RESIDENTS' AND TOURISTS' MOTIVATIONS, ATTACHMENT, AND PERCEIVED IMPACTS AT U.S. FESTIVALS: A NATIONAL PANEL STUDY

by

ELISABETH S. QUILLIAN

(Under the Direction of Kyle M. Woosnam)

ABSTRACT

This study sought to: 1) determine the extent to which motivations and festival attachment explain residents' and tourists' perceived social impacts of a festival, 2) assess which dimension of these constructs is the best predictor of social impacts among residents and tourists and 3) examine whether residents and tourists perceive social impacts differently. No prior research has examined motivations, festival attachment, and perceived impacts concurrently between residents and tourists. A national panel survey was distributed through Amazon's Mechanical Turk and data was analyzed using CFA, SEM, and MANOVA. Results show the most powerful predictor of impacts to be *festival identity* for residents and *social interaction* for tourists. Festival attachment was significant in predicting some perceived social impacts. Significant differences were found in residents' and tourists' perceptions of *social costs, social interaction,* and *community benefits.* Implications are both theoretical and practical to assist in managing appropriately for perceived impacts of festivals.

INDEX WORDS: Motivations, festival attachment, perceived social impacts, confirmatory factor analysis, MANOVA, structural equation modeling

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ELISABETH S. QUILLIAN

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ELISABETH S. QUILLIAN

Major Professor:	Kyle M. Woosnam
Committee:	B. Bynum Boley Cari Goetcheus

Electronic Version Approved:

Suzanne Barbour
Dean of the Graduate School
The University of Georgia
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DEDICATION

For Daisy, you always knew what to say.

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TABLE OF CONTENTS

LIST OF TABLES

Page

LIST OF FIGURES

Page

CHAPTER 1

INTRODUCTION

The practice of staging festivals has occurred for centuries. So long as communities and regions have cultural and natural resources to showcase, festivals will continue to thrive—offering visitors unique experiences while at the same time, strengthening community fabric and contributing to the local economy (Luonila & Johansson, 2015). Festivals can be broadly defined as "public, themed celebrations that are held regularly" (Wilson, Arshed, Shaw, & Pret, 2017, p. 196). Extant literature commonly ties festival and event studies together, but several authors note the importance of distinguishing festivals from other types of events. Festivals differ from other events in that festivals focus on celebration, incorporating both cultural and social dimensions, as well as the inclusion of multiple stakeholders from a variety of groups such as government, non-profit, marketing, tourism, and economic development (Getz, Anderson, & Carlsen, 2010). Other special events are one-time, infrequent, and outside the normal range of activities put on by the sponsoring or organizing body (Getz, 1997). Festivals hosted by a community regularly can be replicated and preceding generations can pass on recollections of its experience to the next.

Festivals are organized for a variety of reasons, including "enhancing or preserving local culture and history, providing local recreation and leisure opportunities, and enhancing the local tourism industry" (Long & Perdue, 1990, p. 10). Festivals contribute to sustainable development within a community (Getz, 1991), provide an opportunity for community cultural development (Getz, 1997), educational and cultural opportunities, and foster a sense of community pride (Mill & Morrison, 2002). Additionally, festivals can generate positive economic and socio-cultural

benefits to host communities (Yolal, Gursoy, Uysal, Kim, & Karacaoglu, 2016), provide value-added activities and spending outlets for locals and visitors, and enhance the image of a destination (Wilson et al., 2017). Some key factors for the growth of festivals in recent years are the potential for destination repositioning, revitalization, economic restructuring, and the potential to reduce tourism's seasonality, leave a legacy (Cannas, 2012; Quinn, 2005; Pavlukovic, Armenski, & Alcantara-Pilar, 2017). Festivals celebrate a sense of place through organizing inclusive activities in safe environments, provide a vehicle for communities to host visitors and share activities representing their values, interests, and aspirations, and they are an outward manifestation of the community and provide a distinctive identifier of place and people (Derrett, 2003). While the literature on festivals has grown significantly in the past several years, research is needed encompassing both residents' and tourists' perspectives on complex phenomena such as motivations for festival attendance, attachment to festivals, and perceptions of the positive and negative social impacts of festivals. As the literature reveals, most studies focus either on residents or tourists without considering the two parties concurrently. The success of a festival (i.e., how sustainable it is over time) is dependent upon how managers plan and account for the needs of the host community and its residents, as well as the tourists and visitors who attend.

Several studies have established a relationship between residents' and tourists' motivations to attend an event and their perceived impacts of the event (Woosnam et. al, 2016; Woosnam, Van Winkle, & An, 2013). Other studies have established a relationship between event or festival attachment and perceived event impacts (Ouyang, Gursoy, & Sharma, 2017). This study examines the relationship between motivations and perceived positive and negative social impacts of festivals with festival attachment as an additional variable through a national

panel survey of festival visitors throughout the United States. Including festival attachment as an additional variable in the study has the potential to explain some of the perceptions held by tourists and residents concerning social impacts of festivals. Residents directly interact with visitors and it has been shown that their support of tourism development is one of the most important determinants of its success (Sharma, Dyer, Carter, & Gursoy, 2008). Holmes (2000) posits that stronger levels of attachment to a specific target (e.g., person, place, or object) leads to a state of emotionally-laden mental readiness that influences the allotment of emotional, cognitive, and behavioral resources to that target. Based on that idea, this study suggests that residents' and tourists' attachment to a festival will determine the strength of their perceived positive and negative social impacts of festivals. Findings from this study will expand the body of knowledge on the factors that influence residents' and tourists' attitudes and behavior towards tourism, specifically festivals. This knowledge will help festival managers and other stakeholders such as town planners, city officials, and community members find practical strategies for understanding and managing the attitudes of residents and tourists and their perceived social impacts of festivals.

Do differences exist between residents' and tourists' motivations, attachment, and perceived festival impacts? This is a question that many festival planners must address in providing opportunities for their potentially diverse constituent groups. Measuring residents' attitudes towards social impacts of community festivals is key so that community leaders and festival organizers can be aware of the needs and priorities of the community and be able to respond and balance social benefits and social costs (Delamere, 2001). The same is true for measuring and understanding tourists' attitudes towards social impacts, as their perceptions can contribute to decisions concerning repeat visitation, word of mouth promotion, and overall

satisfaction with the festival. How well a festival performs affects its continuity and success, therefore, festival management must provide what visitors want to see or experience to continue gaining attendees' support as well as receive their favorable evaluation of festival offerings (McDowall, 2010). Positive perceptions of social impacts of a festival can contribute to festival success, while negative perceptions can hinder success and inhibit the goals of festival management. An event must spark the interest of the public, because without attendees, an event could potentially be considered a failure.

A balance between economic and social goals is needed to promote a sustainable approach in developing a festival within a community (Delamere, 2001; Hinch, 1996; Murphy 1985). Festival organizers and community residents can work towards maximizing the social benefits of a festival and minimizing the potential negative impacts or social costs of the festival (Delamere, 2001). The positive aspects should be celebrated because this is what makes the festival special (Delamere, 2001). Chacko and Schaffer (1993) note that a festival must be evaluated by "its success in fostering community development, and that social and cultural impacts should be assessed continuously" (Delamere, 2001). Social impacts need to be considered if legacies of hosting festivals are to be viewed positively by residents of the community, and this will also help festivals be considered on the basis of their contribution to quality of life in communities (Hall & Hodges, 1996; Delamere, 2001). Exploring potential differences in residents' and tourists' motivations and attachment will also provide valuable information to festivals managers as well as potentially explain differences in perceived social impacts.

Problem Statement

Rarely are tourists' perceptions of their own impacts considered. Such an approach would be self-reflective, which is what is needed to obtain information about tourists' perceptions of the social impacts of festivals. Furthermore, no study to date has examined motivations, festival attachment, and perceived impacts concurrently between residents and tourists in the context of festivals. This gap in literature should be filled to further explain the reasons why people attend festivals, understand their potential attachment to a festival, and understand their perceptions of festival social impacts. Festivals can play a critical role in local tourism development and emphasis on their social and economic impacts is important. The perceptions of local communities of festival impacts may influence their acceptance, involvement, and support in organizing a festival (Pavlukovic et al., 2017). Although economic impacts are important, the social impacts of a festival may have an even more profound influence on local communities (Fredline, Jago, & Deery, 2002). Findings of this study are likely to make significant contributions to the theory and practice of festival management by furthering our understanding of the factors that may influence individuals' perceptions of festival social impacts, which can be positive (benefits) or negative (costs) (Bagirun & Kurgun, 2013).

Purpose Statement

The purpose of this study is fivefold: 1) to determine the extent to which motivations and festival attachment can explain residents' perceived social impacts of festivals, 2) to assess which dimension of these constructs is the best predictor of social impacts among residents, 3) to determine the extent to which motivations and festival attachment can explain tourists' perceived social impacts of festivals, 4) to assess which dimension of these constructs is the best predictor of social impacts among tourists, and 5) to examine whether the motivations, attachment, and

perceived social impacts of residents and tourists are different.

This study will add to the body of literature concerning motivations, festival attachment, and festival social impacts. Although there have been studies that examine the relationships between motivations and festival social impacts, this study will contribute to the literature by including both residents and tourists in the model, which has not been done in many other studies. Also, adding the variable of festival attachment will potentially add another dimension of information to the relationship between motivations and festival social impacts. Because festival attachment has not been examined often in the literature (Alonso-Vazquez, Packer, & Hughes, 2014), this study will add to the body of work that examines this somewhat new and unique construct.

Studying the relationship between these variables in the context of festivals has many practical implications for communities, town planners, festival managers, and other parties and stakeholders involved. As mentioned previously, festivals are a great source of recreation, entertainment, and social opportunities that encourage pride and solidarity among community members as well as visitors. Additionally, festivals provide a unique opportunity for culture to be celebrated and shared, whether that is through food, dance, performance, art, music, or other avenues of cultural expression. Understanding the relationship between motivations, festival attachment, and perceived impacts will provide stakeholders with valuable information to plan festivals that cater to the needs and desires of the host community and visitors who will travel to attend. Festival managers ultimately want their event to be successful, and examining the relationships between these variables will contribute to achieving that goal.

Research Questions

This study has five primary research questions. Each will help bridge a gap in the literature by examining the motivations, festival attachment, and perceived impacts of both residents and tourists within the same study.

1) Do residents' motivations for attending a festival significantly explain their perceived impacts of such festival?

2) Do residents' attachment to a festival significantly explain their perceived impacts of such festival?

3) Do tourists' motivations for attending a festival significantly explain their perceived impacts of such festival?

4) Do tourists' attachment to a festival significantly explain their perceived impacts of such festival?

5) Do differences exist in the motivations, festival attachment, and perceived impacts among residents and tourists?

Outline of the Thesis

The remainder of this thesis consists of four chapters in addition to references and appendices (e.g. survey instrument used in this study).

Chapter Two provides a brief overview of the literature pertaining to the topics of this study. Readers are introduced to tourism research and the conceptual frameworks supporting the following topics: motivations, festival attachment, and perceived social impacts. Hypotheses are presented at the end of the chapter as well as the conceptual model for the study (Figure 1).

Chapter Three describes the research methods used in this study. This chapter includes a discussion of the study context and the design of this research, discussion of data collection

techniques, survey instrument development, scale development procedures, and statistical analysis procedures that were used to analyze the data.

Chapter Four reports the results from the study. Within the chapter, readers will be introduced to the demographic characteristics of the sample, results from the quantitative data analysis, as well as the results of hypothesis testing using structural equation modeling and multivariate analysis of variance.

The final chapter, Chapter Five, includes a summary and interpretation of the study results. Theoretical and practical implications are discussed, as well as limitations of the study and suggestions for future research.

CHAPTER 2

LITERATURE REVIEW

This section will review the extant literature on motivations, festival attachment, and perceived festival impacts. Hypotheses corresponding to each research question will be presented at the end of this section, followed by the conceptual model detailing each hypothesized relationship between constructs.

Motivations to Attend Festivals

Studying motivation is important because the construct is considered a highly influential antecedent of human behavior (Iso-Ahola, 1980). Murray (1964) defines motives as "internal factors that arouse, direct, and integrate a person's behavior" (p. 7). The internal factor is likened to an "awareness of potential satisfaction" in future situations (Deci, 1974, p. 7), suggesting that motives are "cognitive representations of future states" (Iso-Ahola, 1982, p. 257). Building on this definition, Iso-Ahola (1982) suggests that stimulus inputs, stemming from the physical or social environment and the human mind (memories), lead to an awareness of potential satisfaction that initiates a sequence of motivated behavior. Leiper (2004) provides another definition of motivation, describing it as a "force for people to act to satisfy their need; when individuals feel a state of depravation, there is a need for them to satisfy the shortage" (p. 214).

Dann (1977) asked the question "what makes tourists travel?", examining tourists' motivations through push and pull factors. Push factors are those which predispose a tourist to travel, such as an escape from the current state of affairs, while pull factors are those that attract a tourist to a destination, such as scenic beauty. Dann (1977) found that push motivations

precede pull motivations in the process of planning travel, as the need to escape encourages the planning of where to go. The push-pull factor framework further developed by Crompton (1979) has been central to many studies considering motivations. The framework identifies push forces that cause people to leave home in an effort to escape their environment and pull factors that compel people to visit specific places with attractive attributes. Push motivations are related to internal or emotional aspects, while pull motivations are more external, situational, or cognitive (Yoon & Uysal, 2005). Iso-Ahola (1982) suggests that an individual's motivations stem from thoughts about activities that would potentially produce a strong sense of satisfaction, such as going to the beach, attending an event, or traveling to a new place. This satisfaction can come as a feeling of competence and mastery, or one of escape from the routine environment. The decision to engage in a particular activity is a directed action, triggered by a desire to meet a need (Crompton & McKay, 1997).

Motivations of festival attendees have been examined in a variety of studies. Getz (2010) conducted a large-scale literature review of 423 articles related to festivals and found that approximately 15% included festival motivation in explaining festival participation and demand, showing that motivations is a well-studied area in the literature. A review of literature from 1993-2006 (Backman et al., 1995; Crompton & McKay, 1997; Dodd et al., 2006; Formica & Uysal, 1996, 1998; Kerstetter & Mowrer, 1998; Long et al., 2004; Mohr et al., 1993; Nicholson & Pearce, 2001; Ross and Iso-Ahola, 1991; Saleh & Ryan, 1993; Schneider & Backman, 1996; Scott, 1996; Uysal et al., 1993; Zyl & Botha, 2004) revealed that socialization, event novelty, escape, excitement, and family togetherness are some of the most common motivators for festival visitors.

Due to the complex nature of human travel motivations, it may not be possible to create a universal model for festival motivations, however many festival studies have utilized a similar pool of motivation items (Leiper, 2004). Additionally, motivations can be different depending on demographic characteristics, the type of festival, resident status, and nationality (McDowall, 2010). A study by Leiper (2004) identified social activity, family gathering, escape, novelty, and cultural exploration as five main dimensions of motivation common in the festival literature. This complements the dimensions found in the 1993-2006 review, but different studies have various motivational items depending on the specific type of festival they are studying (e.g., food vs. music festivals). Using the escape-seeking dichotomy and the push-pull factors conceptual framework, Crompton and McKay (1997) developed six domains of motivations for festival attendees: cultural exploration, novelty/regression, recover equilibrium, known-group socialization, external interaction/socialization, and gregariousness. These six motivation dimensions have since been very common in the literature as more recent studies have adapted and created similar scales of motivations.

Woosnam, McElroy, and Van Winkle (2009) examined the dominant tourist values and motivations for attending the Winnipeg Fringe Theater Festival in Manitoba, Canada, as well as the relationship between values and motivations. Results show that festival visitors attended for entertainment, social, and educational aspects and those who value excitement, enjoyment, and sense of belonging are the ones who are most motivated to attend. These findings indicate "a strong need for festival organizers to provide programming that not only entertains attendees, but also educates them about various cultures" (Woosnam et al, 2009, p. 507), as well as show that understanding visitors' values and motivations can help festival organizers enhance the festival environment by creating opportunities to satisfy the needs and wants of visitors. Yolal, Woo,

Cetinel, and Uysal (2012) investigated the motivations for attending an international festival in Turkey with six different festival products (symphony, rock, world music, dance, ballet, and theater), examining both how festival attendees perceive the socio-economic impacts of the festival and the overall satisfaction of festival attendees with respect to the different festival products. Results revealed that even within the same event, visitors may be motivated by different offerings, once again showing the need for information to "develop effective and appropriate marketing and management strategies" (Yolal et al, 2012, p. 78).

Smith, Costello, and Muenchen (2010) used the framework of push-pull motivations to construct a causal model of culinary tourist behavior. Push and pull motivations were examined for their effect on overall satisfaction, resulting in the finding that pull motivations had a significant predictive effect on overall satisfaction. In turn, satisfaction was found to be a predictor of behavioral intentions, such as returning to the event or telling others about it. Furthering these results, Lee and Hsu (2013) found that tourists' motivation directly affects satisfaction and indirectly affect loyalty, whereas satisfaction directly affects attendee loyalty at aboriginal festivals. These studies show the importance of understanding the specific types of motivations behind visitation to two different types of tourism events and how they affect satisfaction. Attendees' experience at a festival and their overall satisfaction is critical for the success and continuity of the festival as McDowall (2010) found. The way in which attendees perceive the social impacts of a festival can contribute to their overall satisfaction, making a positive or negative mark. The results of a study in Thailand by McDowall (2010) indicated that residents and non-residents differed to certain degrees in information sources, motivations, performance evaluations, and overall satisfaction with the festival. The author makes several recommendations, some of which are to improve on areas of weakness perceived by attendees

such as waste management and cleanliness, increase the level of safety, and improve parking and traffic management.

Crompton and McKay (1997) establish three reasons for seeking to understand the motivations of festival attendees: understanding their motives is key to designing offerings, satisfying needs, and understanding attendees' decision processes. Woosnam (2016) suggests that a similar perspective can be taken when examining how attendees process the impacts of festivals. Understanding the reasons people visit festivals can help tourism authorities and festival managers develop their product in a way that satisfies specific visitor needs and market to potential attendees (McDowall, 2010; Raybould, Digance, & McCullough, 1999; Yu & Yen, 2012).

Although motivation to attend festivals is a common area of study in the literature, few studies have examined the role of motivations to attend a festival as an explanation for both visitors' and residents' perceived impacts of a festival (Woosnam, 2016). Many studies have focused on either residents or visitors, but have not examined both concurrently in relation to perceived impacts. Woosnam (2016) fills this gap in the literature by examining the motivations of both tourists and residents in attending the Morden Corn and Apple Festival as well as their perceived socio-cultural impacts of the festival. Bourdeau, Coster, and Pardis (2018) discuss the importance of anticipating the expectations of both tourists and residents, as festivals can appeal to both groups in different ways. In addition to novelty, tourists are attracted for the social and educational features while residents of the host community may be attracted by social and recreational benefits. The current study seeks to expand the body of literature on motivations of both tourists and residents, as well as provide additional variables for further explanation of perceived impacts, for which Woosnam (2016) calls. The additional variable added in this study

is festival attachment, which is a relatively new variable in the literature but derived from the well-studied concept of place attachment.

Event and Festival Attachment

The concept of place attachment has been approached from a variety of fields including geography, sociology, and psychology—all with varying levels of definitions. Shumaker and Taylor (1983) define place attachment as the formulation of positive emotional bonds between individuals and their socio-physical environment. Although this definition may be appropriate to describe the special feeling toward certain places, Hidalgo and Hernandez (2001) suggest it is ambiguous and prevents place attachment from being differentiated from other related concepts. Building upon the definition, the authors state that place attachment is "a positive affective bond between an individual and a specific place, the main characteristic of which is the tendency of the individual to maintain closeness to such a place" (p.274).

Williams and Vaske (2003) formulated a two-dimensional scale for place attachment that has been widely accepted in the tourism literature. The scale distinguishes between place identity, which represents symbolic or affective attachment to place, and place dependence, which represents a functional attachment to a place for the benefits the place provides. Place identity is an emotional attachment and refers to the symbolic importance of a place as a repository for emotions and relationships that give meaning and purpose to life (Proshansky, Fabian, & Kaminoff, 1983). Place dependence is a functional attachment reflecting the importance of a place in providing features or conditions that support specific goals or activities (Stokols & Shumaker, 1981).

Research focused on place attachment within the tourism literature is extensive and involves contexts such as emotional solidarity between residents and tourists (Woosnam,

Aleshinloye, Strzelecka, & Erul, 2016), residents' attitudes towards tourism development (Draper, Woosnam, & Norman, 2009; Eusébio, Vieira, & Lima, 2018; Kajan, 2014; Nunkoo & Gursoy, 2012; Park, Lee, & Lee, 2016), community resilience in tourism destinations (Guo, Zhang, Zhang, & Zheng, 2018), authenticity of major tourists attractions (Ram, Bjork, & Weidenfeld, 2016), and visitors' experience and behavior (Buonincontri, Marasco, & Ramkissoon, 2017). These studies utilize place identity and place dependence as two dimensions of place attachment. Wang and Chen (2015) investigate if sense of place identity of local residents' in a Midwest state of the United States could affect their attitudes towards tourism. Results show that place identity does in fact affect residents' attitudes towards negative and positive tourism impacts and that relationships do exist between residents' place identity and behavioral intent for supporting for tourism. An important implication from this study is that tourism planners and managers should be informed of what kind of tourism development enhances residents' place identity, in turn increasing their satisfaction.

Place attachment has been examined in the context of festivals, but literature on including the perceptions of both residents and tourists concurrently is scarce. In a study to determine if residents' and tourists' degree of place attachment are significantly different, Woosnam, Aleshinloye, Ribeiro, Stylidis, Jiang, and Erul (2018) found that tourists' level of place attachment was higher than that of residents in the context of the Osun Oshogbo Festival in Nigeria. This study also confirmed the two-factor structure of William and Vaske's (2003) place attachment scale, thus providing support for its continued use. Wang and Chen (2015) studied place identity only from the perspective of residents, prompting further research involving both residents and tourists. Guo, Zhang, Zhang, and Zheng (2018) found that place identity and place dependence have a positive influence on the perceived resilience of community residents in

tourism destinations. Place attachment can encourage community residents to gain new knowledge, protect the community environment, adapt to change, and contribute to community cohesion, local social capital, reciprocal social networks, social support, and collective action.

Kim, Lee, and Lee (2017) examined the role of place attachment as a potential moderator between festival quality and behavioral intentions of visitors, finding that place attachment does influence the manner in which festival quality is evaluated and behavioral intentions are determined, albeit with some mixed results in predicting relative weights. Davis (2016) explored place attachment and place identity as mechanisms for creating a festival environment, stating that "environments become either creations of the festival or exist independently of them" (p. 49). The latter allows realistic place identity to form while the former creates abstract identities which result in unrealistic expectations and reality. Findings suggest that place identity can form without first-hand experience of a specific place, while place attachment forms only when first-hand experience has occurred. Understanding attendee expectations helps in achieving a realistic and true identity from the start and benefits festival organizers by having visitors that loyally identify with and seek closeness to the festival and its environment.

Ouyang, Gursoy, and Sharma (2017) established the construct of event attachment, which is based on the psychological attachment theory and argues that residents' attachment to an event relates to the relationships between political trust and perceived impacts, emotions, and support. The definition of event attachment was derived from the concepts of brand attachment (Thomson, MacInnis, & Park, 2005) and place attachment (Hidalgo & Hernandez, 2001), referring to the affectual bonds between an individual and an event. Ouyang, et al (2017) examined the effects of residents' trust in government and their emotions toward a mega event (FIFA World Cup) on their perceptions of potential impacts and their support. The authors

considered the construct of event attachment using six unique items: “This event means a lot to me,” “I am very attached to this event,” “I identify strongly with this event,” “I have a special connection to this event and the people who attend this event,” “To change my preference from going to this event to another leisure alternative would require major rethinking,” and “I wouldn't substitute any other event for recreation/entertainment I enjoy here.” Findings suggest that level of event attachment moderates the effects of trust on residents’ perceptions of impacts, their emotions, and their support. A high level of event attachment makes residents less susceptible to the effects of trust in government on perceived benefits, positive emotions, and support for hosting a mega event. A low level of event attachment increases residents’ susceptibility to political trust cues. Generally, residents with high event attachment levels engage in more supportive behaviors compared to those with low event attachment. High level of event attachment could motivate residents to underestimate or overlook negative impacts, thus showing a positive bias towards their perceptions of potential impacts. Discovering residents’ levels of attachment will aid event and festival managers in developing strategies to increase support and satisfy specific needs.

The construct of festival attachment specifically has been less studied in the literature. Alonso-Vazquez, Packer, and Hughes (2014) examine the relationship and influence of festival and place attachment on festival attendees’ environmental behaviors. The study findings showed that festival and place attachment are better predictors of on-site environmentally-responsible behavior than are behavioral intentions. Since festival attachment was shown to be a predictor of a certain behavior, further research can be conducted to determine if festival attachment is a useful predictor of other measures. Previous research suggests that emotional attachment to a specific festival develops over time as people become more committed to the event (Filo, Groza,

& Fairley, 2012; Funk & James, 2006; Kim & Jamal, 2007). Using festival attachment as a lens through which to examine festival attendees' perceived festival social impacts, the potential to gain valuable insight into what shapes attendees' perceptions is ever present. By including festival attachment as an additional variable along with motivations, a greater degree of variance in perceived impacts can potentially be explained.

Festival Social Impacts

The popularity of festivals has continued to grow through time as the importance of and influence of festivals on communities and attendees is becoming more understood in destinations. Festivals are often the high point of the annual calendar and are valuable social outlets, contributing to "quality of life," community pride and solidarity, and performing important community development functions (Getz & Frisby, 1991). Research surrounding festivals has typically centered on economics, ignoring the social-cultural impacts, although this has been changing in recent times as the concept of the "triple bottom-line" has emerged (Fredline, Raybould, Jago, & Deery, 2005; Fredline, Jago, & Deery, 2003). The triple bottom-line encompasses not only economic considerations, but environmental and socio-cultural considerations as well (Elkington, 1999).

Sustainable management of a festival requires that residents' perceptions of impacts be secured, as they are important stakeholders who can provide crucial support to the success of a festival (Jani, 2017). A challenge with examining socio-cultural impacts of festivals is that they are more difficult to measure objectively because many cannot be quantified, unlike economic impacts (Fredline, Jago, & Deery, 2003). Several studies have attempted to create scales for assessing the social impacts of festivals (Delamere, 2001; Delamere et al., 2001; Fredline et al., 2003; Rollins & Delamere, 2007; Small, 2008; Small & Edwards, 2003), one of which is the

Festival Social Impact Attitude Scale or FSIAS (Delamere, 2001).

The validity of the FSIAS, first developed by Delamere (2001), has been tested and confirmed most recently by Bagiran and Kurgun (2013) and Woosnam, Van Winkle, and An (2013). The FSIAS measures the complexity of local residents' attitudes towards social impacts of community festivals (Delamere, 2001; Delamere 2007). Woosnam et. al (2016) used a modified version of the FSIAS that included four types of social impacts: social costs (e.g., noise levels, traffic, litter, overcrowding, etc.), community benefits (e.g., enhanced community identity, positive recognition, opportunities for fun, etc.), new opportunities (e.g., increased entertainment opportunities, increased availability of goods and services, increased local job opportunities, etc.), and individual benefits (e.g., festival enjoyment, contribution to personal health/wellness, sense of pride, etc.). A study by Yolal et al. (2016) examined the relationship between socio-cultural impacts of a festival and the subjective well-being of residents. Using items adopted from Delamere et al. (2001), 20 items were used to measure socio-cultural benefits and 20 items for socio-cultural costs. The benefit items were measured under two sub-dimensions of community benefits and cultural/educational benefits, while the cost items were measured under two sub-dimensions of quality of life concerns and community resource concerns. Results indicate that a significant, positive relationship exists between socio-cultural impacts of festivals and the subjective well-being of residents. The benefits of festivals significantly enhance residents' well-being, while the costs contribute to a decrease in residents' well-being, thus lowering perceived quality of life.

Perez and Bernal (2017) analyzed residents' perceptions of social and cultural impacts at a public music festival in Catalonia. Residents indicated that the festival generates a high level of social capital, which is the most highly valued benefit, as well as positive economic value that

allows for the creation and maintenance of public infrastructure. The most negatively rated impact was economic impacts leading to social or environmental problems, such as social inequality or increased cost of living. This study shows that there are benefits to understanding the usefulness of resident perceptions for the assessment of public events. Jani (2017) used local attendees' perceptions of festival impacts at the Zanzibar International Film Festival to divide residents into three groups that differed on perceived impacts: advocates, ambivalents, and cautious-advocates. Impacts were categorized as environmental, socio-cultural, or economic and the resulting segmentation of residents according to their perceptions provides a useful strategy for marketers and festival organizers. Many other studies examine residents' perceptions of festival and event impacts (see Ismail, 2015; Pavlukovic, Armenski, & Alcantara- Pilar, 2017; Song, Xing, & Chathoth, 2014; Woosnam, Aleshinloye, Van Winkle, & Qian, 2014; Zhou & Ap, 2009; and Zhou, 2010).

Delamere notes that there is a need to test and validate the scale in different community environments and different types of festivals (Delamere, 2001; Rollins & Delamere, 2007). Although progress has been made in this line of research, room still exists for additional studies that look at a variety of festival contexts and settings. "These types of studies provide residents, festival organizers, and civic officials with important community perceptions pertaining to the festival" (Rollins & Delamere, 2007, p. 807). Additionally, literature examining both residents' and tourists' perceptions of impacts is lacking, especially in regards to comparing the two groups. These studies are also important in order to discover tourists' perceptions of festival social impacts. While not in a specific festival context, Moyle, Weiler, and Croy (2012) are one of the few who examine tourism impacts from the perspective of the visitor. A 2005 study by Kavallinis and Pizam did study the environmental impact perceptions of residents, entrepreneurs,

and tourists on the island of Mykonos, Greece, but beyond this, the literature is extremely lacking. Moyle, Weiler, and Croy (2012) studied visitors' perceptions of tourism impacts on two islands in Australia, finding that visitors tend to perceive the overall impact of tourism moderately positive and that they view their individual visit as more positive than tourism overall. In addition, visitors perceived that tourism positively increased economic and socio-cultural impacts and negatively increased environmental impacts.

The lack of tourists' perceptions of impacts may be explained by the general difficulty of measuring socio-cultural perceptions, as mentioned earlier, as well as the heavy focus on residents due to their status as important stakeholders in the community. The gap in knowledge concerning visitors' perceptions of tourism impacts, specifically festival social impacts, limits how management strategies can be targeted towards visitors to minimize the negative impacts of tourism. There are a number of actions that visitors can engage in that may increase or decrease the social, economic, and environmental impacts of their visits to a tourism destination, both individually and collectively (Gill, 2015). Examining all the elements involved in the tourism industry is essential to provide a basis for decision-making. The fifth research question for this study asks if residents and tourists perceive motivations, attachment, and festival impacts differently. Exploring any differences between the motivations, attachment, and perceptions of festival impacts between residents and tourists will aid festival managers and community officials in maximizing the social benefits of a festival and minimizing the potential negative impacts or social costs of the festival. Perceptions of both groups are important to ensure a balance exists in regulating the festival to meet the needs of residents as well as tourists. Woosnam et. al (2016) utilized festival attendees' motivations to explain perceived impacts on a community, including the perspectives of both residents and tourists in the study. Results of the

study suggest that motivations for attending a festival are a significant predictor of community impacts. Social interaction was found to have the most significant effect on attendees' perceived positive and negative social impacts of festivals. Although Woosnam et al (2016) did include both residents and tourists, no analysis was made to compare the two groups and examine any differences between the motivation and perceived impact items. The current study compares residents and tourists and assessed if differences existed in the motivations, attachment, and perceived festival impacts among representatives of each group. Using both motivations and festival attachment as potential predictors of perceived impacts among both groups provides unique information to tourism and festival organizers and planners, as well as enhance the literature concerning festivals. Formulated hypotheses are written below and included within the conceptual model (depicting each proposed relationship between constructs) (Figure 1). Separate models were run for residents and tourists.

Hypotheses

Hypotheses: Residents' Motivations and Perceived Impacts

H1(a-d): The more motivated a resident is for *social interaction*, the lower they will perceive (a) *social costs* and higher they will perceive (b) *community benefits*, (c) *individual benefits*, and (d) *new opportunities* associated with the festival they most recently attended.

H1(e-h): The more motivated a resident is for *escape*, the lower they will perceive (e) *social costs* and higher they will perceive (f) *community benefits*, (g) *individual benefits*, and (h*) new opportunities* associated with the festival they most recently attended.

H1(i-l): The more motivated a resident is for *knowledge gain*, the lower they will perceive (i) *social costs* and higher they will perceive (j) *community benefits*, (k)

individual benefits, and (l) *new opportunities* associated with the festival they most recently attended.

Hypotheses: Residents' Festival Attachment and Perceived Impacts

H2(a-d): The more a resident *identifies with* the festival, the lower they will perceive (a) *social costs* and higher they will perceive (b) *community benefits*, (c) *individual benefits*, and (d*) new opportunities* associated with the festival they most recently attended.

H2(e-h): The more a resident *depends on* the festival, the lower they will perceive (e) *social costs* and higher they will perceive (f) *community benefits*, (g) *individual benefits*, and (h) *new opportunities* associated with the festival they most recently attended.

Hypotheses: Tourists' Motivations and Perceived Impacts

H3(a-d): The more motivated a tourist is for *social interaction*, the lower they will perceive (a) *social costs* and higher they will perceive (b) *community benefits*, (c) *individual benefits*, and (d) *new opportunities* associated with the festival they most recently attended.

H3(e-h): The more motivated a tourist is for *escape*, the lower they will perceive (e) *social costs* and higher they will perceive (f) *community benefits*, (g) *individual benefits*, and (h) *new opportunities* associated with the festival they most recently attended.

H3(i-l): The more motivated a tourist is for *knowledge gain*, the lower they will perceive (i) *social costs* and higher they will perceive (j) *community benefits*, (k) *individual benefits*, and (l) *new opportunities* associated with the festival they most recently attended.

Hypotheses: Tourists' Festival Attachment and Perceived Impacts

H4(a-d): The more a tourist *identifies with* the festival, the lower they will perceive (a)

social costs and higher they will perceive (b) *community benefits*, (c) *individual benefits*, and (d) *new opportunities* associated with the festival they most recently attended.

H4(e-h): The more a tourist *depends on* the festival, the lower they will perceive (e) *social costs* and higher they will perceive (f) *community benefits*, (g) *individual benefits*, and (h) *new opportunities* associated with the festival they most recently attended.

Hypotheses: Are there differences between residents' and tourists' motivations, festival attachment, and perceived social impacts?

H5(a-c): There is a significant difference between residents' and tourists' motivation for (a) *social interaction,* (b) *escape*, (c) and *knowledge gain*.

H5(d-e): There is a significant difference between residents' and tourists' level of (d) *festival identity* and (e) *festival dependence*.

H5(f-i): There is a significant difference between residents' and tourists' perceptions of (f) *social costs*, (g) *community benefits*, (h) *individual benefits*, and (i) *new opportunities* associated with the festival they most recently attended.

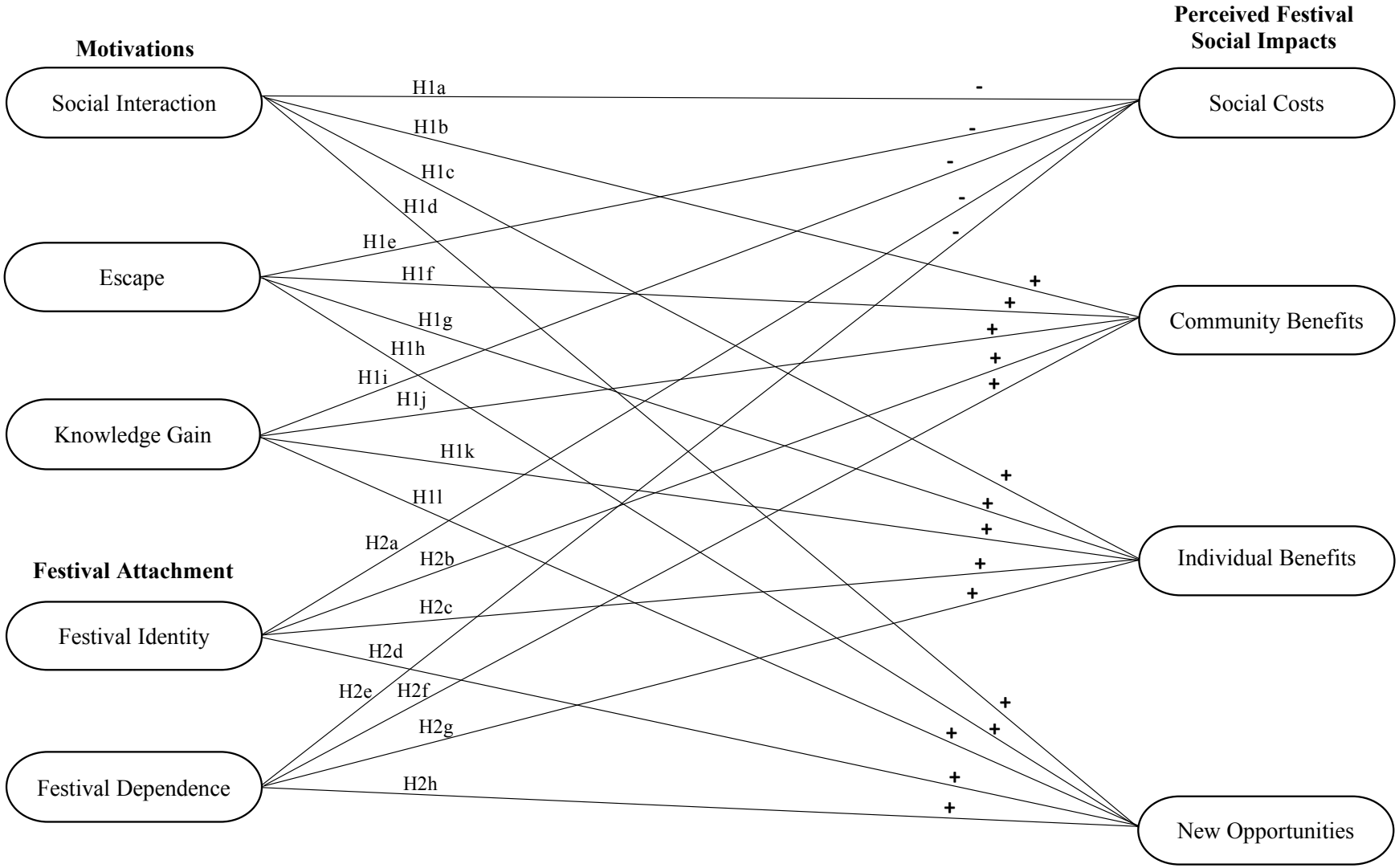

Figure 1. Motivations, Festival Attachment, and Perceived Social Impacts Model for Residents*

*A separate model will be examined for tourists (H3(a-l) and H4 (a-h)).

**H5 is not included in the figure, but will be assessed using additional analysis.

CHAPTER 3

METHODS

This chapter includes a discussion of the methods used within this study. More specifically, the chapter includes a discussion of the study context and the design of this research. The remainder of this chapter includes the discussion of data collection techniques, survey instrument development, scale development procedures, and statistical analysis procedures that were used to analyze the data.

Prior to conducting this study, a proposal was submitted to the Institutional Review Board (IRB) at the University of Georgia. Through an exempt review procedure, approval was granted by IRB. The approval number for this project was #STUDY0000647.

Study Context

The population of interest for the study was adult Americans 18 years and older who had visited a festival in the United States within the last 24 months. This population was divided into two groups, classified as either a resident or a tourist. The study participants were selected through a nonprobability sampling method, a convenience sample. The use of convenience sampling is common in social research given the relative ease of participant recruitment and low cost of data collection (Atzori, 2016). The proposed sample size for this study was 600 or more respondents, with a requirement of at least 200 respondents in both the resident and tourist categories. Such minimal sample sizes were desired to ensure adequate confirmatory factor analysis and structural equation modeling analyses could be undertaken (Kline, 2015). Participation in the study was voluntary; the survey instrument was designed to do no harm to

study participants, and confidentiality and anonymity were guaranteed, following the ethics guidelines of Babbie (2010).

Data Collection

Data for this study were collected using Amazon's Mechanical Turk (MTurk). Utilization of MTurk for data collection has been tested and confirmed to be effective throughout the literature. Buhremester, Kwang, and Gosling (2011) found that data collected through MTurk met or exceeded psychometric standards set by data collected through other means such as college samples. Additionally, participants can be recruited quickly and inexpensively and the data obtained through MTurk is as reliable as those obtained through other methods. Participation is rewarded with compensation in U.S. dollars. Although the participation rate can be affected by degree of compensation and length of the task, participants can still be recruited quickly and inexpensively and reasonable compensation does not affect the quality of the data obtained (Atzori, 2016). Results from a study by Casler, Bickel, and Hackett (2013) add support for the use of MTurk for data collection. Results showed that crowd-sourced participants can provide high-quality data, bring a desirable degree of diversity, and complete behavior-type tasks that have traditionally been tested in-person. Atzori (2016) utilized MTurk in the collection of data, finding it to be effective method in a study examining tourist responses to potential climate change impacts and adaption measures in Florida's coastal destinations. An evaluation of MTurk by Buhrmester, Talaifar, and Gosling (2018) concluded that it is still a useful method of conducting research, but its utility depends on best practices and considering any issues raised by MTurk evaluators. For this study, participants received $1 as compensation for taking part in the study.

Survey Instrument and Measurement

Data were secured utilizing a web-based survey for this study. A self-administered questionnaire was built through Qualtrics and distributed via MTurk. An advantage to web-based surveying is the ability to reach a large audience with a rapid response (Cook, Heath, & Thompson, 2000). Using a web-based survey eliminates the need for survey administrators, provides an affordable and efficient method of data collection, allows for a diverse sample within the United States, and reduces the risk of falling short of the intended sample size. This study used a quantitative approach to employ measures of motivations, festival attachment, and festival social impacts based on previous literature that have been modified to fit the study. In addition to questions about the main variables of interest, survey respondents were asked questions concerning the festival they recently attended, festival experience, festival behavior, and a host of questions focused on residential status (e.g., zip code, length of residence, etc.) and socio-demographic and –economic questions (e.g., age, gender, education, marital status, race and ethnicity, etc.). Discussion of the main variables of interest (i.e., motivations to attend festivals, festival attachment, and perceived social impacts of festivals) utilized in this study follows.

Motivations

Based on previous work (Woosnam et. al, 2009), Woosnam et. al (2016) established a scale with three motivation factors or dimensions to visit festivals (i.e., *social interaction*, *escape*, and *knowledge gain*) across 10 items. Table 1 shows the dimensions of festival motivations and the items within each dimension. This scale was used to measure residents' and tourists' motivations for attending the festival using a 7-point Likert scale, where 1 = *strongly disagree* and 7 = *strongly agree*. Respondents were asked to indicate their level of agreement with following statements concerning their motivation for attending the festival.

Table 1. Festival Motivation Dimensions and Items

Dimension
Dimension 1. *Social Interaction*
To be with others who enjoy the same things I do.
To spend time with friends.
To be with a group of people.
To be entertained.
Dimension 2. *Escape*
To recover from my usually hectic pace.
To reduce built-up tension.
To relieve boredom.
Dimension 3. *Knowledge Gain*
To learn something new.
To attend a cultural event I don't normally have an opportunity to go to.
To increase my knowledge of local culture.

Festival Attachment

Festival attachment was measured based on the items of event attachment used by Ouyang, Gursoy, and Sharma (2017) and the items of place attachment used by Woosnam et. al (2018). Two dimensions reveal the festival attachment construct, *festival identity* (six items) and *festival dependence* (five items). Table 2 shows the items under each dimension of festival attachment. Each item was measured using a 7-point Likert scale, where 1 = *strongly disagree* and 7 = *strongly agree*. Respondents were asked to indicate their level of agreement with following statements concerning their attachment to the festival using the 7-point Likert scale.

Table 2. Festival Attachment Dimensions and Items

Dimensions
Dimension 1. *Festival Identity*
This festival means a lot to me.
I am attached to this festival.
This festival is special to me.
I identify strongly with this festival.
Visiting this festival says a lot about me.
This festival is a part of me.
Dimension 2. *Festival Dependence*
This festival is the best place for what I like to do.
I would not substitute any other festival for doing the types of things I do at this festival.
Doing what I do at this festival is more important to me than doing it at any other festival.
I get more satisfaction out of visiting this festival than any other festival.
No festival compares to this festival.
The things I do at this festival I would enjoy doing just as much at a similar site.

Festival Social Impacts

Festival social impacts were measured using items from the FSIAS developed by Delamere (2001) and further explored by Woosnam (2016). Four dimensions exist within the FSIAS: *social costs*, *community benefits*, *individual benefits,* and *new opportunities*. Each dimension has several sub-items for a total of twenty-three festival social impact items. Table 3 shows the items under each dimension of the FSIAS. Each item was measured using a 7-point Likert scale, where 1 = *strongly disagree* and 7 = *strongly agree*. Respondents were asked to indicate their level of agreement with following statements concerning their perceived impacts of the festival as it relates to the community where the festival occurs using the 7-point Likert scale.

Table 3. Festival Social Impact Attitude Scale Dimensions and Items

Dimensions
Dimension 1. *Social Costs*
The festival overextends available community human resources.
Traffic is increased to unacceptable levels during the festival.
Noise levels are increased to unacceptable levels during the festival.
The community is overcrowded during the festival.
The influx of festival visitors reduces residents' privacy.
The festival is an intrusion into the lives of community residents.
Community recreational facilities are overused during the festival.
Litter is increased to unacceptable levels during the festival.
The festival disrupts normal routines of community residents.
Dimension 2. *Community Benefits*
The festival enhances the image of the community.
Community identity is enhanced through festival.
The community gains positive recognition from festival.
The event provides opportunities for people to have fun with their friends and family.
The festival is a celebration of the community.
The festival helps to show others why the community is unique and special.
Dimension 3. *Individual Benefits*
I enjoy meeting festival performers/workers.
The festival contributes to my personal health/well-being.
I feel a personal sense of pride and recognition by participating in the festival.
Dimension 4. *New Opportunities*
The festival contributes to increased entertainment opportunities.
The festival contributes to increased availability of goods and services within community.
The festival contributes to increased local job opportunities.
The festival provides opportunities to experience new activities.
The festival provides opportunities to meet new people.

Data Analysis

Prior to analysis, data were cleaned and checked for missing values and outliers. Missing or incomplete values within a particular questionnaire resulted in exclusion from the data analysis. A computer program was written to determine the resident or tourist status of each respondent. The program used the open source Apache POI to read data entries from an Excel spreadsheet for each respondent's residential zip code and the city/state where the festival they attended was held. Next, the program used Google's geolocation application programming interface to determine the latitude and longitude of each data entry. The program then calculated the distance between each pair of locations (i.e., residential zip code and festival location) using the haversine formula (Chopde & Nichat, 2013). Using a distance of 25km as a requirement, the program compared the distance between each respondent's residential zip code and the city/state of the festival location to determine if they qualified as a resident. Respondents who lived within 25km of the festival location were considered residents, while respondents who lived further than 25km from the festival location were considered tourists.

IBM Statistical Package for Social Sciences (SPSS) program, version 25, was employed to conduct univariate data screening by examining frequency counts for each variable. Once univariate data screening was complete, descriptive analysis for each variable in the dataset was undertaken and frequency distributions were requested. Respondents' demographic profile including gender, age, marital status, education level, race/ethnicity, and household income were assessed during this step. Additionally, data concerning festival visitation, including number of times visited, overall satisfaction, revisit intentions, and word-of-mouth promotion intentions were assessed.

Confirmatory factor analysis (CFA) was then used to test if the factor structure of each scale (i.e., motivations, festival attachment, and FSIAS) and corresponding factors was confirmed. This involved the assessment of psychometric properties (e.g., various forms of reliability and validity) of each scale. Following CFA, structural equation modeling (SEM) was implemented to assess each proposed hypothesis within the theoretical model (Figure 1). This two-step (CFA-SEM) procedure was undertaken for each sample (i.e., one for residents and one for tourists) following the work of Anderson and Gerbing (1988). Analysis of Movement Structures (AMOS) program, version 24, was utilized to assess the first four hypotheses (and corresponding sub-hypotheses for residents and tourists) within the model (Figure 1) using CFA and SEM. Multivariate analysis of variance (MANOVA) was used to examine the final hypothesis in this study, which compared residents' and tourists' motivations, attachment, and perceived social impacts of the festival they have most recently attended. SPSS was employed to conduct MANOVA. A similar analysis to Woosnam et al. (2013; 2018) was followed throughout this study.

CHAPTER 4

RESULTS

This chapter provides a description of the demographic profile and festival visitation of respondents within the sample, data preparation for scales within the model, data cleaning, confirmatory factor analysis results, as well as structural equation modelling and multivariate analysis of variance findings relating to the five hypotheses formulated in Chapter Two.

Demographic Profile

A descriptive summary of survey participants can be found in Table 4. For the residents' profile (n = 248), 66.1% were female and 33.9% were male. About 55% of respondents were under the age of 40 (M = 40.3 years of age), with the majority (52.8%) being married. Over half of residents (56.9%) indicated that they had graduated from college and/or earned an advanced degree. All respondents had at least a high school diploma. Median household income for residents ranged from $50,000-$75,000. Less than half of residents had a household income of more than $50,000, while the rest of the sample divided into 23.8% earning at least $50,000, 18.6% earning at least $75,000, and 13.7% earning between $100,000-$199,000. The remaining 0.8% of residents earned over $200,000.

For the tourists' profile (n = 330), 67% were female and 33% were male. About 60% of respondents were under the age of 40 (M = 38.3 years of age), with just under half (48.5%) being married. Over half of the tourists (60%) indicated that they had graduated from college and/or earned an advanced degree. All respondents had at least a high school diploma. Median household income for tourists ranged from $50,000-$75,000. About 40% of tourists had a

household income of more than $50,000, while the rest of the sample divided into 29.4% earning at least $50,000, 15.8% earning at least $75,000, and 12.7% earning between $100,000-$199,000. The remaining 0.6% of tourists earned over $200,000. Race composition of the residents and tourists were mainly of white origin (79.8% and 83.6%, respectively). (See Table 4).

Table 4. Socio-Demographic Sample Characteristics

Variable	Residents (%)	Tourists (%)
Gender ($n_{residents}$ = 248, $n_{tourists}$ = 330)		
Female	66.1	67.0
Male	33.9	33.0
Age ($n_{residents}$ = 248, M = 40.3; $n_{tourists}$ = 330; M = 38.3)		
18-29	15.8	29.7
30-39	39.3	31.5
40-49	24.7	19.7
50-59	12.9	13
≥ 60	7.3	6.1
Marital status ($n_{residents}$ = 248, $n_{tourists}$ = 330)		
Married	52.8	48.5
Widowed	3.2	2.7
Divorced	8.5	6.4
Separated	1.6	1.8
In a domestic partnership	9.3	7.3
Single, but cohabitating with significant other	6.9	11.8
Single, never married	17.7	21.5
Education ($n_{residents}$ = 248, $n_{tourists}$ = 330)		
Less than high school	0	0
High school	17.7	17.6
Technical/vocational school/junior college	25.4	22.4
Undergrad	38.8	42.1
Graduate	18.1	17.9
Race/ethnicity ($n_{residents}$ = 248, $n_{tourists}$ = 330)		
American Indian or Alaska Native	1.6	1.5
Asian	5.7	3.7
Black or African American	12.9	9.7
Native Hawaiian or Pacific Islander	0	1.5
White	79.8	83.6
Hispanic/Latino ($n_{residents}$ = 248, $n_{tourists}$ = 330)		
Yes	8.1	6.4
No	91.9	93.6
Household income ($n_{residents}$ = 248, $median_{residents}$ = $50,000-$75,000; $n_{tourists}$ = 330; $median_{tourists}$ = $50,000-$75,000)		
<$25k	12.5	9.1
$25k-$49,999	30.6	32.4

$50k-$74,999	23.8	29.4
$75k-$99,999	18.6	15.8
$100k-$199,999	13.7	12.7
$200k+	0.8	0.6

Festival Visitation

Respondents were asked several questions pertaining to the number of times they had visited the festival, overall festival satisfaction, intentions to revisit the festival, and word-of-mouth promotion intentions. For residents, the average number of times visited was just over five, with first-time visitors accounting for 24.6% of respondents. The majority of residents (57.7%) had visited the festival between two and nine times. Residents who had attended the festival over ten times accounted for 17.7%. The mean response concerning overall satisfaction with the festival was 5.90 (measured on a Likert scale from 1-7, where 1 = *strongly disagree* and 7 = *strongly agree*), with 91.1% of residents indicating some level of agreement and 5.2% indicating some level of disagreement when asked if they were satisfied with the festival overall. The mean response for level of happiness with the festival was 5.92, with 91.1% of residents responding with some level of agreement and 4.8% selecting some level of disagreement when asked if they were happy with the festival as a whole.

For tourists, the average number of times visited was close to three, with first-time visitors accounting for 37.9% of respondents. The majority of respondents (53.3%) had also visited the festival between two and nine times. Tourists who had attended the festival over ten times accounted for 8.8%. The mean response concerning overall satisfaction with the festival was 6.13, with 95.2% of tourists claiming some degree of agreement and 3% claiming some degree of disagreement when asked if they were satisfied with the festival overall. The mean response for level of happiness with the festival was 6.16, with 95.8% indicating some level of

agreement and 3% indicating some level of disagreement when asked if they were happy with the festival as a whole.

The revisit intentions of residents were positive overall, with the majority claiming they would like to return (90.3%; *M* = 6.00), plan to (89.5%; *M* = 5.93), or make an effort to (88.7%; *M* = 5.88) revisit the festival in the near future. For word-of-mouth promotion, the intentions of residents were also mostly positive across all four items: "I will spread positive work-of-mouth about the festival" (*M* = 5.73); "I will recommend the festival to my family, friends, and neighbors" (*M* = 5.75); "I will recommend activities and events to engage in at the festival to my family, friends, and neighbors" (*M* = 5.68); and "I will post something positive about this festival on social media" (*M* = 4.97).

For tourists, revisit intentions were also positive overall, with the majority indicating some level of agreement when asked if they would like to (91.8%; *M* = 5.99), plan to (87.3%; *M* = 5.78), or make an effort to (88.8%; *M* = 5.82) revisit the festival in the near future. For word-of-mouth promotion, the intentions of residents were also mostly positive across all four items. The mean responses for the items are as follows: "I will spread positive word-of-mouth about the festival" (*M* = 5.82); "I will recommend the festival to my family, friends, and neighbors" (*M* = 5.77); "I will recommend activities and events to engage in at the festival to my family, friends, and neighbors" (*M* = 5.69); and "I will post something positive about this festival on social media" (*M* = 5.09) (See Table 5).

Table 5. Festival Visitation Sample Characteristics

Variable	Residents (%)	Tourists (%)
Times visited festival ($n_{residents}$ = 248, M = 5.15; $n_{tourists}$ = 330, M = 3.42)		
1 (first-time visitor)	24.6	37.9
2 - 9	57.7	53.3
10 - 19	11.7	7.0
20 - 29	4.0	1.8
30 - 35	2.0	0
Satisfaction ($n_{residents}$ = 248, $n_{tourists}$ = 330)		
Overall, I am satisfied with the festival ($M_{residents}$ = 5.90, $M_{tourists}$= 6.13)		
Strongly disagree	0.8	0.3
Somewhat disagree	1.6	0.9
Disagree	2.8	1.8
Neither agree nor disagree	3.7	1.8
Agree	27.0	23.7
Somewhat agree	21.0	20.9
Strongly agree	43.1	50.6
As a whole, I am happy with the festival ($M_{residents}$ = 5.92, $M_{tourists}$=6.16)		
Strongly disagree	1.2	0.6
Somewhat disagree	1.6	0.9
Disagree	2.0	1.5
Neither agree nor disagree	4.1	1.2
Agree	27.4	23.4
Somewhat agree	17.7	19.7
Strongly agree	46	52.7
Revisit intentions ($n_{residents}$ = 248, $n_{tourists}$ = 330)		
I would like to revisit the festival in the near future ($M_{residents}$ = 6.00, $M_{tourists}$= 5.99)		
Strongly disagree	2.4	1.2
Somewhat disagree	0	1.2
Disagree	0.8	2.1
Neither agree nor disagree	6.5	3.7
Agree	23.8	26.7
Somewhat agree	15.3	14.5
Strongly agree	51.2	50.6
I plan to revisit the festival in the near future ($M_{residents}$ = 5.93, $M_{tourists}$= 5.78)		
Strongly disagree	2.4	1.2
Somewhat disagree	0.4	3.3
Disagree	1.6	2.1
Neither agree nor disagree	6.1	6.1
Agree	25.8	27.6
Somewhat agree	14.5	16.4
Strongly agree	49.2	43.3
I will make an effort to revisit the festival in the near future ($M_{residents}$ = 5.88, $M_{tourists}$= 5.82)		
Strongly disagree	2.4	1.8
Somewhat disagree	0.4	2.4

Disagree	3.2	1.5
Neither agree nor disagree	5.3	5.5
Agree	26.2	29.1
Somewhat agree	14.5	14.5
Strongly agree	48.0	45.2
Word-of-mouth intentions ($n_{residents}$ = 248, $n_{tourists}$ = 330)		
I will spread positive word-of-mouth about the festival ($M_{residents}$ = 5.73, $M_{tourists}$=5.82)		
Strongly disagree	1.2	1.2
Somewhat disagree	2.0	0.9
Disagree	1.6	2.1
Neither agree nor disagree	9.7	6.4
Agree	27.8	29.1
Somewhat agree	18.6	20.6
Strongly agree	39.1	39.7
I will recommend the festival to my family, friends, and neighbors ($M_{residents}$ = 5.75, $M_{tourists}$= 5.77)		
Strongly disagree	2.0	1.5
Somewhat disagree	1.2	0.6
Disagree	2.4	3.3
Neither agree nor disagree	7.7	6.7
Agree	28.2	28.2
Somewhat agree	17.8	20.9
Strongly agree	40.7	38.8
I will recommend activities and events to engage in at the festival to my family, friends, and neighbors ($M_{residents}$ = 5.68, $M_{tourists}$= 5.69)		
Strongly disagree	2.0	1.8
Somewhat disagree	1.2	1.8
Disagree	2.0	2.2
Neither agree nor disagree	11.3	7.0
Agree	25.8	29.1
Somewhat agree	20.6	23.3
Strongly agree	37.1	34.8
I will post something positive about this festival on social media ($M_{residents}$ = 4.97, $M_{tourists}$= 5.09)		
Strongly disagree	8.5	7.3
Somewhat disagree	3.2	3.6
Disagree	7.7	7.3
Neither agree nor disagree	16.9	13.9
Agree	19.4	20
Somewhat agree	16.1	18.5
Strongly agree	28.2	29.4

Data Preparation for Scales within Model

To examine data for potential outliers, frequency tables for each variable were requested from SPSS. Two cases were removed from the original data set of 581 responses due to straight-lining responses and one case was removed because the festival chosen by the respondent was not located in the United States, which was a stated requirement of this study. In examining the frequency tables from SPSS, no outliers were detected and no other cases were deemed problematic, leaving the final data set with 578 responses from individuals in the population sample. At this point, data was ready for Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM).

CFA: Residents

After screening and preparing data, this study adopted a two-step CFA approach following the work of Woosnam (2011). This two-step procedure was conducted on the residents' data set regarding motivations, attachment, and perceived impacts. To begin, all factors and their corresponding items were added to the model. Second, the model was trimmed to remove error terms to ultimately arrive at an acceptable measurement model. Once this acceptable model was determined, factor structure and corresponding psychometric properties were ready to be examined. CFA was used to assess reliability and validity.

Using AMOS, version 24, each factor along with its corresponding items were added until each of the nine factors were included in the model. Items were removed from the model if the standardized factor loading was below 0.50 (Hair, Black, Babbin, & Anderson, 2010).

The presence of cross-loading items was revealed through an inspection of the modification indices for the factors loadings. Several problematic items were identified: one item each in *Social Interaction*, *Escape*, *Knowledge Gain*, one in *Festival Dependence*, two in *Social*

Costs and *New Opportunities*, and one in *Individual Benefits.* To reach an ideal model fit, factors were trimmed by removing cross-loaders. Standardized factor loadings ranged from 0.680-0.922, with the majority of the remaining items in the model having a factor loading above 0.70, as recommended by Fornell and Larcker (1981).

The final measurement model included three items for *Social Interaction*, two items for *Escape*, two items for *Knowledge Gain*, six items for *Festival Identity*, five items for *Festival Dependence*, nine items for *Social Costs*, six items for *Community Benefits*, two items for *Individual Benefits*, and three items for *New Opportunities*. The model yielded a χ^2(df) = 1459.204(629), with the following fit indices: comparative fit index (CFI) = 0.880; Tucker Lewis index (TLI) = 0.866; and root mean square error of approximation (RMSEA) = 0.073 (See Table 6). Previously, a RMSEA between 0.08 and 0.10 was considered a mediocre fit and below 0.08 indicated a good fit (MacCallum, Browne, & Sugawara, 1996). More recently, a RMSEA value of close to 0.06 (Hu and Bentler, 1999) or upper limit of 0.07 (Steiger, 2007) is the consensus among authorities in the area (Hooper, Caughlan, & Mullen, 2008).

Table 6. Confirmatory Factor Analysis of Constructs for Residents

Scale and item description	MEAN	R	AVE	CR
Motivation Scale				
Social Interaction	*5.38*		*0.558*	*0.791*
To be with other who enjoy the same things I do (SocInta)	5.42	0.709		
To spend time with friends (SocIntb)	5.67	0.766		
To be with a group of people SocIntc)	5.07	0.765		
Escape	*4.29*		*0.682*	*0.810*
To recover from my usually hectic pace (Esca)	4.37	0.850		
To reduce built-up tension (Escb)	4.21	0.800		
Knowledge Gain	*4.53*		*0.686*	*0.813*
To learn something new (Knwlga)	4.49	0.852		
To increase my knowledge of a local culture (Knwlgc)	4.57	0.803		
Festival Attachment Scale				
Festival Identity	*4.65*		*0.748*	*0.946*
This festival means a lot to me (PIa)	4.92	0.886		
I am attached to this festival (PIb)	4.71	0.914		
This festival is special to me (PIc)	4.99	0.922		
I identify strongly with this festival (PId)	4.75	0.882		
Visiting this festival says a lot about me (PIe)	4.41	0.757		
This festival is a part of me (PIf)	4.12	0.815		
Festival Dependence	*4.02*		*0.706*	*0.923*
This festival is the best place for what I like to do (PDa)	4.32	0.732		
I would not substitute any other festival for doing the types of things I do at this festival (PDb)	3.95	0.836		
Doing what I do at this festival is more important to me than doing it at any other festival (PDc)	3.96	0.891		
I get more satisfaction out of visiting this festival than any other festival (PDd)	4.10	0.892		
No festival compares to this festival (PDe)	3.77	0.839		
Festival Social Impacts Attitude Scale (FSIAS)				
Social Costs	*3.47*		*0.584*	*0.926*
Car/bus/truck/RV traffic is increased to unacceptable levels during the festival (SocCstc)	3.64	0.780		
Pedestrian traffic is increased to unacceptable levels during the festival (SocCstd)	3.69	0.795		
Noise levels are increased to unacceptable levels during the festival (SocCste)	3.39	0.804		
The community is overcrowded during the festival (SocCstf)	3.97	0.802		

The influx of festival visitors reduces residents' privacy (SocCstg)	3.35	0.805		
The festival is an intrusion into the lives of community residents (SocCsth)	2.79	0.705		
Community recreational facilities are overused during the festival (SocCsti)	2.88	0.787		
Litter is increased to unacceptable levels during the festival (SocCstdj)	3.85	0.680		
The festival disrupts normal routines of community residents (SocCstk)	3.63	0.708		
Community Benefits	*5.58*		*0.623*	*0.908*
The festival enhances the image of the community (CommBena)	5.27	0.762		
Community identity is enhanced through festival (CommBenb)	5.33	0.827		
The community gains positive recognition from festival (CommBenc)	5.62	0.852		
The event provides opportunities for people to have fun with their friends and family (CommBend)	5.97	0.734		
The festival is a celebration of the community (CommBene)	5.67	0.758		
The festival helps to show others why the community is unique and special (CommBenf)	5.59	0.795		
Individual Benefits	*4.84*		*0.651*	*0.786*
The festival contributes to my personal health/well-being (IndBendb)	4.73	0.718		
I feel a personal sense of pride and recognition by participating in the festival (IndBendc)	4.96	0.886		
New Opportunities	*5.61*		*0.565*	*0.796*
The festival contributes to increased entertainment opportunities (NewOppa)	5.84	0.777		
The festival contributes to increased availability of goods and services within community (NewOppb)	5.43	0.744		
The festival provides opportunities to experience new activities (NewOppd)	5.57	0.733		

Residents Fit: χ^2(df) = 1459.204(629); CFI = .880; TLI = .866; RMSEA = .073

Scale: 1 = *Strongly disagree* - 7 = *Strongly agree*

Psychometrics

The psychometric properties of the scales within the model were evaluated with different measures of reliability and validity. Composite reliabilities were calculated to measure internal consistency or reliability. The following equation was used to calculate composite reliabilities:

$$\textit{Composite reliability} = \frac{(\Sigma L_i)^2}{(\Sigma L_i)^2 + \Sigma \text{ Var } (E_i)}$$

Where: L_i = standard factor loadings for that factor
Var (E_i) = error variance associated with the individual item

Composite reliability values above 0.70 indicate good reliability (Hair et al., 2010). For each of the factors in the model, composite reliabilities were above 0.70: 0.790 for *Social Interaction*, 0.810 for *Escape*, 0.813 for *Knowledge Gain*, 0.946 for *Festival Identity*, 0.923 for *Festival Dependence*, 0.926 for *Social Costs*, 0.908 for *Community Benefits*, 0.786 for *Individual Benefits*, and 0.796 for *New Opportunities* (Table 6).

Construct validity was assessed to establish scale-validity tests using measures of both convergent and discriminant validity. Validity is the degree to which a scale actually measures what it claims to be measuring. Convergent validity is shown when items that are indicators of a specific construct converge or share a high proportion of variance in common, showing that items are converging well to measure the construct (Hair et al., 2010). Three aspects of convergent validity are factor loadings above 0.50, average variance extracted (AVE) above 50%, and composite reliability (CR) values above 0.70. Factor loadings are an important consideration for convergent validity and should be ideally 0.70 or higher. Values of CR above 0.70 indicate internal consistency, which means that all items in a scale consistently measure the same latent construct (Hair et al., 2010). As mentioned above, all factor loadings except one

were above the suggested 0.70 level.

Discriminant validity is the extent to which a construct is truly distinct from other constructs. Hair et al. (2010) suggest testing discriminant validity by comparing the average variance extracted (AVE) for any two factors to the square of the correlation between the two factors. Ideally, the AVE should exceed more than 50%, indicating that the items within a scale explain more variance than left unexplained (Hair et al., 2010). AVE was calculated using Fornell and Larcker's (1981) equation:

$$AVE = \frac{\Sigma L_i^{\,2}}{n}$$

Where:
$L_i^{\,2}$ = item reliability (calculated as square of the standardized factor loading for the item) for that factor
n = number of items for that factor

AVE for each factor in the model was calculated and exceeded the 0.50 cutoff. In addition, the squared correlation between each factor exceeded both AVE values, providing good evidence of discriminant validity (Table 7).

Table 7. Factor Correlations and Squared Correlations Between Resident Model Constructs

	SI	E	KG	FI	FD	SC	CB	IB	NO
Social Interaction (SI)	**0.558**	0.124	0.168	0.242	0.091	0.003	0.151	0.254	0.144
Escape (E)	0.352	**0.682**	0.228	0.097	0.108	0.065	0.011	0.124	0.025
Knowledge Gain (KG)	0.410	0.478	**0.686**	0.132	0.142	0.000	0.082	0.257	0.098
Festival Identity (FI)	0.492	0.311	0.364	**0.748**	0.582	0.004	0.276	0.554	0.261
Festival Dependence (FD)	0.301	0.328	0.377	0.763	**0.706**	0.001	0.147	0.415	0.153
Social Costs (SC)	-0.056	0.254	0.016	-0.064	0.029	**0.584**	0.040	0.006	0.052
Community Benefits (CB)	0.388	0.105	0.286	0.525	0.383	-0.201	**0.623**	0.411	0.650
Individual Benefits (IB)	0.504	0.352	0.507	0.744	0.644	-0.079	0.641	**0.651**	0.471
New Opportunities (NO)	0.379	0.157	0.313	0.511	0.391	-0.227	0.806	0.686	**0.565**

Note: Diagonal line represents average variance explained (AVE) by each construct; numbers below the diagonal line are correlations and numbers above the line are squared correlations.

CFA: Tourists

Confirmatory factor analysis was also undertaken on the nine constructs for the tourist sample, following the same two-step procedure as mentioned above. Factor structures and psychometric properties are presented here.

An identical two-step procedure was conducted on the tourists' data set regarding motivations, attachment, and perceived impacts. The presence of cross-loading items was revealed through an inspection of the modification indices for the factors loadings. Several problematic items (which were the same as found in the residents' data) were identified: one item each in *Social Interaction*, *Escape*, *Knowledge Gain*, one in *Festival Dependence*, two in *Social Costs* and *New Opportunities*, and one in *Individual Benefits.* To reach an ideal model fit, factors were trimmed by removing cross-loaders. Standardized factor loadings ranged from 0.601-.906, with the majority of the remaining items in the model having a factor loading above 0.70, as recommended by Fornell and Larcker (1981). Six items had factor loadings below the recommended 0.70.

The final measurement model included three items for *Social Interaction*, two items for *Escape*, two items for *Knowledge Gain*, six items for *Festival Identity*, five items for *Festival Dependence*, nine items for *Social Costs*, six items for *Community Benefits*, two items for *Individual Benefits*, and three items for *New Opportunities*. The model yielded a χ^2(df) = 1785.367(629), CFI = 0.868, TLI = 0.852, RMSEA = 0.075 (see Table 8) indicating fair or mediocre fit.

Table 8. Confirmatory Factor Analysis of Constructs for Tourists

Scale and item description	MEAN	R	AVE	CR
Motivation Scale				
Social Interaction	*5.65*		*0.500*	*0.741*
To be with other who enjoy the same things I do (SocInta)	5.76	0.755		
To spend time with friends (SocIntb)	5.93	0.631		
To be with a group of people SocIntc)	5.26	0.707		
Escape	*4.50*		*0.637*	*0.778*
To recover from my usually hectic pace (Esca)	4.55	0.775		
To reduce built-up tension (Escb)	4.44	0.820		
Knowledge Gain	*4.58*		*0.616*	*0.762*
To learn something new (Knwlga)	4.61	0.754		
To increase my knowledge of a local culture (Knwlgc)	4.54	0.814		
Festival Attachment Scale				
Festival Identity	*4.74*		*0.745*	*0.946*
This festival means a lot to me (PIa)	5.07	0.891		
I am attached to this festival (PIb)	4.81	0.896		
This festival is special to me (PIc)	5.08	0.897		
I identify strongly with this festival (PId)	4.76	0.905		
Visiting this festival says a lot about me (PIe)	4.58	0.758		
This festival is a part of me (PIf)	4.16	0.822		
Festival Dependence	*4.20*		*0.684*	*0.915*
This festival is the best place for what I like to do (PDa)	4.52	0.765		
I would not substitute any other festival for doing the types of things I do at this festival (PDb)	4.11	0.825		
Doing what I do at this festival is more important to me than doing it at any other festival (PDc)	3.91	0.883		
I get more satisfaction out of visiting this festival than any other festival (PDd)	4.29	0.867		
No festival compares to this festival (PDe)	4.16	0.789		
Festival Social Impacts Attitude Scale (FSIAS)				
Social Costs	*3.71*		*0.584*	*0.926*
Car/bus/truck/RV traffic is increased to unacceptable levels during the festival (SocCstc)	3.85	0.753		
Pedestrian traffic is increased to unacceptable levels during the festival (SocCstd)	3.72	0.830		
Noise levels are increased to unacceptable levels during the festival (SocCste)	3.57	0.814		
The community is overcrowded during the festival (SocCstf)	4.09	0.823		

The influx of festival visitors reduces residents' privacy (SocCstg)	3.70	0.775		
The festival is an intrusion into the lives of community residents (SocCsth)	3.14	0.711		
Community recreational facilities are overused during the festival (SocCsti)	3.37	0.801		
Litter is increased to unacceptable levels during the festival (SocCstdj)	4.06	0.664		
The festival disrupts normal routines of community residents (SocCstk)	3.87	0.692		
Community Benefits	*5.38*		*0.534*	*0.871*
The festival enhances the image of the community (CommBena)	5.20	0.788		
Community identity is enhanced through festival (CommBenb)	5.20	0.832		
The community gains positive recognition from festival (CommBenc)	5.44	0.836		
The event provides opportunities for people to have fun with their friends and family (CommBend)	5.89	0.631		
The festival is a celebration of the community (CommBene)	5.24	0.601		
The festival helps to show others why the community is unique and special (CommBenf)	5.29	0.657		
Individual Benefits	*4.82*		*0.720*	*0.836*
The festival contributes to my personal health/well-being (IndBendb)	4.82	0.786		
I feel a personal sense of pride and recognition by participating in the festival (IndBendc)	4.82	0.906		
New Opportunities	*5.56*		*0.586*	*0.809*
The festival contributes to increased entertainment opportunities (NewOppa)	5.73	0.795		
The festival contributes to increased availability of goods and services within community (NewOppb)	5.27	0.721		
The festival provides opportunities to experience new activities (NewOppd)	5.68	0.779		

Tourists Fir: χ^2 (df) = 1785.367(629); CFI = .868; TLI = .852; RMSEA = .075
Scale: 1 = Strongly disagree - 7 = Strongly agree

Psychometrics

For each of the factors in the model, composite reliabilities were above 0.70: 0.741 for *Social Interaction*, 0.778 for *Escape*, 0.762 for *Knowledge Gain*, 0.946 for *Festival Identity*, 0.915 for *Festival Dependence*, 0.927 for *Social Costs*, 0.871 for *Community Benefits*, 0.836 for *Individual Benefits*, and 0.809 for *New Opportunities* (Table 8). Most standardized factor loadings exceeded the benchmark of 0.70. AVE for each factor in the model was calculated and met or exceeded the 0.50 cutoff. In addition, the squared correlation between each factor exceeded both AVE values, providing good evidence of discriminant validity (Table 9).

Table 9. Factor Correlations and Squared Correlations Between Tourist Model Constructs

	SI	E	KG	FI	FD	SC	CB	IB	NO
Social Interaction (SI)	**0.500**	0.221	0.129	0.180	0.168	0.000	0.085	0.219	0.127
Escape (E)	0.470	**0.637**	0.127	0.112	0.145	0.008	0.001	0.176	0.029
Knowledge Gain (KG)	0.359	0.357	**0.616**	0.129	0.184	0.002	0.063	0.162	0.066
Festival Identity (FI)	0.424	0.335	0.359	**0.745**	0.674	0.020	0.099	0.518	0.115
Festival Dependence (FD)	0.410	0.381	0.429	0.821	**0.684**	0.000	0.084	0.438	0.062
Social Costs (SC)	0.010	0.091	0.041	-0.140	-0.021	**0.584**	0.019	0.021	0.018
Community Benefits (CB)	0.291	0.036	0.250	0.315	0.289	-0.137	**0.534**	0.171	0.634
Individual Benefits (IB)	0.468	0.42	0.402	0.72	0.662	-0.144	0.414	**0.72**	0.179
New Opportunities (NO)	0.356	0.169	0.256	0.339	0.249	-0.135	0.796	0.423	**0.586**

Note: Diagonal line represents average variance explained (AVE) by each construct; numbers below the diagonal line are correlations and numbers above the line are squared correlations.

SEM: Residents

Following the establishment of the measurement model from CFA, structural equation modeling was used to examine the determinants of residents' motivations, attachment, and perceived impacts. This study measured the model fit based on RMSEA, TLI, and CFI. RMSEA values less than 0.05 (Byrne, 2016) and TLI and CFI values greater than 0.95 indicate a good fit (Bryne, 2016). RMSEA values between 0.05 and 0.08 are indicative of a fair or adequate fit (Brown and Cudeck, 1993). CFI and TLI values of 0.90 to 0.95 are good, while values of less than 0.90 are mediocre (Hu & Bentler, 1999). The structural model yielded a χ^2(df) = 1589.199(635); CFI = 0.863; TLI = 0.848; RMSEA = 0.078. Fit indices fell within either the fair or mediocre categories for RMSEA, TLI, and CFI values.

Eight of the twenty paths (represented through hypotheses) were not significant ($p > 0.05$). Hypothesis 1 and Hypothesis 2 were partially supported. Hypothesis 1(a-d) stated that the more motivated a resident is for *social interaction*, the lower they will perceive (a) *social costs* and higher they will perceive (b) *community benefits*, (c) *individual benefits*, and (d) *new opportunities* associated with the festival they most recently attended. *Social interaction* significantly predicted three perceived impact factors: *community benefits* (H1b: $\beta = 0.219$, $p < 0.05$), *individual benefits* (H1c: $\beta = 0.026$, $p < 0.05$), and *new opportunities* (H1d: $\beta = 0.219$, $p < 0.05$). However, the relationship between *social interaction* and *social costs* was not significant (H1a: $\beta = -0.108$, $p = 0.260$). Hypothesis 1(e-h) stated that the more motivated a resident is for *escape*, the lower they will perceive (e) *social costs* and higher they will perceive (f) *community benefits*, (g) *individual benefits*, and (h*) new opportunities* associated with the festival they most recently attended. *Escape* significantly predicted three perceived impact factors: *social costs* (H1e: $\beta = 0.399$, $p < 0.001$), *community benefits* (H1f: $\beta = -0.273$, $p < 0.001$), and *new*

opportunities (H1h: β = -0.246, $p < 0.05$). However, the relationships between *escape* and *social costs, community benefits,* and *new opportunities* were the opposite of what was predicted by the hypotheses. Residents' higher levels of motivations for *escape* led to higher perceptions of *social costs.* Additionally, residents' higher levels of motivation for *escape* led to lower perceptions of *community benefits* and *new opportunities*. The relationship between *escape* and *individual benefits* was not significant (H1g: β = -0.084, $p = 0.217$). Hypothesis 1(i-l) stated that the more motivated a resident is for *knowledge gain*, the lower they will perceive (i) *social costs* and higher they will perceive (j) *community benefits*, (k) *individual benefits*, and (l) *new opportunities* associated with the festival they most recently attended. *Knowledge gain* significantly predicted three perceived impacts factors: *community benefits* (H1j: β = 0.244, $p < 0.05$), *individual benefits* (H1k: β = 0.284, $p < 0.001$), and *new opportunities* (H1l: β = 0.274, $p < 0.05$). However, the relationship between *knowledge gain* and *social costs* was not significant (H1i: β = -0.137, $p < 0.148$).

Hypothesis 2(a-d) stated that the more a resident *identifies with* the festival, the lower they will perceive (a) *social costs* and higher they will perceive (b) *community benefits*, (c) *individual benefits*, and (d*) new opportunities* associated with the festival they most recently attended. *Festival identity* significantly predicted three perceived impact factors: *community benefits* (H2b: β = 0.462, $p < 0.001$), *individual benefits* (H2c: β = 0.489, $p < 0.001$), and *new opportunities* (H2d: β = 0..419, $p < 0.001$). However, the relationship between *festival identity* and *social costs* was not significant (H2a: β = -0.192, $p = 0.124$). Finally, Hypothesis 2(e-h) stated that the more a resident *depends on* the festival, the lower they will perceive (e) *social costs* and higher they will perceive (f) *community benefits*, (g) *individual benefits*, and (h) *new opportunities* associated with the festival they most recently attended. The relationships between

festival dependence and *social costs* (H2e: β = 0.131, $p = 0.264$*), community benefits* (H2f: β = -0.041, $p = 0.686$)*, individual benefits* (H2g: β = 0.132, $p = 0.138$)*, and new opportunities* (H2h: β = -0.019, $p = 0.868$) were not significant.

Variance explained in the four dependent variable models (i.e., *social costs*, *community benefits*, *individual benefits*, and *new opportunities*) ranged from 13.4% to 66.6% The lowest degree of variance explained was in the *social costs* ($R^2 = 0.134$) model. The highest degree of variance explained was in the *individual benefits* ($R^2 = 0.666$) model. The results of the structural equation models predicting residents' perceived social impacts can be found in Table 10.

Table 10. Structural Equation Models Predicting Residents' Perceived Social Impacts

SEM Models	Hypothesized Relationship	R	*p*	Support for Relationship
Social Costs: R^2 = .134	Social Interaction → Social Costs	-0.108	0.260	N
	Escape → Social Costs	0.399	***	N
	Knowledge Gain → Social Costs	-0.137	0.148	N
	Festival Identity → Social Costs	-0.192	0.124	N
	Festival Dependence → Social Costs	0.131	0.264	N
Community Benefits: R^2 = .398	Social Interaction → Community Benefits	0.219	0.010	Y
	Escape → Community Benefits	-0.273	***	N
	Knowledge Gain → Community Benefits	0.244	0.004	Y
	Festival Identity → Community Benefits	0.462	***	Y
	Festival Dependence → Community Benefits	-0.041	0.686	N
Individual Benefits: R^2 = .666	Social Interaction → Individual Benefits	0.165	0.026	Y
	Escape → Individual Benefits	-0.084	0.217	N
	Knowledge Gain → Individual Benefits	0.284	***	Y
	Festival Identity → Individual Benefits	0.489	***	Y
	Festival Dependence → Individual Benefits	0.132	0.138	N
New Opportunities: R^2 = .395	Social Interaction → New Opportunities	0.219	0.019	Y
	Escape → New Opportunities	-0.246	0.005	N
	Knowledge Gain → New Opportunities	0.274	0.003	Y
	Festival Identity → New Opportunities	0.419	***	Y
	Festival Dependence → New Opportunities	-0.019	0.868	N

*** $p<0.001$

Residents Model: χ^2 (df) = 1589.199(635); CFI = 0.863; TLI = 0.848; RMSEA = 0.078

SEM: Tourists

The same procedure was undertaken to conduct SEM on the tourists' data. Once again, both the measurement model (measured through CFA) and the structural model (measured through SEM) fell into the fair or mediocre fit categories for RMSEA, TLI, and CFI values. The structural model resulted in a χ^2(df) = 1904.140(635); CFI = 0.855; TLI = 0 .839; RMSEA = 0.078.

Twelve of the twenty paths (represented through hypotheses) were not significant ($p >$ 0.05). Hypothesis 3 and Hypothesis 4 were partially supported. Hypothesis 3(a-d) stated that the more motivated a tourist is for *social interaction*, the lower they will perceive (a) *social costs* and higher they will perceive (b) *community benefits*, (c) *individual benefits*, and (d) *new opportunities* associated with the festival they most recently attended. *Social interaction* significantly predicted three perceived impact factors: *community benefits* (H3b: β = 2.283, $p <$ 0.001), *individual benefits* (H3c: β = 0.588, $p < 0.001$), and *new opportunities* (H3d: β = 2.205, p < 0.001). However, the relationship between *social interaction* and *social costs* was not significant (H3a: β = -0.320, $p = 0.085$). Hypothesis 3(e-h) stated that the more motivated a tourist is for *escape*, the lower they will perceive (e) *social costs* and higher they will perceive (f) *community benefits*, (g) *individual benefits*, and (h*) new opportunities* associated with the festival they most recently attended. *Escape* significantly predicted three perceived impact factors: *social costs* (H3e: β = 0.352, $p < 0.05$), *community benefits* (H3f: β = -1.759, $p < 0.001$), and *new opportunities* (H3h: β = -1.531, $p < 0.001$). However, the relationships between *escape* and *social costs, community benefits,* and *new opportunities* were the opposite of what was predicted by the hypotheses. Tourists' higher levels of motivations for *escape* led to higher perceptions of *social costs.* Additionally, tourists' higher levels of motivation for *escape* led to lower

perceptions of *community benefits* and *new opportunities*. The relationship between *escape* and *individual benefits* was not significant (H3g: β = -0.249, p = 0.066). Hypothesis 3(i-l) stated that the more motivated a tourist is for *knowledge gain*, the lower they will perceive (i) *social costs* and higher they will perceive (j) *community benefits*, (k) *individual benefits*, and (l) *new opportunities* associated with the festival they most recently attended. The relationships between *knowledge gain* and *social costs* (H3i: β = 0.082, p = 0.351*), community benefits* (H3j: β = -0.170, p = 0.423)*, individual benefits* (H3k: β = 0.007, p = 0.931)*, and new opportunities* (H3l: β = -0.176, p = 0.387) were not significant.

Hypothesis 4(a-d) stated that the more a tourist *identifies with* the festival, the lower they will perceive (a) *social costs* and higher they will perceive (b) *community benefits*, (c) *individual benefits*, and (d*) new opportunities* associated with the festival they most recently attended. *Festival identity* significantly predicted two perceived impact factors: *social costs* (H4a: β = -0.276, p < 0.05) and *individual benefits* (H4c: β = 0.327, p < 0.05). However, the relationships between *festival identity* and *community benefits (*H4b: β = -0.574, p = 0.092), as well as *new opportunities* (H4d: β = -0.384, p = 0.230) were not significant. Finally, Hypothesis 4(e-h) stated that the more a tourist *depends on* the festival, the lower they will perceive (e) *social costs* and higher they will perceive (f) *community benefits*, (g) *individual benefits*, and (h) *new opportunities* associated with the festival they most recently attended. The relationships between *festival dependence* and *social costs* (H4e: β = 0.215, p = 0.099*), community benefits* (H4f: β = 0.213, p = 0.493)*, individual benefits* (H3g: β = 0.146, p = 0.204)*, and new opportunities* (H4h: β = -0.025, p = 0.933) were not significant. Variances explained in the four dependent variable models ranged from 7.7% to 82.5%. The model with the least amount of variance explained was the *social costs* model (R^2 = 0.077). The *community benefits* model yielded the most variance

explained across any of the four factors ($R^2 = 0.825$). The results of the structural equation models predicting tourists' perceived social impacts can be found in Table 11.

Table 11. Structural Equation Models Predicting Tourists' Perceived Social Impacts

SEM Models	Hypothesized Relationship	R	*p*	Support for Relationship
Social Costs: R^2 = .077	Social Interaction → Social Costs	-0.320	0.085	N
	Escape → Social Costs	0.352	0.021	N
	Knowledge Gain → Social Costs	0.082	0.351	N
	Festival Identity → Social Costs	-0.276	0.048	Y
	Festival Dependence → Social Costs	0.215	0.099	N
Community Benefits: R^2 = .825	Social Interaction → Community Benefits	2.283	***	Y
	Escape → Community Benefits	-1.759	***	N
	Knowledge Gain → Community Benefits	-0.170	0.423	N
	Festival Identity → Community Benefits	-0.574	0.092	N
	Festival Dependence → Community Benefits	0.213	0.493	N
Individual Benefits: R^2 = .616	Social Interaction → Individual Benefits	0.588	***	Y
	Escape → Individual Benefits	-0.249	0.066	N
	Knowledge Gain → Individual Benefits	0.007	0.931	N
	Festival Identity → Individual Benefits	0.327	0.008	Y
	Festival Dependence → Individual Benefits	0.146	0.204	N
New Opportunities: R^2 = .783	Social Interaction → New Opportunities	2.205	***	Y
	Escape → New Opportunities	-1.531	***	N
	Knowledge Gain → New Opportunities	-0.176	0.387	N
	Festival Identity → New Opportunities	-0.384	0.230	N
	Festival Dependence → New Opportunities	-0.025	0.933	N

*** p<0.001

Tourists Model: χ^2 (df) = 1904.140(635); CFI = 0.855; TLI = 0 .839; RMSEA = 0.078

MANOVA

To address the fifth and final research question and corresponding hypotheses (i.e., H5(a-i)), a MANOVA was undertaken to determine if a significant difference existed in residents' and tourists' motivations, festival attachment, and perceptions of social impacts. The overall model ($F = 2.37$, $p < 0.001$) was significant (see Tables 12, 13, and 14).

The first portion of the MANOVA assessed whether differences in motivations were present among residents and tourists. Regarding (H5(a-c)), a significant difference was found between residents' ($M = 5.38$) and tourists' ($M = 5.65$) level of *social interaction* (H5a: $p < 0.05$). There was no significant difference across the factors of *escape* (H5b: $p = 0.125$) and *knowledge gain* (H5c: $p = 0.731$). Therefore, H5a was supported, while H5b and H5c were rejected (see Table 12). Residents' and tourists' motivation for s*ocial interaction* differed significantly, while their motivation for *escape* and *knowledge gain* did not.

The second portion of the MANOVA assessed whether differences in festival attachment were present among residents and tourists. Regarding (H5(d-e)), there was no significant difference between residents' and tourists' levels of *festival identity* (H5e: $p = 0.436$) or *festival dependence* (H5d: $p = 0.153$). Therefore, H5d and H5e were both rejected (see Table 13). Residents and tourists did not significantly differ in their attachment to the festival.

The third portion of the MANOVA assessed whether differences in perceived impacts were present across residents and tourists. Regarding H5(f-i), a significant difference was found between residents' ($M = 3.47$) and tourists' ($M = 3.71$) level of perceived *social costs* (H5f: $p < 0.05$). A significant difference was also found between residents' ($M = 5.58$) and tourists' ($M = 5.38$) level of perceived *community benefits* (H5g: $p < 0.05$). There was no significant difference between residents' and tourists' levels of perceived *individual benefits* (H5h: ($p = 0.870$) or *new*

opportunities (H5i: $p = 0.550$). Therefore, H5f and H5g were supported, while H5h and H5i were rejected (see Table 14). Residents' and tourists' perceptions of *social costs* and *community benefits* differed significantly, while their perceptions of *individual benefits* and *new opportunities* did not.

Table 12. Differences in Motivation Items Between Residents and Tourists

Scale and item description	Residents Mean	Tourists Mean	*F*	*p*
Motivation Scale				
Social Interaction	*5.38*	*5.65*	*7.710*	*0.006*
To be with other who enjoy the same things I do (SocInta)	5.42	5.76	10.285	0.001
To spend time with friends (SocIntb)	5.67	5.93	5.689	0.017
To be with a group of people SocIntc)	5.07	5.26	2.124	0.146
Escape	*4.29*	*4.50*	*2.355*	*0.125*
To recover from my usually hectic pace (Esca)	4.37	4.55	1.414	0.235
To reduce built-up tension (Escb)	4.21	4.44	2.589	0.108
Knowledge Gain	*4.53*	*4.58*	*0.118*	*0.731*
To learn something new (Knwlga)	4.49	4.61	0.704	0.402
To increase my knowledge of a local culture (Knwlgc)	4.57	4.54	0.043	0.835

Notes. MANOVA: multiple analysis of variance
MANOVA model Wilks's $\Lambda = 0.86$, $F(47,539) = 2.37$, $p < 0.001$, $n^2 = 0.104$
Items were rated on a 7-point scale, where 1 = *strongly disagree* and 7 = *strongly agree*

Table 13. Differences in Festival Attachment Between Residents and Tourists

Scale and item description	Residents Mean	Tourists Mean	*F*	*p*
Festival Attachment Scale				
Festival Identity	*4.65*	*4.74*	*0.606*	*0.436*
This festival means a lot to me (PIa)	4.92	5.07	1.444	0.230
I am attached to this festival (PIb)	4.71	4.81	0.454	0.501
This festival is special to me (PIc)	4.99	5.08	0.493	0.483
I identify strongly with this festival (PId)	4.75	4.76	0.017	0.897
Visiting this festival says a lot about me (PIe)	4.41	4.58	1.440	0.231
This festival is a part of me (PIf)	4.12	4.16	0.079	0.779
Festival Dependence	*4.02*	*4.20*	*2.048*	*0.153*
This festival is the best place for what I like to do (PDa)	4.32	4.52	1.963	0.162
I would not substitute any other festival for doing the types of things I do at this festival (PDb)	3.95	4.11	1.280	0.258
Doing what I do at this festival is more important to me than doing it at any other festival (PDc)	3.96	3.91	0.119	0.73
I get more satisfaction out of visiting this festival than any other festival (PDd)	4.10	4.29	1.648	0.200
No festival compares to this festival (PDe)	3.77	4.16	7.609	0.006

Notes. MANOVA: multiple analysis of variance
MANOVA model Wilks's $\Lambda = 0.86$, $F(47,539) = 2.37$, $p < 0.001$, $n^2 = .104$
Items were rated on a 7-point scale, where 1 = *strongly disagree* and 7 = *strongly agree*

Table 14. Differences in FSIAS Items Between Residents and Tourists

	Residents	Tourists		
Scale and item description	Mean	Mean	*F*	*p*
Festival Social Impacts Attitude Scale (FSIAS)				
Social Costs	*3.47*	*3.71*	*4.212*	*0.041*
Car/bus/truck/RV traffic is increased to unacceptable levels during the festival (SocCstc)	3.64	3.85	1.841	0.175
Pedestrian traffic is increased to unacceptable levels during the festival (SocCstd)	3.69	3.72	0.043	0.836
Noise levels are increased to unacceptable levels during the festival (SocCste)	3.39	3.57	1.521	0.218
The community is overcrowded during the festival (SocCstf)	3.97	4.09	0.536	0.464
The influx of festival visitors reduces residents' privacy (SocCstg)	3.35	3.70	5.649	0.018
The festival is an intrusion into the lives of community residents (SocCsth)	2.79	3.14	6.569	0.011
Community recreational facilities are overused during the festival (SocCsti)	2.88	3.37	12.455	0.000
Litter is increased to unacceptable levels during the festival (SocCstdj)	3.85	4.06	2.027	0.155
The festival disrupts normal routines of community residents (SocCstk)	3.63	3.87	2.658	0.104
Community Benefits	*5.58*	*5.38*	*4.934*	*0.027*
The festival enhances the image of the community (CommBena)	5.27	5.20	0.395	0.530
Community identity is enhanced through festival (CommBenb)	5.33	5.20	1.435	0.321
The community gains positive recognition from festival (CommBenc)	5.62	5.44	2.935	0.087
The event provides opportunities for people to have fun with their friends and family (CommBend)	5.97	5.89	0.603	0.438
The festival is a celebration of the community (CommBene)	5.67	5.24	13.108	0.000
The festival helps to show others why the community is unique and special (CommBenf)	5.59	5.29	6.202	0.013
Individual Benefits	*4.84*	*4.82*	*0.027*	*0.870*
The festival contributes to my personal health/well-being (IndBendb)	4.73	4.82	0.502	0.479
I feel a personal sense of pride and recognition by participating in the festival (IndBendc)	4.96	4.82	1.023	0.312
New Opportunities	*5.61*	*5.56*	*0.358*	*0.550*
The festival contributes to increased entertainment opportunities (NewOppa)	5.84	5.73	1.174	0.279
The festival contributes to increased availability of goods and services within community (NewOppb)	5.43	5.27	1.971	0.161
The festival provides opportunities to experience new activities (NewOppd)	5.57	5.68	1.339	0.248

Notes. FSIAS: festival social impacts attitude scale; MANOVA: multiple analysis of variance
MANOVA model Wilks's $\Lambda = 0.86$, $F(47,539) = 2.37$, $p < 0.001$, $n^2 = .104$
Items were rated on a 7-point scale, where 1 = *strongly disagree* and 7 = *strongly agree*

CHAPTER 5

CONCLUSION

This chapter contains a summary of study findings and discussion of the results in the context of extant literature focusing on motivations, attachment, and perceived impacts. Theoretical and practical implications of the results are discussed, as well as limitations of the study and recommendations for future research.

Summary of Findings

This study examined motivations and attachment as potential predictors of residents' and tourists' perceived social impacts at festivals in the United States. The main purpose of this study was fivefold: 1) to determine the extent to which motivations and festival attachment can explain residents' perceived impacts of festivals, 2) to assess which dimension of these constructs is the best predictor of impacts among residents, 3) to determine the extent to which motivations and festival attachment can explain tourists' perceived impacts of festivals, 4) to assess which dimension of these constructs is the best predictor of impacts among tourists, and 5) to examine whether motivations for, attachment to, and perceived impacts of festivals are different among residents and tourists. To address the purposes of this research, relationships among the motivation factors (*social interaction, escape,* and *knowledge gain*), festival attachment factors (*festival identity* and *festival dependence)*, and perceived social impact factors (*social costs, community benefits, individual benefits,* and *new opportunities*) were tested using a series of hypotheses.

Survey data were collected (using an online questionnaire distributed by Amazon's Mechanical Turk) from a panel of individuals who had attended a festival within the U.S. in the last two years. Hypotheses were examined based on this data, revealing several findings concerning residents' and tourists' motivations, attachment, and perceived impacts at festivals. Key findings and their interpretations are presented below.

Residents

The first hypothesis and corresponding sub-hypotheses of the study concerned residents' motivations and perceived impacts.

H1(a-d): The more motivated a resident is for *social interaction*, the lower they will perceive (a) *social costs* and higher they will perceive (b) *community benefits*, (c) *individual benefits*, and (d) *new opportunities* associated with the festival they most recently attended.

H1(e-h): The more motivated a resident is for *escape*, the lower they will perceive (e) *social costs* and higher they will perceive (f) *community benefits*, (g) *individual benefits*, and (h*) new opportunities* associated with the festival they most recently attended.

H1(i-l): The more motivated a resident is for *knowledge gain*, the lower they will perceive (i) *social costs* and higher they will perceive (j) *community benefits*, (k) *individual benefits*, and (l) *new opportunities* associated with the festival they most recently attended.

These hypotheses (H1(a-l)) show the relationship between motivational factors (*social interaction, escape,* and *knowledge gain*) and perceived social impact factors (*social costs, community benefits, individual benefits,* and *new opportunities*). The results of this study indicated that *social interaction* significantly predicted three (*community benefits, individual*

benefits, and *new opportunities*) of the four perceived social impact factors. *Social interaction* did not significantly predict *social costs. Escape* significantly predicted three (*social costs, community benefits,* and *new opportunities*) of the four perceived social impact factors, but in the reverse direction of what was predicted in the hypotheses. The *individual benefits factor* was not significantly predicted by the factor of *escape. Knowledge gain* also significantly predicted three (*community benefits, individual benefits,* and *knowledge gain*) out of the four perceived social impact factors. The *social costs* factor was not significantly predicted by *knowledge gain*. For the significant relationships, the results showed that higher levels of motivation across the three factors led to lower perceptions of *social costs* and higher perceptions of *community benefits, individual benefits,* and *new opportunities*. As a result, Hypothesis 1 was partially supported.

The second hypothesis and corresponding sub-hypotheses concerned residents' festival attachment and perceived impacts.

> H2(a-d): The more a resident *identifies with* the festival, the lower they will perceive (a) *social costs* and higher they will perceive (b) *community benefits*, (c) *individual benefits*, and (d*) new opportunities* associated with the festival they most recently attended.
>
> H2(e-h): The more a resident *depends on* the festival, the lower they will perceive (e) *social costs* and higher they will perceive (f) *community benefits*, (g) *individual benefits*, and (h) *new opportunities* associated with the festival they most recently attended.

These hypotheses (H2(a-h)) show the relationship between festival attachment factors (*festival identity* and *festival dependence*) and perceived impact factors (*social costs, community benefits, individual benefits,* and *new opportunities*). Results indicate that *festival identity* significantly predicted *community benefits, individual benefits,* and *new opportunities*, but did not significantly predict *social costs*. The second factor of festival attachment, *festival*

dependence, did not significantly predict any of the perceived social impact factors. Hence, Hypothesis 2 was partially supported. Table 15 shows which of the sub-hypotheses for H1 and H2 were supported from the analysis. Nine of the 20 sub-hypotheses were supported.

Table 15. Hypothesized Relationships between Constructs and Observed Relationships from the Residents' Structural Model

Hypothesized Relationship	Supported?
H1a: Social Interaction → Social Costs	No
H1b: Social Interaction → Community Benefits	Yes
H1c: Social Interaction → Individual Benefits	Yes
H1d: Social Interaction → New Opportunities	Yes
H1e: Escape → Social Costs	No
H1f: Escape → Community Benefits	No
H1g: Escape → Individual Benefits	No
H1h: Escape → New Opportunities	No
H1i: Knowledge Gain → Social Costs	No
H1j: Knowledge Gain → Community Benefits	Yes
H1k: Knowledge Gain → Individual Benefits	Yes
H1l: Knowledge Gain → New Opportunities	Yes
H2a: Festival Identity → Social Costs	No
H2b: Festival Identity → Community Benefits	Yes
H2c: Festival Identity → Individual Benefits	Yes
H2d: Festival Identity → New Opportunities	Yes
H2e: Festival Dependence → Social Costs	No
H2f: Festival Dependence → Community Benefits	No
H2g: Festival Dependence → Individual Benefits	No
H2h: Festival Dependence → New Opportunities	No

Tourists

The third hypothesis and corresponding sub-hypotheses of the study, which were identical to those for residents, concerned tourists' motivations and perceived impacts.

> H3(a-d): The more motivated a tourist is for *social interaction*, the lower they will perceive (a) *social costs* and higher they will perceive (b) *community benefits*, (c) *individual benefits*, and (d) *new opportunities* associated with the festival they most recently attended.

H3(e-h): The more motivated a tourist is for *escape*, the lower they will perceive (e) *social costs* and higher they will perceive (f) *community benefits*, (g) *individual benefits*, and (h) *new opportunities* associated with the festival they most recently attended.

H3(i-l): The more motivated a tourist is for *knowledge gain*, the lower they will perceive (i) *social costs* and higher they will perceive (j) *community benefits*, (k) *individual benefits*, and (l) *new opportunities* associated with the festival they most recently attended.

These hypotheses (H3(a-l)) show the relationship between motivation factors (*social interaction, escape,* and *knowledge gain*) and perceived social impact factors (*social costs, community benefits, individual benefits,* and *new opportunities*). The results of this study indicated that *social interaction* significantly predicted three (*community benefits, individual benefits,* and *new opportunities*) of the four perceived social impact factors. *Social interaction* did not significantly predict *social costs.* These are the same results found in the residents' model. *Escape* significantly predicted three (*social costs, community benefits,* and *new opportunities*) of the four perceived social impact factors, but in the reverse direction of what was predicted in the hypotheses. The *individual benefits factor* was not significantly predicted by the factor of *escape.* These results also mirror those found in the residents' model. No significant relationships were found between *knowledge gain* and the four perceived social impact factors in the tourists' model. For the significant relationships, the results showed that higher levels of motivation across the three factors led to lower perceptions of *social costs* and higher perceptions of *community benefits, individual benefits,* and *new opportunities*. As such, Hypothesis 3 was partially supported.

The fourth hypothesis and corresponding sub-hypotheses, again which were identical to those for residents, concerned tourists' festival attachment and perceived impacts.

H4(a-d): The more a tourist *identifies with* the festival, the lower they will perceive (a) *social costs* and higher they will perceive (b) *community benefits*, (c) *individual benefits*, and (d) *new opportunities* associated with the festival they most recently attended.

H4(e-h): The more a tourist *depends on* the festival, the lower they will perceive (e) *social costs* and higher they will perceive (f) *community benefits*, (g) *individual benefits*, and (h) *new opportunities* associated with the festival they most recently attended.

These hypotheses (H4(a-h)) show the relationship between festival attachment factors (*festival identity* and *festival dependence*) and perceived impact factors (*social costs, community benefits, individual benefits,* and *new opportunities*). Results indicate that *festival identity* significantly predicted *social costs* and *individual benefits,* but did not significantly predict *community benefits* or *new opportunities*. The second factor of festival attachment, *festival dependence*, did not significantly predict any of the perceived social impact factors. This was consistent with the findings in the residents' model. Therefore, Hypothesis 4 was partially supported. Table 16 shows which of the sub-hypotheses for H3 and H4 were supported from the analysis. Five of the 20 sub-hypotheses were supported.

Table 16. Hypothesized Relationships Between Constructs and Observed Relationships from the Tourists' Structural Model

Hypothesized Relationship	Supported?
H3a: Social Interaction → Social Costs	No
H3b: Social Interaction → Community Benefits	Yes
H3c: Social Interaction → Individual Benefits	Yes
H3d: Social Interaction → New Opportunities	Yes
H3e: Escape → Social Costs	No
H3f: Escape → Community Benefits	No
H3g: Escape → Individual Benefits	No
H3h: Escape → New Opportunities	No
H3i: Knowledge Gain → Social Costs	No
H3j: Knowledge Gain → Community Benefits	No

H3k: Knowledge Gain → Individual Benefits	No
H3l: Knowledge Gain → New Opportunities	No
H4a: Festival Identity → Social Costs	Yes
H4b: Festival Identity → Community Benefits	No
H4c: Festival Identity → Individual Benefits	Yes
H4d: Festival Identity → New Opportunities	No
H4e: Festival Dependence → Social Costs	No
H4f: Festival Dependence → Community Benefits	No
H4g: Festival Dependence → Individual Benefits	No
H4h: Festival Dependence → New Opportunities	No

MANOVA

The fifth and final hypothesis and sub-hypotheses of this study concerned differences between residents' and tourists' motivation, attachment, and perceived impacts.

H5(a-c): There is a significant difference between residents' and tourists' motivation for (a) *social interaction,* (b) *escape*, (c) and *knowledge gain*.

H5(d-e): There is a significant difference between residents' and tourists' level of (d) *festival identity* and (e) *festival dependence*.

H5(f-i): There is a significant difference between residents' and tourists' perceptions of (f) *social costs*, (g) *community benefits*, (h) *individual benefits*, and (i) *new opportunities* associated with the festival they most recently attended.

These hypotheses show the differences between residents' and tourists' motivation (*social interaction, escape,* and *knowledge gain*), festival attachment (*festival identity* and *festival dependence*), and perceived social impacts (*social costs, community benefits, individual benefits,* and *new opportunities*). Results indicated that there was a significant difference in residents' and tourists' motivation for *social interaction*. Tourists ($M = 5.65$) indicated higher levels of motivation for *social interaction* than residents ($M = 5.38$). There was no significant difference between residents' and tourists' motivations for *escape* and *knowledge gain*. Results showed that there was no significant difference between residents' and tourists' levels of *festival*

identity and *festival dependence*. Significant differences were found between residents' and tourists' perceptions of *social costs* and *community benefits*. Tourists ($M = 3.71$) perceived *social costs* to be higher than did residents ($M = 3.47$). Residents ($M = 5.58$) perceived *community benefits* to be higher than did tourists ($M = 5.38$). There was no significant difference found between residents' and tourists' perceptions of *individual benefits* and *new opportunities*. Overall, Hypothesis 5 was partially supported, with only three of the possible eight sub-hypotheses found to be significantly different.

Table 17. Hypothesized Differences Between Constructs from MANOVA Model

Hypothesized Relationship	Supported?
H5a: Residents' & Tourists' Motivation for Social Interaction	Yes
H5b: Residents' & Tourists' Motivation for Escape	No
H5c: Residents' & Tourists' Motivation for Knowledge Gain	No
H5d: Residents' & Tourists' Level of Festival Identity	No
H5e: Residents' & Tourists' Level of Festival Dependence	No
H5f: Residents' & Tourists' Perceptions of Social Costs	Yes
H5g: Residents' & Tourists' Perceptions of Community Benefits	Yes
H5h: Residents' & Tourists' Perceptions of Individual Benefits	No
H5i: Residents' & Tourists' Perceptions of New Opportunities	No

Discussion

Although the literature on festivals includes a large amount of research on impacts and motivations, studies including both residents' and tourists' concurrently are rare (Woosnam, 2016; Bourdeau et al., 2018). Even less common is research focused on the concept of festival attachment and its potential role in explaining the perceptions of festival social impacts among residents and tourists (Alonso-Vazquez et al., 2014). This study fills the gap by presenting research including the motivations, festival attachment, and perceived social impacts of festivals of both residents and tourists together. The results of this study provide practitioners with information that can aid in festival planning and execution, as well as tourism planning in

general. Additionally, this study adds to the literature by beginning to create a theoretical model of festival impacts, which can and should be further tested in future studies.

All four SEM models across residents and tourists were significant (See Tables 10 and 12). Woosnam et al. (2016) found three of four models concerning motivations and perceived social impacts to be significant. In Woosnam's study, the *social costs* model was not significant. The current study resulted in a better model that explained more variance than Woosnam et al. (2016) in the impact factors by including both motivations and festival attachment as predictors of perceived social impacts. Woosnam (2016) suggested that the inclusion of additional variables, such as place attachment, could lead to greater variance explained in festival impacts. The current study shows the utility of including festival attachment as an additional variable in explaining residents' and tourists' perceived social impacts of festivals.

Within the residents' model, nine of the 20 sub-hypotheses were significant. *Festival identity* was the most powerful predictor of impacts among the independent variables, followed by *escape* and *knowledge gain*. Each of these factors significantly predicted three of four social impact factors. For the tourists' model, *social interaction* was the most powerful predictor, followed by *escape* and *festival identity*. *Social interaction* and *escape* significantly predicted three of the impact factors, while *festival identity* predicted two impact factors. Yolal et al. (2012) found a similar result in that socialization was the best predictor of community cohesion and benefits. The most powerful predictor between both models was *escape*, however the relationships were the opposite of what was predicted by the hypotheses. Overall, the residents' model was better in terms of having more significant predictors, yet more variance was explained by the tourists' model with less significant predictors.

The *social costs* model explained more variance for residents (R^2 = .134) than tourists (R^2 = .077), despite having less significant predictors. Overall, there was little variance explained in the models for both residents and tourists. *Social costs* appear to be a difficult construct to measure, which may be due to festival attendees being focused on the festival location specifically and not observing or taking note of the impacts the festival has on the community or hosting city at large. *Social interaction* did not predict *social costs* in either model. Woosnam (2016) found *social interaction* to be important in explaining perceived positive impacts of a festival, but not negative impacts or *social costs*. In both the residents' and tourists' models, *escape* significantly predicted *social costs*, although in the reverse direction of what was expected. Such a finding is contrary to what Woosnam (2016) reports, who found that none of the motivation factors predicted the *social costs* model. Higher levels of motivation for *escape* led to higher perceptions of *social costs* for both residents and tourists, which is the reverse of the predicted relationship. It was thought that residents' and tourists' eagerness to escape from their day to day lives may push them to focus on the positive aspects of a festival and ignore the negative impacts. This is not the case as the opposite result was found. There may be problems with the measurement of *escape*, as it ended up having only two items after trimming the model. *Knowledge gain* was not a significant predictor in both models. *Festival identity* was a significant predictor of *social costs* for tourists, but not for residents. Ouyang et al. (2017) found that higher levels of event attachment could motivate residents to underestimate or overlook negative impacts, but this is not the case in this study. In fact, the opposite effect is shown as higher levels of *festival identity* for tourists leads to lower perceptions of *social costs*. *Festival dependence* was not a significant predictor in the residents or tourists model across all perceived impact factors. This may be explained by the lower mean scores of the *festival dependence* factor

versus the *festival identity* factor (See Table 14). Residents and tourists did not rate *festival dependence* items as highly as *festival identity* items, suggesting that the latter is more important.

The *community benefits* model explained a substantially higher degree of variance among tourists (R^2 = .825) than residents (R^2 = .398), despite having less significant predictors. *Social interaction* and *escape* significantly predicted *community benefits* in both models. However, the relationship between *escape* and *community benefits* was the opposite of what was hypothesized. The higher residents' and tourists' motivation for *escape,* the lower their perceptions of *community benefits.* Those with high motivation for *escape* may be using the festival purely for entertainment. Perhaps they do not care as much about the culture, community, and people at the festival and are there merely for their own personal benefit. Woosnam (2016) found that same result for *social interaction,* but not for *escape*. McDowall (2010) found that *escape* was an important indicator in determining residents' satisfaction with a domestic festival. *Knowledge gain* was a significant predictor of *community benefits* for residents, but not for tourists. Although tourists ranked their motivation for *knowledge gain* higher than did residents on average, when it comes to perceiving community benefits it makes sense that residents' perceptions would be higher, as they are members of the community. Similarly, *festival identity* was a significant predictor of *community benefits* for residents, but not for tourists. Residents who identify with a festival may perceive the benefits it brings to the community more directly because they are members of the community (Yolal et al., 2016) and have the opportunity to observe the effects of a festival much longer than tourists. Since tourists do not live locally, they may not directly perceive *community benefits* since they do not get to observe the effects of the festival outside of the event itself.

The *individual benefits* model explained a slightly higher amount of variance for residents (R^2 = .666) than tourists (R^2 = .616), and had more significant predictors than did the tourists. *Social interaction* was a significant predictor in both the residents' and tourists' models, while *escape* was not. Once again, this is consistent with Woosnam's (2016) findings. Yolal et al. (2012) found *escape* to be a significant predictor of festival benefits, but the effect size was small. Compared to the other two motivation factors, *escape* generally had the lowest mean scores for both residents and tourists, suggesting that it was the least important motivation factor. *Knowledge gain* was a significant predictor of *individual benefits* for residents, but not for tourists. *Festival identity* significantly predicted *individual benefits* in both models. Place identity, the concept from which *festival identity* is derived, refers to the symbolic meanings given to a place as an individual becomes physiologically invested in that place (Anton & Lawrence, 2016). A visitor's level of identity with a place, a festival in this context, can enhance self-esteem and feelings of belonging (Williams and Vaske, 2003), potentially leading to positive perceptions of *individual benefits* from the festival.

The *new opportunities* model explained a considerably larger degree of variance for tourists (R^2 = .783) than residents (R^2 = .395), despite having less significant predictors. *Social interaction* and *escape* both significantly predicted *new opportunities* for residents and tourists. However, the relationship between *escape* and *new opportunities* was the opposite of was what hypothesized. The higher residents' and tourists' motivation for *escape,* the lower they perceived *new opportunities.* Again, those motivated by *escape* may only care about their own personal entertainment, leading to low perceptions of other social impacts. Seeking out interaction with other people and wanting to escape from the stress of daily life can increase willingness to try new things. *Knowledge gain* was a significant predictor of *new opportunities* for residents, but

not for tourists. *Festival identity* was a significant predictor of *new opportunities* for residents, but not for tourists. As with *community benefits,* residents are part of the community and are more likely than tourists to perceive *new opportunities,* especially increased local job opportunities. A higher level of identity with the festival may heighten residents' perceptions of the opportunities a festival brings to the community, such as new activities and increased entertainment options.

In comparing residents' and tourists' motivations, attachment, and perceived impacts, several significant differences were found. Tourists indicated significantly higher levels of motivation for *social interaction* than did residents. Woosnam et al. (2009) examined the dominant tourist values and motivations for attending a festival and found that social aspects were a main motivation for tourists to attend the festival. *Social interaction* was ranked as the top motivation for residents and tourists in this study. For someone out of town to visit a festival, it is likely that more planning is involved to make that a reality. People who are not from the area may be more likely to plan their trip with a group of friends, the main idea being to spend time with friends, people with similar interests, and to be entertained. Festival managers should desire to have attendees motivated for *social interaction* because it can act as a buffer to *social costs*. There were no significant differences found between residents' and tourists' levels of motivation for *escape* and *knowledge gain*. Despite the lack of a significant difference, the mean factor scores for all three motivations items were higher for tourists than for residents. More planning may be required for a tourist to visit a festival than for a resident, so it is possible that the motivations of tourists are more salient.

No significant differences were found between residents' and tourists' levels of festival attachment. However, one dimension of festival attachment, *festival identity*, was useful in

predicting a few perceived impact factors among residents and tourists. These results show the utility in including festival attachment as an independent variable predicting perceived social impacts at festivals (Woosnam, 2016). Although there were no significant differences between residents' and tourists' overall, level of *festival identity* does affect how people perceive social impacts. Wang and Chen (2015) found that place identity was a useful predictor for residents' attitudes towards tourisms impacts and their behavioral intent for supporting tourism. The current study contributes to the literature by going beyond Wang and Chen's model and also including tourists' perspectives. Alonso-Vazquez et al. (2014) found that festival attachment was a predictor of environmentally responsible behavior, and the current study contributes to the literature by showing that festival attachment, specifically *festival identity*, is a useful predictor of another type of measure, in this case perceived social impacts of festivals.

Significant differences were found between residents' and tourists' levels of perceived *social costs* and *community benefits*. Tourists perceived *social costs* to be higher than did residents, which seems almost counterintuitive. As outsiders, tourists may have a less informed or less balanced view of social impacts, leading them to believe negative impacts are more salient than they appear to residents. Many studies (Bagiran & Kurgun, 2013; Woosnam et al., 2013; Yolal et al., 2016) have examined residents' perceptions of impacts, but very few studies have included visitors' or tourists' perceptions. Residents perceptions of *community benefits* were higher than tourists' perceptions. This result makes sense as residents are community members and will likely have a more informed idea of how a festival may contribute to enhancing community identity and other positive outcomes (Yolal et al, 2016). No significant differences were found between residents' and tourists' perceived *individual benefits* and *new opportunities*. This may be because these two impacts items have less to do with impacts on the

community specifically. There is no need for tourists to have a more informed understanding or knowledge of the local community in order to perceive *individual benefits* and *new opportunities*. For *social costs* and *community benefits,* residents are likely to have a more in depth perception than tourists of those impacts as they are members of the community. Tourists are only in the community for a brief period of time and have less information to go on when forming those perceptions.

Implications

The current study makes contributions to understanding residents' and tourists' motivations, festival attachment, and perceived impacts in the context of festivals. First, this study adds to the literature by including both residents and tourists in the model, which has rarely been done in previous work. The results of this study showed that there are some differences between the motivations, attachment, and perceived social impacts of residents and tourists. All visitors to festivals should not be considered as a homogenous group in terms of their motivations, attachment, and perceptions. Not only were tourists included in the model, but residents and tourists were compared across all variables of interest to identify potentially significant differences and investigate the implications of those differences.

The second contribution of this research comes from the inclusion of festival attachment, a relatively new and unique construct, to add another dimension of information to the relationship between motivations and festival social impacts. Festival attachment has rarely been studied in the literature (Alonso-Vazquez et al., 2014) and the results of this study show the usefulness of festival attachment as a predictor of residents' and tourists' perceived social impacts. This study is one of the first to consider festival attachment as a predictor of residents' and tourists' perceived impacts within the FSIAS framework. Other studies have considered

motivations (Woosnam et al., 2016) and place identity (Wang & Chen, 2015), as well as impacts of festivals predicting residents' well-being (Yolal et al., 2016) and festival support (Song, Xing, & Chathoth, 2015). Only one of the construct's two dimensions was found to be a significant predictor of perceived social impacts. *Festival dependence* was not significant in the residents' or tourists' models; however *festival identity* was significant in predicting some social impact factors in both models. Theoretically, the results provide support for the continued use of festival attachment as a predictor of perceived social impacts and also supports the findings of previous research (Wang & Chen, 2015).

The variance explained was very large in several of the models from this study: tourists' perceptions of *community benefits* (R^2 = .825), *individual benefits* (R^2 = .616), and *new opportunities* (R^2 = .783), as well as residents' perceptions of *individual benefits* (R^2 = .666). The variance explained was moderate for residents' perceptions of *community benefits* (R^2 = .825) and *new opportunities* (R^2 = .825). The *social costs* model (for both residents and tourists) was the only one in which the variance explained was very low. The high R^2 values provide support for including these constructs in future research concerning motivations, festival attachment, and social impacts.

This study also has several practical implications for communities, town planners, festival managers, government officials, and other stakeholders. Festivals are a source of recreation, leisure, entertainment, and social opportunities that encourage pride and cohesion among community members and tourists (Getz, 1997; Derrett, 2003; Small, 2007). Festivals are also unique opportunities for culture to be shared and celebrated (Getz, 2010). Understanding the relationship between the motivations, festival attachment, and perceived social impacts of both residents and tourists will provide stakeholders with valuable information to plan festivals that

cater to the needs and desires of community members as well as visitors who travel to attend the festival. Festivals provide an opportunity for community cultural development and direction (Getz, 1997). Attendees can speculate on a future and their views can be brought out through symposia, skills development workshops, dreaming places, graffiti or idea walls, and postcards (Derrett, 2003). The opinions and perceptions of both residents and tourists should be considered by policymakers, managers, and planners so that the positive benefits of festivals can be maximized (Jani, 2017), social costs can be minimized (Delamere, 2001), and ultimately, festivals can be considered successful. If the needs of festival visitors are fulfilled, there will be satisfaction and repeat visitation. Understanding visitors' decision processes in attending a festival, whether they are a resident or tourist, and their perceptions of social impacts can help increase the effectiveness of marketing endeavors and activities (Crompton & McKay, 1997). Event management can improve the quality of products and services and use different marketing channels to cater to community residents and tourists (McDowall, 2010).

As mentioned earlier in the review of literature, a high level of event attachment makes residents less susceptible to the effects of trust in government on perceived benefits, positive emotions, and support for hosting a mega event, while a low level of event attachment increases residents' susceptibility to political trust cues. Both residents' and tourists' levels of *festival identity* were high in this study, which is positive news for festival managers to hear. Results show that the more a resident *identifies* with a festival, the higher their perceptions of *community benefits, individual benefits,* and *new opportunities.* Generally, residents with high event attachment levels engage in more supportive behaviors compared to those with low event attachment. Results show that the more a tourist *identifies* with a festival, the lower their perceptions of *social costs* are and the higher their perceptions of *individual benefits* are. This

information can aid event and festival managers in developing strategies to increase support and satisfy specific needs of festival attendees.

Social interaction was the most highly ranked motivation for attending a festival among both residents and tourists. Several other studies have found that *social interaction* or socialization is a top motivation factor for visitors to festivals (Crompton & McKay, 1997; Reisinger, & Kang (2008); Woosnam, McElroy, & Van Winkle, 2009; Yolal et al., 2012). According to Derrett (2003), festivals provide opportunities for socialization as they are a vehicle for communities to host visitors and share activities as representations of communally agreed values, interests, and aspirations. Those in charge of organizing and managing festivals should take this into account and promote opportunities for social interaction among all festival attendees. Festival promotors could potentially utilize study findings to highlight how the festival serves as means for residents and tourists to learn about local culture and traditions in a friendly and fun environment (Woosnam, 2016). *Social interaction* was also shown to be a significant predictor of three perceived impact items (*community benefits, individual benefits,* and *new opportunities*). Promoting social interaction opportunities may aid in fostering positive perceptions of the social impacts festivals have on the community, on the individual residents or tourist, as well as new opportunities for both groups. The performance quality of a festival affects its continuity and success, and success is dependent upon how managers and planners account for the needs of both residents and tourists in order to balance social benefits and costs (Delamere, 2001; McDowall, 2010). Festivals must be evaluated by their success in fostering community development and social interaction, and the social and cultural impacts should be assessed continuously (Chacko & Schaffer, 1993).

Limitations and Future Research

This current study is not without limitations. Several limitations concern the study's design, first of which is the representativeness of the sample. This study utilized a non-probability sampling technique, which constitutes the use of caution in attempting to generalize the results of this sample to the popular at large (Babbie, 2010). Future research should consider using the same survey instrument to gain a more representative sample. Also, the study was a national panel survey, though responses collected may not be truly representative of the entire United States. The respondents of the study were paid, which may constitute some concern in the quality of the data because of the existence of "professional survey takers" (Golden & Brockett, 2009), although this concern is not very prominent. Additionally, by using an online survey there is a possibility that the study missed out on a demographic group without access to electronics (Smith, Roster, Golden, & Albaum, 2016).

Another limitation of the study is that the overall model fit was not ideal. The comparative fit index (CFI) for the residents' model was 0.863 and 0.855 for the tourists' model. According to Hu and Bentler (1999), a CFI of ≥ 0.90 is indicative of a good fit. To get a CFI higher than 0.90 in the AMOS analysis, the removal of a substantial number of variables would have been required. Although several variables with low factor loadings were removed, the removal of additional variables would have left several factors with less than three variables. To be considered reliable, Hair et al. (2010) recommend at least three variables per factor. The motivational factor of *escape* was left with two items after trimming for model fit. This may have had an effect on the results found in the relationships between *escape* and *social costs, community benefits, and new opportunities,* which were all the reverse of what was predicted.

Future research should examine the factor of *escape* to see if there is anything missing that could positively contribute to a model similar to the one in this study.

Concerning the distinction between resident and tourist, extrapolation was used to group festival visitors into the two categories. Because this study utilized a national panel survey and collected data on hundreds of festivals, it was not possible to physically collect data at festival sites or within the host communities. A better strategy to distinguish between residents and tourist would have been ideal. The visitation patterns between residents and tourists were not substantially different, so using a 25km radius was likely not the most ideal way to segment the population. Also, it is possible that respondents answered the survey in regards to festivals they know well and attend often, instead of the most recent one they attended. This could lead to an inflated measure of festival identity because of respondents self-selecting the festival most important to them.

Finally, this study used cross-sectional data which only provides a snapshot of a specific moment in time. Motivations, attachment, and perceived impacts are fluid constructs that can change over time, therefore it would have been ideal to collect data longitudinally to measure how these constructs change over time (Chacko & Schaffer, 1993). There is a possibility that results would have been different if another timeframe was chosen for the sample. Almeida, Balbuena, and Cortés (2015) point out that not all communities at destinations will detect all types of impacts with the same intensity. This should be taken into account for this study as the data was collected from numerous festivals within the United States, each with a location and context with specific characteristics of culture, history, infrastructure, heritage, and topography (Ryan, Zhang, & Zeng, 2011).

This study considered motivations and festival attachment as predictors of the social impacts of festivals. Future research should consider the development of a model that adds other variables as predictors of social impacts, continuing to compare residents and tourists. The further comparison of residents and tourists will be extremely useful in helping to explain the differences found in this study. The construct of motivation could be expanded in future research, as the motivational dimensions in this study were measured by only two items. Other factors could be added to the scale, perhaps ones measuring hedonistic versus narcissist motivations for attending festivals. Overall, the motivational factors used in this study could also be expanded, as some ended up with only two items after trimming the model. Although respondents were asked question about satisfaction, revisit intentions, and word-of-mouth promotion in the survey, future research should include these constructs to the overall model as dependent variables. Social impacts of festivals may also be a useful mediator between motivations, festival attachment, and variables such as loyalty (Yürük, Akyol, & Şimşek, 2017), revisit intentions (Cole & Chancellor, 2008), and community support (Song, Xing, & Chathoth, 2015).

Additionally, festival attachment should be considered as an additional variable in examining the social impacts of festivals in various contexts. This study was a national panel survey, but it may be useful to examine festival attachment in the context of single festivals. This construct should be further examined in the literature to not only continue to consider its use in predicting social impacts, but also other social or cultural variables relating to festivals. Festival attachment may prove to be a useful predictor of other variables such as community support (Gursoy & Kendall, 2006; Loots, Ellis, & Slabbert, 2011) and empowerment (Strzelecka, Boley, & Woosnam, 2017). The same overall model including motivations, festival attachment,

and perceived positive and negative social impacts should also be examined at single festivals, testing it across new and old festivals. Testing the model in a single festival context could have shown greater variance in *festival dependence*.

Although positive and negative social impacts of festival are important factors, they are not the ultimate dependent variable that managers are concerned with. Satisfaction, loyalty, and the triple-bottom line of economic, social-cultural, and environmental impacts are other factors that are likely more important to managers in the practical assessment of the success of a festival. Future research should include a more robust approach considering all the various factors that contribute to the impact of festivals.

This study intended to assess the motivations, attachment, and perceived social impacts of residents and tourists at festivals in the United States and to determine if significant differences existed between the two groups. Results of the study show the utility of using the construct of festival attachment, specifically the dimension of *festival identity,* in predicting residents' and tourists' perceived social impacts. Significant differences found in motivation for *social interaction* and perceptions of *social costs* and *community benefits* contribute to our understanding of the complex dynamics between residents and tourists. This study opens the door to further research exploring the differences between residents and tourists in the festival setting, as well as the examination of other potential antecedents of social impacts.

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APPENDICES

Appendix A. Survey Instrument

Festival Motivations, Attachment, and Perceived Impacts
Study Questionnaire

1. Have you visited a festival within the United States in the last 12 months? *(please check ✓ one)*

   ☐ Yes ☐ No

2. What is the name of the festival you attended? _____ *(please write in)*

3. Where did this festival take place? _____*(City)* _____ *(State)*

4. How many times have you visited this festival in the past? _____ *(please write in)*

5. Considering this festival, please indicate your level agreement with the following statements concerning your motivations for attending. (1 = *strongly disagree* and 7 = *strongly agree*).

	Strongly Disagree	**Somewhat Disagree**	**Disagree**	**Neither Agree Not Disagree**	**Agree**	**Somewhat Disagree**	**Strongly Disagree**
To be with others who enjoy the same things I do.	1	2	3	4	5	6	7
To spend time with friends.	1	2	3	4	5	6	7
To be with a group of people.	1	2	3	4	5	6	7
To be entertained.	1	2	3	4	5	6	7
To recover from my usually hectic pace.	1	2	3	4	5	6	7
To reduce built-up tension.	1	2	3	4	5	6	7
To relieve boredom.	1	2	3	4	5	6	7
To learn something new.	1	2	3	4	5	6	7
To attend an event I don't normally have the opportunity to go to.	1	2	3	4	5	6	7
To increase my knowledge of a local culture.	1	2	3	4	5	6	7

6. Please indicate your level agreement with the following statements concerning your attachment to the festival. (1 = *strongly disagree* and 7 = *strongly agree*).

	Strongly Disagree	**Somewhat Disagree**	**Disagree**	**Neither Agree Not Disagree**	**Agree**	**Somewhat Disagree**	**Strongly Disagree**
This festival means a lot to me.	1	2	3	4	5	6	7
I am attached to this festival.	1	2	3	4	5	6	7
This festival is special to me.	1	2	3	4	5	6	7
I identify strongly with this festival.	1	2	3	4	5	6	7
Visiting this festival says a lot about me.	1	2	3	4	5	6	7
This festival is a part of me.	1	2	3	4	5	6	7
This festival is the best place for what I like to do.	1	2	3	4	5	6	7
I would not substitute any other festival for doing the types of things I do at this festival.	1	2	3	4	5	6	7
Doing what I do at this festival is more important to me than doing it at any other festival.	1	2	3	4	5	6	7
I get more satisfaction out of visiting this festival than any other festival.	1	2	3	4	5	6	7
No festival compares to this festival.	1	2	3	4	5	6	7
The things I do at this festival I would enjoy doing just as much at a similar site.	1	2	3	4	5	6	7

7. Please indicate your level agreement with the following statements concerning your perceived impacts of the festival. (1 = *strongly disagree* and 7 = *strongly agree*).

	Strongly Disagree	Somewhat Disagree	Disagree	Neither Agree Not Disagree	Agree	Somewhat Disagree	Strongly Disagree
The festival overextends available community resources.	1	2	3	4	5	6	7
Traffic is increased to unacceptable levels during the festival.	1	2	3	4	5	6	7
Noise levels are increased to unacceptable levels during the festival.	1	2	3	4	5	6	7
The community is overcrowded during the festival.	1	2	3	4	5	6	7
The influx of festival visitors reduces residents' privacy.	1	2	3	4	5	6	7
The festival is an intrusion into the lives of community residents.	1	2	3	4	5	6	7
Community recreational facilities are overused during the festival.	1	2	3	4	5	6	7
Litter is increased to unacceptable levels during the festival.	1	2	3	4	5	6	7
The festival disrupts normal routines of community residents.	1	2	3	4	5	6	7
The festival enhances the image of the community.	1	2	3	4	5	6	7
Community identity is enhanced through the festival.	1	2	3	4	5	6	7
The community gains positive recognition from festival.	1	2	3	4	5	6	7
The event provides opportunities for people to have fun with their friends and family.	1	2	3	4	5	6	7
The festival is a celebration of the community.	1	2	3	4	5	6	7
The festival helps to show others why the community is unique and special.	1	2	3	4	5	6	7
The festival contributes to increased entertainment opportunities.	1	2	3	4	5	6	7

The festival contributes to increased availability of goods and services within community.	1	2	3	4	5	6	7
The festival contributes to increased local job opportunities.	1	2	3	4	5	6	7
The festival provides opportunities to experience new activities.	1	2	3	4	5	6	7
The festival provides opportunities to meet new people.	1	2	3	4	5	6	7
I enjoy meeting festival performers/workers.	1	2	3	4	5	6	7
The festival contributes to my personal health/well-being.	1	2	3	4	5	6	7
I feel a personal sense of pride and recognition by participating in the festival.	1	2	3	4	5	6	7

8. What is the ZIP code/postal code at your permanent address? _____ *(please write in code)*

9. What is your gender? *(please check ✓ one)*
   ☐ Female ☐ Male ☐ Other ☐ Prefer not to answer

10. In what year were you born? _____ (*Please write in year of birth)*

11. Which of the following best describes your current relationship status? *(please check ✓ one)*
    ☐ Married ☐ Widowed ☐ Divorced ☐ Separated ☐ In a domestic partnership
    ☐ Single, but cohabiting with a significant other ☐ Single, never married

12. What is the highest level of education you have completed? *(please check ✓ one)*
    ☐ Less than high school ☐ High school
    ☐ Technical/vocational school/junior college
    ☐ Undergrad ☐ Graduate

13. What is your race/ethnicity? (*Please check all that apply)*
    ☐ American Indian or Alaska Native ☐ Asian
    ☐ Black or African American
    ☐ Native Hawaiian or Pacific Islander ☐ White

14. Would you consider yourself Hispanic/Latino? *(Please select one)*
    ☐ Yes ☐ No

15. What is your combined household income? *(please check ✓ one)*
    ☐ < $25k ☐ $25k - $49,999 ☐ $50k - $74,999 ☐ $75k - $99,999 ☐ $100k - $199,999 ☐ $200k+

Thank you for completing the questionnaire!