

“Motivations for Attendance at International Bellapais Music Festivals: A case study of North Cyprus”

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Abstract

This research examines the motivational factors that attract people to the International Bellapais Music Festival that is held annually in North Cyprus in May and finishes in June. The study also helps in profiling these attendees in terms of their different demographics. The motivation of these attendees is also broken down and looked at abstractly from differently views of how the motivation differs between local attendees and visitors, between attendees of varying age, different marital status, gender, occupation and educational level. The research also attempted to find out why the desired number of attendees has not been reached since the inception of this music festival 17 years ago. This then led to recommendations to the International Bellapais Music Festival organisers that could help them reach their desired number of attendees. One of the key recommendations that were given to the International Bellapais Music Festival organisers was to increase awareness of this festival and to reach out to even greater audiences than what has been happening in the past 17 years. The awareness could be increased by aiming at certain targeted groups like the general tourists and local citizens; these usually visit North Cyprus during the period of this festival. In this study, qualitative and quantitative research techniques were conducted. The quantitative method was introduced 100 randomly chosen respondents in order to find out the demographic facts and motivation factors that drive them to visit the festival. The most important seven components were found as a result of factor analysis which they are: free tickets, attendees always want to attend, reputation, to explore new things, and meet with new people, family togetherness, past or prior experience. On the other hand qualitative technique was helped to analyse the organizers opinions through the 17 years' experience and knowledge. The reason to promote this technique is to find out if the organizers opinion is completely matching with the results founded in the quantitative analyses. Also the economic, cultural, environmental and political impacts of the festival were announced by the organizers.

Key words: motivation, festivals, economic, political, cultural and environmental impacts, festival motivations, International Bellapais Music Festival

1. Introduction

Festivals are forms of cultural celebration that have a particular theme; they involve a community and attract visitors (Getz, 2005). One important characteristic of festivals is that they bring cultural experiences to image of the cities where they take place as well as to the visitors to those places. In fact, festivals can be considered as cultural performances during which cultural elements are displayed and audience is educated (Getz, 2005). For this reason the success of festivals is very important in achieving its goals effectively. Some of the essential elements of success in this respect are motivation of the festival attendees and the marketing strategies of the festival organisers. In this research, motivation is defined using Maslow's famous Hierarchy of Needs followed by the continued adaptations of Maslow's theories. Narrowing down, the motivation of attending events is discussed with the internal and external influences that drive people to attend festivals. Furthermore, marketing strategies is one of the most important emphasizing in order to create success of festivals. The findings of the research will encourage organizers to increase number of attendance for future events. Festivals are an exciting feature of life in North Cyprus, such as the International Bellapais Music Festival that takes place in May and ends in June every year. This festival has been running for seventeen years with limited success. The desire of the organizers is to attract more attendees. It is not clear why the desired attendance profile has not been achieved. This study was aimed at clarifying the potential reasons behind this profile, and specifically analyzing the factors of attendee motivation and marketing strategies. In more detail the purpose of this research was to examine and understand the different motivational factors that drive people from different places (locals/outside visitors), of different marital status, age, education level and gender to go to festivals. Since motivational factors vary and depend on the type of the festival, research will be investigated through the how and why

these factors differ at different situations. Additionally, research will focus on the impact and importance of these festivals on visitors' lives. Therefore, with the obtained information, recommendations can be given to event managers in order to attract more people in the right way; as a result in order to gain more time for a better work and for a greater satisfaction from consumers. The researcher can make a decent assumption and speculation that the festival might not have reached its intended goals because of it being run in isolation of other closely related industries like travel and tourism. A lot of research has shown that in most countries music festivals and tourism are run in a closely knit fashion. Getz (2008) assumes that, events are playing a significant role as a motivator of tourism, and they are present in the development and marketing plans of most destinations, as well as the fact that they figure as important elements on the destination competitiveness of the destination. So if a sustainability approach wants to be addressed, the role of key stakeholders, such as local government, media, sponsors, other festivals, suppliers, private companies and local community should not be ignored, and moreover, they should be an active part of the event planning process. If this process is addressed in the correct way, music festivals will be successful over time and they can become central to the host site's identity (Gibson and Davidson 2004 cited Bowen and Daniels, 2005) as well as a permanent institution (Getz 1997). It is also important that the organizers of the Bellapais Music Festival appreciate that music festivals are a way of celebrating the North Cyprus culture. According to Yeoman et al (2004), festivals are the way to celebrate the particular culture of a certain village, town or region, and at the same time, they are considered as a new form of tourism that helps the promotion of the particular destination. Therefore, they are an important source of revenues for the area and it is, in some sense, the path that governments choose to situate the area on the "tourism map". In summary many stakeholders need to be present in the planning of the Bellapais Music Festival and other North Cyprus music festivals. The specific objectives of this research are as follows:

1.1 Objectives

1. Examining motivational factors at one selected festival which is the International Bellapais Music Festival that influences different groups of people and their reasons for attending.
2. Investigating different age groups, gender, marital status, and educational level, visitors from outside and local residents attending the above festival would be the second objective. For example: who attends more males/females, locals/outside visitors and why do they visit in order to allow comparison.
3. Identifying economic, political, cultural and environmental impacts and importance of festivals on people's lives will also be considered. For example, the frequencies with which people attend such festivals in order to gain perspective on how much time of their lives people spend for such entertainments.
4. Some recommendations will be stated to International Bellapais Music Festival organisers in terms of improving their marketing strategies.

1.2 Assumptions of the Study

1. The Bellapais Music Festival is being planned in an isolated nation so the importance of relevant stakeholders like the tourism industry, the local government, media, sponsors, other festivals, suppliers, private companies and the local community shall show enormous challenge.
2. In the previous years is there a desired attendance profile created in order to attract target market.
3. In the previous years is there a serious marketing strategy being used at the Bellapais Music Festival to meet the ever changing desired attendees.
4. The Bellapais Music Festival is not adequately targeted the general tourist who coincidentally visits the country between May and June to be part of this festival.

1.3 Importance of the study

The researchers deemed it very important to conduct this study so that prevailing problems to the management of the Bellapais Music Festival could be identified, possible solutions to these problems formulated and recommendations given to the Bellapais Music Festival organisers. After 17 years of continuous running of the Bellapais Music Festival without achieving the desired goals it was imperative that a study be conducted to look at certain key areas. The areas of importance are the analysis of the motivation behind the attendees attending this festival and the reasons behind the festival not being able to reach its full potential in terms of the desired attendance profile since its inception 17 years ago. It was also important to conduct this study in order to investigate the different demographics that the attendees belong to. The main attributes that the research looked at are the age groups, gender, marital status, and educational level of the attendees. This information was vital in profiling the attendees and providing key data in the formulation of the recommendations. It was also important to gather this data, mine the data in a way that made target marketing possible and easier. For example if the data showed that a certain age group constituted the majority of the attendees. Information of this quality is useful in

providing the recommendations to the International Bellapais Music Festival organisers to for example put more emphasis and develop marketing strategies that resonate more with this age group than any other. It was also important to conduct this research so that a better understanding of whether the majority of the visitors to the International Bellapais Music Festival are locals or outside visitors. Understanding the proportions of the local and international attendees was deemed important in that it assists in the continuous adjustments of the contents of the International Bellapais Music Festival to strike a rich balance between the attendees and cater for everyone.

2. Literature Review

Motivation has been considered as an important subject in Event Management. Motivation was described distinctly by different authors. For example, Furnham (1997, p.245) insists that motivation is dual in nature: one point is “the nature of the driving force (where it comes from; what are its properties)”; another point is ‘the direction and maintenance of the drive (what effects does it have on individual behaviour)’. Likewise Mitchell (1982, p.81) identifies motivation as ‘those psychological processes that cause arousal, direction, and persistence of voluntary actions that are goal oriented’ and Stephen (1986) describes motivation as the willingness to pursue an organisational goal with high level of enthusiasm, simultaneously having the ability to satisfy a few individual needs. In other words, an individual works towards goals because of an eagerness to fulfil their individual needs. Nicholson and Pearce (2001) reiterates that the study of motivation is one of the most complex areas of tourism research, as it continues to offer many challenges derived from the intangible nature of the phenomenon, issues of multiple motivation, and questions of measurement and interpretations. Looking at most of the existing research on visitor motivations shows a general trend. The research follows the consumer motivation research that revolves around two basic issues, that of understanding the interrelationships between motives and certain behaviour, and that of developing the list of the consumer motivation which would reflect all kinds of motives influencing behaviour as explained by (Foxall, Goldsmith, & Brown, 1998, Dodd et al., 2001).

Therefore, when managers have an understanding of the individual needs driving their attendees’ behaviour, a wider audience would be motivated more and as a result, they can assist in motivating attendees to festivals. Moreover, it is the type of movement that can internally and externally affect the individual’s attitudes to fulfil their different goals (Michaelson, 2005). Hence, people’s feelings and ideas are included within the motivation concept. In addition, the ideas and feelings about a specific object are internal whereas, any action taken to obtain this object would be external (Steers et al., 2004). Usually, there is an aim or activity that has to be achieved through motivation that moves from the intrinsic to extrinsic types. This implies that the compulsory steps to achieve the goal would narrow down and become less related to the main objective. Intrinsic motivation allows the individual to recognize the set goal and go through the required activities to achieve that goal. On the other hand, extrinsic motivation identifies the required steps to achieve the goal before setting it. Hence, if an individual does not have a clear goal, he/she would rather go for the extrinsic motivation (Michaelson, 2005). Furthermore, an individual can be either positively or negatively motivated. For instance, a positive motivation would be trying to fulfil a positive goal while the negative motivation would be trying to stay away from a goal that is perceived as harmful. In conclusion, it has been shown that different aspects of motivation are deduced. Hence, the different perspectives include the individual behaviours and needs. Motivation is affected and influenced by various characteristics, such as, the individual, social, cultural and situational factors (Mullins, 1998). As a result, motivational theories were adopted by different people starting with Maslow. Psychologists were the main developers of most theories and concepts that relate motivation in the early centuries like the 20th century. This is mainly due to the fact that psychologists have always wanted to explain why people do the things they do as explained by (Wagner, 1999). The most notable and common theories among these are the unconscious theory by Sigmund Freud and the popular hierarchy of needs theory by Abraham Maslow.

2.1 Festival Motivations

Thrane (2002) illustrates that two quite different lines of festival research have received most of the attention from scholars. These are the economic impact of festivals and special events and the reasons or motives people have for visiting these festivals and events. Other researches which were done earlier research on festival consumers by (Boo, et al., 2007; Spotts & Mahoney, 1991) showed that visitors’ motivations for attending a festival are statistically related to the level of their festival expenditures. Another research by (Crompton & McKay, 1997; Lee, Lee, & Wicks, 2004) led to the recognition that festivals and events are one of the fastest growing leisure businesses, this also has subsequently prompted a number of researchers to recognize that identifying visitors’ motives for attending festivals and events is a prerequisite for effectively planning and marketing event programs to target markets. This has given rise to increased research devoted to visitor motivations has emerged in the past 30 years. Examples of such researchers are Bansal and Eiselt, 2004; Crompton, 1979; Dann, 1977; Fodness, 1994; Iso-Ahola, 1982; McCabe, 2000; Park, Reisinger, and Park, 2009. Research on festival

motivations has not merely being confined to the examining of the factors that motivate visitors to attend various festivals, it has also been extended to exploring the relationships between the motivations and festival visitors' demographic profile, satisfaction levels, and the behavioural characteristics. Also on the other hand some researchers (e.g., Boo, et al., 2007; Spotts and Mahoney, 1991; Thrane, 2002) have further placed their emphasis on asking "how visitors' motives for attending a festival affect their subsequent personal expenditures during the festival".

The reasons for investing effort into better understanding the motives of festival visitors, which are studying visitors' motivations is a key to designing special offers for target market segments; gaining knowledge of the needs which festival visitors are seeking to satisfy is a way to monitor their satisfaction with the festival experiences; and identifying and prioritizing motives is a vital ingredient in understanding visitors' decision processes were proposed by Crompton and McKay (1997). This can also be put as identifying motivations, or the goals and values that drive visitors' behaviours, leads to better planning and marketing of festivals and events, and better segmentation of the festival attendees as shown by (Li & Petrick, 2006).

2.2 Theories and Models Related to Attendees Motivations

People's needs and wants are unlimited. Therefore, people carry out different choices of needs depending on their priorities. There are external and internal drivers of festivals. According to Bowdin et al., (2006) external drivers are family and household influences, reference groups and opinion formers. Also Neal et al., (2002) suggest another external influence is culture. On the other hand, Iso-Ahola (1980) suggests that internal influences affect consumer decision making about festivals. These influences include perception, 'learning and memory, motives, personality traits and consumer attitudes' (Bowdin et al., 2006 p.195). Some internal drivers of motivation include: escape from daily life routine, leaving a status behind as Botha, Crompton and Kim (1999) claimed. In addition, there is a set of general motives for attending festivals, as presented by Axelsen and Arcodia (2004); represented as external communication, family togetherness. Also Kim et al., (2006) found motivations related to family togetherness and socialization to be most influential in festival attendance. Other motives are run away from daily life, excitement or thrills. Iso-Ahola (1980) defined motivation as the "internal factor that arouses, directs, and integrates a person's behaviour". As of date, there is no universally agreed-upon conceptualization of tourist motivation theory as observed by (Fodness, 1994). The discussions in the tourism motivational research usually revolve around two interrelated models, that of the escape-seeking dichotomy and that of seeking intrinsic personal and interpersonal rewards. Iso-Ahola's (1982) theory suggests that "seeking" and "escaping" are the basic motivational dimensions of attendees' behaviour. He defines seeking as the desire to obtain psychological (intrinsic) rewards through event in a contrasting environment; he also defines escaping as the desire to leave the everyday environment behind oneself. Furthermore, Dann (1977, 1981) and Crompton (1979) proposed the push and pull theory, which is in the similar generic category to the dimensions of the escape-seeking dichotomy. There is a general consensus that pull factors are the external forces representing the destination/product features, for example, the attractions, recreation facilities, services that attract the person to a product. Push factors are the internal forces related to the needs and wants that motivate a person to choose a product or visit a destination, for example the desire for rest or adventure. Crompton (1979) further identified nine motives based on the "push and pull" model, which include seven push factors, which are, escape from a perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships, and facilitation of social interaction) and two pull factors which are novelty and education, for pleasure vacation. Many other researchers (Crompton, 1979; Lee, O' Leary, Lee and Morrison, 2002; Oom do Valle, Correia, and Rebelo, 2007; Sirakaya and Woodside, 2005; Yoon and Uysal, 2005) have also noted that destination choice is influenced by different push and pull motives. While some researchers seek to explore the concepts of extrinsic and intrinsic motives involving the push and pull factors. The extrinsic sources of motivation include the external factors that represent the destination/product features that attract the person to a destination. Intrinsic has been defined to include body/physical, mind/neutral, for example cognitive, affective, conative) or transpersonal/spiritual factors that motivate the person to choose a destination as shown by (Park et al., 2009; Reisinger, 2009).

Beyond the factor of motivation of attendees the relevance of the marketing strategies of the organisers also needs to be addressed. Motivation to attend festivals is not the only force that influences peoples' attitudes to attend festivals although it is the main aspect affecting their minds and behaviour (Getz, 1991). Event organizers use the help of various marketing mix to attract visitors. Festival organizer must understand the reason why people attend and therefore by highlighting such key components of the festival, a marketing campaign can be carried out to motivate more people to visit the place. Marketing is very essential in modern days' time due to the competitive world where you find so many festivals taking place simultaneously at a given time within the close proximity of the area. Consequently, proper marketing techniques help in distinguishing a festival from the others. A clear marketing communication campaign helps the community festival visitor to plan what he/she wants to attend and gives him/her a proper guideline to what to expect from the event. This also helps in avoiding any dissatisfaction among visitors in terms of not meeting the desired expectations from the event because of

improper communication through the campaign. Hence a proper study of the marketing mix before planning the campaign is very essential to see the motivational levels among the visitors is always maintained high.

However, events are recognized to have impacts on the place where they are hosted and many experts, such as Van der Wagen focus their attention on economic, social, political and environmental impacts only (2007). Getz categorizes the impacts in four groups: 'Economic impact, Business impact, Return on Investment and Other Impacts' (2005, p. 383). Obviously, cultural impacts appear in this last cluster together with ecological, environmental and social impacts, highlighting the fact that the author does not consider them in a deep way. He simply lists general examples of consequences, such as 'pollution caused, traffic delays, social problem and cultural change', but he does not investigate further (Getz, 2005, p. 383). In another of his books Getz maintains: 'the personal dimension, from antecedents to experiences to outcomes, is the least researched and most poorly understood theme in Event Studies' (2007, p. 301). This sentence is highly significant because in the next section it will become clear how much 'culture' has to do with 'personal dimension'. To support the perception that study of events' cultural impacts need to be broadened, a last example will be given. When discussing the impacts of events, the writer mixes social and cultural aspects and it becomes difficult for the reader to distinguish between them. The clearest example of cultural impact can be that events expand people's cultural horizons and expose them to new and challenging people, ideas and customs (Bowdin et al., 2006). To reinforce the need of this study, it is important to say that academic journals' articles have been looked for, but nothing was found about events' social, cultural, political and economic impacts. The subsequent section will deal with the concept of culture. The notion of culture is really hard to be defined so Williams, a famous cultural theorist, decided to categorize the concept according to the way in which the term is used identifying different categories of usage of the term, including culture 'as indicative of a particular "way of life"' and culture 'as the works and practices of intellectual and artistic activity' (1983, quoted in Richards, 1996, p. 21). Over time, these two definitions have been developed and Richards maintains that the academic literature has identified two basic uses of the term: 'culture as process' and 'culture as product' (1996, p. 21). Culture as process considers culture as codes of conduct which shape a specific social group (Richards, 1996). Thus, culture refers to determined groups of values, beliefs, habits, ideals and attitudes which distinguish different populations and societies around the world. The existence of a culture for each significant group is supposed and the belonging to these groups is highly connected with the sharing of a cultural identity. Williams agrees, maintaining that every society has its own shape, purposes and meanings (1976, quoted in Smith, 2003). The idea of culture as product derives from literary criticism. Simply, culture can be seen as the outcome of individual or groups activities which have a particular meaning (Richards, 1996). According to Williams, it has to do with 'all forms of social activities, and artistic or intellectual activities' (1976, quoted in Smith, 2003, p. 10). It was previously explained that festivals are cultural performances (Getz, 2005) which address to a certain audience. According to the definitions of culture given before, it can be argued that festivals are cultural products because they are the result of social, artistic and intellectual activities. These cultural activities are displayed to an audience that will be educated (Getz, 2005), thus festivals affect people's culture as a process, which is to say that festivals enrich and widen audience's codes of conduct and cultural identity.

3. Methodology

The purpose of this study is to investigate the different factors of motivation that people have towards attending festivals, a descriptive research is regarded as the most appropriate and suitable type of research for such a study (Sekaran, 2003). The quantitative measure was the applicable to achieve the set objectives of this research study. There is various data collection methods used in combination in case studies (Saunders et al., 2007). Hence, the method of gathering the data is by distributing 100 questionnaires other than the 10 that were used as pilot questionnaires. The International Bellapais Music Festival took place between the 21st May and 17th June. Ten days were spent in distributing the surveys; two days for the pilot testing and the other eight for the real questionnaire. Having conducted the self administrated questionnaires and obtained the attendees responses, the next step is to analyze the data and present the findings. The analysis will be completed based upon the answers given by a total of one hundred attendees. Also semi-qualitative research takes place into consideration of the research. It is also convenient to ask open ended questions to the festival organizers. Eight festival organizers were chosen randomly and three open-ended questions were conducted to each one of them. These questions are:

- 1- What are the motivation factors of the attendees according to your side of view?
- 2- Behalf of your observation is the repeating years increasing the attendees attention? Or the opposite?
- 3- Are there any economic, political, cultural and environmental impacts of the festival and the effects to North Cyprus?

To conduct this policy is an important impact in order to create and successful paper. It is important to criticise the relationship between organizers and attendees.

The Statistical Package for the Social Sciences software (SPSS) 20.0 was used to carry out appropriate statistical tests and introduce significant results in order to generalise and recommend for future improvements. Firstly, in order to test results of demographic characteristics, statistical tests will be illustrated followed by the Factor Analyses.

4. Analysis of Findings

4.1 Profile of Attendees for International Bellapais Music Festival

The given table reflects that majority of the sample figured out that 59% of the questioned people are female which have participated to the Bellapais Music Festival. The remaining amount of 41 % of the males is showing that there is not a major different in gender as a respondent. The similar amount in percentages is showing that gender does not play a major role in attending Bellapais Music Festival.

Table 1.1 Gender of the Attendees

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Female	59	59,0	59,0	59,0
Valid Male	41	41,0	41,0	100,0
Total	100	100,0	100,0	

As demonstrated in the table below, majority of attendees are over 35 years old with a 66 % .

It is showing us that the festival is not motivating young audiences.

Table 1.2 Age of Attendees

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Under 18	2	2,0	2,0	2,0
18-24	5	5,0	5,0	7,0
25-29	9	9,0	9,0	16,0
Valid 30-34	18	18,0	18,0	34,0
35-39	23	23,0	23,0	57,0
Above 40	43	43,0	43,0	100,0
Total	100	100,0	100,0	

Table 1.3 Education of Attendess

Education

	Frequency	Percent	Valid Percent	Cumulative Percent
High School or less	19	19,0	19,0	19,0
Associate Degree	13	13,0	13,0	32,0
Valid Bachelor Degree	46	46,0	46,0	78,0
Masters Degree	19	19,0	19,0	97,0
Doctoral Degree	3	3,0	3,0	100,0
Total	100	100,0	100,0	

The illustrated table below is showing that generally attendees are bachelor degree or above. The following table showing that higher education is creating interest in special attractions like the Bellapais Music Festival.

As marital status, most of the attendees are married with 50 % and 20 % where responding with partners. This is showing that 70 % of respondents prefer to join the festival with there partners.

Table 1.4 Marital Status of Attendees

Marital

	Frequency	Percent	Valid Percent	Cumulative Percent
Single	18	18,0	18,0	18,0
With Partner	20	20,0	20,0	38,0
Valid Married	50	50,0	50,0	88,0
Divorced	8	8,0	8,0	96,0
Widow	4	4,0	4,0	100,0
Total	100	100,0	100,0	

Concerning the occupancy status of the attendees, it can be figured out that most of the attendees are employed with a 56 %. This is illustrating that this festival is not motivating retired, unemployed and students.

Table 1.5 Occupation of attendees

Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Retired	24	24,0	24,0	24,0
Student	11	11,0	11,0	35,0
Valid Unemployed	9	9,0	9,0	44,0
Employed	56	56,0	56,0	100,0
Total	100	100,0	100,0	

The given result below are showing that 35 % of attendees are attending first time. Followed by an equal drop down to 29 % for 2-3 times and 25 % to 4-5 times. Then a dramatical fall to 11 % for 6-7 times attendents. This is showing that the Bellapais Music Festival is either losing interest, continiously same or decreasing the quality.

Table 1.6 Frequency of attendees

Frequency of attendance

	Frequency	Percent	Valid Percent	Cumulative Percent
1 time	35	35,0	35,0	35,0
2-3 times	29	29,0	29,0	64,0
Valid 4-5 times	25	25,0	25,0	89,0
6-7 times	11	11,0	11,0	100,0
Total	100	100,0	100,0	

4.2 Factor Analysis

In this study different motivational factors are carried out and therefore, this is the reason why using factor analysis. A list below 19 items was asked to the respondents to find out the degree of importance of attending Bellapais Music Festival event on a Likert Scale of 1 to 5, 5 being not important and 1 being very important. After carrying out the factor analysis, two items (something to do for children and to enjoy the food) did not load highly on one component therefore, they were excluded from the analysis since they were not theoretically compatible with other items. Therefore, 17 items were left.

seven top ranked items were free tickets, attendees always want to attend, reputation, to explore new things, and meet with new people, family togetherness, past or prior experience.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,559	18,731	18,731	3,559	18,731	18,731	2,646	13,929	13,929
2	2,318	12,199	30,930	2,318	12,199	30,930	1,938	10,201	24,130
3	1,604	8,440	39,370	1,604	8,440	39,370	1,794	9,443	33,573
4	1,416	7,451	46,820	1,416	7,451	46,820	1,761	9,267	42,840
5	1,229	6,470	53,290	1,229	6,470	53,290	1,675	8,817	51,657
6	1,177	6,195	59,485	1,177	6,195	59,485	1,283	6,755	58,412
7	1,011	5,320	64,805	1,011	5,320	64,805	1,215	6,392	64,805
8	,911	4,796	69,601						
9	,845	4,448	74,048						
10	,785	4,132	78,180						
11	,724	3,810	81,990						
12	,650	3,419	85,409						
13	,631	3,321	88,730						
14	,526	2,766	91,496						
15	,470	2,475	93,971						
16	,377	1,986	95,957						
17	,289	1,520	97,478						
18	,255	1,343	98,820						
19	,224	1,180	100,000						

Extraction Method: Principal Component Analysis.

As mentioned above, seven components were found as a result of factor analysis. These were: free tickets, attendees always want to attend, reputation, to explore new things, and meet with new people, family togetherness, past or prior experience.

The curiosity factor ($M=2.55$), going out for a good day ($M=1.96$), to relax ($M=2.34$), it was something to do ($M=2.17$) or it was a free ticket ($M=3.34$). The Cronbach's Alpha value for the reliability of this scale was 0.86. Moving on, the exploration factor ($M=2.67$) included the group togetherness ($M=2.63$), the will to meet new people ($M=2.95$), to escape from daily life ($M=2.21$) and to finally experience and explore new things ($M=2.17$). The following Cronbach's Alpha value was 0.78. On the other hand, family togetherness ($M=2.90$) studied the items of family togetherness ($M= 2.90$), relaxing ($M= 2.34$) and a way to support the festival ($M= 2.09$). The reliability test was carried out and Cronbach's Alpha value was 0.85. Furthermore, something for children to enjoy component ($M=1.70$) was found to be the least important factor for the participants of the study. This factor talks about the excitement or thrills ($M=2.40$), the main curiosity ($M=2.55$), because of

past or previous experience ($M=2.89$), attendees always wanted to attend ($M=2.68$), and for the festival's reputation ($M=2.86$). The curiosity's Cronbach's Alpha value was 0.80.

4.3 Interview Analysis

Analysing the interview questions the opinions of organizers as followed:

After collecting qualitative data it can be said that the findings of quantitative data do not match with the interviews carried out. Starting from the Education Level interviewers are suggesting that the festival is carried out for all education levels and occupations. But according to quantitative results it can be said that 62 % of attendees are at least Bachelor Degree or above. Again 70 % of the attendees are either employed or retired. Also interviewers are strongly suggesting that they are attracting high numbers of International tourists just for the festival from European Countries (German and England) but again it can be said that 52 % of the attendees are local people and again 48 % of the outside visitors are either foreign people that they live in North Cyprus or tourists that are already having their holiday in North Cyprus. For the frequency of attendance, interviewers covered results that attendees are continuously repeating every year. But according to the quantitative results it can be mentioned that after 4th and 5th attendance there is dramatic decrease to 11 % which is supporting that festival is always the same or losing interest or quality. On the other hand it can be said that some factors that are supporting interviewers with quantitative results like age and marital status. Interviewers generally figured out that attendees that are interested to join are over 30 years old, according to results 84 % of respondents are over 30 years old. This is also bringing some disadvantages like; the festival cannot motivate and attract younger generation. Again this is illustrating that either festival is not suitable for young people or organizers are not carrying correct marketing strategies to meet with youngsters. Last important factor is marital status, according to the observation of interviewers most of the attendees are enjoying the festival with their partners, compared to quantitative results it can be said that, it is supporting the observation because 70 % of attendees are joining with their partners.

The festival organisers are organising the Bellapais Music Festival for more than 17 years. After all these year organizers common opinion is that most of the respondents are joining the festival to be together with family togetherness, support the festival, past or prior experience and reputation. An also free ticket is an important motivation factor. Furthermore the organizers opinions are highly supporting with the quantitative analysis results. According to these quantitative results there are seven most important components and four of the components are matching with organizers opinions.

According to Stiernstrand (1996), the economic impact of tourism arises principally from the consumption of tourism products in a geographical area. According to Getz (2005), tourism related services, which include travel, accommodation, restaurants, shopping are the major beneficiaries of the event. Festivals have impacts arose on the host city, ranging from cultural, economic, social and environmental. Festivals have both positive and negative impacts on their host cities. Hall (1992) suggests that the ability of major events perceived to attract economic benefits of events often provide the official justification for the hosting events. Economic analysis of events provides one aspect of why events are held and the effects that they have on a region. However, while many of the economic impacts of events are quite tangible many of the social is not (Hall, 1992 p.10). Economic impact is defined as net change in the local economy which can be directly attributable to the staging of a particular event. A primary concern of an event entrepreneur or host organization is whether an event is within budget and, hopefully, results in a surplus of profit. Most of the events and festivals that have been organized by the government or nongovernmental sector do not have real international identity because North Cyprus first of all is not a recognized country. However; most of the European countries more familiar with North Cyprus now especially after the declaration of Annan Plan (United Nations Peace Agreement) that was presented to both nations in different parts of Cyprus and voted by both communities. Turkish Cypriots voted 'yes' for Annan Plan(accepted by 65%) but refused by the Greek Cypriots (76%); European countries have become more sympathetic and their negative perceptions started to change. Because of this, 259 Million Euro was donated by EU (European Union) itself in order to increase Turkish Cypriots living standards of course this was not sufficient at all. After this those artists who were invited earlier to Bellapais Music festival wanted to come and perform in this festival and supported by their official bodies. However, this is a very slow process and in order to gain an international identity, first of all some of those big nations should lift the embargoes on Turkish Cypriots. For instance none of Turkish Cypriots individually or as a team could join to any international event or organization because of Greek Cypriots power over EU since South Cyprus itself is the part of EU. As mentioned previously, there is no big contribution by means of ticket sales and other economic gains such as hotel accommodation, restaurant and cafe revenues to a large extent but this music festival has a moral value rather than an economic one. Economic impact of Bellapais Music festival will be doubled as maintaining better promotional campaigns hotels, restaurants, shops and cafes could generate more income from the local and international tourists who will visit the site. Part-time workers also can find an employment during this festival especially in the restaurants and cafes.

Every event has a direct social and cultural impact on their participants, and sometimes on their wider host communities, as outlined by Hall (1997) and Getz (2005). Artists who are invited for performance at Bellapais Music Festival usually pay nothing for their accommodation, as well as food and beverage expenses. Even their flight tickets are arranged by the tourism ministry of Northern Cyprus. This will most probably impress the performers and tourists coming from different part of the world and they may even act as some kind of foreign media as spreading the word to friends and family. It shows that the government wants to develop the country and this is a positive impact for Northern Cyprus. Besides North Cyprus community improves its culture and gets different music cultures with this kind of International events. For instance with International Bellapais Music Festival, people have a chance to see foreign musicians, listen to them and even talk to them. Hence, people come together enjoy their time with friends and experiencing the same entertainment together. By doing this, communities expand their horizons and develop their cultures and so they start to introduce new and challenging ideas. This is a positive impact for the Turkish Cypriots community. On the negative side, normally Bellapais Abbey is a very quiet place throughout the year but when the festival takes place, it gets very crowded and this leads to a lot of inconvenience for the locals.

Politics and politicians are an important part of the success of any event. Governments around the world have realized the ability of events to raise the profile of politicians and the cities as well as the areas that they govern. Because of the reasons stated above, Turkish Cypriot authorities could not find great opportunities to invite top artists in the world. Some of those artists came and performed during this festival such as Rosie Richardson, Anya Birchall, Rüya Taner and Melinda Liebermann. Artists and other visitors who join these events at least comprehend the fact that North Cyprus is a different country and its authority is totally different. This is political gain for the Turkish Cypriots. In addition, governments may fund the events just to develop a prestigious profile once compared to other countries even if the risks existed for the event to fail. The failure of the event could be the result of many things such as the bad allocation of funds, lack of logical planning beforehand or may just be wrong targeting.

5. General Discussions of the Findings

This research mainly studied the motivational factors that influenced people to attend the International Bellapais Music Festival. After gathering all the data, the results were put into SPSS in order to correlate and draw conclusions in the end. Consequently, the results were analysed as well as relating them to the literature. Starting with the profile of the attendees, there were more females at the International Bellapais Music Festival than males but it was not a major difference between them. Also, the most popular age at the festival were the people aged above 40 being married or attending with a partner. The level of education was also varied with the attendees who obtained their Bachelors Degree being the largest majority and hence are employed. Finally, the festival mainly contained the local citizens of North Cyprus and foreign citizens (German-English) that live on the North Cyprus. Therefore, the demographic factors played important role on the attendees. They did however have an impact but the demographic factors are usually used by the event organizers during their marketing strategies. Whether first time or repeat visitors, this did not influence any of the seven components even if it was shown that first time visitors exceeded the repeat. Factor analysis was used to break down the data into groups of smaller sets according to the correlations between them. After carrying out this method, seven components were derived as being the most important. These included: free tickets, attendees always want to attend, reputation, to explore new things, and meet with new people, family togetherness, past or prior experience. Out of these items, the most significant with the lowest mean was the something to do for children component.

The finding of this study shows us that the festivals have contributed in the development of culture tourism. Festivals attract culture tourists to local community events to promote cultural exchanges between tourists and resident. This paper suggests that, there is no doubt that festivals have important effects on the local economy directly and indirectly. Visitors and locals are spending goods and services during the event and this helps to increase the economy such as on local businesses. On the other hand during the events they share the moments and they socialize. Local people of the host communities have a direct and indirect connection with tourists. Greater attention should be paid to the social impacts of Bellapais Music Festival.

Bellapais Music Festival is a series of music events in Northern Cyprus and requires more professional perspective by both governmental and nongovernmental bodies. Bellapais Gardens, Telsim Mobile, the Ministry of Tourism and Economics, and Cratos Premium Hotel, are the part of the sponsors of this event (Kyrenia (Girne) North Cyprus (2013)). However; the sponsorship agreements should not be only limited with financial matters but also it should require more intensive, operational professionalism in order to provide more international identity. Nevertheless, Classical music might be another disadvantage as a concept but it increasing its popularity socially, politically and economically. Bellapais is one of the best venues for such type of concerts and festivals but this music festival should have more envisioned marketing plans by the governmental bodies. Bellapais music festival originated approximately seventeen years ago in order to provide more recognition to North Cyprus Tourism products through the European and other countries artists and musicians.

The finding of this study shows us that the festivals have contributed in the development of culture tourism. Festivals attract culture tourists to local community events to promote cultural exchanges between tourists and resident. This paper suggests that, there is no doubt that festivals have important effects on the local economy directly and indirectly. Visitors and locals are spending goods and services during the event and this helps to increase the economy such as on local businesses. On the other hand during the events they share the moments and they socialize. Local people of the host communities have a direct and indirect connection with tourists. Greater attention should be paid to the social impacts of Bellapais Music Festival. Every year in North Cyprus, Bellapais Music Festival makes it a tradition to attract well-known musicians. Sensations of peacefulness and serenity are felt by visitors that come from international destinations in a way that they can be reached out and touched. Durrell's own words can be best used to describe Bellapais, "even in ruins, was a testimony to those who had tried, however imperfectly, to grasp and retain their grip on the inner substance of the imagination, which resides in thought, in contemplation, in peace" Articles 2.0 (2008). There is a magic in music festivals. Different music connects to different people, but it connects people's hearts and their heads.

6. Recommendations

One of the recommendations of this study will be to increase awareness of this festival and to reach out to even greater audiences than what has been happening in the past 17 years. The awareness can be tactically increased by aiming at certain targeted groups. Below is a list of groups that can be targeted to attend the Bellapais Music Festival:

- The general tourists who coincidentally visits North Cyprus between May and June. These will be in the country during the festival period and the only effort that is required is to make them aware of the festival and to present it to them in a way that will make it worthwhile for them to visit and portray the festival in a way that will give them value for their time and money.
- Another group that can be targeted is the group of aspiring tourists. This can adequately be done by liaising with North Cyprus tour agents to incorporate the Bellapais Music Festival as a feature in their holiday packages.
- The results found that attendees aged above 40 were the vast majority therefore; organisers should maintain the loyalty of these attendees and apply other efficient marketing strategies such as advertising more, providing promotional offers that would attract the other age groups to attend.
- According to the results findings are demonstrating that loyalty is decreasing every year towards to the festival. First time visitors have a high amount of 35 % but 4-5 times visitors fall to 11 %. The reason for the situation might be continuously similar view that is going on for a long time. In this case organizers must change their view to create and efficient loyalty level.
- To increase loyal economy and distribute culture of North Cyprus local population and organizers must create local and cultural attractions before and after the festival that will promote the Cyprus culture life style, Turkish cuisine.
- Attendees are having major difficulties in finding parking places; the local government has to create solutions in order to solve the parking situation.
- Over 17 years of repeating international identified festival must have enormous sustainable support from the state and local government.

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