

Analyzing of Local Residents's Festival Tourism Perception According To Some Demographic Characteristics: The Case of Isparta

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ABSTRACT

Article History

Received
20.11.2020

Accepted:
25.12.2020

Keywords

Festival Tourism
Local Residence
Isparta

Article Type: Research Paper

While festivals are considered as one of the most important touristic activities among city tourism activities, they are considered as a type of tourism today. In this result, the positive socio-economic and cultural effects created by festivals and its contributions to the city image have a great effect. However, festivals have negative effects as well as positive effects. All the effects of the festivals concern the local people the most. Indeed, the focal point of the festivals is the local people. In this study, the perceptions of the local people about the festivals held in Isparta were investigated. The study is a quantitative research. The data of the study were collected by questionnaire technique. 387 people answered the questionnaire. Descriptive statistics, factor analysis, reliability analysis and Kruskal-Wallis tests were used in the analyzes of research. As a result, urban pride perception according to age, job, year of residence and education level; It has been revealed that the perception of negative effects differs according to the profession and the year of residence. In other dimensions, no difference was detected according to demographic variables..

ÖZ

Makale Geçmişi

Gönderim Tarihi:
20.11.2020
Kabul Tarihi:
25.12.2020

Anahtar Kelimeler

Festival Turizmi
Yerel Halk
Isparta

Makale Kategorisi: Araştırma Makalesi

Festivaller, önceleri şehir turizmi faaliyetleri arasında en önemli turistik faaliyetlerden biri olarak kabul edilirken, günümüzde bir turizm türü olarak kabul edilmektedir. Bu değişimde festivallerin yarattığı olumlu sosyo-ekonomik ve kültürel etkiler ve kent imajına katkıları büyük etkiye sahiptir. Ancak festivallerin olumlu olduğu kadar olumsuz etkileri de bulunmaktadır. Festivallerin tüm etkileri en çok yöre halkını ilgilendirmektedir. Nitekim festivallerin odak noktası yerel halktır. Bu çalışmada yerel halkın Isparta'da düzenlenen festivallere yönelik algıları araştırılmıştır. Çalışma, nicel bir araştırmadır. Araştırmanın verileri anket tekniği ile toplanmıştır. Anketi 387 kişi cevaplamıştır. Araştırma analizlerinde betimsel istatistikler, faktör analizi, güvenilirlik analizi ve Kruskal-Wallis testleri kullanılmıştır. Sonuç olarak kentsel gurur algısının yaşa, mesleğe, ikamet yılına ve eğitim düzeyine göre; Olumsuz etkiler algısının ise mesleğe ve ikamet yılına göre farklılık gösterdiği ortaya çıkmıştır. Diğer boyutlarda demografik değişkenlere göre anlamlı bir farklılık tespit edilmemiştir.

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Suggested Citation /Önerilen Atf:

Morçin Erdoğan, S. (2020). Analyzing of Local Residents's Festival Tourism Perception According To Some Demographic Characteristics: The Case of Isparta. *Journal of Recreation and Tourism Research*, 7 (4), 736-748.

Since research data are collected before 2020, an ethics committee document is not required.

1. Introduction

Festivals are handled in the tourism literature, such as cultural tourism, special interest tourism and event tourism. But now festivals are increasing importance for tourism sector and considered as a form of tourism (Cudny, 2013; İlban and Kömür, 2019). Support of local people is very important for the development of all types of tourism in a region. The festival can be effective in welcoming the local people towards tourism activities. (Çiçek and Sarı, 2018; Avcı, 2018). This positive effect can be further increased, especially if the local people can benefit economically and socially from the festivals (Getz, 2009).

Festivals have an impact on both local people and participants. While the sense of belonging to the local people increases through festivals (Giritlioğlu et al. 2015), the participants also expand their social capital (Arcodia and Whitford, 2006). In this way, festivals both ensure their sustainability and fulfill their social responsibilities (Getz, 2009). In addition, the festivals create a link between the local people and the participants. In the events organized within the scope of the festivals, the local people and the participant can have fun together, thus increasing the quality of experience (Dalgin et al. 2016).

In this study, local festivals will be discussed in the case of Isparta. The aim of the study is to determine the local people's perception of festivals. Since there is no study investigating the perceptions of local people towards festivals in the example of Isparta in the literature review, it can be said that the study will contribute to the literature. In the first part of the study, the concept of festival is examined, in the second part, information about the method is given, and in the third part, the findings of the research are evaluated. In the conclusion part, the inferences obtained from the research are shared and recommendations are presented.

2. Literature Review

2.1. Festival Tourism

Festival tourism is when people come from outside and stay in the area where the event takes place during the festival (O'Sullivan and Jackson, 2002). Local level festivals are organized to celebrate special occasions and important events (Arcodia and Robb, 2000). Although festivals are an effective means of social entertainment, they can also be considered as local promotion and marketing activities (Akhoonnejad, 2016). Local festivals are those organized for the benefit of the region by a few volunteers from the local people with a small budget. Large-scale festivals are generally organized for the purpose of promoting a product and marketing it internationally (O'Sullivan and Jackson, 2002). On the other hand, global

festivals, focus on the international market and aim at tourism and development (Ma and Lew, 2012).

Local and regional festivals have the advantage of keeping the domestic market active. Also, festival events are recognised as an effective strategy for host destinations to gain insight on the economic platform of the area (Mxunyelva and Tshetu, 2018). Therefore, festivals are among the important topics of cultural policy makers, destination managers and tourism agencies due to their social and economic roles (Andersson and Getz, 2008). However, festivals provide social cohesion and economic benefit; It encourages the society to participate in activities, on the other hand, it also causes social costs such as the increase in traffic during the activity period (Kim and Uysal, 2003). Therefore, festivals' engagement with tourism needs to be carefully managed, both in the interests of sustaining festivals and of promoting sustainable approaches to tourism development (Quinn, 2006). As a result, it can be said that festivals not only have positive contributions at the local level, but also have an effect that negatively affects the tourism perception of the local people. Local governments play an important role in reducing the negative effects of festivals.

Festivals provide a significant amount of revenue and economic benefits (Mxunyelva and Tshetu, 2018). Economic benefits include the provision of employment, income and foreign exchange which leads to enhanced living standards for the local economy (Richards and Wilson, 2004). Eventually, it can be said, festivals are often part of the economic development strategy of rural areas. The magnitude of the economic impact depends on characteristics of the festival (ex. number of days) (Chhabra et al. 2003). Furthermore, the location and size of town are an important factor in the economic impact of festivals (Saayman and Saayman, 2006). Festival's economic effects are related to touristic behaviour. Some tourist might combine going to festival with visiting museum. But, combining the festival participating with an afternoon shopping would also have a positive effect on the urban economy (Van Aalst and Van Melik, 2012).

Festivals held in Isparta are generally local level. The themes of these festivals are focused on natural life and cultural heritage. Festivals held at international level are less in number than at local level. These festivals are mostly organized to promote the famous products of the region, roses and carpets. Gastronomy and faith-themed festivals are also organized in Isparta. Although the number is small, there is a shopping festival. (Erdoğan Morçin and Morçin, 2020). Thanks to these festivals, entertainment needs of the local people are met. In addition,

cultural economy and cultural tourism are revitalized by taking advantage of the attractive features of folk culture (Göde and Yiğit, 2017).

Thanks to the festivals, the perception of the total image in the mind of the target audience of the region improves positively. In this way, the target audience, that is, the tourists, show the behavior of revisiting the region not only during the festival but also at other times (Morais and Lin, 2010). Festivals have a positive impact on tourism destination's global popularity and act as an effective way of destination promotion even during the off-season periods. Festivals are also effective tools for city branding and marketing (Pırnar et al. 2019). In addition, high-budget sponsorships can be used for free advertising of the region (Lee, 2014). As a result, it can be said that festivals provide a great added value to the social, cultural and economic elements in the region where they are held (Yıldız and Polat, 2016). In order for the destinations to achieve and maintain this added value, festivals must be presented to the participants with accurate and rich content. At this point, it can be said that the festivals should be prepared with the common mind of local people, local administrations and destination management organizations (Erdoğan Morçin and Morçin, 2020). Li et al. (2020) were found in their research, the intangible elements in festival atmosphere and interpersonal interaction are important factors that attract the tourists. But these intangible factors need to be brought out through tangible factors in cultural symbols and festival activities. This indicates that the tourists prefer emotional communication in a tangible environment to satisfy their emotional needs by means of festival activities and cultural symbols.

Isparta Rose Carpet Culture and Tourism Festival (Center), Miryakefalon Victory and Apple Festival (Gelendost), Yunus Emre Commemoration Culture and Art Activities and Aşure Festival (Gönen), Dedegöl Mountaineering Festival (Yenişarbademli), Anamas Çayır Plateau Yörük Festival (Aksu), Commemoration of Uluğbey Seyyit Veli Baba Sultan and Rice Festival (Senirkent), Kuyucak Lavender Harvest Festival (Keçiborlu), Pisidia Antiocheia Culture Tourism and Art Festival (Yalvaç), Triathlon and Water Festivals (Eğirdir), Halva and Kızıldağ National Park Culture Art Festival (Şarkikaraağaç), Watermelon Festival (Atabey), Mulberry Molasses and Tourism Festival (Sütçüler) and Cherry Festival and Oil Wrestling (Uluborlu) are some of the festivals held in Isparta and its districts (Göde and Yiğit, 2017). Since the focal point of festival tourism is the local people, the research has been done on local people. In addition, the following hypotheses have been tested.

Hypothesis 1. The perception of socio-economic effects of the local people living in Isparta differs according to demographic variables.

Hypothesis 2. The perception of festival's negative effects of the local people living in Isparta differs according to demographic variables.

Hypothesis 3. The perception of festival's cultural effects of the local people living in Isparta differs according to demographic variables.

Hypothesis 4. The perception of community pride of the local people living in Isparta differs according to demographic variables.

3. Research Methodology

This research is a quantitative research. The population of the research is the local people living in Isparta. The sample size of the study is 387. Survey was chosen as the data collection method. The questionnaires were obtained using the face to face technique. The scale used in the questionnaire consists of 12 items with short version. The questions in the scale are given by Chen (2011), Ekin (2011) and Gürsoy et al. (2004) was created by benefiting from. Previously, Yıldız and Polat (2016) used the scale in their study examining Eskişehir sample with form including 27 items.

4. Findings

Table 1 shows the demographic characteristics of the research participants. Most of the participants are women (%67,4), between the ages of 25-35 (47,8), private sector employees (%63,8), living in Isparta for more than 10 years (74,7) and high school graduates (46,8).

Table 1. Demographic Features

Demographic Variables		f	%
Gender	Female	261	67,4
	Male	126	32,6
Age	18-24	46	11,9
	25-35	185	47,8
	36-55	145	37,5
	55+	11	2,8
Job	Student	30	7,8
	Private Sector	247	63,8
	Public Sector	71	18,3
	Retired	8	2,1
	Unemployed	31	8
Year of residence	1-5	43	11,1
	6-10	55	14,2
	10+	289	74,7
Education status	Primary school	34	8,8
	Secondary scholl	51	13,2
	High scholl	181	46,8
	University	121	31,3

In order to ensure the reliability of the research, exploratory factor analysis was performed. Analysis results are shown in Table 2.

Table 2. Factor Analyzes Results

Factors	Factor Loadings	Eigenvalue	Variance Exp.	Cronbach Alfa
Factor 1. Socio-economic Effects		2.745	22.876	0,636
Opportunity to meet new people	0,854			
Increased the opportunity to enjoy with festival events	0,871			
Increased the number of visitors	0,511			
Factor 2. Negative Effects		1.535	12.789	0,496
Increased the noise and air pollution	0,64			
İncreased the garbage	0,651			
Disrupted the services of local government	0,7			
Factor 3. Cultural Effects		1.244	10.264	0,517
Created new facilities	0,797			
Provided opportunities to showcase artistic talents	0,696			
Provided the development of the infrastructure	0,445			
Factor 4. Community Pride		1.117	9.307	0,503
Increased the city's image	0,519			
Developed the community identity	0,854			
Negative effects more than positive effects.	0,579			

Extraction Method: principal component analyses. **Rotation Method:** Varimax with kaiser normalization. **Kaiser-Meyer-Olkin Measure of Sampling Adequacy:** .671, Bartlett' Test of Sphericity: $p < .000$, General Cronbach Alpha: .683 (12 items)

As a result of the factor analysis in table 2, it is seen that the biggest eigenvalue (2.745) and the most explained variance (22.876%) belong to the socio-economic effects dimension. However, the overall reliability coefficient of the scale is .683. Accordingly, it can be said that the scale used in the study is valid and reliable. Before testing the research hypotheses, it was

examined whether the data were normally distributed. According to the Kolmogorov-Smirnov test results, it was observed that the data were not distributed normally. Therefore, it was decided to examine the hypotheses with non-parametric tests. The Man-Whitney U test was used to examine the difference in perception of festival tourism by gender. As a result of the test, it was revealed that the perception of festival tourism does not differ according to gender. The Kruskal-Wallis test was used to detect the differences between other demographic variables and the perception of festival tourism. Tamhane's T2 test was used as the post-hoc method. The variables with differences in the results are added to the table 3.

Table 3. Kruskal Wallis Test Results

	Age	N	Mean Rank	Sd	X2	P	Sig.Difference
Community Pride	18-24 (A)	46	248,97	3	15,886	0,001	A-B / A-C
	25-35 (B)	185	194,33				
	36-54 (C)	145	174,88				
	55+ (D)	11	210,59				
	Job	N	Mean Rank	Sd	X2	P	Sig.Difference
Community Pride	Student (A)	30	278,72	4	21,473	0	A-B / A-C
	Private S. (B)	247	186,48				
	Public S. (C)	71	199,28				
	Retired (D)	8	185,81				
	Unemployed (E)	31	161,97				
Negative Effects	Student (A)	30	258,92	4	11,943	0,018	A-B
	Private S. (B)	247	187,96				
	Public S. (C)	71	196,7				
	Retired (D)	8	176,69				
	Unemployed (E)	31	177,58				
	Year of residence	N	Mean Rank	Sd	X2	P	Sig.Difference
Community Pride	1-5 year (A)	40	249,53	2	13,474	0,001	A-C
	6-10 year (B)	55	202,3				
	10+ (C)	289	188,3				
Negative Effects	1-5 year (A)	40	247,21	2	13,143	0,001	A-C
	6-10 year (B)	55	205,8				
	10+ (C)	289	182,4				
	Education Status	N	Mean Rank	Sd	X2	P	Sig.Difference
Community Pride	Primary school (A)	34	116,22	3	27,325	0	A-C / A-D / B-D
	Secondary s. (B)	51	166,16				
	High school (C)	184	198,59				
	University (D)	121	220,72				

According to table 3, the perception of the negative effects of festivals differs according to the profession. The difference is due to the higher average scores of students on negative effects among private sector workers. In addition, it has been revealed that the perception of the negative effects of festivals varies according to the duration of residence. The difference is due to the fact that the average score of the perception of the negative effects of the local people who have lived in Isparta for 1-5 years is higher than the average score of the local people who have been living in Isparta for more than 10 years. As a result, Hypothesis 2 was supported in terms of job and year of residence variables. There was no difference gender, age and educational status. As a result, Hypothesis 2 is partially supported.

Table 3 is examined that it has been revealed that the perception of community pride varies with age. The difference stems from the fact that the average scores of perceptions of community pride in the 18-24 age group are higher than those in the 25-35 age group and the 36-54 age group. In addition, the perception of community pride differs by profession. The difference is due to the fact that the average scores of students' perception are higher than those of those working in the private and public sectors. Table 3 is examined that it is revealed that the perception of community pride varies according to the duration of residence. The difference is due to the fact that the average scores of the perceptions of the local people who have resided in Isparta for 1-5 years are higher than the scores of the local people who have resided in Isparta for 10 or more years. In addition, the perception of community pride differs according to education level. The difference is due to the fact that the average scores of university graduates are higher than the scores of primary and secondary school graduates. In addition, average scores of high school graduates are higher than primary school graduates. Thus, Hypothesis 4 was supported in terms of age, job, year of residence and education variables. There was no difference for the gender variable. Also, there was no difference perception of socio-economic and cultural effects according to demographic variables. As a result, Hypothesis 4 was partially supported; Hypothesis 1 and Hypothesis 3 was not supported.

5. Conclusion

While festivals are one of the important events in terms of the tourism sector, today they are referred to as a type of tourism. The budgets allocated for festivals and the economic benefits provided by these high budgets are one of the most important factors in the process of transformation of festivals from a tourism event to a type of tourism. In addition, the fact that festivals are effective promotional tools and socio-economically beneficial for both tourists

and local people has turned the festivals into a type of tourism (Quinn, 2006; İlban and Kömür, 2019).

In addition to being promotional tools, festivals are a means of entertainment and economic income for local people. In this respect, festivals are organizations that promote cities and make citizens proud of where they live. Indeed, the focal point of the festivals is the local people (De Bres and Davis, 2001). Festivals are events with sociological dimensions that should be evaluated in many processes from marketing to management. Festivals are an intermediary that enables the local people to approach tourism activities positively in terms of gaining in various ways. When evaluated from this aspect, festivals can make very important contributions to the touristic development of the regions if they are planned, managed and marketed correctly (Tayfun and Arslan, 2013).

Festivals provide economic buoyancy in the regions when they are organized (Süslü et al. 2019). On the other hand, festivals are events that have positive socio-economic and cultural effects as well as negative effects. In the management of festivals, measures should be taken strongly against the negative effects that may be encountered. As a matter of fact, since the negative events that will occur during the festival period will create more effects than a normal time, it can blacken the image of the region in a moment. For this reason, it is beneficial to take strict security measures during the festivals. Despite the fact that festivals have both positive and negative effects, it is possible to strengthen the positive effects of festivals and minimize their negative effects with a correct planning, management and marketing approach. At this point, it is very important that destination management organizations and local people act together, participate in decisions and take an active role in the organization of festivals. In future studies, examining the subject with different samples will contribute to the literature.

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