

GROUP SIZE IMPACT ON PARTICIPANT
EXPERIENCE AT FESTIVALS

By

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Abstract:

This paper focuses on group size impact on participant experience at festivals. This research utilized the Multi-Phased Theory and the Event Experience Scale to determine if there were any significant difference in how participants of different group sizes engage during the Anticipation and Participation Phase of a festival. Data was collected at a Cinco de Mayo festival in Tulsa, Oklahoma and was analyzed using statistics of central tendencies and a Kruskal-Wallis Test. It was determined that during the Anticipation Phase, there were no statistically significant differences between groups. However, during the Participation Phase there were statistically significant differences between different group sizes.

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CHAPTER I

Introduction

Festivals can be incredibly popular with small towns and big cities in Oklahoma. These events are often traditions in families and a key part of the community. Festivals can help foster family togetherness while providing an escape from the community's daily life (Li, Huang & Cai, 2009). Not only can festivals play a role in enriching the lives of the community members, these events can also bring in visitors from out of town. When including community members and out of town visitors, festivals can have a large economic impact for a community. Festivals and similar events have become a \$25.5 billion industry and is served by roughly 68,000 business in the U.S. (Crossley, Rood, Brayley, Price-Howard, & Holdnak, 2018).

While the impact of festivals on communities has been studied by scholars, in a variety of ways, including spending habits and feelings of satisfaction and obligation (Kolyesnikova & Dodd, 2008), there is less research about how participants are experiencing the festivals. To contribute to the literature of event-participant experiences, some scholars have begun utilizing the Multi Phase Theory (MPT). This theory delineates recreation experience into five phases: Anticipation, Travel-To, Participation, Travel-Back, and Recollection. The participant moves through these phases from beginning to end for most, if not all, recreation experiences. By utilizing the MPT, researchers may be better able to develop a more substantial understanding of

how participants are experiencing all the phases of recreation, including festival and event participation (Nawijn, 2010; Mitas, Tarnal, Adams, & Ram, 2012).

Along with the MPT, the Event Experience Scale (EES) (Geus, Richards, & Toepoel 2016) has been utilized to provide information on how participants are experiencing festivals and events (Geurtsen, 2014). The EES describes four dimensions that participants can experience at an event or festival, including: Affect, Cognitive, Active, and Novelty (Geus, Richards, & Toepoel 2016). The Affect dimension of the EES focuses on a participant's experience through emotion; the Cognitive dimension highlights a participant's experience through cognition and learning; the Active dimension of the EES is related to the physical engagement of the participant's experience; and the Novelty dimension focuses on a participant's experience in terms of the uniqueness and newness to the participant. As described in the EES, the participant experience can include one or more of the dimensions (Geus, Richards, & Toepoel 2016).

Additionally, research into how group size impacts a participant's engagement at a festival is minimal. However, the available research does suggest that different group sizes do participate differently at events. For example, groups' spending and feelings of obligation decrease as group size increases (Kolyesnikova & Dodd, 2008). By utilizing the MPT with the EES, researchers may be able to look more closely at how participants of groups of 2, 3-4, and 5 or more are engaging with a festival.

Statement of the Problem

The MPT has begun to be applied to a variety of recreation including festivals. The MPT has been helpful in looking at how participants are experiencing festivals. However, there is little

information about how varying group sizes are experiencing festivals during the anticipation and participation phases of a leisure experience.

Purpose of the Study

The purpose of this study was to use the EES to examine how groups of varying sizes are experiencing festivals during the anticipation and participation phases of the MPT. This will potentially provide festivals and event planners with a more detailed view of how different group sizes effect the experience of festival-goers. This may allow Recreation Managers to create programing that is purposeful to the experiences desired for their participants.

Limitations of the Current Study

Data was collected and analyzed to determine how participants attending festivals in specific group sizes are experiencing the four EES domains during the anticipation and participation phases of the MPT. This study was limited by the location and the restrictions deemed necessary by the event and the number of events available that allowed research access. The location was limited to festivals in the Tulsa, Oklahoma region. This study may not be able to be applied globally and may only give insights into this regions' participates. Finally, this study will focus on adult participants who attended without children. Because of this, the findings of this study may not be applicable to the family experience at festivals.

Assumptions

Several assumptions were made related to this study. First, it was assumed that all participants answered honestly and openly and that they participated in this study and attended the festival of their own freewill. Second, it was assumed that surveyors followed instructions and provided the participant with all of the information necessary in order to complete the questionnaire properly.

Definition of Terms

- Phases - A distinct moment or period characterized and separated from other periods by the unique feeling or mental state or location of the participant during that particular time (Nawijn, 2010).
- Experience – The participation and the outcomes of engagement (Lee, Dattilo, & Howard, 1994)
- Festival – An event lasting at least one day that provides an escape from ordinary life as well as “cultural enrichment, education, novelty, and socialization” (Crompton, McKay, 1997, p.429).
- Participant – An adult attending a festival to engage in the festival activities.
- Recreation – “Leisure that is engaged in for the attainment of personal and social benefits” (Rossman & Schlatter, 2008, p. 10).

Hypothesis

H1 - During the Anticipation phase, different group sizes will report different engagement in one or more of the four dimensions of the EES.

H0 – During the Anticipation phase, different group sizes will not report different engagement in one or more of the four dimensions of the EES.

H2 - During the Participation phase, different group sizes will report different engagement in one or more of the four dimensions of the EES.

H0 – During the Participation phase, different group sizes will not report different engagement in one or more of the four dimensions of the EES.

Conclusion

Festivals can be an impactful part of a community but can require a lot of resources. By applying the MPT in conjunction with the EES to study how different group sizes affect participant engagement with a festival, there is potential to provide Recreation Managers with information they may use to help them better the experience for their participants.

CHAPTER II

Literature Review

Festivals

Festivals are multiday events that tend to revolve around a theme. These events provide many activities in which participants can engage and offer experiences outside of their everyday lives (Li, Huang & Cai, 2009). Over time, festivals have become fixtures within communities with roughly 40% of Americans traveling to attend these events (Crossley et. al, 2018). These events help provide an escape from ordinary life as well as provide “cultural enrichment, education, novelty, and socialization” (Crompton, McKay, 1997, p.429). In addition to experience enrichment, festivals can also have large economic impacts. They provide jobs for community members, as well as generate revenue. For example, in 2014, the New York City Marathon event generated \$415 million and included 3 million spectators (Crossley et. al, 2018).

The participant experience at festivals is just as important as the festivals impact on communities and local economies. The participant experience can be unique for each festival. The staff and employees of the event all work together to create an experience for the participant (Morgan, 2008). According to Morgan (2008), creating a rewarding and successful experiences for participants at a festival means:

“... that the objectives of the festival organizers should be to design a program that offers freedom to sample and choose a variety of performances and activities, consistent with the overall theme and values. It is this richness and choice that distinguishes a festival from a single concert performance. The

organizational detail should be aimed at enabling visitors to move freely and easily around the festival” (Morgan, 2008, p. 91).

For many attending a festival, the primary motivation is seeking, or the desire to “gain psychological intrinsic rewards” (Crompton, McKay, 1997, p.428). Crompton and McKay found that participants wanted to seek out new experience but wanted to do so among familiar faces. Festivals provide an environment that satisfies the need to experience something new in a familiar way (Crompton, McKay, 1997).

The Multi-Phased Theory Experienced Through Leisure

Recreational experiences like festivals can be researched using the MPT. This theory delineates a recreational experience into five phases. The 5 phases of the MPT are: Anticipation, Travel-To, Participation, Travel-Back, and Recollection (Clawson & Ketch, 2013). The MPT is a liner model, the participant will experience each phase in order. The length of each phase can vary depending on the participant the event.

The Anticipation phase is the first phase of the MPT. This phase typically happens when the participant is at home, in the beginning stages of planning their experience, and/or at the moment they begin to commit to the experience. During this phase, positive moods are high as the participant is excited and looking forward to the experience (Clawson & Ketch, 2013).

The Travel-To is the second phase of an experience. This phases represent the time it takes for the participants to travel from their homes to the event. This phase can vary greatly depending on how far the participant has to travel. During the Travel-To phase participants may be excited about the event ahead (Geurtsen, 2014).

The Participation phase is the middle phase of the MPT. During this phase, the participants actively engaging in the experience. Typically, the participant is located in the same area as the event. Moods and experiences vary depending on the participant and the event. However, it is during this phase that the participant is most involved in the experience (Clawson & Ketch, 2013).

Travel-Back is the fourth phase of an experience. This phase includes the time and activities associated with traveling from the event to home. Similarly to the Travel-To phase, the Travel-Back phase can vary in length depending on the distance from event to home. However, during the Travel-Back phase, participants can have lower excitement levels.

The final phase, Recollection, is the time participant take to reflect on the event as a whole. This includes the time spent preparing, traveling to and from and actually engaging in the main event. It is during the Reflection phase that participants begin to recall and form memories about their experience (Clawson & Ketch, 2013).

During these phases, the participants interaction with their environments and can trigger a reaction in how the participants experiences the event, including mood (Clawson & Ketch, 2013). These phases can be distinguished by environment, activity, and mood (Fridgen, 1984; Stewart, 1998; Hull & Michael, 1995; Geurtsen, 2014).

Positive moods tend to move up and down in a bell-shaped curve with positive moods beginning to rise during the Anticipation phase and beginning to fall during the end of the Participation phase (Nawijn, 2010). During the Participation phase, the positive moods peek and begin declining, positive moods do not reach this peek again throughout the following phases

(Mitas, Yarnal, Adams, & Ram, 2012). During this phasic experience, interactions with the participant can help make the most of the Participation phase.

These interactions, help create the dynamic shifts in moods and attitudes that are experienced by participants (Lee & Shafer, 2002; More & Payne, 1978). Locations that distinguish the phases of the MPT include at home, the journey to the event, the location of the event, traveling from the event, and back to home again (Clawson & Knetch, 2013). These locations also serve as cues that move the participants through the five phases.

Variables Affecting The Phases

Participants take cues from the surrounding environment that can lead to slight mood changes during their time participating in a recreational event (McIntyre & Roggenbuck, 1998). During a Black-water rafting tour, McIntyre and Roggenbuck (1998) found that feelings of arousal did not stay at a high level throughout the event but instead peaked at the main attraction and then began to give way to a more relaxed state of mind. It was also found that these changes often occurred during different locations within the trip. For example, in the study, changes between arousal and relaxation fluctuated at the dressing area, entering the cave, the waterfall jump, and leaving (McIntyre & Roggenbuck, 1998).

The expectations participants have of their environment and the activity may also predict the level of satisfaction the participants experience and ultimately their moods in response (Fridgen, 1984). Studies show that participants will be less satisfied if they feel that they are not receiving an authentic experience. For example, if participants arrive at a nature park expecting to see butterflies and hike through forests but instead are greeted with construction and the

sounds of a busy highway, they are more likely to have negative moods throughout the rest of the trip.

The needs participants expect to meet while attending a recreational event may also influence levels of satisfaction. What participants expect can vary depending on their age, and culture. Different expectations include monetary equivalent, the level of arousal, and the amount of time they expect to spend at an event (Fracken & Raaij, 1981). For example, if a participant spends a large amount of money for tickets to an all-day event but can only engage with an hour of entertainment, they are more likely to feel cheated and moods will reflect this as well (Fracken & Raaij, 1981).

Application of the Multi-Phased Theory

This MPT has been applied mostly to nature appreciation experience such hikes, river rafting trips, and field trips to nature reserves (Hammitt, 1980; Arnould & Price, 1993; Borrie & Roggenbuck, 2001). Scholars focus on the nature and person interactions and the restorative effects of nature on the participant. The scholars have looked at how factors unique to nature can help move participants from one phase to the next. For example, Arnould and Price (1993) looked at the transition in scenery and location as river rafters worked their way to the river, down the river, and then into the caves. Nawijn (2010) researched how this theory can be applied to events that are not strictly nature-based. Nawijn (2010), conducted research into the mood changes of 481 international students during a holiday trip lasting from 2 to 8 days or longer. It was found that the mood changes observed during nature-based recreation can also be seen during trips that are not strictly nature-based, such as cruises, city trips, and cultural trips

(Nawijn, 2010). These findings create opportunities for further research on how the MPT can be applied to events such as carnivals, festivals, and conferences (Nawjin, 2010).

When using this theory in research, it is not always possible or necessary to study each of the five phases due to budget and location restrictions. Typically the Anticipation, Participation, and Recollection phases are studied however this can vary as well. Geurtsen (2014) researched music festivals by only focusing on the Anticipation, Participation, and Recollection phases while McKay, Brownlee, and Hallo (2012) studied changes in environmental focus by only studying the Participation phase. Additionally, Taylor and Norman focused solely on the Anticipation phase for their research on travel in 2018. For the research herein, only the Anticipation and Participation phase will be studied.

Event Experience Scale

The EES is an instrument created and tested by Geus, Richards, and Toepoel. This instrument is designed to further the understanding of event experiences. It is able to be applied to a variety of events including festivals (Geus, Richards, & Toepoel, 2016). The EES measures four dimensions of an event experience: Affect, Cognitive, Active, and Novelty (Geus, Richards and Toepoel 2013). Affect refers to the emotional response a participant has to a recreation experience. Whether or not a participant is learning or acquiring new information during an event is the Cognitive dimension. How active a participant is in the experience is measure by the Active dimension, and the uniqueness of the event according the participant is measured by the Novelty dimension (Geurtsen, 2014).

Even though there are four dimensions being measure by the EES, the dimensions do not necessarily have to depend or influence each other. For example, a participant can be learning from an experience without having to enjoy it or be actively participating (Geurtsen, 2014). All four dimension can be experienced by a participant during an event, however a single dimension generally report to present itself the strongest. Which dimension that reports the strongest or the weakest does have a correlation with how many times a participant attends the event (Richards, 2017). For example, “Active experience tends to score higher for first time visitors than novelty, and activity also reaches a peak at 3-repeat visits, but stays high through 4-5 visits, after which it declines” (Geus, Richards, & Toepoel, 2016, p 21). Geus, Richards, and Toepoel found that events were not just experiences that participants went through but instead were a series of interactions between the participants and their environment. The MPT provides a theoretical framework showing that throughout the very beginning of the event, the anticipation phase, to the end, the recollection phase, the participant is interacting with the event and ques from the environment that leads the participant to experience each phase differently (Geus, Richards, & Toepoel, 2016). The EES allows researchers to look at these phases to better understand how the participant is experiencing the different phases.

Group Size and Group Dynamics

Studies have shown that the size of a group can lead to a variation in group satisfaction as well as group engagement. According to Wheelan (2009), as the size of the group increases, satisfaction decreases as feelings of inhibition increase. Wheelan (2009) found that smaller groups of 3 to 4 members functioned on a higher level and were able to be more productive.

Although, Wheelan's study focuses primarily on work-group dynamics, it shows that there can be differences in engagement with the environments and tasks based on group size.

Another study, revealed married couples who attended a wine festival were more focused on togetherness and bonding in comparison to those attending alone who were more interested in having fun (Yuan, et al, 2005). Furthermore, in another study of wine festivals, it was found that obligation, gratitude, and spending habits also can be influenced by group size (Kolyesnikova & Dodd, 2008). Kolyenikova and Dodd (2008) found "as the number of people in the group increases, the levels of gratitude and obligation decrease" (p. 109). Additionally, as the group size increased, the amount of money spent by the group decreased. Kolyenikova and Dodd (2008) found that one reason for the decrease in spending as group sizes increased could be due to the participants being surrounded more so by their peers and they are not being observed as much by surrounding strangers. In smaller groups, people may feel the need to conform to societal expectation (Kolyenikova & Dodd, 2008).

Finally, group sizes of 2, 3-4, and 5 or more were chosen due to the research suggesting that these group sizes may interact differently. Kolyesnikova and Dodd studied group sizes of 1-2, 3-4, and 5 or more in their research over gratitude and obligation at wineries. They recorded a significant difference in purchasing between the groups.

Conclusion

In conclusion, the size of group has been shown to have an impact on how groups interact and engage in recreation. Festivals can be an impactful part of their communities and the recreation of those who attend. By researching how different sized groups engage with

festivals and how they work through the Anticipation and Participation phases of the MPT, more information may be gained to help explain participant perceived experiences.

CHAPTER III

Method

Based on a survey research design, this research focused on visitors' engagement at festivals in Oklahoma. This study aimed to find potential patterns as defined by the MPT and to investigate whether or not there are differences in how varying group sizes experience the Anticipation and Participation paces of the MPT when participating in festivals.

Research Design

Research was conducted as a questionnaire based social survey research. Before the festival, the survey was distributed through social media. This allowed participants to take the survey at home beforehand. Surveys were also given in-person by volunteers using pen and paper or a tablet with a digital copy of the survey. Participants were greeted at the gate and asked to participate. If one participant from the group was approached, then the remaining members of the group were asked to participate in the survey as well. After the individual/group completed the survey, the volunteer immediately approached the next potential group.

Participants

Population. The study population for this research were adult festival-goers in Tulsa, Oklahoma. Festival-goers included those who attended a single day or a multi-day festival. Another key characteristic of this population was that they did not have children in attendance. This study focused on groups of 2, 3-4, and 5 or more adults. In order to be included, the

festival-goers must have come to the festival of their own freewill. Festival-goers that attended with children may have been more focused on the children's wants and needs than their own experience, thus altering the potential experience, and so were not included in the population.

Sample. The sample for this study were festival-goers who were asked and voluntarily responded to the survey. Systematic random sampling via next person up who fit the criteria was utilized. If one person in a group was asked to participate the remaining members were asked as well.

Data Collection

Data was collected on-line from April 25th-May 5th as well as at a festival in Tulsa, Oklahoma May 2nd-5th, 2019. The minimum sample size was 150 responses. According to Kim et al, a sample size of 150 was determined to be sufficient for a study of food events and festivals (2010). Because this research will focus on festivals, a sample size of at least 150 was determined to be sufficient.

Instrumentation

EES questionnaire was used to collect data (Figure 1). The questionnaire consisted of multiple choice questions and Likert scales. The EES was developed in order to create a tool that could reliably and accurately measure the multiple dimensions: Affect, Cognitive, Active and Novelty, of an event or festival. This instrument was developed by Geus, Richards and Toepoel in 2015 and has been implemented in 4 different countries. The EES measures a festival-goers' perception of the experience by examining four key dimensions.. Within the EES, the Affect

portion measures the participants affect engagement, the emotions they experience due to the festival. The Cognitive portion measure whether or not the participant thinks they are learning. The Active portion measure the physical engagement of the participant. The Novelty portion measures the distinctiveness of the event according to the participants' perception (Geurtsen, 2014). These dimensions were found through clusters that appeared using the Kaisier-Meyer-Olkin measure to determine correlations between items (Gues, Richards, & Toepoel, 2016).

The EES was tested for the reliability and validity in three phases. Questions and items relating to an event experience were developed and then reviewed by “an expert panel of four tourism researchers” (Gues, Richards, & Toepoel, 2016, p. 283). Next, the items were rated on a scale from 1 (Totally Disagree) to 7 (Totally Agree) by respondents to determine the extent that they experienced the dimensions. Finally, the EES was found to be reliable with a Cronbach alpha of .88. The validity and reliability of the EES is shown to be consistent however, more testing is needed. According to Gues, Richards, & Toepoel:

“The scale seems to be internally consistent and face valid. However, more research and psychometrical measures are needed to assess internal consistency over studies and samples and reliability and validity (construct and discriminant) tests. In addition to group size, demographics, response rate, and gender were recoded as well” (2016, p.286).

Once gathered, data will be shared with the creators of the EES to contribute to further determining the validity and reliability.

In addition to the EES, questions about gender, demographics, and age will be added.

Data Analysis

Once data was collected, utilizing SPSS, it was divided into two main groups with three sub-groups. The two main groups were Anticipation and Participation. Within each main group surveys were divided into three groups, those who attended as a pair, those who attended in groups of 3-4, and those who attended in groups of 5 or more. Each group size was analyzed to determine which of the dimensions were reported for higher perceived engagement. To analyze this data, statistics of central tendencies were used. After the means of each group sizes were determined, a Mann Whitney U test was anticipated to be used to compare the differences between the groups, however a Kruskal-Wallis was determined to be a better statistical test as it compares multiple groups at a time. A Kruskal-Wallis was determined to be acceptable as it is a nonparametric statistic and the data collected was ordinal due to the Likert scales used. A minimum Chron Bach Alpha of 95 was used. The Kruskal-Wallis test was used to compare all four groups overall and within each phase.

CHAPTER IV

Findings

Overview

The data collected for this research focused on the impact that different group sizes may have had on participant engagement at festivals. A sample of 154 surveys were collected. A Kruskal-Wallis test was used to analyze the data comparing more than two groups at a time. Statistics of central tendencies were also used to find the means and standard deviations. The data was first analyzed by comparing group sizes not factoring in at what phase the survey was taken. This gave an overall results into how different group sizes engaged. Next, the data was divided into two categories, Anticipation and Participation. Within these two categories, group sizes were compared against each other.

The two categories that the data was divided into represent the Anticipation phase and the Participation phase of the MPT. The Anticipation phase consisted of all the surveys taken before the festival began. The Participation phase consisted of all the surveys taken during the festival. The group sizes compared with in each of these phases were groups of 2, 3-4, 5 or more, and Other. Other includes respondents that felt like they could not identify their group size with the given options. These group sizes were compared to see how the participants within these groups engaged with the festival in terms of dimensions as seen in the EES. These dimensions include Affective, Active, Cognitive, and Novelty.

Demographics

Of the surveys collected, 65.69% participants reported their sex as female, with 30.66% reporting as male, and 3.65% preferring not to answer. Similarly, 62.96% identified their gender as female, 34.07% identified as male, and 2.96% preferred not to answer (see Table 1).

Category	Gender	Sex
Female	62.96%	65.69%
Male	34.07%	30.66%
Preferred not to Answer	2.96%	3.65%

Respondents were asked to report their level of education. Participants with postgraduate degrees accounted for 24% of the responses. The majority of the responses, 41.91%, had earned their first degree. The second largest group, 33.08%, were participants who earned a high school degree (see Table 2).

Category	Percentage
Postgraduate	24%
First Degree	41.9%
Highschool	33.08%

The occupations of respondents were closely distributed. Directors or managers and Students categories each account for 17.46%. The smallest occupation category accounted for were manual workers, 3.97%. Academic professions accounted for 13.49% as well as those reporting service and sales personnel. Respondents who reported as working in administration

accounted for 11.90%. The largest profession reported were technical professions, 22.22% (see Table 3).

Table 3 Profession	
Category	Percentage
Director or manager	17.46%
Academic professions (doctor, lawyer, etc.)	13.49%
Technical professions (technicians, nursing)	22.22%
Clerical/administration	11.90%
Service and sales personnel	13.49%
Manual or crafts worker	3.97%
Student	11.46%

The income category with the most responses was the annual income of \$60,000 or more. The smallest reported income range was \$5,001-\$10,000. This income range was followed closely by \$10,001-\$20,000, 7.14%, \$50,001-\$60,000 reporting at 6.35%, and those making less than \$5,000 reporting at 5.56%. Those reporting earning within the range of \$30,001-\$40,000 accounted for 11.11%. Respondents who reported earning within the range of \$20,001-\$30,000 accounted for 19.05% (see Table 4).

Table 4 Income	
Income Group	Percentage
<\$5,000	5.56%
\$5,001 - \$10,000	3.97%
\$10,001 - \$20,000	7.14%
\$20,001 - \$30,000	19.05%
\$30,001 - \$40,000	11.11%
\$40,001 - \$50,000	17.49%
\$50,001 - \$60,000	6.36%
> \$60,000	29.37%

Of the reported ages of respondents, participants who were 18-19 represented 5.15%. The largest age range group with 38.24% was 20-29 year old. Those reporting an age range of 30-39 consisted of 22.79% of responses. The age range of 40-49 included 12.5 % of responses. The smallest reported age range was 50-59 totaling to 10% of those surveyed. The age range of 60+ years included 11.03% of the respondents (see Table 5).

Age Range	Percentage
18-19	5.15%
20-29	38.24%
30-39	22.795
40-49	12.5%
50-59	10.005
60<	11.03%

For this study, a total of 154 surveys were collected. During the anticipation phase, 83 responses were collected. Of these, 46 were in a group of 2, 22 were in a group of 3-4, 10 were in a group of 5 or more, and 5 identified their group as Other. During the Participation phase, 71 surveys were collected. Of these, 38 were in a group of 2, 21 were in a group of 3-4, 10 were in a group of 5 or more, and 2 identified their group size as Other (see Table 6).

Group Size	Anticipation Phase	Participation Phase
2 People	46	38
3-4 People	22	21
5 or More	10	10
Other	5	2
Total	83	71

n = 154

Overall Comparisons

Within the EES there are four dimensions, Affective, Active, Cognitive, and Novelty. The survey used in this research had two questions that correlated to each dimension. For the Affective dimension the two questions used were: “During the event I felt excited” and “During the event I felt emotionally charged”. The two questions used to measure the Active dimension were: “During the event I actively participated” and “During the event I was physically active”. For the Cognitive dimension the questions used were: “During the event I acquired new knowledge” and “During the event I reflected on new ideas that came to mind”. For the Novelty dimension the questions were: “During the event I experienced new things” and “During the event I experienced something unique”. The participants were asked to rate how true they felt these statements were on a scale of 1, strongly disagree, to 7, strongly agree.

When comparing responses of festival engagement related to group size only, not regarding the phase, results indicated that different group sizes engaged differently within the Active dimension of the EES. Findings showed a statistically significant difference with a confidence level of .005 when comparing groups within question 11.3, “During the event I actively participate” (see Appendix A) (see Table 7).

Table 7 During the Event I Actively Participated

Group Size	Mean
2 People	3.75
3-4 People	4.91
5 or More	4.92
Other	5.40

Within the Cognitive dimension, different group sizes indicated that they may have engaged differently. The groups noted as Other could be individuals not in a group or individual within a group that felt their group size did not fit within the categories provided. For example, the respondents could have begun the festival in a group of 2 that later turned into a group of 3-4. The Other group size mean was 5.67 while groups of 2, 3-4, and 5 or more means were 3.07, 3.54, and 3.5 respectively (see Table 8).

Table 8 During the Event I Acquired New Knowledge

Group Size	Mean
2 People	3.07
3-4 People	3.54
5 or More	4.54
Other	5.67

For the Affective and Novelty dimensions, there were no significant differences. However, participants in groups of 2 and 3-4 tended to score slightly higher when asked about how they felt, indicating that they may engage more emotionally (see Table 9).

Table 9 Affective Dimension Regardless of Phase

Group Size	Mean of: During the Event I Felt Excited	Mean of: During the Event I Felt Emotionally Charged
2 People	4.74	4.17
3-4 People	4.96	4.56
5 or More	4.90	3.50
Other	5.60	5.50

Hypothesis I

The first hypothesis tested was: During the Anticipation phase, different group sizes will report different engagement in one or more of the four dimensions of the EES. Using a Kruskal-Wallis test, Groups of 2, 3-4, 5 or more, and Other were compared. When comparing these groups within the Anticipation phase, there were no statistically significant differences recorded between the different group sizes. However, trends could be inferred in how participants in different group sizes responded.

When asked questions 11.1 and 11.2 , “During the event I felt excited” and “During the event I felt emotionally charged”, pertaining to the Affective dimension, participants within groups of 2 and 3-4 had lower means than those within a group of 5 or more (see Table 10). For question 11.1, the means and ranked means are as followed: 2 people, mean- 5.00, Ranked mean-20.05; 3-4 people, mean- 5.20, ranked mean-22.47; 5 or more people,mean-5.52, ranked mean-22.00; Other, mean-5.67, ranked mean- 24.25. The means and ranked means for question 11.2 are: 2 people, mean-4.50, ranked mean-24.40; 3-4 people, mean-4.92, ranked mean-21.57; 5 or more people, mean-5.20, ranked mean-31.70; Other, mean-5.33, ranked mean-32.50 (see Table 10).

Table 10 Affective Dimension Within the Anticipation Phase

Group Size	Mean of: During the Event I Felt Excited	Mean of: During the Event I Felt Emotionally Charged
2 People	5.00	4.50
3-4 People	5.20	4.92
5 or More	5.25	5.20
Other	5.67	5.33

This trend of lower engagement can also be seen in the Active dimension with questions 11.3 and 11.6, “During the event I actively participated” and “During the event I was physically active” (see Appendix A). Although there were no significant differences, participants in groups of 2 and 3-4 did trend lower than those in groups of 5 or more or Other (see Table 11). The means and ranked means for question 11.3 are as followed: 2 people, mean-4.05, ranked mean-19.67; 3-4 people, mean-4.96, ranked mean-22.08; 5 or more people, mean-5.45, ranked mean-31.57; Other, mean-5.33, ranked mean-28.50. The ranked means for question 11.6 are: 2 people, mean-4.33, ranked mean-17.07; 3-4 people, mean-4.31, ranked mean-16.04; 5 or more people, mean-5.00, ranked mean-21.75; Other, mean-5.00, ranked mean- 21.75.

Table 11 Active Dimension Within the Anticipation Phase

Group Size	Mean of: During the Event I Actively Participated	Mean of: During the Event I was Physically Active
2 People	4.05	4.33
3-4 People	4.96	4.31
5 or More	5.43	5.00
Other	5.33	5.00

When looking at the Cognitive dimension, questions 11.4 and 11.5, “During the event I acquired new knowledge” and “During the event I reflected on new ideas that came to mind”. (see Appendix A), participants in the groups of 5 or more and Other did have means ranked

slightly higher. However, the difference was not significant (see Table 12). The means and ranked means for question 11.4 are: 2 people, mean-3.86, ranked mean-20.58; 3-4 people, mean-3.33, ranked mean-16.67; 5 or more people, mean-4.71, ranked mean-27.14; Other, mean-5.67, ranked mean-33.00. The means and ranked means for question 11.5 are: 2 people, mean-4.10, ranked mean-21.73; 3-4 people, mean-3.67, ranked mean-17.75; 5 or more people, mean-4.33, ranked mean-21.75; Other, mean-5.67, ranked mean-31.25.

Table 12 Cognitive Dimesion Within the Anticipation Phase

Group Size	Mean of: During the Event I Acquired New Knowledge	Mean Of: During the Event I Reflected on New Ideas That Came to Mind
2 People	3.89	4.10
3-4 People	3.33	3.67
5 or More	4.71	4.33
Other	5.67	5.67

Hypothesis II

The second hypothesis tested was: During the Participation phase, different group sizes will report different engagement in one or more of the four dimensions of the EES. When comparing groups within the Participation phase significant differences were found within three of the four dimensions, Affective, Active, and Cognitive. Reviewing the Affective dimension, there was a statistically significant difference between the different group sizes when asked question 11.2, “During the event I felt emotionally charged”, with a confidence level of .006. (see Appendix A) (see Table 13). The means and ranked means for question 11.2 are: 2 people, mean-3.77, ranked mean-21.05; 3-4 people, mean-4.85, ranked mean-28.31; 5 or more people,

mean-2.99, ranked mean-11.29; Other, mean-6, ranked mean-40. However, for question 11.1, “During the event I felt excited”, pertaining to Affective dimension, did not yield the same results. and instead had ranked means that were similar across all groups (see Table 13). The means and ranked means for question 11.1 are: 2 people, mean-4.40, ranked mean-16.78; 3-4 people, mean-4.67, ranked mean-18.12; 5 or more people, mean-4.67, ranked mean-16; Other, not applicable.

Group Size	Mean of: During the Event I Felt Emotionally Charged	Mean of: During the Event I Felt Excited
2 People	3.77	4.40
3-4 People	4.85	4.67
5 or More	2.99	4.67
Other	6	Not applicable

Questions 11.3 and 11.6, “During the event I actively Participated” and “During the event I was physically active” (see Appendix A) pertained to the Active dimension. Within this dimension, there is a statistical difference in between groups at a confidence level of .018 for question 11.3. Similarly to the Affective dimension, this significant difference can only be seen in one of the two questions (see Table 14). The means and ranked means for question 11.3 are: 2 people, mean-3.48, ranked mean-15.39; 3-4 people, mean-5.22, ranked mean-27.61; 5 or more people, mean-4.20, ranked mean- 20.94; Other, mean-6, ranked mean-34. The means and ranked means for question 11.6 are similar to 11.3, however the differences in the ranked means of 11.6 are large enough to be significant. The means and ranked means for question 11.6 are: 2 people,

mean-3.50, ranked mean- 18.23; 3-4 people, mean-4.50, ranked mean- 24.00; 5 or more people, mean-4.14, ranked mean-22.29; Other, mean-6, ranked mean-34.50.

Table 14 Active Dimension Within the Participation Phase

Group Size	Mean of: During the Event I Actively Participated	Mean of: During the Event I Was Physically Active
2 People	3.48	3.50
3-4 People	5.22	4.50
5 or More	4.20	4.14
Other	6	6

The final dimension that had a statistical significant difference within the Participation phase was the Cognitive dimension, questions 11.4 and 11.5, “During the event I acquired new knowledge” and “During the event I reflected on new ideas that came to mind”. Once again, only one of the two questions pertaining to this dimension had clear differences in ranked means (see Table 15). The means and ranked means for question 11.4 are: 2 people, mean-2.48, ranked mean- 19.15; 3-4 people, mean-3.71, ranked mean-29.04; 5 or more people, mean-4.33, ranked mean- 34.50; Other, mean-6, ranked mean-45.40. There was a statistical difference at a confidence level of .011 between the ranked means of these groups. The means and ranked means for question 11.5 are: 2 people, mean-3.18, ranked mean- 17.25; 3-4 people, mean-4.69, ranked mean- 27.50; 5 or more people, mean-3.83, ranked mean-21.42; Other, mean-6, ranked mean-37.5.

Group Size	Mean of: During the Event I Acquired New Knowledge	Mean of: During the Event I Reflected on New Ideas That Came to Mind
2 People	2.48	3.18
3-4 People	3.71	4.69
5 or More	4.33	3.83
Other	6	6

When considering the Novelty dimension, questions 11.7 and 11.8, “During the event I experienced new things” and “During the event I experienced something unique”, there were no significant differences between different group sizes. Although the difference was not significantly significant, participants within a group size of 5 or more did have a slightly lower mean when compared to Other groups within question 11.8. (see Table 16). The means and ranked means for question 11.7 are: 2 people, mean-3.26, ranked mean-16.53; 3-4 people, mean-3.78, ranked mean-18.94; 5 or more people, mean-3.67, ranked mean-18.83; Other, mean-6, ranked mean-32.50. For question 11.8 the ranked means are not as constant. The ranked means for question 11.8 are: 2 people, mean-3.45, ranked mean-20.00; 3-4 people, mean-3.73, ranked mean- 20.86; 5 or more people, mean-3.00, ranked mean-17.21 Other, mean-5, ranked mean-30.00.

Group Size	Mean of: During the Event I Experienced New Things	Mean of: During the Event I Experienced Something Unique
2 People	3.26	3.45
3-4 People	3.78	3.73
5 or More	3.67	3.00
Other	6	5

Conclusion

In conclusion, using a Kruskal-Wallis analyses and statistics of central tendencies this study did find a few significant differences in how participants of different group sizes engaged with festivals depending on participation phase they are in. However, in some cases, there was not a large enough difference between groups was significant but a trend could be seen. For this research, the first hypothesis tested: During the Anticipation phase, different group sizes will report different engagement in one or more of the four dimensions of the EES. There were no statistically significant differences in how participants of different group sizes engaged, thus, the finding failed to reject the null. The second hypothesis tested was: During the Participation phase, different group sizes will report different engagement in one or more of the four dimensions of the EES. There were statistically significant differences in how participants of different group sizes engaged with in the Affective, Active, and Cognitive dimensions. The findings supported rejecting the null. When looking at the data collected during the Participation phase, different group sizes did engage differently within the Active, Affective, and Cognitive. Additionally, when looking at just the group size and not the phase the data showed significant differences within the Active and Cognitive dimensions.

CHAPTER V

Discussion

Introduction

The purpose of this study was to add to the research pertaining to festivals, participant engagement, and the MPT. Using the Kruskal-Wallis test, this study compared the engagement of participants within groups sizes of 2, 3-4, 5 or more, and Other during the Anticipation and Participation phases of a festival. This research did find a few statically significant differences in how participants of different groups sizes engage during the Participation phase. There were no statistically significant differences during the Anticipating phase, however trends could be seen.

Implications

The results of this study show that during the Participation phase different group sizes do engage differently within the 3 of the 4 dimensions of EES, Affective, Cognitive, and Active. This may be useful for event planners wanting to create programing more appropriate for the audience event planners are trying to capture. Even though there were not statistically significant differences in some cases a trend could be inferred. For example, knowing that different group sizes engage differently with a festival within the Active dimension may encourage Recreation Managers to create programming that encourages this type of engagement.

Limitations

The limitations of this study included weather. During the time that surveys were being collected, Oklahoma experience unusually high levels of rain that led to flooding and resulted in delayed starts and cancelations to many festivals. Because of this attendance was low and only one festival, Cinco de Mayo, remained during the data collection time, results may be limited or skewed.

This research took place in Tulsa, Oklahoma and may not be applied to festivals in other locations. Cinco de Mayo also had an entrance fee, meaning this research may not be applied to festivals with no entrance fee.

Another factor that may have affected the results of this study is the small sample when considering sub groups. Even though this study was able to reach the minimum number for the sample size, creating sub groups resulted in a small number count per sub group. Additionally, since not all questionnaires had responses to all the questions, a larger sample may be preferred.

Finally, many respondents commented that English was not their primary language and that they needed assistance translating the survey. Because of this, there is no guarantee that the questions were translated in the way that the surveyor intended

For the Future

This research may indicate that participants engaged differently at festivals depending on the phase and the groups size. This study could be modified to research other festivals in the area to see if the results are similar. This study could also be modified to be used in other states. For

future research however, it may be beneficial to collect a larger sample size. This was the researcher could guarantee adequate numbers per sub group.

The results of this study showed that the group size Other often times had a higher mean than groups of 2, 3-4, 5 or more. Future studies could be done to see which participants are identifying their group as Other and why. If it is due to a changing group size throughout the event, research into how a changing group sizes impacts participant engagement should be considered.

This finding of this research could also only show that different group sizes did engage differently within 3 of the 4 dimensions of the EES during the Participation phase. Understanding why this is may be beneficial to Recreation Managers trying to plan more purposeful programming.

Finally, it may be interesting to see if these results are duplicated or different if this study were applied to other events that are not festivals.

Conclusion

In conclusion, during the Anticipation phase, there were no statistically significant differences in how participants of different groups sizes engaged but trends could be interpreted. Participants of groups of 5 or more trended slightly higher in the Active and Cognitive dimensions of the EES. During the Participation phase there were statistically significant differences in how participants of different groups sizes engaged. The results of this study may potentially help Recreation Managers plan festivals that are better programmed to their audience.

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Appendices

Festival and Event Questionnaire

1. When are you taking this survey?

- Before the Festival
- Right as entering the Festival
- During the Festival

2. What is the size of the group you are attending with, including yourself?

- 2 people
- 3-4 people
- 5 or more people
- Other

3. What are your main reasons for attending this event? *(Please select any that apply)*

- | | |
|---|--|
| <input type="checkbox"/> I like the festival | <input type="checkbox"/> The music programme |
| <input type="checkbox"/> Entertainment | <input type="checkbox"/> Visiting the area |
| <input type="checkbox"/> Spend time with
friends /family | <input type="checkbox"/> To learn something |
| <input type="checkbox"/> Special occasion | <input type="checkbox"/> To try something new |
| <input type="checkbox"/> Other, please state _____ | <input type="checkbox"/> To see a specific performer |

4. How did you first hear about the event? *(Please select one)*

- | | |
|---------------------------------------|--|
| <input type="radio"/> Previous visit | <input type="radio"/> Event brochure |
| <input type="radio"/> Family, friends | <input type="radio"/> Newspaper/magazine |
| <input type="radio"/> TV/radio | <input type="radio"/> Tour operator brochure |
| <input type="radio"/> Tourist office | <input type="radio"/> Guide book |
| <input type="radio"/> Event website | <input type="radio"/> Social media |
| <input type="radio"/> Other website | <input type="radio"/> Other |

5. Which information sources did you use to plan your visit to the event? (Please select any that apply)

- Previous visit
- Family, friends
- TV/radio
- Tourist office
- Event website
- Other website
- Event brochure
- Newspaper/magazine
- Tour operator brochure
- Guide book
- Social media
- Other

6. Have you visited this event before? (Please select one)

- Yes
 - No
- If yes, how many times? _____

7. On which days did you visit this edition of the event? (Please select all that apply)

- Day 1
- Day 2
- Day 3 or more

8. Where did you stay during the event? (Please select one)

- At home
- Hotel
- Guest house
- Bed & breakfast
- With friends/family
- Camp site
- Youth hostel

9. How likely are you to visit this event again in the future? (Please circle a number from 1 to 10)

- not at all likely ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ very likely

10. How likely are you to recommend this event to family/friends? (Please circle a number from 1 to 10)

- not at all likely ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ very likely

11. Please score the following statements on a scale from 1 (totally disagree) to 7 (totally agree):

	<i>Disagree strongly</i>			<i>Neither disagree / agree</i>			<i>Agree strongly</i>		<i>Do not know</i>
	1	2	3	4	5	6	7		
During the event...									
... I felt excited	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... I felt emotionally charged	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... I actively participated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... I acquired new knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... I reflected on new ideas that came to mind	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... I was physically active	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... I experienced new things	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... I experienced something unique	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The event was good value for money.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think the event was well staged.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The staff were friendly and helpful.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The food and drink is good value for money.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This event improved my image of Tulsa.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This event made me feel part of a bigger community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consider environmental issues to be important.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think the event is doing a good job of limiting its environmental impact	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Can you indicate your average spending per person during the whole event?

- a) Admission to the event Dollars
- b) Merchandise/souvenirs Dollars
- c) Food and drink Dollars
- d) Accommodation Dollars
- e) Shopping Dollars
- f) Other Dollars
- g) Total Dollars

13. What proportion of this money was/will be spent? (write approximate %)

	Write in (%)
At this event	
Elsewhere in Tulsa	
Outside /Tulsa	

14. How important was this event in your decision to visit Tulsa today? (Please select one)

- Only reason for visiting this destination
- One of the main reasons for visiting this destination
- One of several reasons for visiting this destination
- Not a factor, would have visited anyway (e.g. on holiday here, or visiting friends/family)

15. What would you probably be doing today if the event was not being held? (please select one)

- I would have stayed at home / gone to work
- I would have done something else in this destination
- I would have visited another destinations nearby
- I would have visited another part of the region
- I would have gone somewhere outside this region

16. Where do you live?

- In this country (please give zipcode)_____
 - Abroad (country)_____
- (city/region)_____

17. Sex

- Male
- Female
- Prefer not to answer

18. Gender

- Male
- Female
- Other
- Prefer not to answer

19. Please indicate your age group?

- 15 or younger
- 16 - 19
- 20 - 29
- 30 - 39
- 40 - 49
- 50 - 59
- 60 or over

20. What is your highest level of educational qualification? (please select one)

- Primary school
- Secondary school
- Further education
- Higher education (first degree)
- Postgraduate

21. Indicate your current (or former) occupational group (please select one)

- Director or manager
- Academic professions (doctor, lawyer, etc.)
- Technical professions (technicians, nursing)
- Clerical/administration
- Service and sales personnel
- Manual or crafts worker
- Student

22. Which category best describes your annual household gross income? (please select one)

- < \$5,000
- \$5,001 – \$10,000
- \$10,001 – \$20,000
- \$20,001 – \$30,000
- \$30,001 – \$40,000
- \$40,001 – \$50,000
- \$50,001 – \$60,000
- > \$60,000

23. Have you visited any of the following attractions in your leisure time in the past 12 months? (Please select any that apply)

- Museum
- Opera
- Film
- Theme park
- Sports match
- Pop concert
- Theatre
- Musical
- Ballet

24. What social media do you use? *(Please select any that apply)*

- Facebook
- MySpace
- Twitter
- LinkedIn
- Other, please state _____

25. Which (national / regional) papers do you read? *(Please select any that apply)*

- Tulsa World**
- The Oklahoman**
- USA Today**
- New York Times**
- Wall Street Journal**
- Other, please state _____

VITA

Tiffany Renee Gebhart Brenner

Candidate for the Degree of

Master of Science

Thesis: GROUP SIZE IMPACT ON PARTICIPANT EXPERIANCE AT FESTIVALS

Major Field: Leisure Studies

Biographical:

Education:

Completed the requirements for the Master of Science in Leisure Studies at Oklahoma State University, Stillwater, Oklahoma in July, 2019.

Completed the requirements for the Bachelor of Arts in Strategic Communication at Oklahoma State University, Stillwater, Oklahoma in May, 2017.

Experience:

Graduate Research and Teaching Assistant
Oklahoma State University: August 2017- May 2019

Event Technician
River Parks Authority: April 2017- October 2019

Outdoor Adventure
Oklahoma State University: August 2017- May 2019