

UNDERSTANDING THE MOTIVATION FOR EVENT PARTICIPATING – A PREREQUISITE FOR SUSTAINABLE EVENT PLANNING

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Abstract

Purpose – The purpose of this paper is to examine the motivation for event participating in the context of event attendees (visitors) and event participants. **Objectives:** 1) to identify motivations for event participating 2) to analyze if event motivation vary depending on the type of event, 3) to analyze if the motivation of event attendees differs from that of event participants, 4) to analyze if event motivations differ depending on the sex of attendees and participants, 5) to determine the intensity of the experience of participants and visitors on the events, and 6) to analyze if different event attendance motivations affect the event experience.

Methodology – Data was collected though two different self-complete questionnaires on a sample of 185 visitors and 276 participants of events held in tourist destination Vrsar, in Istria County. Research was conducted from March through September 2015. The SPSS package version 22.0 was used to analyze the data.

Findings – The prevailing event attendance motivation is “leisure and entertainment”, followed by “spending quality time with friends” and “the cultural offering of events”. The analysis of the experience of visitors and participants of the events shows that memorable experience dominates. This means the experience has positive impact on visitors and participants, yet it is not strong enough to have durable changes on an attitudinal or behavioral level. Research results show that event motivations vary depending on the type of event, that the motivation of event attendees differs from that of event participants that the event motivation of attendees and participants not differ depending on whether the respondents are male or female, and that different event attendance motivations do not affect event experiences.

Contribution – Understanding the decision making process, event motivation and event experience, could be useful tool for event managers for develop and manage event program, in order to achieve event sustainability.

Keywords: event motivation, event experience, event attendees, event participants

INTRODUCTION

The increasingly important role of events in the offerings of tourist destinations, reflected in an ever richer and diverse event offering, in the different motivations of attendees and participants for attending an event, and in differing event experiences, makes event management a great challenge. The event management process needs to serve multiple agendas and meet a plethora of other requirements from primary stakeholders, so it is no longer sufficient for an event to meet just the needs of its audience (Bowdin et al, 2006). If this fundamental strategic information is not available or analysed in detail by the event organisers, the future of the event is brought into question.

The challenge to event management is particularly pronounced from the perspective of destination management, because many staged events (Getz 1997, taken from Yeoman et al. 2007) “suffer from a “product orientation” – that is, organisers try to sell their event with little or no regard for what potential customers need, want and will pay for. Product orientation in event planning at the destination level can be avoided by conducting market research regarding the behaviour of potential attendees or participants prior to the event (attendance motivations) and after the event. By neglecting to carry out pre-event and post-event evaluation, useful information is lost to the event organisers (Carlsen, Soutar & Getz, 2000), as well as to those who learn from the experiences of others (Van Der Wagner & Carlos, 2008). According to the event planning process (Salem, Jones & Morgan, 2007), market research is conducted in the first, introduction phase, before strategic and operational planning. Because event sustainability (Taks, Chalip, Green & Kesenne, 2009) is “conceptualized with reference to the current and future tourism value of the event”, market research helps to create a basis for making appropriate decisions regarding event programme design, event promotion and the optimal use of funds to ensure the event’s sustainable development. The second challenge to destination event management is that tourists have on disposal many different activities in high season, and for them it may be difficult to choose the one they prefer (Težak, Saftić & Šergo, 2011).

However, how useful are studies concerning event attendance motivations? Can information about the motivations of potential attendees or participants for attending an event, or information about their event experiences, be of help in sustainable event planning? This paper seeks to provide answers to key question: Can event attendance motivations predict event experiences? Although there are many theoretical and empirical studies dealing with issues related to event attendance motivation and event experience, many unanswered questions concerning the relationships between event motivation and other characteristics such as sex of attendees and participants or event type seem to remain. This empirical study seeks to explore the links between the antecedents of event motivation by analysing the characteristics of attendees and participants and type of events, and the antecedents of event experience by analysing motivation-experience relationship.

The contribution of this paper is that research is conducted at the level of the entire destination from the destination management perspective, which has not been the case in previous studies. The analysis of the relationships of event attendance motivation could be a useful tool for event managers in developing and managing event programmes in order to achieve event sustainability.

1. SUSTAINABLE EVENTS

Sustainable organisations play a key role in the planning and organisation of sustainable events which are facing a considerable challenge when big events involving participation of large numbers of people are in question. Event sustainability is becoming an increasingly important topic also in the practical sense of event management and in the sense of the development of standards of sustainable event management (Cumming and Pelham, 2011). One of the key elements of sustainable

development of events is transparency, which refers to measurement, evaluation and provision of information to all stakeholders about the work, undertaken activities and future investments in the event. The organisers of sustainable events have as a goal the minimalisation of negative impacts.

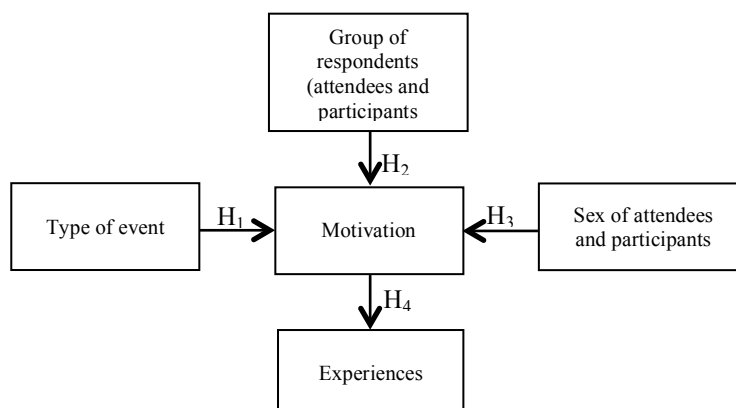
In 2007, the British Standards Institution published the BS 8901:2007 standard with specifications for the system of management of sustainable events and guidelines for its use. One of the six standard elements relates to the planning and management of event work activities. The remaining BS 8901:2007 standard elements are: identification of suitable resources, development of knowledge, competence and training, work activity planning and management, communication and coordination, as well as evaluation and recommendations (British Standards Institution, 2007). In 2009, the British Standards Institution published the manual "Making Events More Sustainable - A guide to BS 8901", as a result of work activity of an expert panel of professionals from the field of event management and specifications for a sustainable event management system (Cumming & Pelham, 2011). BS 8901 is a management system, an independent standard which provides a framework for policies, operations and processes and which can be used by all members of the event industry (British Standards Institution, 2009).

Apart from BS 8901, numerous authors (Fredline, Jago & Deery, 2002; Sherwood, Jago & Deery, 2005) encourage monitoring of event impacts in keeping with the Triple Bottom Line Report (TBL), which meets the terms of sustainable management of events in the sense of monitoring of impacts for the groups of social, economic and environmental effects. Although it is impossible to expect that the indicators of the three groups of effects are monitored in a balanced manner, every effort which is directed towards that goal makes an event responsible which, in the long run, affects its sustainability and competitiveness in the tourism market.

2. THEORETICAL FRAMEWORK AND HYPOTHESES

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

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



Many authors have made in-depth analyses of event attendance motivations (Crompton & McKay, 1997; Lee, Lee & Wicks, 2004; Li & Petrick, 2006; Severt, Wang, Chen & Breiter, 2007). Getz (2008) states that studies of event attendance motivations confirm that escapism leads people to events. In addition to attendance motivations, functional values such as the perception of an event's quality-for-price or emotional values such as post-event mood may influence the event attendance decision process (Bowdin et al., 2006). Bowdin et al. (2006) claim that in the modern world event attendance can depend upon a broad range of motivations such as socialization, family togetherness, learning about or exploring other cultures, excitement, etc. Shone & Parry (2010) argue that events should primarily be viewed from a social perspective by which event attendance is conditioned by the need for integration, interaction and community. In addition to socialisation, a common motivation because people are social beings, Nicholson & Pearce (2001, taken from Getz, 2008) suggest that multiple event motivations are present. Literature reviews by C. Lee, Lee & Wicks (2004) and Bowdin et al. (2006) indicate that different motivations appear to vary according to the type of event, but empirical evidences were not found. Thus, the following hypothesis is proposed:

H₁. Event motivations vary depending on the type of event.

The motivation of event participants is more intense than that of event attendees because the former represent primary stakeholders actively involved in the event programme. Their event attendance motivation is closely tied to the event, and through the event they are transformed and learn (e.g. singers/choir members by partaking in a festival, professional/amateur athletes by participating in a tournament). Through empirical research this paper seeks to provide an in-depth analysis of event motivation and to investigate whether it is possible to create an appropriate and sustainable event programme depending on the motivations of potential attendees or participants for attending an event and sex of attendees or participants. On the basis of these findings, the following hypotheses are proposed:

H₂. The motivation of event attendees differs from that of event participants.

H₃. Event motivations differ depending on the sex of attendees and participants.

By attending an event, attendees or participants expect the fulfilment of certain needs; they expect benefits. Getz (2005) observes that "event-related motivational studies must address not merely the reasons given for being at an event but also the underlying benefits sought". Accordingly, Getz (2016) argues that the benefits of event tourism are both generic to leisure and travel, and specific to special interests. Creating memorable, transforming event experience is the goal of many event producers and if people really do enjoy and recollect events they are more likely to return or seek out comparable experiences. Warnaaars (2009) observes that "The good thing about an experience is that while the work may be finished, the value of the experience persists in the memory of the event. The memory of the experience is the hallmark of an event, and it is therefore necessary to understand what characteristics contribute to a better experience". Through empirical research this paper seeks to provide an in-depth analysis of event motivation and to investigate whether it is possible to predict the intensity of the experience depending on the event attendance motivation. Thus, the following hypothesis is proposed:

H₄. Different event attendance motivations affect the event experience.

3. METHOD

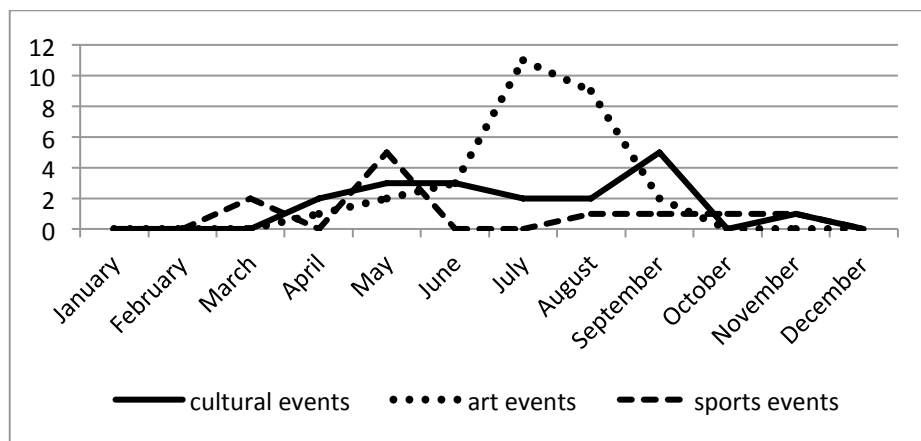
3.1. Study site

The County of Istria is Croatia's most developed county in terms of tourism, accounting for 24% of tourist arrivals and 29% of the total Croatian overnight stays. The development of Vrsar, a small municipality located on the western coast of Istria, is based on tourism. Vrsar has 2,162 inhabitants and covers a surface area of 37.7 km². Fully 72% of its active population is employed in the tertiary sector. Vrsar is one of the most visited Istrian destinations, generating 6% of total overnight stays in the region.

Tourist traffic in 2015 recorded 195,375 tourist arrivals and 1,425,809 overnight stays, with an upward trend in the last few years (with the exception of 2012 when numbers dropped). Of the total number of overnights in 2015, German visitors accounted for 37%, while visitors from Austria, Slovenia, Italy and the Netherlands accounted for 16%, 14%, 10% and 8%, respectively. Tourist facilities (most with three stars) provide 18,900 beds. Campsites prevail and are capable of accommodating about 14,500 people. Campsites account for 76% of total capacities, while the remainder is divided between hotels and resorts (14%), private accommodation (8%), and nautical tourism, holiday homes and other facilities (2%).

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

Graph 1: Event analysis according to types and time scope



Source: Data processed by authors

3.2. Measures

To test the hypotheses it was necessary to operationalise the variables of event attendance motivations, event experiences and event types. This research applied an adopted classification of event attendance motivations used in a previously conducted study of the tourism market in Croatia (TOMAS) (Marušić & Tomljenović, 2010.), which identified nine motivations. Also applied in the research was an adopted classification of event experiences in accordance with cognitive psychology where three levels of experience have been distinguished (Getz, 2008, adopted from Hover & van Mierlo, 2006):

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

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

3.3. Material and Methods

Research was conducted over a seven-month period in 2015, from April to October, during all three tourist seasons: pre-season, peak season and post-season. Primary data were collected by using two different self-administered questionnaires to survey attendees and participants to ten events; four being cultural events; four, art events; and two, sports events. During the research, 461 respondents were surveyed, of which 185 were event attendees and 276 were event participants. The sample of this research can be characterised as a convenience sample, and its size is considered to be sufficient for making conclusions, given that the number of respondents in similar research amounts to 214 (Bacellar, 2012), 415 (Taks et al., 2009), 523 (Woo, Yolal, Cetinel & Uysal, 2011), 726 (C. Lee, Lee & Wicks, 2004). Event attendees and participants are the two groups of respondents in this study as they are primary stakeholders. According to Reid and Arcodia (2002) primary stakeholders are important because without their direct support there would be no events. Participants are persons arriving at a destination with the primary motivation of taking part in an event, as for example tennis players as participants in a tennis tournament, singers and choir members as participants in a music festival and so on. Event attendees are persons attending an event but the event itself is not their primary objective of travelling to the destination.

An original research instrument, a structured questionnaire consisting of closed-type questions, was developed for each group of respondents. The first research instrument used to survey event attendees consisted of 19 questions and four parts: sociodemographic questions, event information, attendance motivation and company,

spending at the event, event satisfaction and experiences, and questions relating to the destination. The second research instrument used to survey event participants also comprised 19 questions but was made up of five parts: sociodemographic questions, questions concerning overnights, arrival and spending in the destination, event information, attendance motivation and company, event satisfaction and experiences, and questions regarding Vrsar as a destination. All questionnaires were tested before application. The testing of the questionnaires resulted only in minor reformulations of questions.

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

4. RESULTS

4.1. Profile of respondents

The sample of the study consisted of 461 respondents, of which 185 were event attendees (40.3%) and 276, event participants (59.7%) (Table 1).

Table 1: Sample characteristics

Characteristics	Percent (%)	Characteristics	Percent (%)
Age (Mean 46.71; St. Deviation 16.16)		Country of origin	
16-24	12.97	Austria	12
25-34	14.58	Italy	24.6
35-44	15.35	Germany	10
45-54	16.11	Croatia	39.2
55+	41.18	Slovenia	7.2
Education		Profession	
Basic education	9.38	Entrepreneur	14.88
Secondary education	49.43	Employee	34.65
College/University	32.49	Retired	21.63
Masters/Ph.D.	8.7	Student	12.32

Source: Data processed by authors

Female and male respondents accounted for 55.1% and 44.2% of the sample, respectively. Most of the respondents have secondary school qualifications (49.43%) and are older than the age of 55 (41.18%). With regard to profession, the largest shares of respondents are employees (34.65%), followed by retired persons (21.63%) and entrepreneurs (14.88%). With regard to country of origin, most of the respondents are from Croatia (39.2%), followed by respondents from Italy (24.6%), Austria (12%), Germany (10%) and Slovenia (7.2%).

4.2. Hypotheses testing

The prevailing event attendance motivation is “leisure and entertainment” (37.3%), followed by “spending quality time with friends” (19.4%) and “the cultural offering of events” (17.9%). When analysing the attendance motivations of attendees it was assumed that the major motivation would be taking part in the event and learning through the event. Results, however, indicate that motivations vary: the most frequent motivation is “leisure and entertainment”, followed by “the cultural offering of the event” and “event image” (15%).

Pearson’s Chi-Square test (χ^2 -test) was carried out to test the first hypothesis by analysing the relationship between the variable “event motivation” and the variable “type of event”. The aim was to investigate whether event motivation differ depending on the type of event (sports, cultural or art event) the respondents attended or participated in.

H₁. Event motivations vary depending on the type of event.

To test the relationship between variables of respondents’ motivation, nine separate tests were conducted, corresponding to the number of attendance motivations provided in the questionnaire. Research results show that the variable “type of event” is contingently related to the respondents’ motivation, but not for all nine analysed motivation, but only for six.

The values of Pearson’s Chi-Square tests χ^2 were:

- for the relationship of the motivation variable “gastronomic offering of the event” and the variable “type of event” (2, N=403)=72.396, (p=.000);
- for the relationship of the motivation variable “leisure and entertainment” and the variable “type of event” (2, N=403)=24.321, (p=.000);
- for the relationship of the motivation variable “cultural offering of the event” and the variable “type of event” (2, N=403)=21.028, (p=.000);
- for the relationship of the motivation variable “spending quality time with family” and the variable “type of event” (2, N=403)=15.448, (p=.000);
- for the relationship of the motivation variable “curiosity” and the variable “type of event” (2, N=403)=12.437, (p=.002);
- for the relationship of the motivation variable “event image and reputation” and the variable “type of event” (2, N=403)=7.199, (p=.027);

Table 2: Crosstabulation of the relationship between event motivation and type of event

Event motivation		Type of event		
		Sports	Cultural	Art
Gastronomic offering of the event	Count	7	57	5
	ExpectedCount	8.4	26.5	34.1
	Residual	-1.4	30.5	-29.1
	Std. Residual	-5	5.9	-5.0
Leisure and entertainment	Count	26	85	60
	ExpectedCount	20.8	65.8	84.4
	Residual	5.2	19.2	-24.4
	Std. Residual	1.1	2.4	-2.7
Cultural offering of the event	Count	5	18	59
	ExpectedCount	10.0	31.5	40.5
	Residual	-5.0	-13.5	18.5
	Std. Residual	-1.6	-2.4	2.9
Spending quality time with family	Count	5	24	7
	ExpectedCount	4.4	13.8	17.8
	Residual	.6	10.2	-10.8
	Std. Residual	.3	2.7	-2.6
Curiosity	Count	4	25	10
	ExpectedCount	4.7	15.0	19.3
	Residual	-.7	10.0	-9.3
	Std. Residual	-.3	2.6	-2.1
Event image and reputation	Count	13	18	26
	ExpectedCount	6.9	21.9	28.1
	Residual	6.1	-3.9	-2.1
	Std. Residual	2.3	-8	-4

Source: Data processed by authors

Std. Residual was calculated to identify which event motivation contributed to the statistically significant variation between different types of event (Table 2). The motive which was identified in the analysis of the reasons for arrival of participants in sports events held in the tourism destination of Vrsar is the event image and reputation (Std. Residual 2.3). Visitors and participants of cultural events mostly came because of the gastronomic offering of the event (Std. Residual 5.9), spending quality time with family (Std. Residual 2.7), curiosity (Std. Residual 2.6) and leisure and entertainment at the event (Std. Residual 2.4). On the other hand, the cultural event visitors did not come because of the cultural offering of the event (Std. Residual -2.4), which is an indicator of a poor cultural event programme and which corresponds to many visitors' comments, with criticism related to live music and poor animation during the course of cultural events. The analysis of the motives for arrival at art events shows that visitors and participants in art events held in the tourism destination of Vrsar mainly came because of the cultural offering of the event (Std. Residual 2.9). The motive for arrival which did not contribute to the attendance of visitors and participants in art events is the gastronomic offering of the event (Std. Residual -5.0), as art events do not have

such gastronomic offerings, followed by leisure and entertainment (Std. Residual -2.7) and spending quality time with family (Std. Residual-2.6), as visitors mainly come as couples accompanied by their spouses, and curiosity (Std. Residual-2.1), as visitors mainly get information about the holding of the event through recommendations, previous visits or posters.

It is confirmed by the research that event motivations vary depending on the type of event. H_1 can, therefore, be accepted for six motives for arrival, namely event image and reputation for sports events, cultural offering of the event for art events, gastronomic offering of the event, spending quality time with family, curiosity and leisure and entertainment at the event, as the main motives for arrival at art events.

Pearson's Chi-Square test (χ^2 -test) was used to test hypothesis H_2 , that is, to analyse the relationship between variables of the respondent groups (attendees or participants) and the variable "event motivation".

H_2 . The motivation of event attendees differs from that of event participants.

To test the relationship between variables of respondents' motivation, nine separate tests were conducted, corresponding to the number of attendance motivations provided in the questionnaire. Research results show that the variable "respondent groups" is contingently related to the respondents' motivation, for the same for the same motives of arrival at the event present in previous analysis, except event image and reputation.

The values of Pearson's Chi-Square tests χ^2 were:

- for the relationship of the motivation variable "gastronomic offering of the event" and the variable "respondent groups" (1, N=403)=68.555, (p=.000);
- for the relationship of the motivation variable "leisure and entertainment" and the variable "respondent groups" (1, N=403)=15.872, (p=.000);
- for the relationship of the motivation variable "spending quality time with family" and the variable "respondent groups" (1, N=403)=13.287, (p=.000);
- for the relationship of the motivation variable "curiosity" and the variable "respondent groups" (1, N=403)=11.994, (p=.001);
- for the relationship of the motivation variable "cultural offering of the event" and the variable "respondent groups" (1, N=403)=11.856, (p=.001).

Std. Residual was calculated to identify which event motivation contributed to the statistically significant difference between respondent groups (attendees or participants) (Table 3).

Table 3: Crosstabulation of the relationship between event motivation and respondent groups (attendees or participants)

Event motivation		Attendees	Participants
		Count	57
Gastronomic offering of the event	ExpectedCount	26.5	42.5
	Residual	30.5	-30.5
	Std. Residual	5.9	-4.7
	Count	85	86
Leisure and entertainment	ExpectedCount	65.8	105.2
	Residual	19.2	-19.2
	Std. Residual	2.4	-1.9
	Count	18	64
Cultural offering of the event	ExpectedCount	31.5	50.5
	Residual	-13.5	13.5
	Std. Residual	-2.4	1.9
	Count	24	12
Spending quality time with family	ExpectedCount	13.8	22.2
	Residual	10.2	-10.2
	Std. Residual	2.7	-2.2
	Count	25	14
Curiosity	ExpectedCount	15.0	24.0
	Residual	10.0	-10.0
	Std. Residual	2.6	-3.5

Source: Data processed by authors

The analysis of the motives for arrival at events, according to the groups of respondents, shows that the event participants are motivated to attend events solely due to the art offering of the event (Std. Residual 1.9), while other motives are not significant. Visitors mostly came because of the gastronomic offering of the event (Std. Residual 5.9), spending quality time with family (Std. Residual 2.7), curiosity (Std. Residual 2.6) and leisure and entertainment at the event (Std. Residual 2.4). In other words, event visitors are not motivated to come to the cultural offering of the event (Std. Residual -2.4), which, once again, confirms the poor quality of the cultural event programmes.

It is confirmed by the research that the motivation of event attendees differs from that of event participants. H_2 can, therefore, be accepted for five motives for arrival. The research results showed that the most important motive for arrival for participants is the cultural offering of the event, while the gastronomic offering of the event is most important for visitors, followed by spending quality time with family, curiosity and leisure and entertainment at the event.

The correlation of event attendee and participant motivation was analysed to investigate if there is a difference in experiences depending on whether respondents are male or female.

H₃. Event motivations differ depending on the sex of attendees and participants.

Pearson's Chi-Square test (χ^2 -test) was carried out to test hypothesis H₃ by analysing the relationship between the sex of respondents (attendees and participants) and the variable "event motivation". To test the relationship between variables of respondents' motivation, nine separate tests were conducted, corresponding to the number of attendance motivations provided in the questionnaire. Results show that the sex of respondents is not contingently related to respondents' motivations, meaning that the event motivation of attendees and participants not differ depending on whether the respondents are male or female, all ten attendance motivations had $p > .005$, accordingly H₃ cannot be accepted.

The analysis of the event experiences of attendees and participants shows that memorable experience (86.9%) dominates, while 6% of respondents had basal experiences and 7.2%, transforming experiences. This means the experiences had a positive impact on attendees and participants yet were not strong enough to bring about durable changes at an attitudinal or behavioural level. In-depth analysis was needed to examine the relationship between event experience and attendance motivation and to see whether attendance motivations affect event experiences. Hence, the following hypothesis was formulated:

H₄. Different event attendance motivations affect the event experience.

Pearson's Chi-Square test (χ^2 -test) was used to test hypothesis H₄. To test the relationship between variables of respondents' experiences and attendance motivations, ten separate tests were conducted, corresponding to the number of attendance motivations provided in the questionnaire. Accordingly, H₄ cannot be accepted because all ten attendance motivations had $p > .005$. This was confirmed by the absence of any statistically significant relationships between these variables.

5. CONCLUSION

By neglecting to carry out pre-event and post-event evaluation, useful information is lost to the event organizers, as well as to those who learn from the experiences of others. According to the event planning process market research is before strategic and operational planning. In this phase event organizers should have the information about the event motivation and profile of event attendees (visitors) and event participants. Because event sustainability market research helps to create a basis for making appropriate decisions regarding event programme design, event promotion and the optimal use of funds to ensure the event's sustainable development. The biggest challenge for event sustainability can be found in the change of attitudes in the sense of overcoming the economic prejudices which are present in the field of event tourism. Considerable savings are possible by organizing sustainable events. It is essential for event organizers to gain input from best-practice example in the event planning process, learning from other events and use strategic information such as attendance motivation, because benchmarking improves the implementation of sustainability.

The contribution of this paper is that research is conducted at the level of the entire destination from the destination management perspective, which has not been the case in previous studies. The analysis of the relationships of event attendance motivation could be a useful tool for event managers in developing and managing event programmes in order to achieve event sustainability.

The prevailing event attendance motivation is “leisure and entertainment” (37.3%), followed by “spending quality time with friends” (19.4%) and “the cultural offering of events” (17.9%). The analysis of the experience of visitors and participants of the events shows that memorable experience (77%) dominates. This means the experience has positive impact on visitors and participants, yet it is not strong enough to have durable changes on an attitudinal or behavioral level. Research results show that event motivations vary depending on the type of event, that the motivation of event attendees differs from that of event participants, that the event motivation of attendees and participants not differ depending on whether the respondents are male or female, and that different event attendance motivations do not affect event experiences.

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