



Participation Motivation of Visitors of Local Food-Themed Gastronomy Festival

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Abstract

The purpose of this study is to evaluate visitors' motivation factors for attending local food-themed gastronomy festival and to contribute to the existing literature. In accordance with this purpose, literature review was conducted and the scale used by Çela, Lankford and Lankford (2007) was used to collect data. Primary data was collected from 415 participants attending to Kahramanmaraş and Anatolian Local Products Festival organized by the local government between the dates 14th and 29th April 2018 in Karadeniz Ereğli, Zonguldak. By using a convenience sampling technique, collected data were analyzed by using descriptive statistics, factor analysis, independent sample t-test, and ANOVA. Striking results showed that students and 21-25 age group participated in for pleasure; retirees, bachelor's degree and above participants and 46-50 age group participants participated in for enlightenment, and employers participated in for an experience. In addition, when the satisfaction levels of participation in the festival were examined, it was found that 56-60 age group participants, women and employees were more satisfied.

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INTRODUCTION

Gastronomy is a touristic product that contributes to the transmission of destination culture and the creation of memorable touristic experiences (Kim, 2014). In this context, it can be said that gastronomy can be an important element in tourists' travel decisions (Sánchez-Cañizares and López-Guzmán, 2012). Tourists visiting a destination for the purpose of cultural activities, such as testing local food and beverages, are tend to spend more (Kim, Kim, Goh and Antun, 2011). Therefore, destinations seeking to increase their foreign exchange earnings can be suggested to divert their tourist products to culture related tourism products such as food tourism. In other words, as being an important part of cultural tourist product, gastronomy tourism may help destinations to enrich their tourism revenues (Karamustafa and Ulker, 2017). At this point, as well as farmers' markets, restaurants and wine cellars, gastronomy festivals and the motivation factors of the participants come to the forefront (Hall and Sharples, 2003).

In the literature, there are studies on food and wine festivals in the context of gastronomic tourism (Hall and Mitchell, 2001; Hall and Mitchell, 2006). Specifically, a number of studies about food and wine festivals have been conducted: Encouraging subsequent winery visitation (Houghton, 2001), local festivals and tourism promotion (Felsenstein and Fleischer, 2003), adventure tourism attendees at a wine tourism event (Tasslopoulos and Haydam, 2006), festivalscape in culinary tourism (Mason and Paggiaro, 2012), culinary tourists in food and wine tourism events (Sohn and Yuan, 2013), tourist experience, satisfaction and revisit intention (Jung, Ineson, Kim and Yap, 2015), importance of gastronomy on destination branding (Kılıçhan and Köşker, 2015), retention of visitors (Choo and Park, 2018), experiences and impacts of wine and food events (Getz, 2019) and creation of positive destination images for regional tourism destinations (Turenko and Russell, 2019). In addition, there are many studies on motivation factors of gastronomy or food festival participants (Weiler, Truong and Griffiths, 2004; Park, Reisinger and Kang, 2008; Hall and Sharples, 2008; Smith, Costello and Muenchen, 2010; Chang, 2011; Lopez-Guzman et al., 2017). However, it is noteworthy that the lack of literature on studies carried out in Turkey in this special topic. In this respect, it is considered that this work will generate fresh insight into evaluating the motivation factors of the participants of the local food-themed gastronomy festival to contribute to this deficiency in the literature.

Gastronomy Festivals

As a result of increasing competition between destinations in tourism, local culture is becoming an important resource used to attract tourists (Richards, 2016). At this point, gastronomy draws attention as an important element of local culture and owes it to being at the center of the tourist experience (Hjalager and Richards, 2003; Kivela and Crofts, 2006). The destination managers, who are aware of this, want to promote the region and increase the number of people visiting the region by organizing gastronomic themed events. However, one of the most important features of the local festivals is that they are community oriented (Mehmetoglu and Ellingsen, 2005). From this perspective, it can be said that the target audience of the festivals is both local people and visitors. Besides, it can be stated that gastronomy festivals can increase the interest in local products, extend tourists' stay, provide cultural development and improve the life quality of the local people (Getz and Frisby, 1990; Janiskee, 1994). Aware of all these benefits, community developers and festival experts organize huge gastronomic festivals around the world, attended by both local and international visitors.

Table 1. Gastronomy Festivals around the world

Festival Name	Location
Madrid Fusión	Madrid, Spain
Ikra	Sochi, Russia
Identità Golose	Milan, Italy
Melbourne Food and Wine Festival	Melbourne, Australia
Ñam Santiago	Santiago, Chile
World Gourmet Summit	Singapore
Mad Symposium	Copenhagen, Denmark
World Gourmet Festival Asia	Bangkok, Thailand
Gastronomika	San Sebastian, Spain
NYC Wine & Food Festival	New York City, USA
Food on the Edge	Galway, Ireland
Semana Mesa SP	São Paulo, Brazil
Mistura	Lima, Peru
Yedi	Istanbul, Turkey
Gastromasa	Istanbul, Turkey
Ngelemen	Santiago, Chile
Sacramento Bacon Fest	California, USA
Dubai Food Festival	United Arab Emirates
Parabere Forum	Malmö, Sweden
Omnivore	Paris, France
Hokitika Wildfoods Festival	New Zealand
Terroir Symposium	Toronto, Ontario, Canada
Ottawa Poutine Fest	Ontario, Canada
Salón de Chocolate	Quilto, Ecuador
Napoli Pizza Village	Naples, Italy
Phuket Vegetarian Festival	Thailand
Castagnades	Ardèche, France
Zibelemärit" Onion Festival	Bern, Switzerland

Source: It was created by utilizing Sgarbi's (2017) article on "The World's 50 Best Restaurants" website.

Gastronomy festivals, whose benefits have been handled many times by different researchers in the literature, are given in Table 1 based on the article by Sgarbi (2017) in "The World's 50 Best Restaurants". As can be seen in Table 1, gastronomy related festivals are held in almost every region of the world and participants with various motivation factors participate in these festivals. In this context, it is important to determine the participants' motivation factors in order to provide better festival outcomes to the destination managers, community developers and event organizers.

Festival Motivation

The different motivations among the various festival types show that marketing strategies are also different. Therefore, understanding the motivation of participants to participate in festivals is important for festival professionals (Chang, 2011). In the literature, some researchers like Formica and Uysal (1995), Lee and Lee (2001) and Lee, Lee and Wicks (2004) suggested segmenting festival markets by means of motivations. This segmentation enables identifying strengths, weaknesses, opportunities and threats. Especially in festivals where participants from different demographic characteristics, it can be marketing tool to divide these groups and understand the motivational factors (Uysal, Gahan and Martin, 1993). It can also enable festival organizers to develop and promote festival features that are important to the target audiences (Formica and Uysal, 1998). On the other hand, motivation is also effective in festival selection. Many studies in the literature address festival motivation pull and push factors (Formica and Uysal, 1995; Scott, 1995; Crompton and McKay, 1997; Formica and Uysal, 1998; Yuan, Cai, Morrison and

Linton, 2005) and benefits to visitors (Yolal, Çetinel and Uysal, 2009; Lee, Arcodia and Lee, 2012; Jensen and Buckley, 2014). Push factors awaken the individual's desire to travel from inside, pull factors come from outside the individual and are effective in choosing destinations (Yuan, Cai, Morrison and Linton, 2005). The previous studies on festival motivation are examined, it is seen that some important motivational dimensions such as escape (Uysal, Gahan and Martin, 1993; Lee, 2000; Nicholson and Pearce, 2001; Getz and Cheyne, 2002), excitement and thrill (Formica and Uysal, 1995), novelty (Formica and Uysal, 1995; Lee, 2000; Nicholson and Pearce, 2001), socializing (Formica and Uysal, 1995; Lee, 2000; Nicholson and Pearce, 2001), family togetherness (Formica and Uysal, 1995; Lee, 2000; Nicholson and Pearce, 2001) and cultural exploration (Crompton and McKay, 1997; Lee, 2000). Additionally, in these studies significant differences were found between motivation factors in different festival genres. Based on the relevant studies, it can be said that the issue of festival motivation is addressed both for the destination managers and festival organizers as well as for the participants. In this context, it is possible to enrich the literature and guide the practitioners by working on festivals to be held in different regions. From this point of view, the objectives of the study can consist of two parts: (a) conceptual objective and (b) empirical objective. While the conceptual aim of the study is to contribute to the current literature, its empirical aim is to be a guiding source for the motivational factors of visitors for the practitioners of the local food-themed gastronomic festival.

Methodology

Instrument, Data Collection and Sampling

In this study, which was conducted to evaluate the motivation factors of visitors of the local food-themed gastronomic festival, the questionnaire including demographic questions, scale items related to motivation factors and general satisfaction was used as a data collection tool. In the demographic questions section; questions such as gender, age, level of education, occupation, income, city of residence, as well as questions about the main source of information which is effective in the decision to visit the festival activity are given. In the other section, the scale items developed by Çela, Lankford and Lankford (2007) were used on the factors that are effective in attending the gastronomy festival and overall satisfaction. For this purpose, the scale items were translated into Turkish and then these scale items were translated into English again. Finally, it was asked to test the equality between the two translations by five academics who speak both languages. As a result of the examinations, no problem was found and the data collection process was started.

The data was collected from participants attending to Kahramanmaraş and Anatolian Local Products Festival by using convenience sampling technique. The festival organized by the local government in Karadeniz Ereğli, Zonguldak between the dates 14th and 29th April 2018. This festival was chosen because the researchers felt that they would not have difficulty in collecting data in terms of time, financial and permission.

In the interviews conducted with the local government before the event, the estimated number of participants was tried to be learned but no clear information could be reached. In this context, the researchers aimed to reach the maximum data that can be handled during the event. When the details of the collected data were examined, it was found that 415 questionnaires were collected and 402 of them were available for data analysis. In cases where quantitative methods are preferred, it can be said that since the number of questionnaires considered necessary for a healthy data analysis is between 300-400 pieces (Kozak, 2014: 113), 402 usable questionnaires are acceptable as

well. In addition, since it is known that the sample size remains constant at 384 in cases where the population size is over 50000 at 95% reliability level (Kozak, 2014: 113), it can be said that 402 usable questionnaires are sufficient.

Analyses and Findings

Demographics and Other Characteristics of the Respondents

Demographics and other characteristics of the respondents who attended the Kahramanmaraş and Anatolian Local Products Festival are presented in Table 2.

Table 2. Demographics and Other Characteristics

Variables	n	%	Variables	n	%
Gender			Monthly Household Income*		
Female	217	54	2500 Turkish Liras and below	10	2.5
Male	185	46	2501-3500 Turkish Liras	77	19.2
Total	402	100	3501-4500 Turkish Liras	82	20.4
Age			4501-5500 Turkish Liras	75	18.7
20 aged and below	58	14.4	5501-6500 Turkish Liras	43	10.7
21-25 aged	55	13.7	6501-7500 Turkish Liras	39	9.7
26-30 aged	54	13.4	7501-8500 Turkish Liras	35	8.7
31-35 aged	23	5.7	8501 Turkish Liras and above	41	10.2
36-40 aged	63	15.7	Total	402	100
41-45 aged	42	10.4	Place of Residence		
46-50 aged	35	8.7	Zonguldak	270	67.2
51-55 aged	30	7.5	İstanbul	28	7
56-60 aged	18	4.5	Düzce	15	3.7
61 aged and above	24	6	İzmir	13	3.2
Total	402	100	Kahramanmaraş	12	3
Education Level			Ankara	8	2
Secondary school	32	8	Antalya	8	2
High school	77	19.2	Kocaeli	8	2
Associate's degree	84	20.9	Balıkesir	7	1.7
Bachelor's degree	178	44.3	Other	33	8.2
Graduate degree	31	7.7	Total	402	100
Total	402	100	Source of Information About Festival		
Occupation			Television	8	2
Employee	44	10.9	Radio	5	1.2
Civil servant	129	32.1	Internet	35	8.7
Employer	23	5.7	Friend Recommendation	125	31.1
Retired	71	17.7	Flier	114	28.4
Student	100	24.9	Billboard	51	12.7
Housewife	27	6.7	Announcement	34	8.5
Other	8	2	Other	30	7.5
Total	402	100	Total	402	100

*1 Turkish Lira is about 0,16 US Dollar/0,15 Euro at the date of 08.03.2020.

Descriptive analysis of the sample showed that there were more female respondents (54%) than male. They are found in 36–40 (15.7%) age group, with at least an Associate's degree (72.9%). A total of 32.1% were civil servants and 24.9% were students. Distribution by monthly household income is fairly homogeneous, with a slightly higher frequency in the 3501–4500 Turkish Liras (20.4%) income group. Majority of the respondents were from the Zonguldak and İstanbul province. Last, respondents' main source of information about festival was friend recommendation (31.1%).

Reliability and Validity Analyses

The data was analyzed using the statistical program for social sciences. Firstly, to measure the reliability of the scale, Cronbach's alpha was utilized and it was found 0,755 for the first part of the scale (motivation factors) composed of eleven items, 0,698 for the second part of the scale (overall satisfaction) composed of two items. When Cronbach's alpha values are evaluated, it is stated that the values are between 0.60 and 0.80 and this can be interpreted as quite reliable scales (Kalaycı, 2010: 405). Secondly, a normality test was conducted to examine the distribution of data. Skewness and Kurtosis values were found to be between -1.5 and +1.5 (Table 3), so the data were considered to have a normal distribution (George and Mallery, 2010; Tabachnick and Fidell, 2013). These values and scores mean that the instruments are reliable and the data is suitable for parametric tests.

Table 3. Reliability Statistics and Normality Test Results

Scales/Factors	n	Cronbach's Alpha	Number of Items	Skewness	Kurtosis
Motivation Scale (Whole)	402	0.755	10	-.196	-.194
- Pleasure	402	0.743	3	-.150	-.717
- Experience	402	0.675	4	-.180	-.218
- Enlightenment	402	0.673	3	-.303	-.586
Overall Satisfaction	402	0.698	2	-.652	.841

Visitors responded to a motivation list to participate in the local food-themed gastronomy festival with a 5-point Likert-type scale tool, varying from 5: Strongly Agree to 1: Strongly Disagree. Explanatory factor analysis was applied to the data collected with a scale of 14 items in order to reduce the number of variables, determine the main groups and obtain the final factors (Table 4). But the items "to support local producers" and "to connect to a sense of community and place" were not loaded any factor and factor analysis was done by removing these two items. The Kaiser Meyer Olkin statistic was 0.69 and the communalities ranged from 0.40 to 0.78. Four factors were retained due to variables with eigenvalues greater than one and factor loads greater than 0.50. The total cumulative variance of these four factors accounted for 64.73%.

Table 4. Explanatory Factor Analysis

Factors/Items		Factor Loading Values				Extraction	Eigenvalue	Variance Explained	Mean	Cronbach's
		1	2	3	4					
Motivation Factors	Pleasure	To relax	.857			.746	2.149	17.905	3.56	.743
		To enjoy the scenery	.777			.666			3.22	
		To have a good time with friends and family	.738			.611			3.79	
	Experience	To purchase local foods		.814		.705	2.098	17.485	3.51	.675
		To taste food easily available by my hometown		.575		.398			3.42	
		To purchase organic food		.785		.675			3.75	
		To taste local/fresh foods		.567		.504			4.17	
	Enlightenment	To learn about food traditions of the region			.511	.555	1.769	14.739	3.78	.673
		To learn about the food-producing process			.873	.778			3.25	
To learn about new things in festival area				.765	.659	3.39				
Overall Satisfaction	Overall satisfaction with the visit			.777	.717	1.753	14.607	3.86	.698	
	Overall satisfaction with the local food			.846	.753			3.86		

Table 4. Explanatory Factor Analysis (Continuation)

Factor Extraction Method: Principal Components Method; Rotation Method: Varimax Kaiser Meyer Olkin Measure of Sampling Adequacy: %69.800; Bartlett's Test of Sphericity: 1314.502; df: 66; $p < 0.000$ Total Variance Explained: %64.737; Cronbach's Alpha (Whole Scale): .755 Response Categories: 1= Strongly Disagree, 2= Disagree, 3= Neither Agree Nor Disagree, 4= Agree, 5= Strongly Agree.
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The four factors identified by the explanatory factor analysis are discussed below. Firstly, three items loaded on the “pleasure” factor, with factor loadings ranged from 0.73 to 0.85. The factor explains 17.90% of total variance. The items that loaded on this factor were “to relax”, “to enjoy the scenery” and “to have a good time with friends and family”. Secondly, four items loaded on the “experience” factor, with factor loadings ranged from 0.56 to 0.81. The factor explains 17.48% of total variance. The items that loaded on this factor were “to purchase local foods”, “to taste food easily available by my hometown”, “to purchase organic food” and “to taste local/fresh foods”. Thirdly, three items loaded on the “enlightenment” factor, with factor loadings ranged from 0.51 to 0.87. The factor explains 14.73% of total variance. The items that loaded on this factor were “to learn about food traditions of the region”, “to learn about the food-producing process” and “to learn about new things in festival area”. Finally, two items loaded on the “overall satisfaction” factor, with factor loadings ranging 0.77 and 0.84. The factor explains 14.60% of total variance. The items that loaded on this factor were “overall satisfaction with the visit” and “overall satisfaction with the local food”. According to the Table 2, visitors’ main motivations were “to taste local/fresh foods” ($M=4.17$) and “to have a good time with friends and family” ($M=3.79$). Visitors were also satisfied with the visit ($M=3.86$) and with the local food ($M=3.86$).

Discrepancy Tests Results

Independent samples t-test and ANOVA were used to determine whether motivation factors and satisfaction levels differed in demographics and other characteristics. An independent-samples t-test is used for one independent variable with two levels (Jackson, 2011: 366). ANOVA was conducted in order to identify the differences among three or more independent variable groups (Jackson, 2011: 298). As results of the statistical tests, these four factors do not differentiate significantly in terms of monthly household income, place of residence and source of information about festival. Tables 5, 6, 7 and 8 indicate the three factors of motivation, “pleasure”, “experience”, “enlightenment” and “overall satisfaction”, differentiate in terms of four characteristics. In addition, Levene test results were examined and the variance of the variables was found to be homogeneous ($p > .05$).

As a result of the independent samples t-test (Table 5), a difference was found between males and females. It was observed that the overall satisfaction levels of females were higher ($M= 3.95$).

Table 5. Results of t-Test Regarding Gender

Factors	Gender	n	Mean	s. d.	t	d. f.	p
Pleasure	Male	185	3.5279	.82713	.089	400	.159
	Female	217	3.5207	.79524			
Experience	Male	185	3.6676	.62633	-1.379	400	.062
	Female	217	3.7512	.58753			
Enlightenment	Male	185	3.4613	.66836	-.230	400	.137
	Female	217	3.4777	.75335			
Overall Satisfaction	Male	185	3.7459	.76811	-2.957	400	.000
	Female	217	3.9539	.64204			

This result shows that the women participating in the festival are more satisfied than the men and maybe since women are more interested in local foods and women spend more time in the kitchen. Taking this result into consideration, practitioners may be advised to take measures to increase satisfaction levels with activities that may attract the attention of male participants.

As ANOVA results given in Table 6 indicate, the factors of "pleasure", "enlightenment" and "overall satisfaction" differentiate considering age groups, although "experience" factor does not. In this context, it can be stated that the participants in the "21-25 age group" visited local food-themed gastronomy festival for "pleasure" ($M=3.85$) and those in the "46-50 age group" visited for "enlightenment" ($M=4.00$). Furthermore, it is observed that the overall satisfaction levels of the participants in the "56-60 age group" are much higher ($M=4.44$).

Table 6. Results of ANOVA Regarding Age Groups

Factors	Age Groups	n	Mean	s.d.	F	p	Multiple Comparisons
Pleasure	A	58	3.5115	.80982	3.884	.000	<i>Tukey HSD</i> B > I
	B	55	3.8545	.88370			
	C	54	3.5926	.88941			
	D	23	3.5652	.63909			
	E	63	3.3915	.73699			
	F	42	3.6667	.70998			
	G	35	3.6476	.63628			
	H	30	3.1778	.92531			
	I	18	2.8148	.71604			
	J	24	3.4861	.62151			
Experience	A	58	3.6422	.61257	3.037	.002	<i>No difference</i>
	B	55	3.5864	.73475			
	C	54	3.6991	.48898			
	D	23	3.6196	.51051			
	E	63	3.8929	.55306			
	F	42	3.9464	.61618			
	G	35	3.9000	.55638			
	H	30	3.5167	.66609			
	I	18	3.5000	.33211			
	J	24	3.5417	.62843			
Enlightenment	A	58	3.2874	.74260	4.420	.000	<i>Tukey HSD</i> G > A, D, E and H
	B	55	3.4000	.76551			
	C	54	3.5556	.56450			
	D	23	3.1739	.77113			
	E	63	3.3704	.71870			
	F	42	3.5794	.69866			
	G	35	4.0000	.51766			
	H	30	3.2222	.61484			
	I	18	3.7222	.81850			
	J	24	3.5833	.63892			
Overall Satisfaction	A	58	3.8190	.64003	6.338	.000	<i>Tukey HSD</i> I > H
	B	55	3.7636	.72556			
	C	54	3.9630	.61316			
	D	23	3.9348	.54988			
	E	63	3.9524	.54414			
	F	42	4.0595	.66445			
	G	35	3.9571	.90238			
	H	30	3.2333	.92600			
	I	18	4.4444	.51131			
	J	24	3.4583	.44027			

A: 20 aged and below; B: 21-25 aged; C: 26-30 aged; D: 31-35 aged; E: 36-40 aged;
F: 41-45 aged; G: 46-50 aged; H: 51-55 aged; I: 56-60 aged; J: 61 aged and above

This result shows that elderly participants are more satisfied with the local food-themed gastronomy festival than young people. By taking this result into consideration, practitioners may be advised to take measures to increase their level of satisfaction with activities that may attract the attention of young participants.

As ANOVA results given in Table 7 indicate, the factors of “enlightenment” and “overall satisfaction” differentiate considering education level, although “pleasure” and “experience” factors do not. In this context, it can be stated that participants in the “Associate’s degree” ($M=3.61$), “Bachelor’s degree” ($M=3.55$) and “Graduate degree” ($M=3.47$) visited local food-themed gastronomy festival for “enlightenment”. Furthermore, it is observed that the overall satisfaction levels of the participants in the “Associate’s degree” are higher than the others ($M=4.01$).

Table 7. Results of ANOVA Regarding Education Level

Factors	Education Level	n	Mean	s.d.	F	p	Multiple Comparisons
Pleasure	A	32	3.5833	.66667	1.076	.368	<i>No difference</i>
	B	77	3.4286	.68368			
	C	84	3.5119	.89987			
	D	178	3.5936	.80584			
	E	31	3.3333	.96992			
Experience	A	32	3.5391	.59266	2.774	.027	<i>No difference</i>
	B	77	3.6364	.69838			
	C	84	3.8810	.59551			
	D	178	3.7121	.59864			
	E	31	3.6290	.29489			
Enlightenment	A	32	2.9479	.68318	6.834	.000	<i>Tukey HSD</i> C, D and E > A
	B	77	3.3333	.73150			
	C	84	3.6151	.73631			
	D	178	3.5543	.62876			
	E	31	3.4731	.84667			
Overall Satisfaction	A	32	3.6406	.62520	3.488	.008	<i>Tukey HSD</i> C > E
	B	77	3.7662	.87202			
	C	84	4.0179	.70901			
	D	178	3.9073	.65190			
	E	31	3.5968	.52312			

A: Secondary school; B: High school; C: Associate’s degree; D: Bachelor’s degree; E: Graduate degree

As ANOVA results given in Table 8 indicate, all the factors differentiate considering occupation. In this context, it can be stated that participants who are "student" ($M=3.70$) visited local food-themed gastronomy festival for "pleasure". Also, participants who are "employer" ($M=3.95$) visited for "experience". Furthermore, participants who are "retired" ($M=3.80$) visited for "enlightenment". In addition to these findings, it is observed that the overall satisfaction levels of the participants who are "employee" are higher than the others ($M=4.15$). Taking this result into consideration, practitioners may be advised to take measures to increase their level of satisfaction with activities that may attract the attention of the participants working as employee.

Table 8. Results of ANOVA Regarding Occupation

Factors	Occupation	n	Mean	s.d.	F	p	Multiple Comparisons
Pleasure	A	44	3.5379	.62347	6.064	.000	<i>Tukey HSD</i> A, B, D, E, F and G > C
	B	129	3.5866	.80015			
	C	23	2.7826	.62449			
	D	71	3.2958	.74440			
	E	100	3.7000	.91072			
	F	27	3.6420	.68517			
	G	8	4.0000	.00000			

Table 8. Results of ANOVA Regarding Occupation (Continuaiton)

Experience	A	44	3.8239	.42652	3.244	.004	<u>Tukey HSD</u> C > F
	B	129	3.7151	.50558			
	C	23	3.9565	.33416			
	D	71	3.7746	.75493			
	E	100	3.6050	.65826			
	F	27	3.4259	.73319			
	G	8	4.1250	.32733			
Enlightenment	A	44	3.6136	.66256	10.748	.000	<u>Tukey HSD</u> A, B, C, D, E and G > F
	B	129	3.5271	.56473			
	C	23	3.4493	.88540			
	D	71	3.8075	.60595			
	E	100	3.3467	.75347			
	F	27	2.7160	.58983			
	G	8	2.9167	1.08012			
Overall Satisfaction	A	44	4.1591	.66274	2.846	.010	<u>Tukey HSD</u> A > D and E
	B	129	3.9535	.55001			
	C	23	3.7391	.72095			
	D	71	3.6901	.97602			
	E	100	3.7800	.67913			
	F	27	3.7778	.59377			
	G	8	3.7500	.65465			
A: Employee; B: Civil servant; C: Employer; D: Retired; E: Student; F: Housewife; G: Other							

Conclusions, Discussions and Implications

Motivation, which is defined as an unobservable, intuitive force, which motivates people to meet their needs for satisfaction, reveals a complex tendency of personal and basic impressions (Dann, 2004; Andereck and Caldwell, 1993), draws attention as an important issue that should be examined in terms of participation in events. As expressed before, considering the increasing number of festivals in the field of gastronomy, it is seen that the motivation to participate in gastronomy festivals is an important issue. On the other hand, gastronomic festivals have become important cultural events recently. For this reason, it is important to understand the participants and examine their motivation to participate in these festivals. This study contributes by providing up-to-date information in the field of gastronomy and tourism.

The findings of the study could provide a better understanding of the participants of the gastronomy festival, as well as increase the effectiveness of marketing and promotional activities and increase the satisfaction of the participants in the following events. The findings also show that local food-themed gastronomy festivals attract participants with various demographic characteristics. To summarize, it is determined that the demographic profile of the local food-themed gastronomy festival participants is between the ages of 36 and 40, associate's degree graduates, civil servants and women. The average of the participants about festival motivations and satisfaction is generally positive and above average. The study also showed that even in the same festival, the participants could be motivated for different purposes such as "pleasure", "experience" and "enlightenment". In a previous study on local food festivals in the Northeast Iowa communities (Çela et al., 2007), the participants were stated to have three types of motivation: a) motivations to support, taste and purchase local food (experience), b) motivations for attending the festival (pleasure) and c) motivations to support and learn about local food (enlightenment). It can be said that this result supports the results of our study. In this context, it is possible to say that the participants of the "21-25 age group" visit the local food-themed gastronomy festival for "pleasure" and the participants of the "46-50 age group" for "enlightenment". Additionally, participants in the "associate's degree", "bachelor's degree" and "graduate degree"

visited local food-themed gastronomy festival for "enlightenment". Lastly, participants who are "student" visited local food-themed gastronomy festival for "pleasure", "employer" visited for "experience", "retired" visited for "enlightenment". Another finding obtained in the study is that the general satisfaction levels of women are higher than men. As mentioned earlier, this may be due to the greater interest of women in local food or the inadequate activities that may attract male participants. Additionally, satisfaction levels of men and women were found above the middle level. It can be said that this result supports the Çela et al. (2007) study. Furthermore, it is observed that the overall satisfaction levels of the participants who are "employee" in the "associate's degree" and "56-60 age group" are much higher than others.

Practically, the study found that visitors attending local food-themed gastronomy festivals had positive motivations and overall satisfaction. It is extremely important for sector practitioners to examine these findings and plan their events accordingly. For example, practitioners may be advised to take measures to increase their level of satisfaction with activities that may attract "male", "low and high level educated", "young age" and "employee" participants. In this context, it can be said that the study provides data to the event organizers to ensure that their marketing and promotion activities are consistent with the target markets. This makes it a guiding study for practitioners for future gastronomy festivals. Finally, the study appears to be important in guiding event organizers to the success of future gastronomy festivals.

Limitations and Recommendations

This study, which contributes to the current knowledge in the literature on festival motivation and offers some suggestions to the practitioners, has some limitations. The study was solely conducted in Karadeniz Ereğli, Zonguldak. Therefore, the study has limited sample size. In addition, the fact that the study was carried out in a short period of time and with few variables is another limitation. Further research can be carried out to investigate the differences and relationships between different variables. Additionally, further research can be conducted to test and generalize findings at different time periods, at various festivals and at different destinations. Lastly, in future studies, different data collecting techniques can be used to obtain more information and data collection duration can be kept longer.

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