

An Investigation of Factors that May Affect the behavioral Intentions of Visitors in a Rural Festival


World Leisure Congress
Quebec, Canada
October 7, 2008

Yating "Tina" Liang, Ph.D. Missouri State University, USA
Steve Illum, Ph.D. Missouri State University, USA
Shu Tian Cole, Indiana University, USA

Introduction

- ▶ Background of the study
 - Festivals in small towns in Missouri
- ▶ Literature
 - Behavioral intentions
 - Travel distance
 - Benefits of festivals


Hypotheses

- ▶ Distance traveled is significantly correlated with behavioral intentions
 - ▶ There are no significant differences in the benefits received among visitors from different origins
- 


Methodology

- ▶ Survey questionnaire
- ▶ 27th Annual Fair Grove Heritage Reunion


Results

- ▶ Profile of respondents
 - ▶ Benefits received by festival visitors
 - Factor analysis
 - ▶ Visitors behavioral intentions
 - ▶ Relationships between behavioral intentions and distance traveled
 - Pearson correlation test
 - ▶ Benefits received among visitors from different origins
 - ANOVA tests
- 

Discussions

- ▶ Socialization as most important benefit
 - ▶ Different focus among visitors from different origins
 - ▶ Behavioral intentions & overt behavior
- 

Conclusions

- ▶ Festivals as economic resource for rural communities
 - ▶ Festivals as leisure outlets in rural communities
 - ▶ Importance of positive experiences for the success of festivals
- 

Contact info

- ▶ Full Article: Journal of International Event Management Research, 2008, Vol.4. No.1
- ▶ Yating “Tina” Liang,
yatingliang@missouristate.edu