



Research note

Analyzing the effects of social impacts of events on satisfaction and loyalty

Pınar Yürük ^{a,*}, Ayşe Akyol ^b, Gülhayat Gölbaşı Şimşek ^c^a Saray Vocational School, Namik Kemal University, Saray, Tekirdag, Turkey^b Faculty of Economics and Administrative Sciences, Department of Business Administration, Trakya University, Edirne, Turkey^c Faculty of Arts & Science, Department of Statistics, Yıldız Technical University, 34220, Istanbul, Turkey

H I G H L I G H T S

- This study generally examines the social impacts of events by taking Kirkpinar Oil Wrestling Festival case.
- Kirkpinar Oil Wrestling Festival is being celebrated for 655 years and it was added to the UNESCO 'Representative List of the Intangible Cultural Heritage of Humanity'.
- The specific purpose of this study is to examine the social impacts of events on participants' satisfaction and whether loyalty is a result of this satisfaction by taking attendance of events into consideration.
- Social impacts scale is validated for another settings namely for Turkey.
- All direct and indirect relations between these constructs are examined. Quality of life concerns and attendance of event had direct effects on satisfaction. Satisfaction had a direct effect on loyalty. Quality of life concerns and attendance of event had indirect effects on loyalty through satisfaction.

A R T I C L E I N F O

Article history:

Received 23 August 2015

Received in revised form

20 December 2016

Accepted 21 December 2016

Keywords:

Events

Social impacts of events

Attendance to events

Kirkpinar

Edirne

A B S T R A C T

The purpose of this study is to examine the social impacts of events on participants' satisfaction and whether loyalty is a result of this satisfaction when taking attendance to event into consideration. This study uses data from a sample of 542 participants who participated in the Kirkpinar Oil Wrestling Festival. Factor analysis was performed, and the data was sorted into seven different categories: community benefits, cultural and educational benefits, quality of life concerns, community resource concerns, attendance to event, satisfaction, and loyalty. Structural equation modeling was performed, and the hypotheses were tested using bootstrap confidence intervals in addition to classical testing procedures. The hypothesis results showed a direct effect on quality of life concerns and attendance to event. In events on satisfaction, there was also a direct effect on loyalty. In addition, there was an indirect effect on quality of life concerns and attendance to events on loyalty through satisfaction.

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1. Introduction

Community-based festivals and events are becoming more popular and increase in number day by day. Festivals and events are an essential part of community, culture, and destinations. Meeting the expectations of people who want to enjoy events, especially when engaging in leisure, and ensuring participants' loyalty to the events by giving them an experience that they could not have

imagined, have been the main purposes of events and festivals. They present cultural wealth to these places, attract tourists after long years, create an atmosphere for people to come together and share experiences, and develop the society image. Various studies have found that events have a variety of potential impacts, including economic, social, cultural, political, physical, and environmental ones. These impacts can be positive, negative, or have a positive effect on one dimension (e.g. economic) while having a negative effect on another (e.g. social or cultural). But an event especially impacts both residents and visitors socially. Social impact potentially influences the quality of life of local residents, so it is a subject of much investigation. Some of these studies are Allmers and Maennig (2008); Barker, Page, and Meyer (2002); Besculides,

* Corresponding author.

E-mail addresses: pyuruk@nku.edu.tr (P. Yürük), ayseakyol@trakya.edu.tr (A. Akyol), gulhayat@yildiz.edu.tr (G.G. Şimşek).

Lee, and McCormick (2002); Caiazza and Audretsch (2015); Delamere and Hinch (1994); Derret (2011); Huang and Zhang (2012); Liu and Chen (2007); Ohmann, Jones, and Wilkes (2006); Reid (2007); Tassiopoulos and Johnson (2009a); Tiye and Dimmock (2000); Turco, Swart, Bob, and Moodley (2003).

There are various traditional festivals and events to keep the rich Turkish culture alive and thriving. One of them is Kirkpinar Oil Wrestling Festival, which was added to the UNESCO 'Representative List of the Intangible Cultural Heritage of Humanity' in 2010 and has been celebrated for nearly 700 years in Edirne. It is open to people from all cultures, regions, and ages, without discrimination regarding religion, language, or race. This event, which has been celebrated for many years, impacts both the visitors and the community more than the others. Since event researches in Turkey are very rare in literature and there is no research on social impacts of events, it was decided to research the Kirkpinar Oil Wrestling festival as a case. This research unfolds the social impacts of events on satisfaction and loyalty in an integrated framework and supplements existing findings by examining simultaneously the direct and indirect effects of all factors from a holistic perspective.

This study contributes to the literature in several ways. First, there is only limited research about events and there is no research on impacts of events, so this study fills the gap in the literature about this subject. Second, although there have been some event studies in the literature mentioned above, there is much more to be resolved in our understanding about the direct and indirect relationships of social impacts of events, attendance of events, satisfaction, and loyalty to events in an integrated framework. This research unfolds the social impacts of events on satisfaction and loyalty in an integrated framework and supplements existing findings by examining simultaneously the direct and indirect effects of all factors from a holistic perspective. Third, a multidimensional nature of social impacts of events is taken as analysing the effects of each individual dimension, which is of great implications for both academic researchers and professionals. Another contribution is that these results will help various stakeholders to improve the Kirkpinar Oil Wrestling Festival and try to keep it alive, representing Turkish culture and maintaining Turkish tradition, which date back to the 14th century and is said to be the longest standing annual sporting event in the history of the world.

The reminder of this paper is structured as follows: First, theoretical background is explained. In this section, the concept of events, social impacts of events, and attendance of events are explained and linked to satisfaction and loyalty to events. Second, the conceptual model is proposed and the methodology is described. Third, the model is tested and results are presented. Finally, we offer discussion, limitations and future directions, and managerial implications.

2. Literature review

This literature review explains general theoretical framework with the earlier empirical studies and defines model constructs (events, social benefits and costs of event, attendance to events, satisfaction and loyalty to events).

2.1. Events

An event is an experience that is carefully crafted to deliver an impact on the person in attendance. Events bring people together to share an experience and produce a measurable outcome (Silvers, 2004). They represent a way of selling the city "as a product" by attracting tourists, industries, and investments (Popescu & Corbos, 2012) and provide the opportunity to bring people together within a social environment to celebrate their and others' achievements.

Thus, events are important for individuals and communities as a whole (Reid, 2007). Events entertain locals and provide recreational activity, in and out of season, for visitors. Media coverage generated by events helps destinations build confidence and a positive image in the tourism marketplace (Derret, 2011). A festival is an event in which culture is (re)produced and consumed. A successful festival involves the active processing of culture (Waterman, 1998). Events are recognized as an effective strategy for host destinations to gain several potential economic, social, and cultural benefits (Grappi & Montanari, 2011).

2.2. Social impacts of events

Events may occur at various stages of the event process, i.e., before the event is staged, during the event, and long after the event is over (Jones, 2001). Exploring social impacts may have an even more substantial influence on the community (Kim, Jun, Walker, & Drane, 2015). Social impact is defined as "the manner in which tourism and travel effect changes in the collective and individual value systems, behavior patterns, community structures, lifestyle and quality of life" (Baldock, Maes, & Buelens, 2011). Event impacts are the event's effects on and implications for local residents' quality of life and reactions. Such impacts include community involvement in the planning and organizing of the event and community benefits in relation to the event (direct benefits, social inequalities, host and guest relations). In addition, if the host community is aware of the event, particularly the community in close proximity to the event (Hungberg), visitors could expect better host and guest relations (Ntloko & Swart, 2008). The impacts of events are examined in terms of economic, environmental, political, social, and cultural aspects.

2.2.1. Social benefits

Social benefits reveal the positive aspects of social and cultural changes caused by events. Social benefits relate to improving the community's quality of life and demonstrating, defining, and developing a sense of community, pride, and the soul of the community. The events break the city's regular and continuous development rhythm and are often the catalyst of urban construction and development (Liu & Chen, 2007). Events also contribute to a sense of community, community pride, and spirit within host destinations, thus improving the quality of life of residents. The benefits of events in terms of educational and cultural understanding have also been widely recognized (Reid, 2007). Delamere and Hinch (1994) found social benefits such as creating social pride, promoting social interaction, facilitating association/sharing of ideas, and creating social identity and welfare. Turco (1997) found that a majority of residents experienced social benefits from the Kodak Albuquerque International Balloon Fiesta in 1993. Tassiopoulos and Johnson (2009b) found that direct sociocultural support was given to the event location or region and local charities. Events also build civic pride (Fredline & Faulkner, 2000; Huang & Zhang, 2012) and change the quality of life and well being of the residents (Kaplanidou, 2012; Kaplanidou et al., 2013). Inoue and Havard (2014) state that the positive effects of the perceived social impact on attendees include; community excitement, enhancement of community attachment, event excitement, community pride, social camarade, and social responsibility. Caiazza and Audretsch (2015) found that events increase interaction between culture, and interest in events provide an incentive for local beauties and traditions. Cope, Flaherty, Young, and Brown† (2015); events have had an important positive effect on residents' community satisfaction. Mao and Huang (2016) found that events had three positive social impacts: city image, community pride enhancement, and community social development. Xu, Barbieri,

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