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Using Values to Predict Tourist Motivation: An Application to Special Events in Cultural Tourism at the Winnipeg Fringe Theatre Festival

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ABSTRACT

Using the Winnipeg Fringe Theatre Festival in Manitoba, Canada as the context, the purpose of this paper is to examine the relationship between personal values and motivations for attending a festival. More specifically the work had two primary research questions. First, what are the dominant tourist values and tourist motivations for visitors to the Winnipeg Fringe Festival? Second, what is the relationship between visitors' values and their motivations for attending the festival? Visitors rated self-respect ($M = 6.30$), fun and enjoyment in life ($M = 6.26$), warm relationship with others ($M = 6.19$), and self-fulfillment ($M = 6.15$) as the top personal values based on Kahle's (1983) LOV scale. Strongest motivations for attending the festival were: to be entertained ($M = 6.45$), to learn something new ($M = 5.31$), to go to the Fringe to be with others who enjoy the same thing ($M = 5.19$), to spend time with friends ($M = 5.03$), and to attend a cultural event not normally having an opportunity to go to ($M = 4.93$). Treating the top five motivation items as separate dependent variables, a series of stepwise regression analyses were conducted. The nine personal value items explained between 8% and 13% of the variance in the five motivation items. Belonging explained the most variance across the five regression analyses. Implications for the festival as well as future research endeavors are highlighted in the closing of the paper.

INTRODUCTION

Festivals have been recognized in the literature for their contribution to tourism at destinations (Chacko & Schaffer, 1993; Getz, 1991; Grant & Paliwoda, 1998; Prentice & Andersen, 2003). Both supply and demand factors have contributed to the increase in the number and the size of performing arts as well as other festivals over recent years (Lee, Lee, & Wicks, 2004; Prentice & Andersen, 2003). Festivals contribute to the destinations offerings through the creative use of culture to position their destination as well as enhance the tourist experience (Lee, Lee, & Wicks, 2004; Prentice & Andersen, 2003; Richards, 2001; Schmitt, 1999).

In tourism, understanding the consumer and actively reassessing tourist activities and

preferences in order to market and to develop tourism products is essential (Godfrey and Clarke, 2000; Goeldner, Ritchie, & McIntosh, 2000). An important aspect of understanding tourist behavior with regard to festivals is to understand visitors' motives for attending (Getz, 1991; Li & Petrick, 2006). These motives, or internal factors driving a person's behavior, are not only valuable in planning programs effectively, but are also used in positioning the event and developing marketing messages to attract visitors (Crompton & McKay, 1997; Scott, 1996). Additionally, segmenting visitors based on motivations assist festival managers in targeting marketing efforts and event products to specific visitor segments to enhance their satisfaction with the festival experience (Lee & Lee, 2001).

Numerous studies on have been conducted in the festival literature under the theoretical framework of travel motivation research (Li & Petrick, 2006). According to Lee, et al. (2004), these studies have addressed various aspects of motivation such as dimensions of motivations (Backman, Backman, Uysal, & Sunshine, 1995; Formica and Uysal, 1996; Mohr, Backman, Gahan, & Backman, 1993; Uysal, Gahan, & Martin, 1993), differences among event motivations between first-time and repeat visitors (Scott, 1996), cross-cultural applications and scale development (Schneider & Backman, 1996), push/pull motivations and specific festival events (Crompton & McKay, 1997), and principal motivations and profile segments of visitors (Formica and Uysal, 1998; Lee, 2000). Additionally, cultural exploration and socialization were further explored in Lee (2000), Dewar, Meyer, & Li (2001), and Lee, et al. (2004).

In addition to motivation, personal values have been commonly used in the marketing and tourism literature to better understand consumer behavior (Beatty, Kahle, Homer, & Mirsa, 1985; Gutman, 1982; Madrigal, 1995; Spates, 1983; Vinson, Scott, & Lamont, 1977). According to Madrigal (1995), values are defined as, "abstract beliefs about behaviors or end-states of existence that transcend specific situations and guide the selection or evaluation of behavior and events" (p. 126). Because values are central to a person's cognitive structure, researchers have recognized personal values as effective predictors of behavior in a numerous contexts including tourism and leisure behaviors (Madrigal, 1995). The use of personal values to understand visitor behavior has also been applied to a non-profit, tourist attraction (museum) by Thyne (2001) to better execute the education and entertainment component of their museum mission. Thyne (2001) suggests in her research that while values are being examined currently in the cultural tourism literature, future research should look at the relationship between values and motivations for attendance to an attraction.

In this study, the personal values of cultural tourist are specifically addressed for visitors to the Winnipeg Fringe Theatre Festival in relation to their motivations for attending the festival. Two research questions are addressed in this study. First, what are the dominate tourist values and tourist motivations for visitors to the Winnipeg Fringe Festival? Then to better understand the relationship between values and motivations, what values predict tourist motivations for attending the festival? The results of this analysis will be further used to examine visitor satisfaction as well as segment visitors to ultimately develop a marketing campaign that better targets visitors as well as develop future programming.

RESEARCH METHODS

For the last 20 years, the Winnipeg Fringe Theatre Festival has taken place in Winnipeg, Manitoba, Canada showcasing the artistic talents of performers that can be thought to "push the envelope" by societal standards. The works are unfiltered, unedited, and non-juried, which deviates from most theatrical festivals. Over a two-week period in July, the 2005 Winnipeg

Fringe Theatre Festival Visitor Survey was administered (July 19-31) at the festival site. Self-administered surveys were distributed to festival visitors at 22 indoor theatre venues and the outdoor site. Survey distributors were stationed in high traffic areas throughout the outdoor site and asked individuals who passed within a few feet to complete the survey. Also, every tenth visitor in line at the venues was also asked to complete a survey. Participants could return the completed survey to the survey distributor, drop it off at a later time, or return it by mail. The two-page survey contained questions about personal demographics, values, motivations for visiting the festival, and satisfaction with the festival.

FINDINGS

Of the 586 people that were asked to complete the visitor survey, 307 visitors completed the instrument, resulting in a 53% response rate. The majority of respondents were females (63%), between the ages of 25 and 54 (65%), and had graduated from a university (66%). While most respondents were from Winnipeg (77%), 11% were from other places in Manitoba, 8% were from other Canadian provinces and 3% were from outside of the country.

To address the first research question, visitors ($N = 307$) were asked to rate on a scale of 1 (extremely unimportant) to 7 (extremely important) nine personal value items. The nine items were based on the list of values (LOV) scale developed by Kahle (1983) and utilized by others in the tourism literature (see Keng, Jung, Juan, & Wirtz, 2000; Madrigal, 1995). Ranking the mean scores for value items, visitors rated self-respect ($M = 6.30$), fun and enjoyment in life ($M = 6.26$), warm relationship with others ($M = 6.19$), and self-fulfillment ($M = 6.15$) as the top personal values.

To address the motivation aspect of the first research question, visitors ($N = 307$) were asked to rate on a scale of 1 (strongly disagree) to 7 (strongly agree) ten motivation statements regarding their decision to visit the festival. The ten items were based on the tourism, marketing, and festival management literatures. Strongest motivations for attending the festival were: to be entertained ($M = 6.45$), to learn something new ($M = 5.31$), to go to the Fringe to be with others who enjoy the same thing ($M = 5.19$), to spend time with friends ($M = 5.03$), and to attend a cultural event not normally having an opportunity to go to ($M = 4.93$).

The second research question of predicting motivations for attending the festival from personal values was assessed through a series of stepwise regression analyses. Further, the top five motivation items were treated as dependent variables (each analyzed in separate regression analyses), with the nine value items as independent variables. Significant predictors of these motivations for festival attendance are presented below with variance explained (see Table 1).

Table 1. *Stepwise regression results for predicting motivations from personal values*

DV	Significant IV (regression coefficient)	r²	F	Sig.
To be entertained	Self-respect (0.16) , excitement (0.08), accomplishment (0.10)	0.109	12.122	0.000
To learn something new	Fun and enjoyment in life (0.36), excitement (0.23)	0.100	16.538	0.000
To be with others who enjoy the same thing	Belonging (0.40)	0.128	43.565	0.000
To spend time with friends	Belonging (0.55)	0.028	8.737	0.003
To attend a cultural event not normally having an opportunity to go to	Belonging (0.37)	0.084	27.063	0.000

APPLICATION OF RESULTS

From the analysis it is apparent that values do significantly predict motivations for attending the Winnipeg Fringe Theatre Festival. Both mean rankings and regression findings will be useful to festival planners and managers as they determine how to market the festival to current and potential attendees. It is apparent that individuals are attending the festival not only for the social aspect that the experience offers, but also for the educational component of learning about a particular culture of non-traditional artisans. Further, it is the individuals that value excitement, enjoyment, and a sense of belonging that look for such social and educational aspects. Planners of the festival need to position the festival as being a venue that fosters a sense of belonging, self-respect, excitement, and enjoyment where individuals can experience a festival that is steeped in providing entertainment, exposure to diverse cultural performances, social interaction, and cultural education and awareness.

CONCLUSIONS

By examining the relationship between personal values of the tourist and motivations for attending the festival, the Winnipeg Fringe Theatre Festival representatives can better understand the contribution that values and motivation has to a visitors' decision to attend the festival as well as their experience at the event. The results of this study provide information that could lead to strategic planning, marketing, & development of festival opportunities based on the deeper understanding of consumer behavior. Additionally, with further analysis, the research could address the relationship between personal values and satisfaction (see Lee & Lee, 2001) with the festival to provide insights used in the development of new products, services, and experiences to enhance cultural tourism.

Future research should also consider linking values and motivations with other aspects of the tourist experience such as experience quality and cultural authenticity. More research is needed to address the relationship between values, trip characteristics and the successful implementation of new products in the tourism field. To better understand the personal values of the visitors and the tourism product, future research needs to examine the relationship between personal values and the dimensions of brand personality (Aaker, 1997) with the Fringe Theatre Festival brand. One additional line of research to pursue that is closely related is to determine

the congruency between personal values of attendees and values espoused within the Fringe planners and managers of the festival. Additionally, future research should go beyond the festival setting and address similar opportunities with other special events in tourism.

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