



## The Investigation of Festival Loyalty of Local Public According to Demographic Variables\*\*

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### Abstract

The aim of this study is to examine the perception of local people about festival loyalty in terms of demographic variables. The sample of this study consists of indigenous people living in Şile destination. Data were collected from 501 people face to face with the questionnaire using the easy sampling method. Factor analysis, t-test and Anova analysis were applied to the data obtained. According to the results of the study, no significant difference was found between the festival loyalty of the local people and gender, marital status, life expectancy, education level and monthly income levels in Şile. In contrast, there was a significant difference between festival loyalty of local people and age groups and occupational groups. The festival loyalty of the local people was the highest among the 18-24 age group and the lowest among the 45 age group. It was seen that the loyalty of the local people to the festival was mostly composed of the local people in the tourism worker and farmer profession group. It can be argued that the research will contribute to Şile Municipality, Directorate of Culture and Social Affairs, event organizers and literature.

### Article Type

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\*\*This study is derived from the Master's thesis titled "The Impact of the Perceptions of the Local People on the Effects of Festivals on Perceived Value, Festival Satisfaction and Festival Loyalty: An Example of the International Şile Cloth Culture and Art Festival", which was accepted at the Kırklareli University Institute of Social Sciences in 2019. In the realization of this thesis, İlke BAŞARANGİL has served as a thesis advisor and Takican METİN officially as an assistant advisor.