- European countries) 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 2 0.4 Jamaica 4 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 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

28to 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

Table 2 1978). Table 2

20shows 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 The

1first factor was labelled "Socialization". This factor explained 20.915% of the total variance with a reliability coefficient of 0.702. The second factor

60Results of factor analysis Extracted factors Items Factor loading Eigenvalue Variance explained

Cronbach's  $\alpha$  to feel 'incognito' in a new surrounding where no one knows me 0.676 3.514 20.915 0.702 to spend time

2with people who enjoy the same things as I

0.592 F1 - Socialization to meet

49people 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 F2 - Exploration of to enjoy the festival atmosphere and crowd 0.791 1.739 17.328 0.722 festival to experience something new 0.768 programme and atmosphere to enjoy in music performances of the artists 0.773 F3 - Festival

3to enjoy other segments of cultural and artistic programme 0.706 1.

355 16.821 0.707 perception and learning to taste the local food and drinks 0.796 to enjoy in Petrovaradin Fortress and the Danube 0.801 Varimax rotation.

1In 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 ( $p = 0.000$ ).

1Cronbach'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,

was "Exploration of festival programme and atmosphere" explaining 17.328%

1of the total variance with a reliability coefficient of 0.722. The third factor was labelled "Festival perception and learning" and explained 16.821% of the variance with a reliability coefficient of 0.707. VII. FINDINGS The

64results of the descriptive statistical analysis listed in Table 3 show that the respondents assigned the

highest importance to the second factor -

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

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

- Socialization 3.3760 0.85856 to feel 'incognito' in a new surrounding where no one knows me 3.0071 1.35410 to spend time

2with people who enjoy in the same things as I

3.9276 1.05430 to meet

49people 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 F2 - Exploration of festival programme and atmosphere 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 music performances of the artists 4.5795 0.79814 F3 - Festival perception and learning 3.6066 0.91073

3to 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 learning". Although

24"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

53(Schofield and Thompson, 2007; Mohr et al., 1993;

Uysal

21et 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

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

Male (n=322) Female (n=244) t-value F1 3.4317 3.3025 1.777 F2 4.4369 4.6107 -3.286\* F3 3.5507 3.6803 -1.679 \* p < 0.01 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

3T-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

3("Exploration of festival programme and atmosphere") compared to male respondents, which implies the significance level of p < 0.

01.

3Table 4 presents the outcome of the t-test. Table 4

VIII CONCLUSION

2Segmenting 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

**9purpose 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:

**3festival perception 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, X. REFERENCES 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,

**2relationship between festival motivation and attitude and behavioral intentions should be explored using a structural equation model in future research.**

IX.

**3ACKNOWLEDGEMENTS 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 to European integration", No. 47024.**

1.

**8Axelsen, M., & Arcodia, C. (2004). Conceptualizing art exhibitions as special events: A review of the literature. Journal of Convention and Event Tourism, 6, 63-80. doi:10.1300/J452v06n03\_**

0 2.

**11Backman, K., Backman, S., Uysal, M., & Sunshine, K. (1995). Event tourism: An examination of motivations and activities. Festival Management and Event Tourism, 3 (1),15-24.**

3.

36Besermenji, 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. 4.

40Blesic, I., Wallrabenstein, K. & Devic, M. (2008). Motivation of Novi Sad (Vojvodina, Serbia) visitors out of the tourist season. Geographica Pannonica,

12 (1), 45-52. 5.

32Blesic, I., Pivac, T., Stamenkovic, I. & Besermenji, S. (2013). Motives of visit ethno music festivals with regard to gender and age structure of visitors. Event management,

17 (2). 6.

23Blešić, I., Pivac, T., Đorđević, J., Stamenković, I., Janičević, S. (2014). Cultural Events as Part of Cultural Tourism Development. Case Study: Sombor and Apatin (Serbia). Acta geographica Slovenica, 54- 2, article in press

7.

44Bramwell, B. (1997). Strategic planning before and after a mega-event. Tourism Management, 18 (3), 167-176. [http://dx.doi.org/10.1016/S0261-5177\(96\)00118-5](http://dx.doi.org/10.1016/S0261-5177(96)00118-5)

29[http://dx.doi.org/10.1016/S0261-5177\(96\)00118-5](http://dx.doi.org/10.1016/S0261-5177(96)00118-5)

S0261-5177(96)00118-5. 8.

11Chacko, H. & Schaffer, J. (1993). The evolution of a festival:Creole Christmas in New Orleans. Tourism Management, 14 (6), 475-482.

29[http://dx.doi.org/10.1016/S0261-5177\(93\)90100-Y](http://dx.doi.org/10.1016/S0261-5177(93)90100-Y)

0261-5177(93)90100-Y 9.

5Chang, J. (2006). Segmenting tourists to aboriginal cultural festivals: an example in the Rukai tribal area, Taiwan. Tourism Management, 27 (6), 1224-1234. doi:10.1016/j.tourman.2005.05.019. 10. Chhabra, D., Healy, R. & Sills E. (2003). Staged authenticity and heritage tourism. Annals of tourism research, 30 (3), 702-719. doi:10.1016/S0160-7383(03)00044-6.

11.

22Crompton, J. L. & McKay, S. 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).

12.

8Formica, S. & Uysal, M. (1998). Market segmentation of an international cultural-historical event in Italy. Journal of Travel Research, 36 (4), 16-24. doi:10.1177/004728759803600402.

13. Gavanski, Dj. (1978). The Petrovaradin Fortress in the events of the period 1848-1849. Collection of papers in History. Matica srpska, 18. Novi Sad. (in Serbian) 14.

25Gagić, S.,Tešanović, D., Ivkov-Džigurski, A., Pivac, T., Jovičić, A. (2013).  
Motives and attitudes of food and drink festival visitors: A case study of  
Serbia. Journal of Food, Agriculture & Environment

Vol.11 (1): 1055-1059. 2013 15.

30Getz, D. (1991). Festivals, special events, and tourism. New York: Van  
Nostrand Reinhold. 16. Getz, D. (1997). Events management and Event  
Tourism. New York: Cognizant Communications Corporation. 17. Getz, D. (2010).  
The Nature and

51Scope of Festival Studies. International Journal of Event Management, 5(1),  
1-47.

18.

5Gursoy, D., Kim, K. & Uysal, M. (2004). Perceived impacts of festivals and  
special events by organizers: an extension and validation. Tourism  
Management, 25 (2), 171–181. doi:10.1016/S0261-5177(03)00092-X. 19. Hall, C  
.M. (1992). Hallmark Tourist Events: Impacts, management, and planning.  
London: Belhaven. 20. Higham, J.

&

38Hinch, T. (2002). Tourism, sport and seasons: The challenges and potentials of  
overcoming seasonality in the sport and tourism sectors. Tourism  
Management, 23 (2), 175–185.

doi: S0 61-5177(01)00046-2. 21. Herbert L. Petri & John M. Govern. (2006). Motivación: teoría,  
investigación y aplicaciones. Thomson. ISBN 9706865500 22.

46Kaiser, H.F. (1974). An index of factorial simplicity. Psychometrika, 39, 31–36.  
doi: 10.1007/BF02291575.

23.

16Kim, S. S & Prideaux, B. (2005). Marketing implications arising from a  
comparative study of international pleasure tourist motivations and other  
travel-related characteristics of visitors to Korea. Tourism Management, 26  
(3), 347-35. doi:10.1016/j.tourman.2003.09.022. 24. Kim,

7H., Borges, M.C. & Chon, J. (2006). Impacts of environmental values on  
tourism motivation: the case of FICA, Brazil. Tourism Management, 27 (5), 957-  
967. doi:10.1016/j.tourman.2005.09.007. 25. Lee, C.

K.

35(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. 26.

2Lee, 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 27.

10Lee, C. K, Lee, Y. K & Wicks, B. E. (2004). Segmentation of festival motivation by nationality and satisfaction. *Tourism Management*, 25 (1), 61–70. doi:

2610.1016/S0261-5177(03)00060-8. 28. Lee, T. H. (2009) A structural model to examine how destination image, attitude, and motivation affect the future behaviour of tourists. *Leisure Sciences* 31 (3),

215-236. doi: 10.1080/01490400902837787 29.

19Light, D. (1996). Characteristics of the audience for “events” at a heritage site. *Tourism Management*, 17 (3), 183–190.

doi:

69S0261-5 | 77(96)00005-Z.

30.

58Lominé, L & Edmunds, J. (2007). *Key Concepts in Tourism*. Palgrave Macmillan.

ISBN 1403985022 31.

10Long, 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.

32. Marković, Z. (1996). Walking at the Petrovaradin Fortress. Tourist organization of Novi Sad, Novi Sad, 13, 39. (in Serbian) 33.

17Maslow, A. (1970). *Motivation and Personality* (2nd ed.). New York: Harper. 34. 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

66(3), 89–97. <http://dx.doi.org/10.>

3727/106527093792337619. 35.

55Nunnally, J. C. (1978): *Psychometric theory*. New York: McGraw-Hill. 36. Petri, H. L. & Govern, J. M.

67(2006). *Motivación. Teoría, investigación y aplicaciones*. México: Thomson.

37.

33Pivac, T., Blešić, I., Stamenković, I., Besermenji, S. (2011). Event management and consumer satisfaction in tourism industry. *African Journal of Business Management*, Vol. 5( 34), pp.

13240-13248, 28 December, 2011,

1DOI: 10.5897/AJBM11.1641, ISSN 1993-8233



38.

**7**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.

39. Programme for revitalisation of the Petrovaradin Fortress, 1996. (in Serbian) 40.

**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. 41.

**34**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. 42.

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

**29**doi: org.proxy.kobson.nb.rs:2048/10.1016/

0160-7383(94)90001-9 43.

**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.

http://dx.doi.org/10.3727/106527096792195380. 44.

**12**Schofield, 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. 45. Scott, D. (1996). A comparison of visitors' motivations to attend three urban festivals. *Festival Management and Event Tourism*, 3 (3), 121–128.

ISSN 1065-2701. 46.

**27**Small, 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. 47.

**31**Stamenković, I., Blešić, I., Pivac, T. & Besermenji, S. (2011). Motives of Visits to Ethno Music Festivals. *Interdisciplinary Review of Economics and Management* 1,1 (2011), pp.32-38,

Oriental Journals, UAE. 48.

**41**Stamenković, I., Pivac, T., Blešić, I., Besermenji, S. (2013). Festival Branding – Case Study: The Dragačevo Trumpet Festival in Guča. *TURIZAM*,

Volume 17, Issue 1, 29-37 49.

**2**Uysal, 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. 50.

39Van den Berg, L., Braun, E. & Otgaar, A. H. J. (2000). Sports and city marketing in European cities. Rotterdam: Euricur. 51. Wager, J.

48(1995). Developing a strategy for the Angkor World Heritage Site. Tourism Management, 16 (7), 515-523.

doi: 0261- 5177(95)00069-0. 52. <http://www.myexit.org/node/62613> 53.

15<http://www.blic.rs/forum/index.php?topic=2682> .0

54. <http://www.vesti.rs/Kultura/Caskanje-na-Tvrđjavi-The-Bellrays.html> 55.

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

1 2 3 5 6 7 8