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MOTIVES OF VISITORS ATTENDING FESTIVAL EVENTS: THE CASE OF COMMEMORATING ERTUGRUL GHAZI AND SÖĞÜT FESTIVAL (BİLECİK-TURKEY)

Ayşe OKUYUCU - Taner KILIÇ***

ABSTRACT

This paper investigates motives of festivals and events attendees. The study area, Söğüt, is a historical destination located in Marmara Region. Söğüt, the cradle of the Ottoman Empire, hosted the 736th Commemorating Ertugrul Ghazi and Söğüt” Festivities in 2017. Study data were collected through questionnaires applied to the festival visitors. The questionnaires were responded by 112 visitors on a voluntary basis after being selected with convenience sampling technique during the festival, which lasted from 08 to 10 September 2017. Factor analysis was applied and revealed four main motivation sources attracting attendance in the festival. These include escape/desire for achievement, novelty/uniqueness seeking, historical and cultural exploration/learning, and institutional factors. Historical and cultural exploration/learning was found to be the most important factor to the visitors to the festivities ($\bar{X}=4,58$). t-test and ANOVA test were used to find out differences in motives according to socio-demographic characteristics. The results showed statistically significant differences between variables such as gender, number of visits to the festivities, age and educational level and various motives. The “Commemorating Ertugrul Ghazi and Söğüt” Festivities is a festival that has been going on for centuries. Apparently it will continue for long years to come due to its historical and cultural significance. Successful tourism development relies on transportation facilities as well as eating and drinking, and entertainment amenities. Therefore, it is important to increase the

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opportunities in said willow festival. In addition, promotion of the festival should be increased.

STRUCTURED ABSTRACT

Understanding the motivations of festival attendance also helps managers to better status their festivals. Travel motivation is a mature field with a large amount of research. However limited attention has been accorded to motivations in many studies. This study is focused on the 736th Commemorating Ertugrul Ghazi and Söğüt” Festivities in the scope of event tourism. The research objectives are to: identify the motivation sources of visitors to The “Commemorating Ertugrul Ghazi and Söğüt” Festivities. Another aim of the study is to explore the significant differences between the motivational factors and socio-demographic facts of the attendees.

Research on festivals and event tourism have often been dealt in connection with tourism. Despite its central role in the decision-making process, motivation area has been one of the least explored aspects of tourism. With regard to individuals' motivation to attend festivals, various studies found out factors such as "socialisation, exploring different cultures, sense of belonging to a group, and having a good time" (Crompton and McKay, 1997; Prentice and Anderson, 2003; McDowall, 2010; Attanasi et al., 2013; Maeng et al., 2016). Festival attendance motivations topic has been neglected in Turkey. This study is the first research about the motivational factor influencing visitors' attendance in festivals in Turkey. For this reason this study is to fill the research gap of identifying the motivational factors affecting visitors to the traditional festivals in the Turkey.

The study was conducted in quantitative research model. Data collection was carried out with a questionnaire exploring the motivation sources of the festival attendees. The questionnaire was prepared in reference to Scott (1996), Crompton and McKay (1997), Lee et al. (2004), Hu et al. (2013) and Maeng et al. (2016). The questionnaire was prepared in five-point Likert type. Study population consists of visitors to the 736th Commemorating Ertugrul Ghazi and Söğüt Festivities in 2017. Data were collected utilizing a self-administered questionnaire from the individuals who attended 736th Commemorating Ertugrul Ghazi and Söğüt Festivities from 08 to 10 September, 2017. The questionnaires were handed out at the entrances of festival area to potential respondents and the bringing back questionnaires of participants were collected. Total of 112 usable questionnaires were retained for the analysis. If the population size is 5.000 and sampling error is ± 0.10 , 94 sample size is sufficient. Therefore, obtained the number of respondents is above the sample size. The data obtained from the questionnaires were analysed with the IBM SPSS Statistics 21.0 package program. Frequency and rate values were used to find out the generic characteristics of the festival attendees. Mean perceptions of the attendees' motives were calculated. Construct validity of the motivation scale was checked with exploratory factor analysis. In order to check existence of significant differences between the mean significance scores attributed to the dimensions as a result of the factor analysis and demographic characteristics groups, t-test was used for

groups with two variables and one-way ANOVA test for more than two variables.

It was seen that 73.2% of the respondents consist of males and 26.8% females. Of the participants, 80.4% are married. As for age, most respondents were aged 41 to 50 (29.5%) and 18-30 (23.2%). Approximately half of the participants reported monthly income between 2001 and 3000 TL (48.2%). In educational background, it was seen that high school graduates constitute the largest group (53.6%). The participants came from Eskişehir (16.1%), Istanbul (14.3%), Bursa (11.6%) and Kocaeli (9.8%). 85.7% of the participants stated that they drove to the festivities. It was found out that 27.7% of the survey participants were informed about the festivities through yoruk associations. The factor analysis on the motivational scale yielded four factors. These factors were named considering the statements they contain. The first factor is called "escape/desire for achievement", the second factor is "novelty/uniqueness seeking", the third is "historical and cultural exploration/learning", and the fourth factor is called "institutional factors". According to t-test results; the factor "Novelty/uniqueness seeking" received higher importance from female participants ($\bar{X}= 3,93$) than males ($\bar{X}= 3,37$), corresponding to a statistically significant difference ($t_{(110)} = 2.762$; $p < 0.01$). When the factors were checked against previous experience of attendance in the festivities, it was found out that first-time visitors attributed higher importance ($\bar{X}= 4,07$) to "Novelty/uniqueness seeking" than repeat visitors ($\bar{X}= 3,14$), posing a significant difference ($t_{(110)} = -5.575$; $p < 0.01$). With respect to "Historical and cultural exploration/learning", again it was seen that first-time visitors attributed higher importance ($\bar{X}= 4,77$) than repeat visitors ($\bar{X}= 4,45$), and the difference was at significant level ($t_{(110)} = -2.223$; $p < 0.05$). As a result of the ANOVA test applied in the study statistically significant difference was found between the variable of age group and the factor "Novelty/uniqueness seeking" ($F_{(3,716)} = 4.107$; $p < 0.01$). Also educational level indicate that the factor of "Escape/desire for achievement" shows a significant difference ($F_{(2,961)} = 3,108$; $p < 0,05$).

The results of the present research show that people mostly attend the festivities for historical, cultural exploration and learning purposes. Therefore, promotion of the "Commemorating Ertugrul Ghazi and Söğüt" festivities should be improved along with publicity works about the historical and cultural importance of the event. As understood from the survey, attendees are most drawn by motives such as remembering their ancestors' lifestyle, witnessing the traditional and cultural sources of the Ottoman Empire, and learning historical information about establishment of the Ottoman Empire. The second most important factor pushing attendees to the festival was found as quest for novelty/uniqueness. As an example, offering distinct historical foods and drinks like the traditional "meaty bulgur pilaf" as well as developing new touristic products may be tried as initial attempts. Successful tourism development relies on transportation facilities as well as eating and drinking, and entertainment amenities. Hence, transportation facilities to the festival area should be increased first. Also enhancement of accommodation facilities could increase participation in the three-day lasting celebration because 42.9% of the survey respondents said that they travel to and from the destination on a daily basis. Tourism

professionals and event managers should understand the motivation of the attenders to the festival for managing and developing the festivals. New studies like this will be needed to provide practical and useful knowledge of these motives.

Keywords: Festival tourism, Festival attendance motivation, Visitors' motivation, Söğüt, Turkey.

FESTİVAL ETKİNLİKLERİNE KATILIMDA ZİYARETÇİ MOTİVASYONLARI: ERTUĞRUL GAZİ'Yİ ANMA VE SÖĞÜT ŞENLİKLERİ ÖRNEĞİ (BİLECİK-TÜRKİYE)

ÖZET

Bu makale, festival ve etkinliklere katılım konusunda ziyaretçilerin motivasyon kaynaklarını araştırmaktadır. Çalışma alanı olan Söğüt ilçe merkezi Marmara Bölgesi'nde yer alan tarihi bir destinasyonudur. Osmanlı İmparatorluğu'nun kuruluş yeri olan Söğüt'te 2017 yılında, 736. Ertuğrul Gazi'yi Anma ve Söğüt Şenlikleri düzenlenmiştir. Araştırma verileri şenliğe katılan ziyaretçilere uygulanan anketler aracılığıyla toplanmıştır. Anketler, 08-09-10 Eylül 2017 tarihlerinde şenliğin devam ettiği üç gün boyunca kolayda örneklem yöntemi ile şenlik esnasında görüşmeyi kabul eden 112 ziyaretçiye uygulanmıştır. Faktör analizi sonuçlarına göre, şenliklere katılmada başlıca dört motivasyon kaynağının etkili olduğu belirlenmiştir. Bunlar: kaçma/başarma arzusu, yenilik/farklılık arayışı, tarihi ve kültürel keşif/öğrenme ve son olarak kurumsal nedenler faktörleridir. Ziyaretçilerin şenliklere katılmasında en çok tarihi ve kültürel keşif/öğrenme faktörü etkili olmuştur ($\bar{X}=4,58$). Sosyo-demografik özellikler ve motivasyon faktörleri arasındaki farklılıklar t testi ve ANOVA testi kullanılarak tespit edilmiştir. Elde edilen sonuçlara göre; cinsiyet, şenliklere katılma sayısı, yaş ve eğitim düzeyi gibi değişkenler ile çeşitli motivasyon faktörleri arasında istatistiksel olarak anlamlı farklar bulunmuştur. Ertuğrul Gazi'yi Anma ve Söğüt Şenlikleri yüzyıllardır devam etmektedir. Tarihi ve kültürel öneminden dolayı yüzyıllar boyunca devam edeceği açıktır. Başarılı bir turizm gelişmesi ulaşım kolaylıkları, yeme-içme olanakları ve eğlence kolaylıklarına bağlıdır. Bu nedenle söğüt şenliklerinde bahsi geçen olanakların artırılması önemlidir. Ayrıca festivalin tanıtımının artırılması gerekmektedir.

Anahtar Kelimeler: Festival turizmi, festival katılım motivasyonu, Ziyaretçi motivasyonu, Söğüt, Türkiye

1. INTRODUCTION

Today, cultural offerings of festivals increase significance of festivals in the global scale. Festivals contribute to the local economy, as well as providing touristic and recreational opportunities (Lee et al., 2004). Getz (1997) put forward that festivals and events are an alternative tourism wave that contributes to sustainable development. Festivals are cultural, artistic and social activities carried out in a certain region in order to celebrate a particular value or to commemorate an event and a person periodically (Giritlioğlu et al., 2015). Although festivals and events are a unique form of tourism, they

have not been widely involved in touristic planning and practices (Getz, 1997). Tourism is one of the most important economic sectors in the world (Arslan, 2018 :54). Festivals have a number of functions including diversifying tourism, extending the tourism season, inviting income to the region, increasing the infrastructure and services in the area, creating an image, extending the stay of visitors in the area, and attracting investors etc (Getz, 1997). For this reason, today festivals have also started to play a key role in international, national, regional and local tourism marketing strategies (Kızılırmak, 2006).

Studies in tourism usually deal with either festivals as a phenomenon or about the economic and socio-cultural impacts of festivals (Carlsen et al., 2007; Çulha, 2008; Suntikul and Dorji, 2016, Yolal et al., 2016, Vajirakachorn and Chongwatpo, 2017). Furthermore, studies deal with environmental impacts of festivals such as solid waste generation issues (Martinho et al., 2018; Abdulredha et al., 2018, Rafiee et al., 2018). Recently drug use and smoking habits is studied during music festivals (Mackul'ak et al., 2015; Dilkes-Frayne, 2016). Nowadays festivals that become part of tourism are becoming more and more diverse. Various festival types are emerging like musical events, movies, food-oriented, shopping, etc (Atak, 2009). Visitors' motives for attending festivals is a prerequisite for planning event programs effectively and marketing them. Understanding the motivations of festival attendance also helps managers to better status their festivals (Lee et all., 2004; Scott, 1996). Travel motivation is a mature field with a large amount of research (Dann, 1977; Crompton, 1979; Ross and Iso-Ahola, 1991; Ryan, 1991; Plog, 2001; Hall and Page, 2006; Caber & Albayrak, 2016). However limited attention has been accorded to motivations in many studies. Therefore, researchers still investigate future studies in this field (Rezaei et al., 2018: 120). On the other hand, festival attendance motivations topic has been neglected in Turkey. This study is the first research about the motivational factor influencing visitors' attendance in festivals in Turkey. For this reason this study is to fill the research gap of identifying the motivational factors affecting visitors to the traditional festivals in the Turkey.

In this research, visitor motivations of festivals are investigated in the context of one Commemorating Ertugrul Ghazi and Söğüt. In Bilecik province of Turkey, Ertugrul Ghazi, who laid the foundations of the Ottoman State, is commemorated by means of The "Commemorating Ertugrul Ghazi and Söğüt" Festivities in Söğüt District every year. This study is focused on the 736th Commemorating Ertugrul Ghazi and Söğüt" Festivities in the scope of event tourism. The research objectives are to: identify the motivation sources of visitors to The "Commemorating Ertugrul Ghazi and Söğüt" Festivities. Another aim of the study is to explore the significant differences between the motivational factors and socio-demographic facts of the attendees. To achieve these objectives, a quantitative methodology, involving exploratory factor analysis (EFA) is employed. In order to check existence of significant differences between groups t-test and one-way ANOVA test is used. This is documented in Section 4. In Section 5, the fulfilment of the research objectives are discussed. The result of this research can give suggestions to event marketing and improve the development of local tourism industry.

2. LITERATURE REVIEW

2.1. Motives of Festival and Event Attendees

The question "Why do people travel?" is both a clear and fundamental question for understanding tourism practices, results and tourism geography. In various studies, some answers were given to this question. For example; several motives were unearthed such as getting away from daily routines, working environment, physical and social environment, etc. (Williams, 1998). A number of approaches to tourist motivation have been identified (Dann, 1977; Crompton, 1979; Ross and Iso-Ahola, 1991 and Plog, 2001). Ryan (1991) defined travel motives of tourists. The most frequently mentioned motives were listed as seeking distance from the routine setting, seeking relaxation and rest, opportunities for play, strengthening family ties, prestige, social interaction, educational opportunities, self-completion and shopping. Williams (1998) recently, studies have focused on specific group motivations rather than generic tourism motivation (Caber & Albayrak, 2016). The number of touristic

visits to festivals and events has been continuously increasing in recent years. Understanding motivation of festivals is important for product development and marketing.

Research on festivals and event tourism have often been dealt in connection with tourism. Despite its central role in the decision-making process, motivation area has been one of the least explored aspects of tourism. With regard to individuals' motivation to attend festivals, various studies found out factors such as "socialisation, exploring different cultures, sense of belonging to a group, and having a good time" (Crompton and McKay, 1997; Prentice and Anderson, 2003; McDowall, 2010; Attanasi et al., 2013; Maeng et al., 2016).

The first study specifically dealing with festival attendance motivation was arguably conducted by Ralston and Crompton (1988). In the study, seven motive items were revealed: "stimulus seeking, family togetherness, social ties, meeting or observing new people and observing, learning and discovery, escape from personal or social pressures, and nostalgia. Uysal et al. (1993) investigated motivational factors using the 1985 USA Pleasure Travel Market Survey data reporting five factors. These are: "excitement, external, family, socialisation, relaxation". Mohr et al. (1993), in their study with 458 festival attendees, demonstrated five similar motivations. They found out that festival visitors come in search of "cultural enrichment, education, novelty and socialisation". Scott (1996), Schneider and Backman (1996), Formica and Uysal (1996) examined motivational factors. They also obtained similar results. Getz (2010) conducted a review study on 423 research papers using a bibliography. Of the 423 papers on festivals, 57 were found to be related with people's motivations for participation in festival events, and in overall similar findings were reached about how people choose and decide to attend a festival and event. Some studies explored other motivations such as "attachment, self-actualisation, personal development, the opportunity to try new foods and beverages, shopping, participating in festival activities, and observation" (Dodd et al. 2006; Hu et al., 2013). Festivals consist of community needs, individual needs, social norms and cultural aspects. For this reason, studies on festival attendance motivation must be conducted by taking into account individuals' various social environments and festival diversity (Gnoth, 1997; Crompton and McKay, 1997). In parallel; social, psychological and anthropological characteristics exist in festival attendance motivation. These characteristics are distinct from tourism motivation (Maeng et al., 2016: 17). An increasing number of practitioners and academics have pointed out the sources of motivation for attending festivals, which in recent years have led to an increase in empirical research in this area (McDowall, 2010; Lee and Hsu, 2011; Savinovic et al. 2012; Yoo et al., 2015; Munusturalar et al., 2015; Maeng et al., 2016).

3. MATERIAL AND METHOD

3.1. Data Collection Instrument

The study was conducted in quantitative research model. Data collection was carried out with a questionnaire exploring the motivation sources of the festival attendees. The questionnaire was prepared in reference to Scott (1996), Crompton and McKay (1997), Lee et al. (2004), Hu et al. (2013) and Maeng et al. (2016). On the scale, Cronbach Alpha reliability coefficient was calculated to be 0.701 The questionnaire consists of two parts. The first part of the questionnaire contains questions about demographic variables. In the second part, there are motive statements for determining motivation resources of respondents. The questionnaire was prepared in five-point Likert type.

3.2. Population and Study Sample

Study population consists of visitors to the 736th Commemorating Ertugrul Ghazi and Söğüt Festivities in 2017. Söğüt district of Bilecik province is located at the intersection of Eskişehir-Bursa and Eskişehir-İstanbul highways. The district is two hours far from Bursa and Sakarya provinces and three hours from Ankara and Istanbul (Figure 1). Söğüt is such an important place where the Ottoman Empire, which ruled for 600 years as a world state, started to grow up. In the late 13th century, the Kayı

Tribe of the Oghuz Turks settled in Söğüt and laid the first keystone of the empire. Ertugrul Ghazi (1198-1281), appointed by the Seljuks as a frontier tribe on Byzantine borders, is one of the most important figures of the Turkish history (Teres, 2010: 79). When the Seljuk State fell down, Ertugrul Ghazi proclaimed his khanate by combining under his rule the other Turkish principalities on the frontier (Kurtaran, 2012: 246). Ertugrul Ghazi followed a peace-oriented politics during his reign so he was loved and respected by the people under his command and he passed away in Söğüt in 1281 at the age of 93. His tomb is in Sogut. Memorial ceremonies for Ertugrul Ghazi are held on the second Sunday every September (Ertuğrul Gazi, 2018). In 2017, The “Commemorating Ertugrul Ghazi and Söğüt” Festivities were held for the 736th time. The festival has been sustained by the Kayı Yoruk Tribe as a means of paying respect and love to their ancestors, indoctrinating the love for homeland and history in younger generations, and consolidating unity and solidarity. It is said that Ertugrul Ghazi on his way from the Domanic plateau announced a *toy* (wedding) and offered "meaty bulgur pilaf " to his folk, which is accepted as the beginning of the festivities. Even after the death of Ertugrul Gazi, the toy meetings were held regularly so that it has become a tradition now. It is estimated that almost 3000 people come to during the festival. Data were collected utilizing a self-administered questionnaire from the individuals who attended 736th Commemorating Ertugrul Ghazi and Söğüt Festivities from 08 to 10 September, 2017. The questionnaires were handed out at the entrances of festival area to potential respondents and the bringing back questionnaires of participants were collected. Of the 210 delivered questionnaires, 148 were returned. However, 36 were incomplete and thus eliminated from further analysis. As a result, a total of 112 usable questionnaires were retained for the analysis. If the population size is 5.000 and sampling error is ± 0.10 , 94 sample size is sufficient. Therefore, obtained the number of respondents is above the sample size.

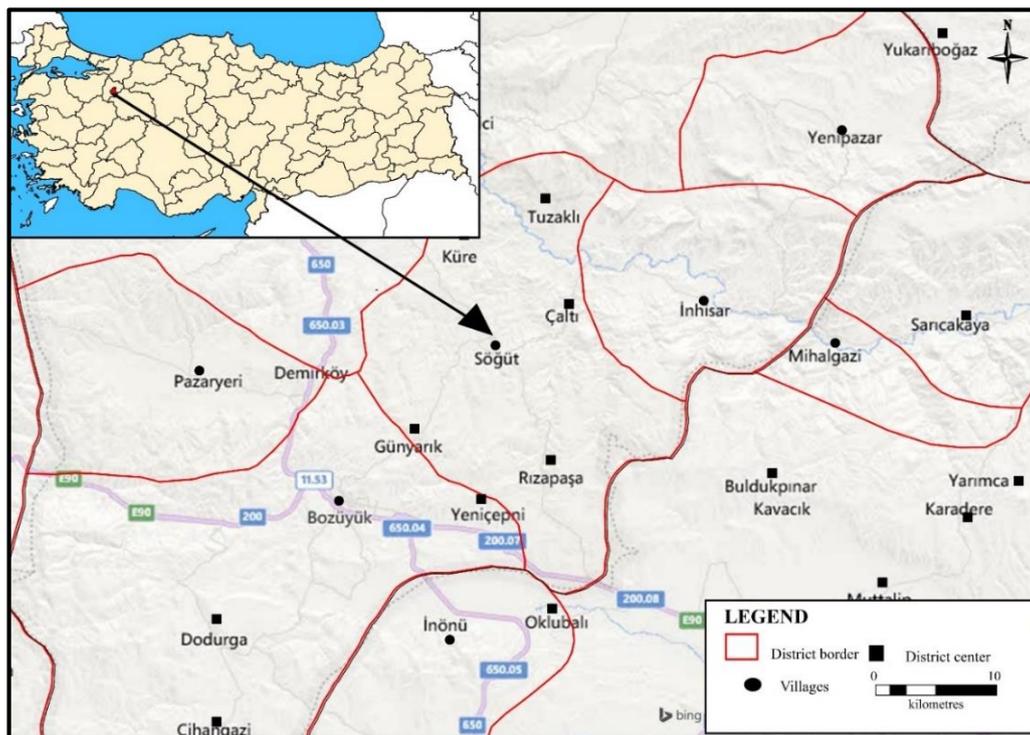


Figure 1: Location of Study Area

3.3. Data Analysis

The data obtained from the questionnaires were analysed with the IBM SPSS Statistics 21.0 package program. Frequency and rate values were used to find out the generic characteristics of the

festival attendees. Mean perceptions of the attendees' motives were calculated from the responses in the range of 1-5 points given to each statement. Construct validity of the motivation scale was checked with exploratory factor analysis. For the exploratory factor analysis minimum 100 samples size is sufficient (Büyüköztürk, 2002). In order to check existence of significant differences between the mean significance scores attributed to the dimensions as a result of the factor analysis and demographic characteristics groups, t-test was used for groups with two variables and one-way ANOVA test for more than two variables. Since the groups revealed homogeneous variances in Levene test statistic, t-test and ANOVA tests among parametric tests were used for discriminant analyses. As a result of the discriminant analyses, the groups with significant difference were subjected to Scheffe test for identification of the group(s) which caused the difference.

4. RESULTS

4.1. Participants' Demographic Profile

Knowledge about characteristics of survey participants is essential to provide a supportive framework for the results of data analysis. This section is dedicated to the demographics of the study participants. It was seen that 73.2% of the respondents consist of males and 26.8% females. Of the participants, 80.4% are married. As for age, most respondents were aged 41 to 50 (29.5%) and 18-30 (23.2%). Regarding financial status, approximately half of the participants reported monthly income between 2001 and 3000 TL (48.2%). In educational background, it was seen that high school graduates constitute the largest group (53.6%). Lastly, most of the participants are employed in the private sector (31.3%) and retirees (19.6%) (Table 1).

Table 1: Participants' Demographic Profile

Variable	N	(%)
<i>Gender</i>		
Male	82	73,2
Female	30	26,8
<i>Marital Status</i>		
Unmarried	22	19,6
Married	90	80,4
<i>Age</i>		
18-30	26	23,2
31-40	21	18,8
41-50	33	29,5
51-60	26	23,2
≥61	6	5,4
<i>Monthly household income (TL)</i>		
1000-2000	27	24,1
2001-3000	54	48,2
3001-4000	14	12,5
>4001	17	15,2
<i>Education</i>		
Primary (< 8 years)	19	17,0
Elementary (≥ 8 years)	27	24,1
High school	60	53,6
University	6	5,4
<i>Occupation</i>		
Employer/self-employed	18	13,4
Public servant	8	7,1
Private sector employee	35	31,3
Housewife	21	18,8
Retiree	22	19,6
Other	11	9,8

Distance can be an influential factor for festival attendance. In fact, it was found out that most of the survey participant come from the neighboring provinces. In this regard, 16.1% of the participants

came from Eskişehir, 14.3% from Istanbul, 11.6% from Bursa, and 9.8% from Kocaeli. Still, the attendees reveal a scattered distribution across Turkey (Figure 2).

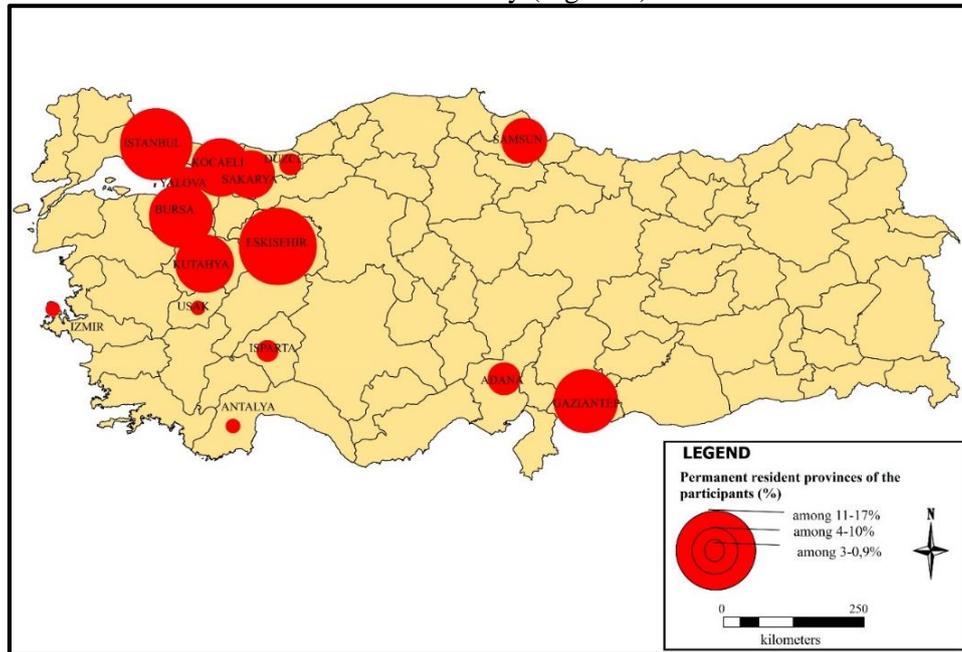


Figure 2: Festival attendees' provinces of residence (%)

The fact that attendees in this study predominantly depart from neighbouring cities must have influenced the mode of transportation. 85.7% of the participants stated that they drove to the festivities, 9.8% took expedition buses organized by municipalities, and the remaining 4.5% used other means of transport. Besides this, short distance of the sending provinces influenced their duration of stay during the festivities. In the festivities lasting for three days, it was found out that 42.9% of the attendees traveled everyday without accommodating at the destination. 35.7% were staying in tents. Lastly, some of the participants mentioned "other" accommodation facilities such as guest houses, mosques, dormitories or hostels" (Table 2).

Table 2: Preferred Types of Accommodation

Type of Accommodation	Frequency	%
Day-trips; no overnighting	48	42,9
Tent	40	35,7
Hotel	8	7,1
At a relative's	2	1,8
Hospitality by local residents	1	0,9
Other	13	11,6
Total	112	100

It was found out that 27.7% of the survey participants were informed about the festivities through yoruk associations. Such associations put up traditional hair tents at the destination and offer

free accommodation for visitors to the festivities. Apart from that, the most common channel of information was reported as through relatives and friends (60.7%) (Table 3).

Table 3: Means of Being Informed about the Festivities

Means of being informed about the festivities	Frequency	%
Relatives and friends	68	60,7
Yoruk associations	31	27,7
Media-Internet	11	9,8
Touristic Brochures/Booklets	2	1,8
Total	112	100

4.2. Factor Analysis

In order to explore the respondents' sources of motivation to attend the event, factor analysis was applied to the 33 motive statements in the scale. In the factor analysis, the statements with an eigen value greater than 1.00 and a factor load greater than 0.30 were evaluated. Thus, the number of statements in the scale was reduced from 33 to 24. The factor analysis on the motivational scale yielded four factors. These factors were named considering the statements they contain. The first factor is called "escape/desire for achievement", the second factor is "novelty/uniqueness seeking", the third is "historical and cultural exploration/learning", and the fourth factor is called "institutional factors".

The four factors yielding from the factor analysis explain 54.285% of the total variance. The Cronbach Alpha reliability coefficients of each factor were found to be over 0.60. Apart from that, Keiser Meyer Olkin values (KMO) was found 0.756 and Bartlett's Test of Sphericity was significant ($p=0.000$). So, it was proved that the data are suitable for factor analysis (Table 4).

Table 4: Results of Factor Analysis of Attendees' Motives in Their Festival-Attending Decision

Factors	F1	F2	F3	F4
<i>F1. Escape/desire for achievement</i>				
To get away from daily routine	,841			
To get away from daily work pace	,821			
To spend time away from people I always see	,749			
To get away from pressures and responsibilities	,736			
To relax in a quiet countryside	,669			
To spend time with relatives	,663			
To taste different tastes	,647			
I am originally from Söğüt and I have acquaintants here	,521			
I enjoy traveling	,437			
<i>F2. Novelty/uniqueness seeking</i>				
To see new places		,800		
I have the curiosity		,742		
I have heard of Söğüt from TV series		,700		
To purchase historical gift items		,630		
To learn new things		,525		
To have fun		,458		
For a different excitement		,431		
<i>F3. Historical and Cultural Exploration/Learning</i>				
It reminds us of our ancestors' lifestyle			,829	
To see the traditional and cultural resources of the Ottoman Empire			,804	
To learn historical information about the establishment of the Ottoman Empire			,765	
To visit the historic monuments			,612	
<i>F4. Institutional Factors</i>				
Work and professional reasons				,745

High state officials attend, too				,704
To purchase local food products				,696
For training				,535
Promotion by yoruk associations was convincing				,442
Cronbach alpha	0,864	0,786	0,780	0,613
Eigenvalues	4,669	3,290	2,965	2,648
Variance explained (%)	18,675	13,159	11,858	10,593
Total variance explained (%)			54,285	

Keiser Meyer Olkin (KMO) value:0.756; Bartlett's Test of Sphericity result: 1323,407 (p<0.001).

4.3. Attendees' Motives in Their Festival-Attending Decision

The "mean" values obtained from the importance of each item in attendees' festival-attending decision are shown in Table 5. It is seen that the highest mean value ($\bar{X}=4,58$) is attributed to " Historical and cultural exploration/learning". It is followed by " Novelty/uniqueness seeking" ($\bar{X}=3,52$), "Institutional factors" ($\bar{X}=1, 78$), and "Escape/desire for achievement" ($\bar{X}=1, 63$). The lowest perception score belongs to the factor "Escape/desire for achievement" (Table 5).

Table 5: Mean Values of Attendees' Views regarding Their Festival-Attending Decision

Factor and statements	Mean (\bar{X})	Standard deviation) (S.S.)
<i>F1. Escape/desire for achievement</i>	1,63	0,92213
To get away from daily routine	1,82	1,47174
To get away from daily work pace	1,68	1,37030
To spend time away from people I always see	1,81	1,46140
To get away from pressures and responsibilities	1,42	1,15188
To relax in a quiet countryside	1,29	,91463
To spend time with relatives	2,01	1,66303
To taste different tastes	1,71	1,45589
I am originally from Söğüt and I have acquaintants here	1,32	1,01533
I enjoy traveling	1,65	1,31320
<i>F2. Novelty/uniqueness seeking</i>	3,52	,98223
To see new places	3,88	1,58680
I have the curiosity	3,78	1,60915
I have heard of Söğüt from TV series	2,38	1,54293
To purchase historical gift items	2,80	1,37441
To learn new things	4,43	1,24997
To have fun	3,19	1,49793
For a different excitement	4,20	1,49377
<i>F3. Historical and Cultural Exploration/Learning</i>	4,58	,74313
It reminds us of our ancestors' lifestyle	4,81	,60822
To see the traditional and cultural resources of the Ottoman Empire	4,70	,86825
To learn historical information about the establishment of the Ottoman Empire	4,45	1,05557
To visit the historic monuments	4,38	1,19402
<i>F4. Institutional Factors</i>	1,78	,82761
Work and professional reasons	1,29	,98309
High state officials attend, too	1,44	1,13726
To purchase local food products	1,37	1,28747
For training	1,37	1,09869
Promotion by yoruk associations was convincing	3,43	1,89696

1: Strongly Disagree 2: Disagree 3: Undecided 4: Agree 5: Strongly Agree

4.4. Discriminant Analyses

It is also essential to explore characteristics of survey participants for the sake of a supportive framework for the results of data analysis. This section is dedicated to test whether there are significant differences between the factors obtained from factor analysis and characteristics of the attendees.

According to t-test results; the factor "Novelty/uniqueness seeking" received higher importance from female participants ($\bar{X}= 3,93$) than males ($\bar{X}= 3,37$), corresponding to a statistically significant difference ($t_{(110)}=2.762$; $p<0.01$), (Table 6). In relation with marital status, results of the t-test revealed no significant difference in importance of factors between genders ($p>0.05$). So it suggests that being married or single does not lead to a difference in attendees' motives in their decision for attendance.

When the factors were checked against previous experience of attendance in the festivities, it was found out that first-time visitors attributed higher importance ($\bar{X}= 4,07$) to "Novelty/uniqueness seeking" than repeat visitors ($\bar{X}= 3,14$), posing a significant difference ($t_{(110)}=-5.575$; $p<0.01$). With respect to "Historical and cultural exploration/learning", again it was seen that first-time visitors attributed higher importance ($\bar{X}= 4,77$) than repeat visitors ($\bar{X}= 4,45$), and the difference was at significant level ($t_{(110)}=-2.223$; $p<0.05$).

Table 6: T-Test Results of Motivation Factors by Socio-Demographic Characteristics

Gender	Female (\bar{X})	Male (\bar{X})	Sd	t value	p value
Factors					
F1. Escape/desire for achievement	1,77	1,59	110	0,921	0,359
F2. Novelty/uniqueness seeking	3,93	3,37	110	2,762	0,007**
F3. Historical and Cultural Exploration/Learning	4,79	4,51	110	1,820	0,072
F4. Institutional Factors	1,87	1,74	110	0,731	0,466
Marital status					
	Married (\bar{X})	Unmarried (\bar{X})		t value	p value
Factors					
F1. Escape/desire for achievement	1,56	1,92	110	1,660	0,100
F2. Novelty/uniqueness seeking	3,43	3,88	110	1,950	0,054
F3. Historical and Cultural Exploration/Learning	4,58	4,61	110	0,218	0,828
F4. Institutional Factors	1,79	1,74	110	-0,208	0,835
Previous experience of attendance					
	Yes (\bar{X})	No (\bar{X})	Sd	t value	p value
F1. Escape/desire for achievement	1,67	1,59	110	0,448	0,655
F2. Novelty/uniqueness seeking	3,14	4,07	110	-5,575	0,000**
F3. Historical and Cultural Exploration/Learning	4,45	4,77	110	-2,223	0,028*
F4. Institutional Factors	1,90	1,61	110	1,833	0,070

** $P<0,01$ * $P<0,05$

The results of the ANOVA test applied in the study are given in Table 7. As a result, a statistically significant difference was found between the variable of age group and the factor "Novelty/uniqueness seeking" ($F_{(3,716)} = 4.107$; $p < 0.01$). According to the Scheffe test results, the 18-30 age group attributed more importance to "Novelty/uniqueness seeking" than the 51-60 age group. These results imply that attendance in festivals and events is influenced by seeking of novelty/uniqueness for younger people.

Tourism can contribute to increasing the level of education and culture internationally (Ap, 1992: 672). Furthermore, higher level of education increases tourism participation. The results of the ANOVA test on educational level indicate that the factor of "Escape/desire for achievement" shows a significant difference ($F_{(2,961)}=3,108$; $p<0,05$). Scheffe test results show that those with educational background at undergraduate level and above ($\bar{X}= 2,42$) attached significantly more emphasis on "Escape/desire for achievement" than graduates of primary education ($\bar{X}= 1,42$) (Table 7).

Table 7: One-Way ANOVA Results of Motivation Factors by Socio-Demographic Characteristics

Socio-demographic variables	F1. Escape/desire for achievement	F2. Novelty/uniqueeness seeking	F3. Historical and Cultural Exploration/Learning	F4. Institutional factors
<i>Age</i>	F= 2,333 p= 0,060	F=3,716 p=0,007**	F=0,803 p= 0,526	F=2,123 p= 0,083
18-30	2,06	4,10	4,67	1,71
31-40	1,67	3,35	4,42	2,23
41-50	1,38	3,50	4,50	1,62
51-60	1,59	3,19	4,75	1,67
≥61	1,30	3,19	4,50	1,87
<i>Monthly household income</i>	F=0,611 p=0,609	F=0,085 p=0,698	F=0,679 p=0,567	F=1,365 p=0,258
1000-2000 TL	1,84	3,50	4,55	2,04
2001-3000 TL	1,60	3,56	4,60	1,72
3001-4000	1,49	3,51	4,38	1,77
≥4001	1,55	3,43	4,75	1,56
<i>Education</i>	F=2,961 p=0,035*	F=0,170 p=0,917	F=0,631 p=0,597	F=0,241 p=0,867
Primary (< 8 years)	1,42	3,63	4,68	1,83
Elementary (≥ 8 years)	1,88	3,42	4,56	1,87
High school	1,51	3,53	4,60	1,72
Undergraduate and above	2,43	3,50	4,21	1,77
<i>Means of being informed about the festivities</i>	F=0,63 p=,979	F= 0,462 p=0,709	F= 0,265 p=0,851	F= 1,929 p=0,129
Touristic Brochures/Booklets	1,83	3,93	5,00	1,40
Relatives and friends	1,61	3,58	4,56	1,71
Media-Internet	1,70	3,48	4,55	1,51
Associations	1,65	3,37	4,62	2,06

**P<0,01 *P<0,05

5. CONCLUSION AND RECOMMENDATIONS

This study aims to reveal the sources of motivation of among attendees of The “Commemorating Ertugrul Ghazi and Söğüt” Festivities along with the differences depending on demographic variables. In the context of festival attendance, understanding the motivational facts seems too important to ignore for the success of festivals and events. Various studies on the sources of motivation for attending festival tourism have presented similar results. As regards motivation for attending in festivals, previous research has shown factors such as "family togetherness&socialization; entertainment, festival attributes, event excitement, cultural exploration, novelty, relaxation (Uysal et al., 1993; Mohr et al., 1993; Scott, 1996; Formica and Uysal, 1996; Crompton and McKay, 1997; Prentice and Anderson, 2003; Attanasi et al., 2013; Savinovic et al., 2012; Yoo et al., 2015; Munusturalar et al., 2015; Maeng et al., 2016). This study contribute findings of Uysal et al., 1993, Mohr et al., 1993; Scott, 1996; Formica and Uysal, 1996; Crompton and McKay, 1997. The study also demonstrates that festival motivation likely to be different at another festival and event.

In the light of the factor analysis results, a four-factor structure emerged regarding the motivation of attending The “Commemorating Ertugrul Ghazi and Söğüt” Festivities. These are "escape/desire for achievement", "novelty/uniqueeness seeking", "historical and cultural exploration/learning", and "institutional factors", relatively. Institutional factors have been a different finding in this festival participation motivation topics. Political parties such as Nationalist Movement Party (NMP) is interested in the Commemorating Ertugrul Ghazi and Söğüt” Festivities. The NMP member consider the activities of festival as a national activity. So party members and managers participate to the festival every year. The mean of perception concerning the first factor, escape/desire for achievement, is ($\bar{X} = 1,63$). Under this factor, the respondents showed the highest agreement with the statement "To have fun". The second factor, novelty/uniqueeness seeking, is reported with the

perception mean of ($\bar{X}=3,52$). In this factor, the respondents did not show much interest in the statements "To learn new things" ($\bar{X}=4,42$) or "For a different excitement" ($\bar{X}=4,19$). The third factor, historical and cultural exploration/learning, has a higher mean of agreement ($\bar{X}=4,58$). Under this particular factor, the highest importance was attached to the statements "It reminds us of our ancestors' lifestyle" ($\bar{X}=4,81$) "To see the traditional and cultural resources of the Ottoman Empire" ($\bar{X}=4,69$). The mean perception for the last factor, institutional factors, is ($\bar{X}=1,78$). Among attendees' festival-attending decision statements, the highest emphasis was placed on "Promotion by yoruk associations was convincing" ($\bar{X}=3,43$).

It is understood from t-test results that significant differences exist between repeat visitors and first-time visitors with respect to the motivation dimensions of "novelty/uniqueness seeking" and "cultural and historical exploration/learning", the former attributing higher importance. Scott (1996) is supported by these findings. First time visitors far more likely to be motivated by curiosity and novelty than repeat visitors. Moreover, more importance was attached to novelty/uniqueness seeking" by female participants compared to males, and the difference between is statistically significant. Thus, we recommend augmentation of relevant activities for the purposes of historical exploration/learning and novelty/uniqueness seeking in planning of the festival.

As a result dimension of "novelty/uniqueness seeking". Again, ANOVA test results demonstrated a statistically significant difference between "escape/desire for achievement" and educational level. Among university graduates, "escape/desire for achievement" is more likely as a motive for attending the festivities.

The "Commemorating Ertugrul Ghazi and Söğüt" Festivities is a festival that has been going on for centuries. Apparently it will continue for long years to come due to its historical and cultural significance. We think that certain arrangements should be made to increase the number of attendees in the festival to increase contributions of the festival to the local people of Söğüt. The results of the present research show that people mostly attend the festivities for historical, cultural exploration and learning purposes. Therefore, promotion of the "Commemorating Ertugrul Ghazi and Söğüt" festivities should be improved along with publicity works about the historical and cultural importance of the event. As understood from the survey, attendees are most drawn by motives such as remembering their ancestors' lifestyle, witnessing the traditional and cultural sources of the Ottoman Empire, and learning historical information about establishment of the Ottoman Empire. Departing from that finding, we think it would be useful to hold information meetings about the Ottoman Empire and to exhibit more traditional practices within the scope of the festival. Besides the promotional strategies should emphasize the historical and cultural importance of the festival. The second most important factor pushing attendees to the festival was found as quest for novelty/uniqueness. So, publicity activities should raise expectation for seeing new places and experiencing new things among potential attendees. Innovation is that the using available resources produces the prosperity (Topsakal et al., 2018: 471). As an example, offering distinct historical foods and drinks like the traditional "meaty bulgur pilaf" as well as developing new touristic products may be tried as initial attempts. Additionally, local foods and meals and various traditional sports and games such as javelin, arrow-throwing shows and horse races can be made more interesting and tempting for attracting more interest from visitors.

Successful tourism development relies on transportation facilities as well as eating and drinking, and entertainment amenities. Hence, transportation facilities to the festival area should be increased first. Also enhancement of accommodation facilities could increase participation in the three-day lasting celebration because 42.9% of the survey respondents said that they travel to and from the destination on a daily basis. Another 35.7% stay in tents and some others overnight in places like mosques, hostels or dormitories. As a part of the questionnaire, the participants were also addressed an open-ended question "Do you want to add anything else?" It was seen that lack of accommodation facilities is the most

frequently mentioned matter. As a matter of fact, there is only touristic hotel with 60 bed capacity in the district of Söğüt. Beside this social media can use as an effective tool for the destination marketing and tourism branding (Özarslan & Alparslan, 2018: 96)

Another issue indicated by surveyed visitors was the intense interest of politicians on the third day of the festivities, the closing day. This situation was criticized for turning the intended cultural atmosphere of the festival into a formal protocol setting. In addition, it was pointed out that security checks on visitors and accommodation areas were disturbing in spite of security. Thus, it seems to be a vital for The “Commemorating Ertugrul Ghazi and Söğüt” Festivities to bring to the fore front the cultural aspect of the festivities, rather than practising it as a political extension of a specific group. icertain group of festivals. This would be a promising change to increase participation in the event.

Tourism professionals and event managers should understand the motivation of the attenders to the festival for managing and developing the festivals. New studies like this will be needed to provide practical and useful knowledge of these motives. This study is supply important information to developing promotions and programs of festival.

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