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A Study on Attendees' Motivation for Events in Budapest

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DECLARATION

I declare that the dissertation hereby submitted in partial fulfilment of the requirements for the degree of Master of Arts in Tourism Management at the Budapest Business School has not previously been submitted by me for a degree at this or any other institution. This dissertation and the work presented in it are my own and have been generated by me as the result of my own original research; it is my work in design and in execution, and that all material contained therein has been duly acknowledged. I understand that my thesis may be made available to the public.

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Abstract

Nowadays, event participants have formed a crucial segmentation in the tourism market all over the world. Understanding the social, economical and cultural benefits of events leads the cities aim to have a better market share. The individuals have become the essential parts of events in the manner of this target and the necessity of knowing their reasons for participation and their motivation. Thus, the attendees' motivation for various events in the lively Hungarian capital, Budapest is aimed to be specified in this dissertation.

In this frame, after an extensive literature review on the events researches and theoretical background of motivation, an online questionnaire was realized as the primary research instrument, in which data was collected and analyzed with the help of Google Forms, Google Spreadsheet and Microsoft Excel. The survey was conducted on visitors, locals, internationals, expats and basically people who have attended at least one event in the city Budapest to investigate their perception, willingness, tendency and motivation for attending various events in the city.

In this thesis, attendees' demographics and participant motivations were examined. The data was analyzed by cross examinations. Findings of the data gathered from 120 participants indicate that slightly more than half of them are female and mostly belong to 18 – 26 age group. Also it was found that “Entertainment” is the main reason for participants to attend an event, while “Socialization” best defines their motivation in general. There was also an open-ended question on what kind of events participants want to see more in Budapest in the future and the most common answers were recorded as “Cultural” and “Concerts”.

In addition, the reason for attending, satisfaction and motivation levels were also examined. These levels illustrated the relationship between demographic characteristics and motivation in order to learn about the tendency and profile of the participants. As a result of the analysis, a significant relationship has been identified with the help of cross examination between levels of age group, motivation and reason for attending events. To conclude, an interpretation of all these results was realized with the recommendation for future promotional activities and for the market.

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Chapter 1: Introduction

Today, events are located in the centre of our culture and daily life as never before. Growth in discretionary income, spending and leisure time have multiplied the number of events, festivals, celebrations and entertainment activities. Events are also a thrilling topic for businesses and corporations to market their strategies and to promote the image of the companies.

According to their size and impact, there are various types of events such as special events, mega events, hallmark events and major events. Events are also categorized by their type and sector, such as public, cultural, creative, festivals, sporting, tourism and corporate events. The business events sector, including meetings, incentives, conventions and exhibitions, is one of the fastest growing areas of events. Thanks to vastly increasing corporate involvement, events are now seen as an industry with considerable economic and job opportunities.

In the past decade, events and event tourism have been one of the most important sections in the leisure industry and numerous academic studies have been realized about them. The attention for motivation of event attendance has an increasing trend among researchers. Apart from the common topics such as economic impact, marketing strategies of mega events, and festival management, there is a growing focus on the motivations of attendees. It has been agreed that understanding motivations opens the way for better planning and marketing of events, and better segmentation of participants as well. Researches on attendees' motivation are ways to monitor satisfaction and a tool for understanding the decision-making processes. They are also crucially important in the terms of realizing the future analysis.

In this manner, this work investigates perception, willingness, tendency and motivation for attending various creative events in the vibrant Hungarian capital, Budapest. After a wide literature review on the events researches and theoretical background of motivation, a survey type research, in which data was collected via an online questionnaire, was conducted as primary research instrument, on participants of various events in Budapest.

With this framework, the aim of the dissertation is to investigate of visitors' motivation to participate in events, to categorize their demographic characteristics and to classify their participation motives.

Hypothesis of the this paper is that Budapest has been a popular destination for both international and national young people in 18 – 26 age group who preferred to attend events within the city for socialization and entertainment purposes.

The main research questions of this work are;

- What are the reasons for attending different types of events in the city of Budapest?
- What are the demographic characteristics of attendees?
- What is the motivation behind individuals' decision?

The main objectives of the thesis are:

1. To give a general theoretical background on event studies
2. To investigate motivation process and theories of motivation
3. To define the importance of motivation researches on event planning and marketing in upper extent.
4. To realize an online questionnaire as a primary research on participants' motivation for events in Budapest.
5. To collect the data about participants' of questionnaire to analyze their demographic characteristics, motives and willingness.
6. To merge the data from secondary and primary researches to make a conclusion and recommendation.

Chapter 2: Literature review

Introduction

Events and event tourism have been important key elements of tourism in general which has rapidly developed and diversified in recent years. In tourism literature, there has recently been an increase in the number of researches on events and event tourism. Getz, 1997, 2000, 2008; Harris et al. 2001, Gnoth & Anwar, 2000; Raltson & Hamilton, 1992; Ritchie, 1984 and Sherwood, 2007 are international researches on the subject particularly, indicating that understanding motives of the attendees plays crucially important role in event management and open the way for better planning and marketing of events.

Various international researches have been carried out on the topic of attendees' motivation. In most of these studies, a specific type of event or activity has been discussed and the motivation of the participants in this event has been examined. In some of the questionnaires, event venues, as attraction centers where event is organized are also included.

In this context, two remarkable researches on the topic which were found and deeply analyzed during secondary research for this dissertation work are "*Visitor Profiles and Motivations for Visiting an Australian Wine Festival*" conducted by Weiler et al. 2004 and "*Why Do People Attend Events: A Comparative Analysis of Visitor Motivations at Four South Island Events*" realized by Nicholson and Pearce 2001.

In the following chapter, definitions and types of events are examined. After that, a comprehensive research in the literature is made on motivation for event attendance. Also the link between motivation process and leisure time is studied in details. And finally literature review is completed with definition and theories of motivation which are given in the end of the chapter.

Definition of Events

There are numerous kinds of definition of events; Getz defines event as “a notable happening in special conditions, time and place” (Getz, 1991) while Shone and Parry explain it as “all the activities other than every day routine” (Shone and Parry, 2004) Events are not the occasions that happen every day. According to Tassiopoulos, events are temporary happenings and every event has different time, form, management process and uniqueness. (Tassiopoulos, 2005) Also Silvers defined that events are unique experience that intentionally designed to create an influence on people. (Silvers, 2004)

Events are uniquely designed happenings which have specific time; form and management process. Events have widely roles such as team building, urban transformation, cultural happenings and so on. Events are mostly used as a tool for reaching the defined company or business goals, cultural gatherings, socializing and many more. For instance, with the help of popular events, people comes together and social integration and perception of community belonging are strengthened (Babacan and Göztaş, 2011)

Events also help to make marketing and promotion campaigns of a product, service, idea, destination and public figure. What make events exist, is attendants; message or experience can be shared, sent and produced only if there are attendants to events. (Wood, 2009)

The main event-related professional associations dated back to 1885. In 1885, the International Association of Fairs and Expositions (IAFE) began with a half dozen fairs, while the International Association for Exhibition Management was organized in 1928 as the National Association of Exposition Managers to represent the interests of tradeshow and exposition managers. The International Festivals and Events Association celebrated its 50th year in 2005, and its orientation appeals to community festivals and other celebrations. (Getz, 2007)

Established in 1972, Meeting Professionals International (MPI) is the (self-proclaimed) leading global community committed to shaping and defining the future of the meeting and event industry. The International Special Events Society (ISES) was

founded in 1987 and embraces both event designers/producers and their numerous suppliers. As well, there are associations for carnivals, and many arts and sports-specific associations that deal with events, and they organize at local, national and international levels. (Getz, 2007)

Event tourism was not considered as a real professional sector in 1960's and 1970's. After 1980's, many researchers worked on this topic. In 2000's, there were numerous events and celebrations designed as professional occasions. It is obvious that, events sector is a fast growing professional field which is an also important motivator for tourism since it creates numerous job opportunities. (Getz, 2007)

Type of events

Events are divided and searched in different categories. While some researchers classify the events by their content, others focus on their size. Getz provides a typology of the main categories of planned events based primarily on their form which have obvious differences in their purpose and program. Some are for public celebration (this category includes so-called "community festivals" which typically contain a large variety in their programming and aim to foster civic pride and cohesion), while others are planned for purposes of competition, fun, entertainment, business or socializing. Often they require special-purpose facilities, and the managers of those facilities (like convention centers and sport arenas) target specific types of events. Professional associations and career paths have traditionally been linked to these event types. (Getz, 2007)

CULTURAL CELEBRATIONS

- Festivals
- Carnivals
- Commemorations
- Religious events

POLITICAL AND STATE

- Summits
- Royal occasions
- Political events
- VIP visits

ARTS AND ENTERTAINMENT

- Concerts
- Award ceremonies

BUSINESS AND TRADE

- Meetings, conventions
- Consumer and trade shows
- Fairs, markets

EDUCATIONAL AND SCIENTIFIC

- Conferences
- Seminars
- Clinics

SPORT COMPETITION

- Amateur/professional
- Spectator/participant

RECREATIONAL

- Sport or games for fun

PRIVATE EVENTS

- Weddings

- Parties

- Socials

Business events and tourism

Interest in the tourism value of business events, including meetings, conventions, and exhibitions (both trade and consumer shows) has been intense for so long that almost all major cities now possess impressive convention and exhibition facilities, along with agencies devoted to selling the space and bidding on events. The first convention bureau in the USA was established as far back as 1896 (Spiller, 2002) and the International Association of Convention Bureaus was founded in 1914. (Getz, 2007)

A defining element in business event tourism is the dominance of extrinsic motivators in explaining travel—it is necessitated to do business, to advance one's career, or because it is required by one's job. On the other hand, business events and pleasure travel do mix, and the connection has been examined by Davidson (2003). (Getz, 2007)

Sport events and tourism

Sports as 'big business' is an enduring theme can generate a civic turnaround. Sports Business Market Research Inc. (2000, p. 167) observed that in the 1980s and 1990s American cities put heavy emphasis on sports, entertainment and tourism as a source of revenue for the cities. Gratton and Kokolakakis (1997) believed that in the UK sports events had become the main platform for economic regeneration in many cities. Carlsen and Taylor (2003) looked at the ways in which Manchester used the Commonwealth Games to heighten the city's profile, give impetus to urban renewal through sport and commercial developments, and create a social legacy through cultural and educational programming. Across North America almost every city now has a sport tourism initiative, often with dedicated personnel and agencies, and global competition to bid on events and attract the sport event tourist is fierce. (Getz, 2007)

Festivals and other cultural celebrations

Cultural celebrations, including festivals, carnivals, religious events and the arts and entertainment in general (mainly concerts and theatrical productions) are often subsumed in the literature on cultural tourism.

Festivals in particular have been examined in the context of place marketing, urban development, tourism and more recently social change. Design and art based creative cultural events as attractions and activities within the city have a great importance for modern cities and communities nowadays. (Getz, 2007)

Event Tourism

Event management is the applied field of study and area of professional practice devoted to the design, production and management of planned events, encompassing festivals and other celebrations, entertainment, recreation, political and state, scientific, sport and arts events, those in the domain of business and corporate affairs (including meetings, conventions, fairs, and exhibitions), and those in the private domain (including rites of passage such as weddings and parties, and social events for affinity groups).

The main goal of event tourism is to attract more people in the low season to the destinations which suffer seasonality during the year. There are four different important aims of event tourism:

- Creating a positive image for destination
- Expand the tourism season
- Balance the tourism demand equally in destination
- Attract local and international tourist to destination

Event tourism also includes event services, pull and push factors, development of infrastructure and marketing plans. Additionally, it aims to keep the negative effect of big events to locals minimum, while maximizing the experience of visitors. (Tassiopoulos, 2005)

The term “event(s) tourism” was not widely used before; An article by Getz in 1989 in *Tourism Management* (“Special Events: Defining the Product”) developed a

framework for planning “events tourism”. Prior to this it was normal to speak of special events, hallmark events, mega events and specific types of events. Now “event tourism” is generally recognized as being inclusive of all planned events in an integrated approach to development and marketing. (Getz, 1989)

As with all forms of special-interest travel, event tourism can be viewed from both demand and supply sides. A consumer perspective requires determining who travels for events and why, and also who attends events while traveling. It is also crucially important to know what “event tourists” do and spend. Included in this demand-side approach is assessment of the value of events in promoting a positive destination image, place marketing in general, and co-branding with destinations. (Getz, 2007)

On the supply side, destinations develop, facilitate and promote events of all kinds to meet multiple goals:

- To attract tourists (especially in the off-peak seasons)
- To serve as a catalyst (for urban renewal, and for increasing the infrastructure and tourism capacity of the destination)
- To foster a positive destination image and contribute
- To general place marketing (including contributions to fostering a better place in which to live, work and invest)
- To animate specific attractions or areas

Event tourism is not usually recognized as a separate professional field. Mostly it is seen as an application of, or specialty within national tourism offices (NTOs) and destination marketing/management organizations (DMOs). Event development agencies (as opposed to agencies focused on protocol, arts and culture which also deal with planned events) embody event tourism completely, and there are a growing number of associated career paths or technical jobs. (Getz, 2007)

Event Tourism in Budapest

Budapest offers year-round entertainment, activities and happenings in the form of festivals, cultural events, concerts, exhibitions, fairs, sporting events, conferences and

national celebrations notably, Budapest Spring Festival, Sziget Festival, and Budapest International Wine Festival. The lively capital of Hungary is now a top destination not only among young travelers of Europe but also among the event attendees from all over the world. There has been an upward trend in importance of the city because of the increasing prosperity that comes as a result of the successful organizations of international congresses, conferences, symposiums, fairs, exhibitions and tradeshow.

Main Data on Hungarian Tourism			
	2014	2015	2015/2014
Number and Expenditure of Tourists*			
Number of inbound tourists (000s)	13,233	15,635	+18.2%
<i>Same-day tourists</i>	5,485	6,092	+11.1%
<i>Overnight tourists</i>	7,749	9,543	+23.2%
Expenditure of inbound tourists (million HUF)	824,966	966,831	+17.2%
<i>Same-day tourists</i>	54,504	68,164	+25.1%
<i>Overnight tourists</i>	770,462	898,667	+16.6%
Number of domestic overnight tourists (000s)**	11,568	11,790	+1.9%
Expenditure of domestic overnight tourists (million HUF)**	233,324	242,858	+4.1%
Number of outbound tourists (000s)**	6,908	7,695	+11.4%
Expenditure of outbound tourists (million HUF)**	358,533	410,473	+14.5%

Table 1: Number and expenditure of tourists in Hungary

According to “Tourism in Hungary 2015” booklet which was published by the Hungarian Tourism Ltd., the number and the expenditure of tourists in last 2 years showed an increasing trend. Table 1 shows the main data on Hungarian tourism. The proportion of inbound tourists showed 18.2% increase, whereas the percentage of outbound tourists hit 11.4. In parallel, the ratio of the expenditure of inbound tourists climbed 17.2%, while the percentage of the expenditure of outbound tourists grew 14.5. (URL – 1, 2016)

Most Visited Hungarian Settlements*			
	Domestic	International	Total
1.	Budapest (1,003)	Budapest (7,710)	Budapest (8,713)
2.	Hajdúszoboszló (554)	Hévíz (569)	Hévíz (924)
3.	Siófok (509)	Bük (405)	Hajdúszoboszló (855)
4.	Zalakaros (362)	Hajdúszoboszló (301)	Siófok (712)
5.	Hévíz (354)	Sárvár (271)	Bük (672)
6.	Gyula (333)	Balatonfüred (263)	Balatonfüred (591)
7.	Balatonfüred (328)	Siófok (203)	Zalakaros (462)
8.	Eger (320)	Győr (155)	Sárvár (457)
9.	Sopron (294)	Eger (123)	Eger (443)
10.	Bük (267)	Debrecen (123)	Debrecen (386)

Table 2: Most visited Hungarian Settlements

Table 2 demonstrates the most visited Hungarian settlements in 2 years. Accordingly, the city of Budapest reached the highest figure among other Hungarians settlements. Number of guest nights at commercial accommodation units in Budapest was recorded 1003 for domestic tourists, while the number for international tourists stood at 7710. (URL – 1, 2016)

Conferences in Hungary				
	Number		Share	
	International	Hungarian	International	Hungarian
Corporate	697	1,158	68.3%	75.3%
Associations	278	260	27.3%	17.0%
Other	45	119	4.4%	7.7%
Total	1,020	1,537	100.0%	100.0%

Source: Hungarian Tourism Ltd. – Hungarian Convention Bureau (2014)

Table 3: Conferences in Hungary

Table 3 illustrates the number and the share of conferences in Hungary. According to Hungarian Tourism Ltd. And Hungarian Convention Bureau, Europe is the most significant venue of international conferences with a market share of 54.0% from which Hungary has a market share of 2.1%. (URL – 1, 2016)

Main Characteristics of International Conferences in Hungary	
Number of conferences	1,020
Average number of participants	149
Average length of stay	3.5 days
Geographical breakdown	77% Budapest, 23% countryside
Destinations	4.4% Szeged, 2.7% Balaton and surroundings, 1.8% Pécs, 1.0% Debrecen
The most important themes	30.8% medical science, 14.6% economics, 10.8% pharmacy, 10.8% information technology, 6.9% academic
Nationality of meeting planners	56.9% Hungarian, 7.2% British, 5.9% American, 4.5% German, 2.4% French, 2.4% Italian, 2.2% Belgian, 1.8% Czech, 1.1% Dutch, 15.6% other
Participating nations	44.6% Hungarian, 35.4% German, 27.7% Austrian, 26.2% Italian, 25.4% French, 22.3% British, 22.3% American, 18.5% Czech, 18.5% Russian, 17.7% Belgian

Table 4: Main characteristics of international conferences in Hungary

Table 4 illustrates the main characteristics of international conferences in Hungary. There were 1020 conferences organized with 149 average number of participants in 3.5 days average length of stay. Budapest hosted 77 percent of all conferences, whereas only 23 percent of conferences were held in countryside. The most important conference themes were recorded as medical science with 56.9%, economics with 14.6%, pharmacy with 10.8%, information technology with 10.8% and academic with 6.9%. (URL – 1, 2016)

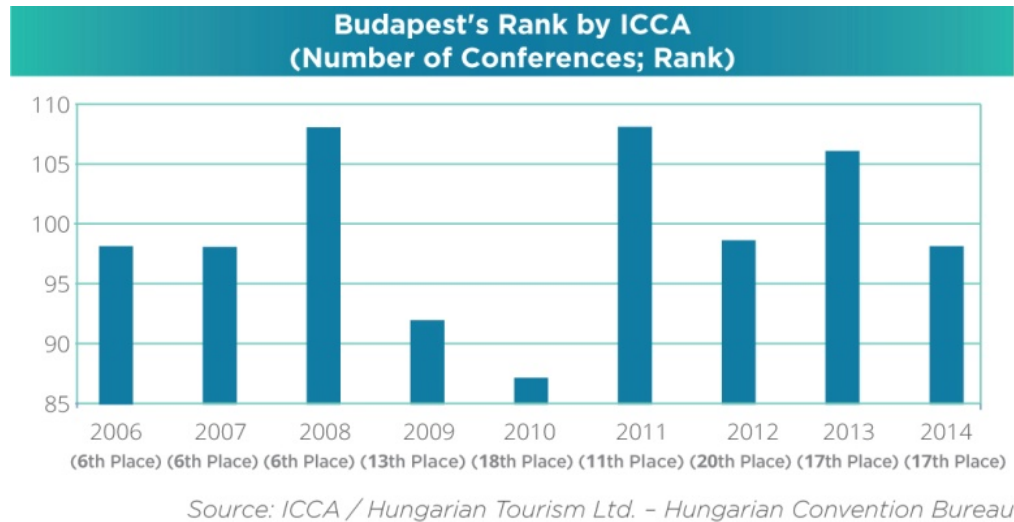


Figure 1: Number of conferences in Budapest

Figure 1 shows the rank of Budapest in the terms of the number of conferences in years between 2006 and 2014. According to ICCA, Hungarian Tourism Ltd. And Hungarian Convention Bureau, Budapest maintained its position as the number 17 destination for association congresses and outranked such important conference venues like Stockholm (19.), Sydney (25.), Munich (26.) or Warsaw (39.) Also, more than 1.2 million persons arrived with MICE tourism purpose (conference, congress, and business trip, exhibition, fair) to Hungary in 2014; they spent altogether 4.0 million days in the country. Their total spending reached 131.4 billion HUF. (URL – 1, 2016)

Motivation of Event Attendance

It is important to understand the event tourism experience holistically, from the needs, motivations, attitudes and expectations brought to the event, through the actual living experience (the “doing”, or “being there”) all the way to reflections on the event including meanings attached to it and influences on future behavior. Experiences are conceptualized and studied in terms of three internal dimensions:

- What people are doing, or behavior (the “conative” dimension),
- Their emotions, moods, or attitudes (the “affective” dimension),
- Cognition (awareness, perception, understanding). (Getz, 2007)

Motivation theories are the ways to better understand the motivation of event attendees. Before the various definitions and theories of motivation, the relationship between motivation process and leisure time is examined in the following part.

Motivation Process and Leisure Time

All individuals have various needs and an inner behavior which tends to satisfy them occurs most of the time. Motivation process is defined as this behavior process which is created by inner motives to satisfy the individuals' needs. Individuals need to have leisure time to get away from everyday life and relax; and the motivation in that way occurs. This behavior is also deeply related to participate in leisure and relaxation activities.

There are many definitions of leisure time. According to definition in *Webster's Third New International Dictionary* leisure is defined:

- freedom or spare time provided by the cessation of activities;
- free time as a result of temporary exemption from work or duties;
- a time at one's own command that is free of engagements or responsibilities;
- a period of unemployed time;
- opportunity provided by free time.

Charles (1960) defined that leisure, is a block of unoccupied time, spare time, or free time when we are free to rest or do what we choose. Leisure is time beyond that which is required for existence, the things which we must do, biologically, to stay, alive (that is, eat, sleep, eliminate, medicate, and so on): and subsistence, the things we must do to make a living as in work, or prepare to make a living as in school, or pay for what we want done if we do not do it ourselves. Leisure is time in which our feelings of compulsion should be minimal It is discretionary time, the time to be used according to our own judgement or choice. (Charles, 1960)

Leisure is largely discretionary time, to be used as one chooses. It excludes existence and subsistence time, time spent in socially or group determined activities in which the individual would prefer not to participate. (Clawson and Knetsch, 1974) Leisure consists of a number of occupations in which the individual may indulge of his own free will -

either to rest, to amuse himself, to add to his knowledge or improve his skills disinterestedly or to increase his voluntary participation in the life of the community after discharging his professional, family and social duties. (Dumazedier, 1960) Leisure is activity - apart from the obligations of work, family, and society - to which the individual turns at will, for either relaxation, diversion, or broadening his knowledge and his spontaneous social participation, the free exercise of his creative capacity. . (Dumazedier, 1974)

Participation in leisure activities also requires a motivation process. It is expected from individual to have two main motives for participation; one of them is the desire to move away from the current location, so called pushing motivation and the other is called the wish to see different places, as pulling motivation.

The events organized in different subjects and styles provide a platform to individuals to socialize and to share common interests and excitements. According to Yılmaz (2015) the reason why individuals are interested in leisure activities and events can be explained by the desire to have a healthy life, psychological relief, active social life and developed personal skills. Attending such events contributes the individuals' happiness, physical and mental development. (Yılmaz, 2015)

Definition and Theories of Motivation

Crompton and McKay (1997) stated that there are three reasons for the event participants to better understand their motivation:

The first reason is that events offer such experience which is designed and personalized for the participants. In this case, participants do not buy products but they purchase the service and the benefits to satisfy their expectations from an event. It is crucially important to define participants' expectations correctly and to determine their motive.

The second reason is that there is close link between motivation and satisfaction of the participants. Motivation occurs before the experience and it comes after satisfaction. If expectations are met, it will become apparent satisfaction. Therefore; to be able to keep track of satisfaction is necessary to know the needs of event participants.

The third and final reason, the way to understand the decision-making process of the participants is to identify and give priority to incentive motivation.

Iso-Ahola (1980) defines the concept of motive as an internal factor which integrates individual's behavior to take an action and to be directed. According to Crompton and McKay (1997) the motives are specified as the starting point of the decision making process.

There is a non-random goal of every human behavior. The behaviors that led individuals to the goal can be explained by the presence of a driving force. This is what is called the driving force and motivation, indicating long relationship and their interactions with each other. Motivation is an internal process of formation and an inner pre-decision process (Rızaoglu, 2012).

According to Çakıcı (2009) motivation is called the individuals' urge to perform an activity and it exists as long as the needs of individuals are satisfied. Because each individual's needs are different, the motivational situation varies from person to person. Motivation is emphasizing the individuals' behavior and psychological / biological needs and wants so that it integrates individuals' acts and behaviors.

Individuals may be motivated by three different ways; Sometimes the need arises but it do not turn into the behavior, sometimes the need arises unintentionally and unplanned, decision making process happens spontaneously and lastly in some cases, the needs arises and it turns into the planned behavior. It is a key point to see how the individuals' motives play an important role in turning the needs to the behaviors. (Odabaşı and Barış, 2002)

According to Crompton and McKay (1997) the pre-condition of planning and promotion of the event to participants and tourists is to understand and to identify the motives of participants. Also analyzing the effectiveness of motivation can be a powerful marketing tool for event managers and this creates to the opportunity to identify the strengths and opportunities of each market. Events and the competition of the various destinations increased the importance of analyzing the motivations of event attendees.

Getz (1991) classified the basic needs satisfied by festivals into: physical, interpersonal or social, and personal. Moreover, Crompton (1979) developed a framework which includes seven major motives in their study:

1. Novelty: visitors are motivated by the desire of seeking new experiences
2. Socialization: visitors are motivated by the interaction with other visitors
3. Prestige/Status: desire of positioning oneself in the eyes of others as attending special events
4. Rest and Relaxation: motive of escaping from the daily life stress and refreshing the mentality
5. Education Value/Intellectual Enrichment: motive of expanding gaining new knowledge through attending a festival
6. Enhancing Kinship and Relations/Family Togetherness: enhancing kinship and the desire to engage and enhance the family relationship
7. Regression: visitor's attendance to prompt memories of childhood

Since the late 1980's, several studies have been conducted on festival and event motivation (Uysal et al. 1993, Mohr et al. 1993, Scott 1996, Schneider & Backman 1996, Lee 2000, and Lee et al. 2004). Most of the researches that have been done on the event and festival attendance motivation include similar motivation scales as proposed by Crompton's (1979) framework with similar factors, more or less, according to the event type. The major common aspect among them is the systematic presence of some factors, such as Escape, Family Togetherness, and Socialization. There are some slight differences concerning Event Novelty and Excitement and some specific motivational factors depending on the type of event studied, such as curiosity (Scott 1996), festival attributes (Schneider and Backman 1996) or event attractions (Lee 2000).

Moreover, Funk et al. (2009) developed the "SPEED - Facets of motivation" which included five motivational contents: Socialization, Performance, Excitement, Esteem, and Diversion. The SPEED scale was derived from previous researches

discussing the motives of sports events attendance, and it was applied on an Australian Rules Football game, and validated later on.

Unlike the authors discussed previously, Nicholson and Pearce (2001) adopted a different perspective by analyzing the attendees' motivations in four different festivals at the same time. It was sought to give more generality and a broader examination to the motivation characteristics, which may also be applied on individual events. The four examined festivals were: Marlborough Wine, Food and Music Festival; Hokitika Wildfoods Festival; Warbirds over Wanaka; and New Zealand Gold Guitar Awards. The selected events were meant to be different, to generate the different motives for festivals attendance in general, and compile the common ones. The surveys used in the research included "self-expressed" open questions like, "Why did you come to this event?"; and motivational statements like – "to see the entertainment", "because it is stimulating and exciting", and "to be with people who enjoy the same things I do". After the factor analysis, the different events resulted in similar factors, where the New Zealand Gold Guitar Awards included the most factors which appeared in the other events. These attendance motivation factors included: Specifics/entertainment; escape; variety novelty/uniqueness; escape; family; and socialization. As a consequence, it seems clear that even if slight differences can be detected, the main motivational factors to attend to a cultural event and a festival in particular, have been defined. (Bacellar, 2012)

A starting point can be the classical work of anthropologists van Gennep (1909) and Turner (1969, 1974, and 1982) who advanced the concept of "liminality". This has been found to be relevant to both travel and event experiences. In terms of one's involvement in rituals this state is characterized by humility, seclusion, tests, sexual ambiguity and "communitas" (everyone becoming the same). "Liminoid" described the same state but in profane rather than sacred terms, so that it might apply to carnivals and festivals, emphasizing the notion of separation, loss of identity and social status, and role reversals. In this state people are more relaxed, uninhibited, and open to new ideas. (Getz, 2007)

Jafar Jarai's model of "tourist culture" is based on socio-anthropological theory concerning liminality, plus Falassi's (1987) notion of festivity as a time that is 'out of

ordinary time'. Essentially, people willingly travel to, or enter into an event-specific place for defined periods of time, to engage in activities that are out of the ordinary and to have experiences that transcend the ordinary experiences only available to the traveler or the event-goer. As well, Csikszentmihalyi (1990) and Csikszentmihalyi and Csikszentmihalyi's (1988) concept of 'flow' or peak experiences, from leisure studies, fits well into this model. Facilitating "flow" might be something the event designer wants to achieve, for maximum engagement, and something the highly "involved" might be more inclined to experience because of their predispositions. (Getz, 2007)

Research supports the existence and importance of "communitas" at events. Hannam and Halewood (2006) in a study of participants in Viking festivals concluded that group identity was fostered, even to the point of establishing a "neo-tribal" community. Green and Chalip's (1998) study of women athletes determined that the event was a celebration of sub-cultural values. Fairley and Gammon (2006) identified the importance of sport fan communities, while Pitts (1999) studied lesbian and gay sports tourism niche markets. (Getz, 2007)

Meanings are given to events by social groups, communities and society as a whole. Individuals are affected by these meanings, but are also able to make their own interpretations of events. Event types or forms, as previously discussed, are to a large extent "social constructs", with collectively assigned and generally recognized meanings. (Getz, 2007)

Roche (2000) saw events, like the global Millennium celebrations, acting as "important elements in the orientation of national societies to international or global society." In this manner, many countries have used mega events to gain legitimacy and prestige, draw attention to their accomplishments, foster trade and tourism, or to help open their countries to global influences. This is much more than place marketing - it is more like national identity building. Countries and cities compete for mega sport events to demonstrate their "modernity and economic dynamism". (Getz, 2007)

Chapter 3: Research Methodology

Introduction

This chapter concentrates on the way of data collection and methodology to investigate event tourism, theories of events and motivation, the relation between motivation process and leisure time and individuals' motivation for attending various types of events. In this manner, secondary and primary researches were realized. The secondary research for this dissertation was based on a wide literature review of previous academic works.

A questionnaire was defined to be the most appropriate means of collecting the necessary data. In this manner, an online questionnaire was preferred to conduct as the primary research method, with the help of a famous online survey product, Google Forms since it is considered as a helpful tool for reaching wide-ranging segments with ease. This study aims to demonstrate that the data which was derived from the survey on participants' demographic characteristics, motives, tendency and willingness to attend events in Budapest is collected to make a comprehensive analyze.

Another focus point of this chapter is to make a justification of the reason why specific method and topic were chosen and the types of researches were realized. The reason why the topic is defined as "A study on attendees' motivation for events in Budapest" is to find out what the different types of events in Budapest mean for locals, foreign tourists and expats. The motivation behind their decision is the main focus of this paper.

The city of Budapest was selected as a study to work on since it has been incredibly flourished in all aspects and gathers attention in increasing trend by both locals and internationals. The research questions were discussed, the objectives were defined and the hypothesis was proposed. Literature review and the theoretical part of the thesis work were carried out by the use of different sources such as academic books, articles, tourism magazines and other forms of electronic sources. Afterwards, the data that was collected from the results of online questionnaire was analyzed in the terms of attendants' characteristics and motivation of attendants. Eventually, conclusion of this work and future recommendations were made in the end of the thesis.

Data Collection

Secondary Research

Investigational study was completed to set up the basis of the dissertation which aims to give comprehensive information on the academic background of the topic. The study and the literature review were determined by the objectives and research questions. Thanks to several books, tourism magazines, previous dissertations, articles, journals, also the access for online sources in Budapest Business University Tourism Library (Idegenforgalmi Szakkönyvtár), investigational process was completed successfully without the extra need of any other sources. The literature research was realized mostly in English; additionally there are number of academic works in Turkish that were translated and included to this work.

In the first part of literature review, events and types of events were examined. After a general explanation on event tourism, the city of Budapest was examined particularly in the terms of event tourism. In the second part of the chapter, motivation and its theories, the relation between motivation process and leisure time, motivation for event attendance were given.

Primary Research

In this study, an online questionnaire was preferred to collect the necessary data. Drafted questionnaire was prepared according to previous researches and scales which were determined by various researchers.

The online questionnaire consists of three different parts; in the first part, it is aimed to find out participants' perception of events in Budapest and their frequency to participate different kind of events. The second part of the survey focuses on participants' event experience, satisfaction and motivation. They were asked what kind of events they have participated. Finally, the third part is related to demographic characteristics and general information of participants such as gender, age, occupation, education etc.

The online questionnaire was carried out on Google Forms and was distributed in different English speaking groups on Facebook, Couchsurfing and Google Groups.

Participation to the survey was voluntary and the questionnaire was anonymous. It consists of 22 questions in total. Survey was semi-structured: it involved both open-ended and close-ended questions. Data was gathered in one week period, and the questionnaire took approximately from 5 minutes to complete. As a result, 120 participants fulfilled the survey.

Data Analysis Method

The primary research was conducted using quantitative methods. The major information was gathered from respondents is numeric and text based, and the minor – their own demographic information on the types of sources, their experience and motivation. All collected data was presented in the following chapter as pie charts, bar charts, word cloud and tables with detailed descriptive information and interpretation.

Chapter 4: Research Analysis and Results

Introduction

This chapter concentrates on the results of the online questionnaire which was carried out on Google Forms and was distributed in various English speaking groups on Facebook, Couchsurfing and Google Groups. 120 different participants answered 22 questions related to their previous event experiences in Budapest in one week. The questionnaire consisted of 3 sections; in the entrance section, participants were asked 4 questions on their frequency, motive and perception about attending events in Budapest. In the second section, 10 event experience and motivation related questions were asked and finally in the last section, there were 8 questions about personal life and demographic characteristics.

Before answering the survey questions, respondents were requested to read through the description and explanation which contained short information on my personal data (name and surname), educational background (name of the university and the major) and purpose of the survey. Respondents were also requested to think about a specific event they have attended before in Budapest. Information about ethics such as anonymity was also given in the introduction part of the survey.

As it was mentioned before, online questionnaire was created as Google Forms which consists of “Yes or No”, “Multiple Choice”, “Checkboxes” and open-ended text box questions with the possibility to select more than one answer. In the second part of the survey, the answers of the questions which related to event experience and motivation were created with the help of the information gathered in literature review in the terms of events classification. In addition, Crompton’s (1979) framework which indicates seven major motives such as novelty, socialization, prestige, relaxation, education value, relations and regression was presented to participants as multiple choice answers to investigate their motivation in general.

In the following sections, the personal information gathered in the third part of the online survey about attendance characteristics such as gender, age, nationality, city of residence, education level, occupation, type of family and monthly income were presented as pie and bar charts. After, the data collected from the first part of the

questionnaire which was related to attendants' perception of events and their frequency for attending events in Budapest were examined in details with the help of pie and bar charts created during this dissertation work. And last but not least, the results gathered in the second part of the survey which investigated experience and motivation of attendants were demonstrated in pie and bar charts as well. Also explanations on the charts that were created during this study were realized to give a general insight about the results.

Analysis of Online Survey

Attendants' Characteristics

The number of women who participated the online questionnaire is slightly higher than men; the survey was filled out by 57 men while the number of female participants is 63. In other words, 52.5% of participants are female and 47.5% of them are male. (Figure 2)

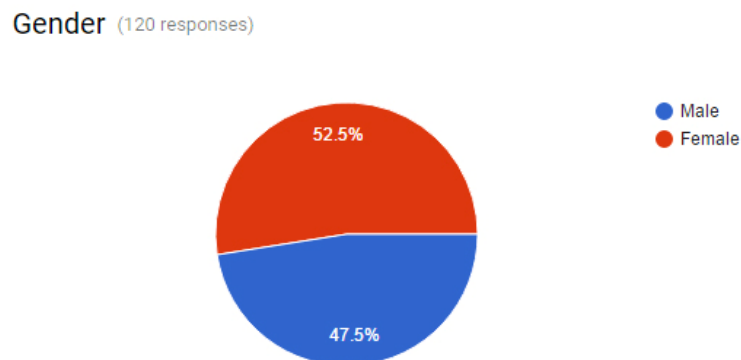
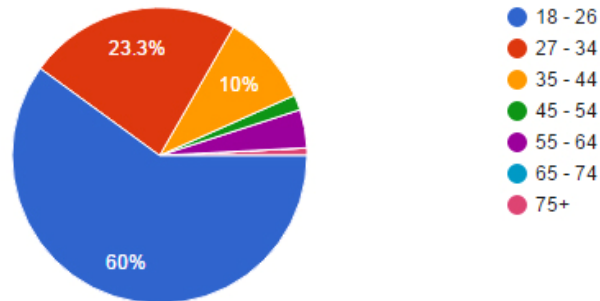


Figure 2: Gender data of online survey participants

The question regarding the age was multiple choice; participants chose their age group between seven groups such as 18-26, 27-34, 35-44, 45-54, 55-64, 65-74 and 75+

Age (120 responses)

**Figure 3: Age data of online survey participants**

The pie chart illustrates the various age groups of the survey participants. %60 of participants who are in 18-26 age group took part in the questionnaire, while only 23.3% of people in 27-34 age group were involved. The percentage for the people in 35-44 stood at 10%. There was an exact sixfold difference between the percentage of participants in 18-26 and 35-44 age groups. It is noticeable that the majority of the survey participants consist of 72 young people age range between 18 and 26 while the number of people in 27-34 age group is 28. There are also 12 people in 35-44 age group and 8 other people age 45 and 64. (Figure 3)

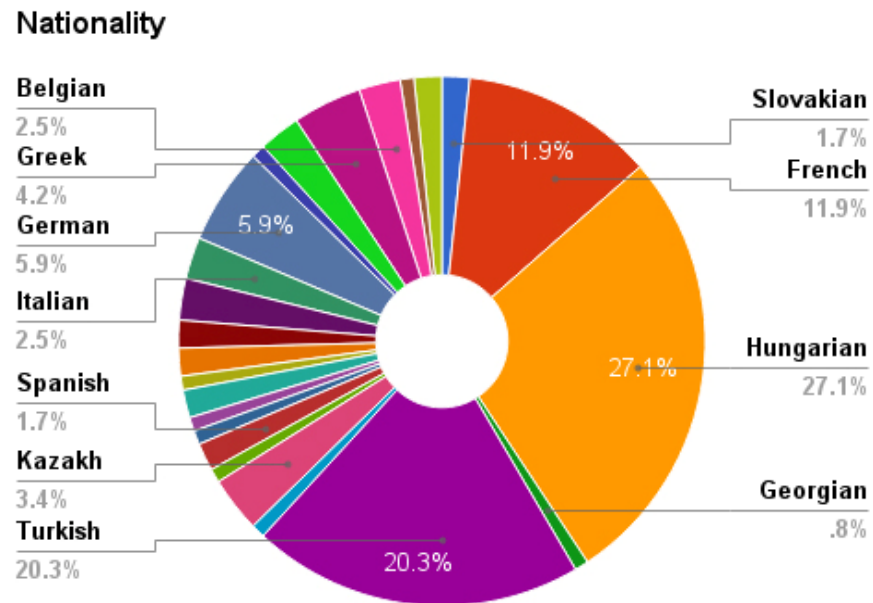


Figure 4: Nationality of online survey participants

The respondents were asked about their nationality and city of residence. There were many different participants from all over the world. Majority of them were Hungarians. There were also a notable number of Turkish, French and German people who participated the survey. Figure 4 provides information that, 27.1 percent of Hungarians joined the survey while, 20.3 percent of Turkish people participated. Also, 11.9 percent of French and 5.9 percent of German people answered the survey.

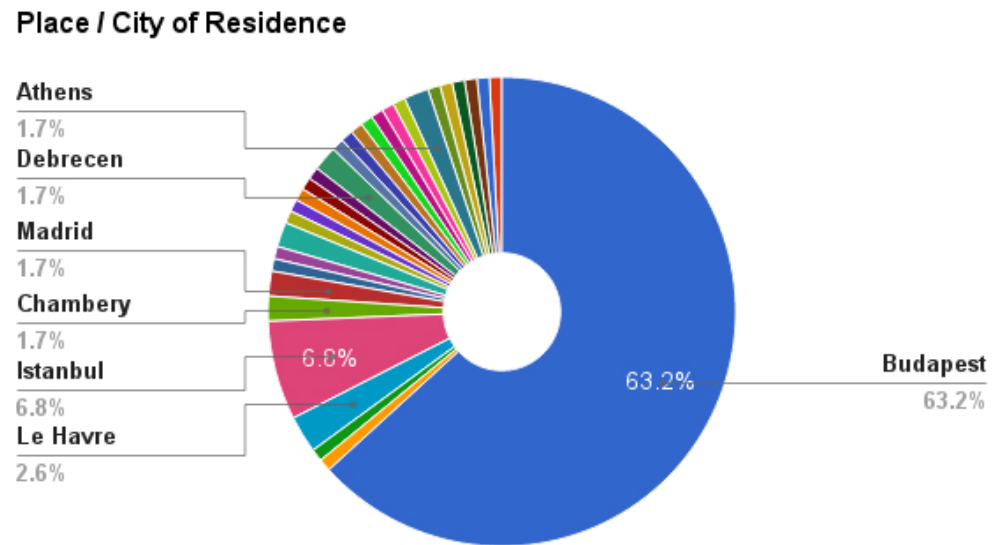


Figure 5: City of residence of survey participants

Figure 5 points out that most of the survey participants are based in Budapest. All other participants who have been at least one event in Budapest, are living in different cities such as Istanbul (Turkey), Le Havre (France), Chambéry (France), Madrid (Spain), Debrecen (Hungary) and Athens (Greece). The percentage of people who is living in Budapest was significantly greater than any other with 63.2% while the percentage of Istanbul stood at 6.8% and the percentage of Le Havre at 2.6%. Also Athens, Debrecen, Madrid and Chambéry share the percentage of 1.7.

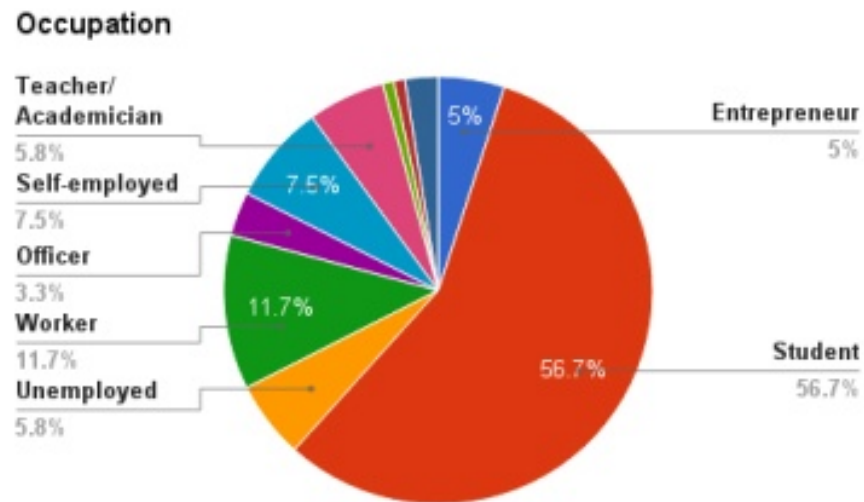


Figure 6: Occupation of survey participants

As the most dominant age group is between 18 to 26 years old, it is expected that most of the participants' occupation is student. There is also number of workers, entrepreneurs, officers, teachers/academicians, unemployed and self-employed people. Figure 6 illustrates that 56.7% of survey participants are student, while 11.7% of them are worker, 7.5% of them are self employed and 5% of them are entrepreneur. The percentage of unemployed people and teacher / academicians reached the similar point at 5.8%.

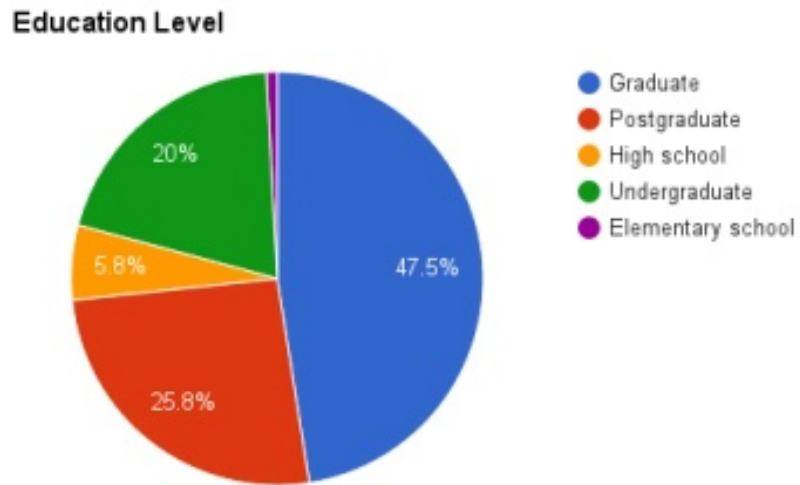


Figure 7: Education level of survey participants

Figure 7 shows the percentage of respondents' level of education. According to the pie chart, it is obvious to state that the young people are doing their bachelor degree or master degree, or holding one of them at the moment consist of the majority of participants. There are 47.5% of respondents who obtained or obtaining their master degree or equivalent while there are 20% of participants who were indicated as undergraduate. There are also 25.8% of postgraduate and 5.8% of young people who got their high school diploma.

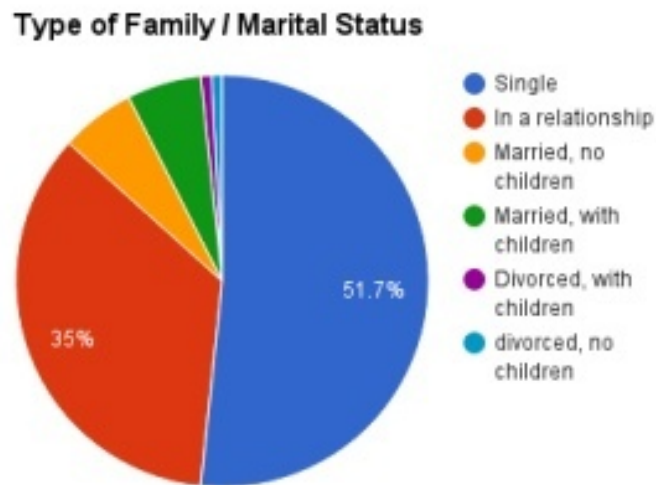


Figure 8: Marital status of survey participants

The pie chart illustrates the figure for marital status of survey attendants. Accordingly, a large majority of participants are single with the percentage of 51.7, while 35 percent of them are in a relationship. People who are married with children and without children remained at the same percentage of 5.8. (Figure 8)



Figure 9: Monthly income / Salary of survey participants

Figure 9 demonstrates the proportion of survey respondents' monthly income or salary. As the majority of people are between 18 to 26 years old, it is understandable that the percentage of 70.000 HUF and below took the greatest value in the chart. It stood at 25.8% while others have respectively close to each other. It can be easily indicated that monthly income and salary of participants were quite diversified.

Perception of Events and Attendance Frequency

This section focuses on the result of first part of the online questionnaire which is related to attendants' perception of events and their frequency for attending events in Budapest. In this frame, the answers of general questions such as "How often do you participate events in Budapest?", "What is the most important factor for you to choose an event?" and "Do you think events in Budapest are affordable?" were examined and results were recorded in the form of pie and bar charts.

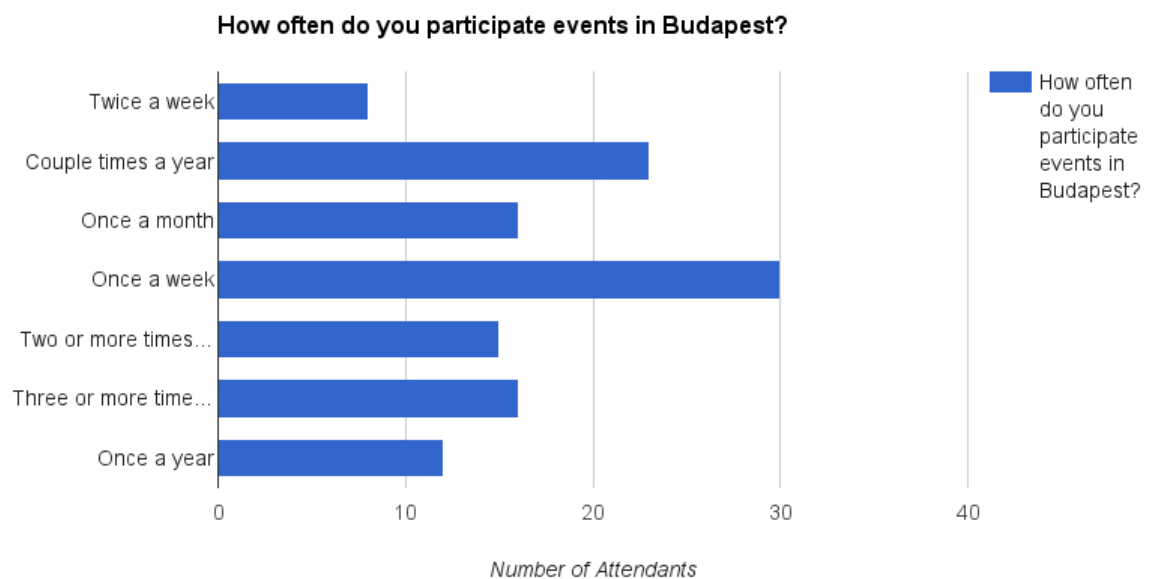


Figure 10: Data for Q2 "How often do you participate events in Budapest?"

The bar chart illustrates the number of attendants who answered the question about their frequency to attend events in the city of Budapest. Accordingly, more people selected "once a week" than any other options. The number of people who attended an event once a week stood at 30, while the number of people who participated an event

couple times a year reached 23. Total number of answers for other options was recorded relatively close to each other; The number of the people who indicated that they attended events three or more times a week and once a month stood at same value at 16. Also, 15 people replied that they attended events two or more times a month while there were only 12 people who participated events once a year. The number of survey attendants who participated events in Budapest twice a week was 8. (Figure 10)

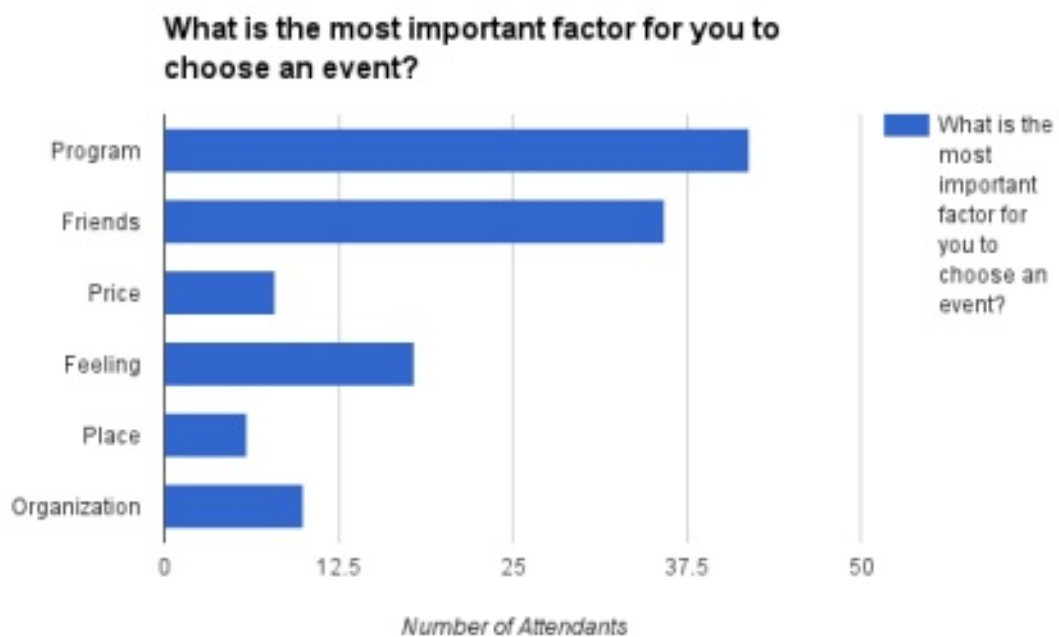


Figure 11: Data for Q3 "What is the most important factor for you to choose an event?"

The participants of the online questionnaire were asked what the most important factor was for them to choose an event and majority of them selected the program of the event as the most important criteria to choose an event. The number of people who chose program stood at 42, while the second biggest important factor, friends followed it with 36. There were also 18 people who thought the feeling as the most important factor, whereas the number of people who choose price, place and organization was relatively close to each other. 10 people chose organization as the most important factor. The number of people who marked the answer as price was 8, while the number of participants who indicated that place is the most important stood at 6. (Figure 11)

Do you think events in Budapest are affordable? (120 responses)

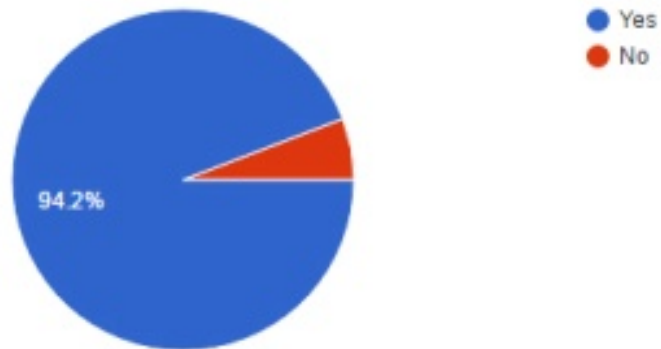


Figure 12: Data for Q4 "Do you think events in Budapest are affordable?"

The participants were also asked whether they think events in Budapest are affordable or not. An overwhelming majority of participants answered “Yes”. The number of people who thinks that events are affordable in Budapest was 113, while only 7 people indicated that events in Budapest are not affordable. The ratio of yes answers stood 94.2%, whereas the ratio for “No” answers was only 5.8%. (Figure 12)

Experience and Motivation of Attendants

This section concentrates on the main part of the online questionnaire which included 10 questions on experience, satisfaction and motivation of attendants. Participants were asked to think about an event that they have attended in Budapest before and to answer the questions accordingly. The results of the survey formed the main part of this dissertation study since it pointed out precious data to be able to prove or to disprove the hypothesis which was given in the beginning. In this manner, questions such as “What kind of events have you participated in Budapest?”, “How did you attend the event?”, “What was the size of the event?”, “How did you hear about the event?”, “How would you define your experience?”, “What was the key factor which satisfied/dissatisfied you?”, “Would you like to participate an event you have attended in Budapest?”, “Please choose 3 reasons why you have participated events in Budapest?”, “Which one of the following best defines your motivation in general?” and as an open-ended question, “What kind of events would you like to see more in the

future in Budapest?” were asked to participants. The results were created in the form of pie and bar charts.

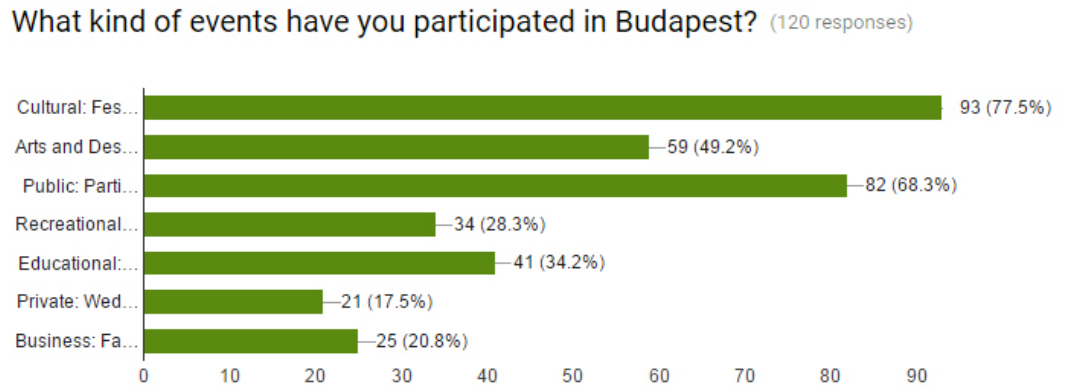


Figure 13: Data for Q5 "What kind of events have you participated in Budapest?"

The question “What kind of events have you participated in Budapest?” was multiple choice. So participants could choose as many options as they wish to. This bar chart above illustrates various types of events that participants have attended before in Budapest. Accordingly, the percentage of survey responders who indicated that they have attended cultural events such as festivals, carnivals, gastronomy events etc. hit to 77.5% with the number of 93 answers, whereas the number of participants who chose public events such as parties, community celebrations etc. remained 82, with the percentage of 68.3% as the second highest figure. As the third highest value, arts and design events such as concerts, design meet-ups, workshops, exhibitions, debates etc. stood at 49.2% with the number of 59 participants, while people who chose educational events like seminars, conferences etc noted 34.2% with the number of 41 participants. Also, the ratio of people who attended recreational events such as sports, outdoor gatherings etc. saw 28.3% with the number of 34 participants, whereas the percentage of people who have attended business events such as fairs, trade shows, meetings, conventions, exhibitions etc. reached 20.8% with the number of 25 participants. And so, the percentage of participants who attended private events like weddings recorded as the lowest figure as 17.5% with the number of 21 participants. (Figure 13)

How did you attend the event? (120 responses)

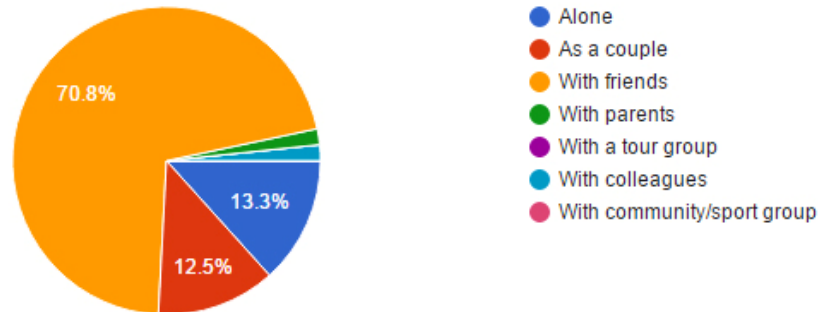


Figure 14: Data for Q6 "How did you attend the event?"

The pie chart demonstrates how participants attended the event. The majority of them participated the event with friends. The percentage of people who attended the event with friends hit 70.8%, while the ratio of people who participated the event alone reached 13.3%. 12.5 percent of participants attended the event as couple. (Figure 14)

What was the size of the event? (120 responses)

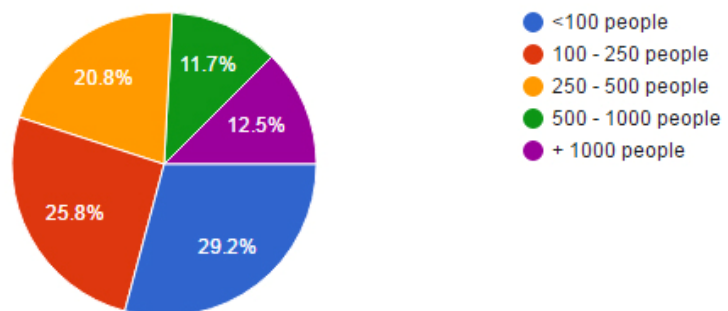


Figure 15: Data for Q7 "What was the size of the event?"

Participants were asked about the size of the event that they attended before. Participants' previous event experiences in Budapest show differentiation. Figure 15 illustrates the size of the event which survey answerers participated in the city. Accordingly, the percentage of people who attended an event with less than 100 people is slightly higher than the one between 100 and 250 people. 20.8% of survey participants

attended an event of 250 – 500 people. Also, the percentage of participants who attended an event of 500 – 1000 people remained 11.7, while the percentage of participants who attended an event of more than 1000 people saw 12.5.

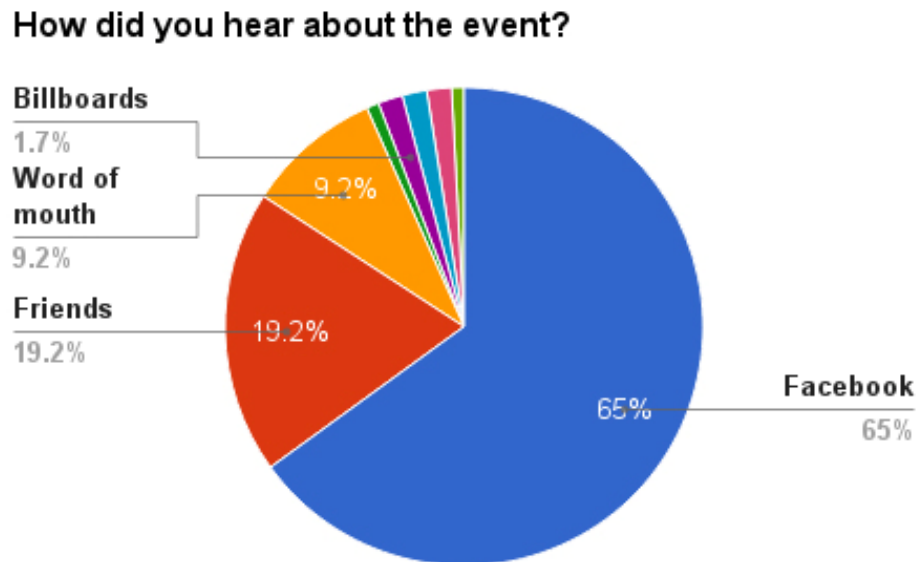


Figure 16: Data for Q8 "How did you hear about the event?"

The pie chart demonstrates participants' source of information on the event. As most of the participants of online survey aged between 18 and 26, commonly used - especially by young people- social media platform, Facebook, was chosen as the primary source of information about the event. The ratio for Facebook hit %65, while 19.2% of participants selected "friends" as the source of information. There were also 9.2% of participants who heard the event from word of mouth. (Figure 16)

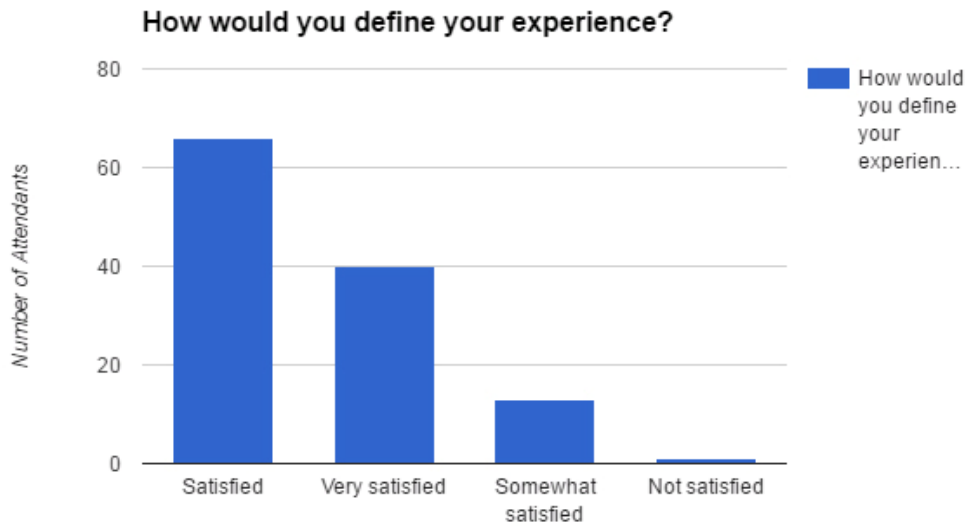


Figure 17: Data for Q9 "How would you define your experience?"

Participants were asked whether they were satisfied about the event. According to bar chart above, 40 people were very satisfied while, more than 60 people had satisfactory experience. It can be easily seen from the chart that a large majority of participants had a remarkable experience. Right after this question, the participants were asked about the key factor which satisfied them. (Figure 17)

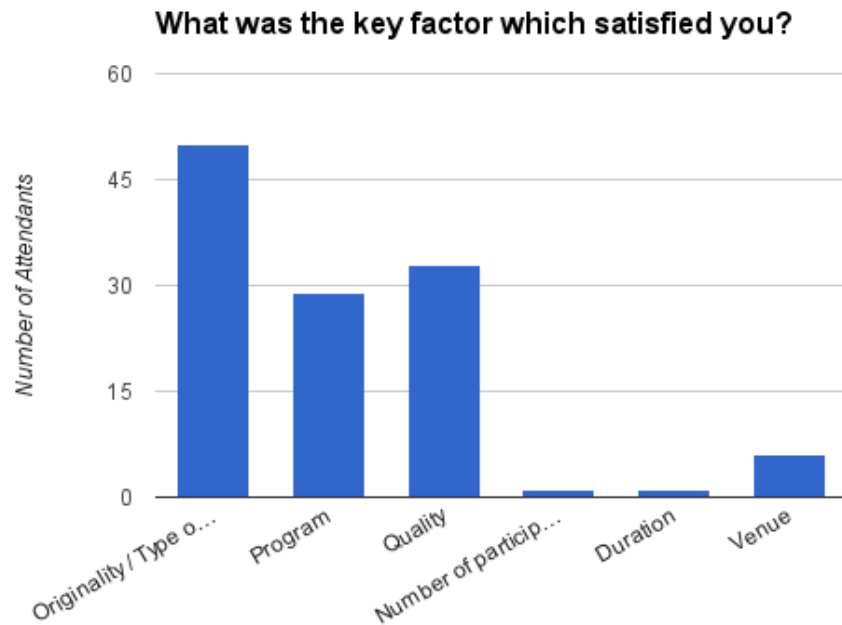


Figure 18: Data for Q10 "What was the key factor which satisfied you?"

According to Figure 18, 50 participants indicated that originality and type of event was the key factor for them, whereas the number of people who answered that the quality was the key factor remained 33. Also, 29 participants selected "Program" as the key factor which satisfied them, while only 6 people said that venue was the key factor.

Would you like to participate an event you have attended before in Budapest?
(120 responses)

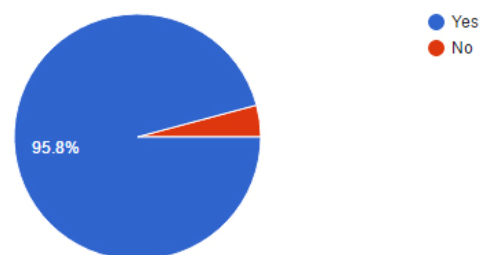


Figure 19: Data for Q11 "Would you like to participate an event you have attended before in Budapest?"

Participants were asked whether they would like to participate an event they have attended before in Budapest to search their motivation to attend repeated events.

Figure 19 demonstrates that a great majority of participants were willing to attend an event that they have attended before in Budapest with the percentage of 95.2 and only 4.2% people indicated that they would not attend any event in Budapest.

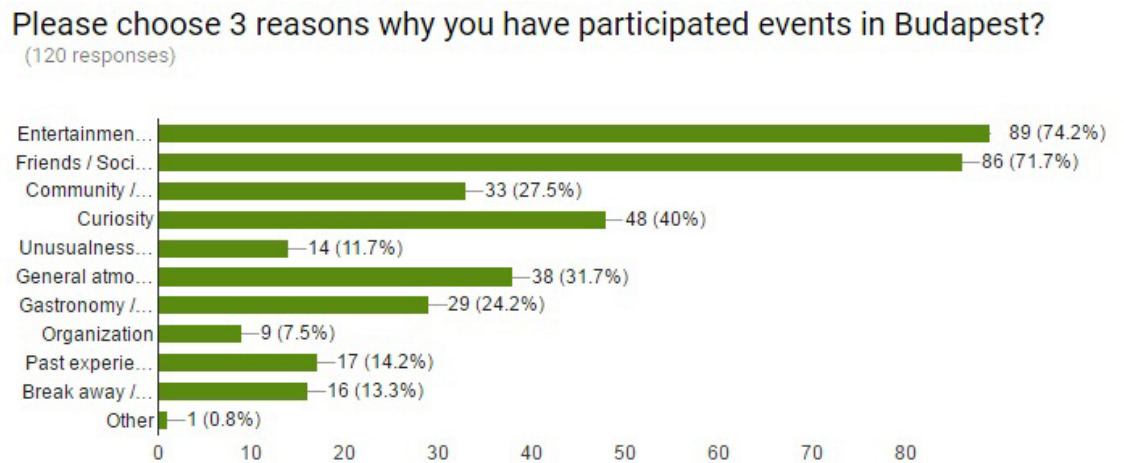


Figure 20: Data for Q12 "Please choose 3 reasons why you have participated events in Budapest"

The twelfth and the thirteenth questions were prepared to search participants' reasons and motivation for attending events in Budapest. These questions also constituted the base for proving or disproving the hypothesis of this dissertation study since they provided crucially important data for the conclusion and helped me to realize a future recommendation accordingly.

In the twelfth question, participants were asked to choose at least 3 reasons why they have participated events in Budapest. The bar chart above illustrates the number of answers that were given to each option. Accordingly, the number for the answer "Entertainment" recorded as the highest figure with 89 times, whereas the number of the answer "Friends" followed this with 86 times. "Curiosity" reached 48 times, while "General atmosphere" remained at 38. Also, "Community" was chosen 33 times by participants, whereas "Gastronomy" hit 29 times. Participants' "Past experience" reached 17 times, while "Break away" followed it with 16 times. Also, "Unusualness" stood at 14 times. (Figure 20)

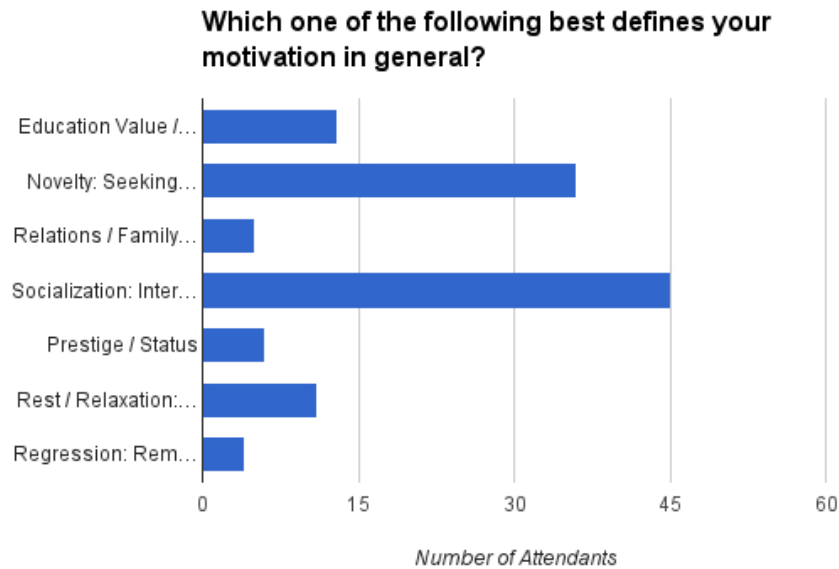


Figure 21: Data for Q13 "Which one of the following best defines your motivation in general?"

In the thirteenth question, participants were asked to choose the answer which best defines their motivation in general. The answers for this question were created according to Crompton's (1979) framework which defined seven major motives such as novelty, socialization, prestige, relaxation, education value, relations and regression. Figure 21 above demonstrates participants' motivation in general. As expected, the number of survey attendants saw the highest value for "Socialization" with 45 people, as the second highest was "Novelty" with 36 participants. The number of survey respondents who chose "Education Value" hit 13, whereas the number of people who selected "Rest / Relaxation" recorded as 11. Also, the number of participants who answered "Prestige" stood at 6, while only 5 participants indicated that "Relations" best defines their motivation in general. "Regression" was recorded as the lowest figure with the number of 4 participants.

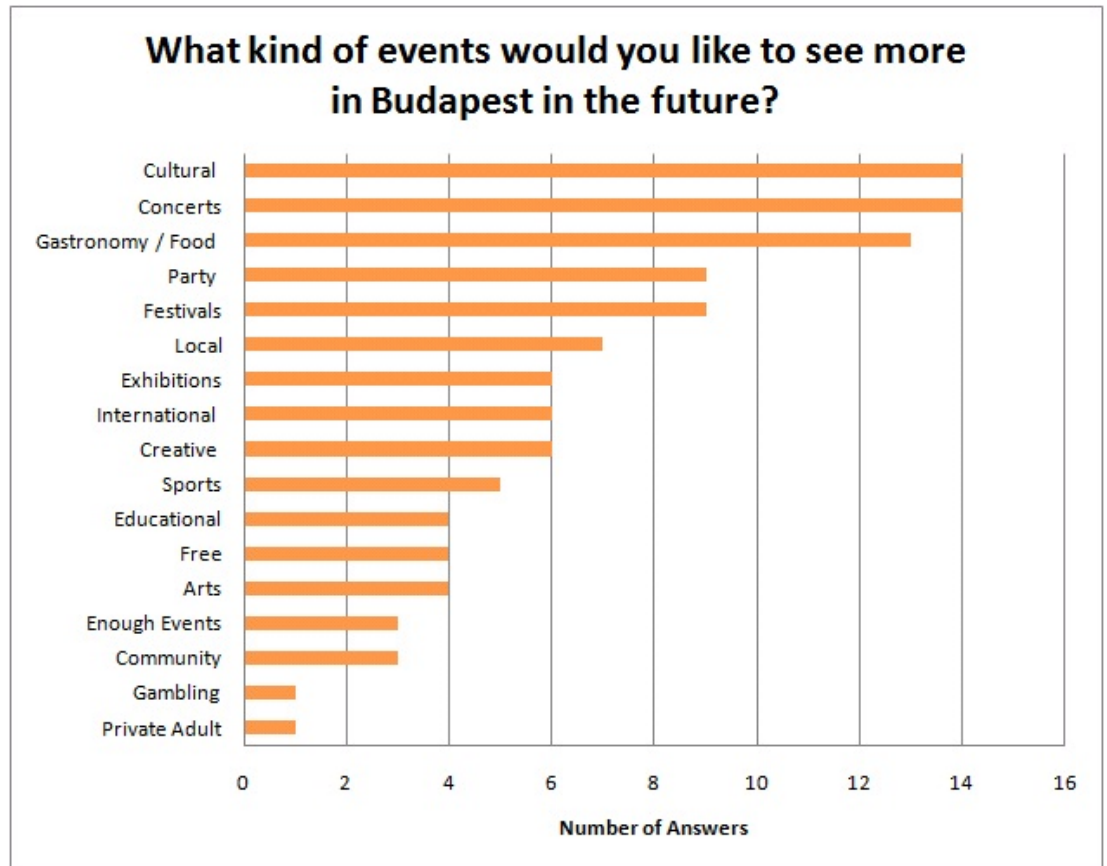


Figure 22: Data for Q14 "What kind of events would you like to see more in Budapest in the future?"

The last question of the second part of the online questionnaire was open-ended to give respondents a free space to think and reflect their own wish and ideas. The participants were asked what kind of events they would like to see more in Budapest in the future and notably common and unique answers were recorded and illustrated as bar chart. According to Figure 22, the majority of participants answered that they wish to experience more "Cultural" and "Concert" events, while the second highest respond was "Gastronomy". There were also a pack of people who like to see more "Party" and "Festivals". Additionally, the answers like "Gambling" and "Private Adult" were recorded as the lowest figure.

The proportion of participants who responded that they would like to see more "Cultural" and "Concert" events stood at the same value at 14, whereas the figure for people who want more "Gastronomy" events reached 13. The number of participants who denoted "Party" and the number of respondents who pointed out "Festivals" met at

the same value as well with 9 responds. Also, 7 answers recorded for more “Local” events, while the proportion of the respondents who signified that they wish to experience more “Creative” events, “International” events and “Exhibitions” remained at the same value with 6 answers each. An interesting quote which pointed out the party scene of Budapest was also recorded in the open-ended question – “I would like to see more creative party events than only normal parties. By the way, I really like thematic parties in Budapest, every week there are at least two parties I attend because it is really well-organized and there is always a chance to meet new and international people.” (Figure 22)

Additionally, the number of people who desire to see more “Sport” events stood at 5, whereas the number of participants who want to see more “Educational”, “Arts” and “Free” events hit the same value at 4 responds each. The proportion of people who wish more “Community” events stayed at 3. There were also 3 people who think there are enough events in Budapest, while 1 participant wanted more “Gambling” events and also 1 participant responded that “Private Adult” events should happen more in Budapest in the future. (Figure 22)

Summary

In the analysis of online questionnaire, attendants’ characteristics, perception of events and their frequency for attending events in Budapest, experience and motivation of attendants were examined in details in the previous sections. Thanks to various data processing instruments such as Google Forms, Google Spreadsheet and Excel, the numerous pie and bar charts were created to realize a comprehensive analysis for this study.

An interesting result which is strongly related to the hypothesis of this study, constituted the base of the cross examination and analysis is that “Entertainment” is the main reason for participants to attend an event, while “Socialization” best defines their motivation in general. There was also an open-ended question on what kind of events participants want to see more in Budapest in the future and the most common answers were recorded as “Cultural” and “Concerts”.

Especially, the twelfth and the thirteenth questions in the online questionnaire formed the main core of this study. They were prepared to search participants' reasons and motivation for attending events in Budapest. These questions also formed the main source of data for proving or disproving the hypothesis of the dissertation since they provided crucially important results to create a comprehensive conclusion. Particularly, in the thirteenth question, participants were asked to choose the answer which best defines their motivation in general. The answers for this question were created according to Crompton's (1979) framework which defined seven major motives such as novelty, socialization, prestige, relaxation, education value, relations and regression.

Thanks to cross analysis which was created with the help of Microsoft Excel, general motivation by age was recorded and examined. The relationship between motivation and age groups was illustrated as bar chart. Also, an ultimate comparison of main purpose for attending and motivation for attendance by age groups were also demonstrated in the form of bar chart to realize an interpretation accordingly.

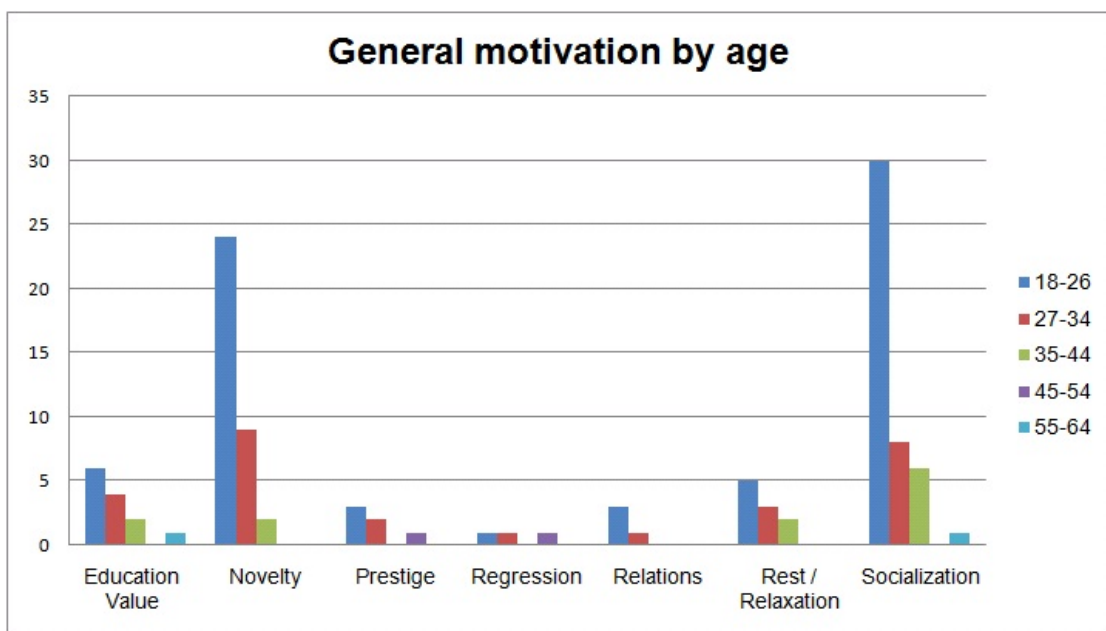


Figure 23: General motivation of survey participants by age group

Figure 23 illustrates the general motivation of participants' for attending events in Budapest by age groups which were asked in thirteenth and sixteenth questions in the online survey form. Accordingly, "Socialization" was recorded as the highest figure

among 18 – 16 age group. More people in 27 – 34 age group than participants in 35 – 44 age group chose “Socialization”. Also, “Novelty” was chosen by more 18 – 26 age group than 27 – 34 and others as the second highest answer. Also, the least popular answer among all the age groups was recorded as “Regression”.

It can be easily observed from the bar chart that people who are in 18 – 26 age group mostly motivated by socialization purposes when they are attending an event in Budapest, while the second highest source of motivation was novelty.

As it was examined in the previous bar chart, Figure 23, socialization was recorded as the most important aspect of the motivation for attendance. After that, the cross analysis which aimed to investigate the proportion of participants and their age group that both chose “Socialization” in the thirteen question and “Entertainment” in twelfth question was created and formed as a bar chart.

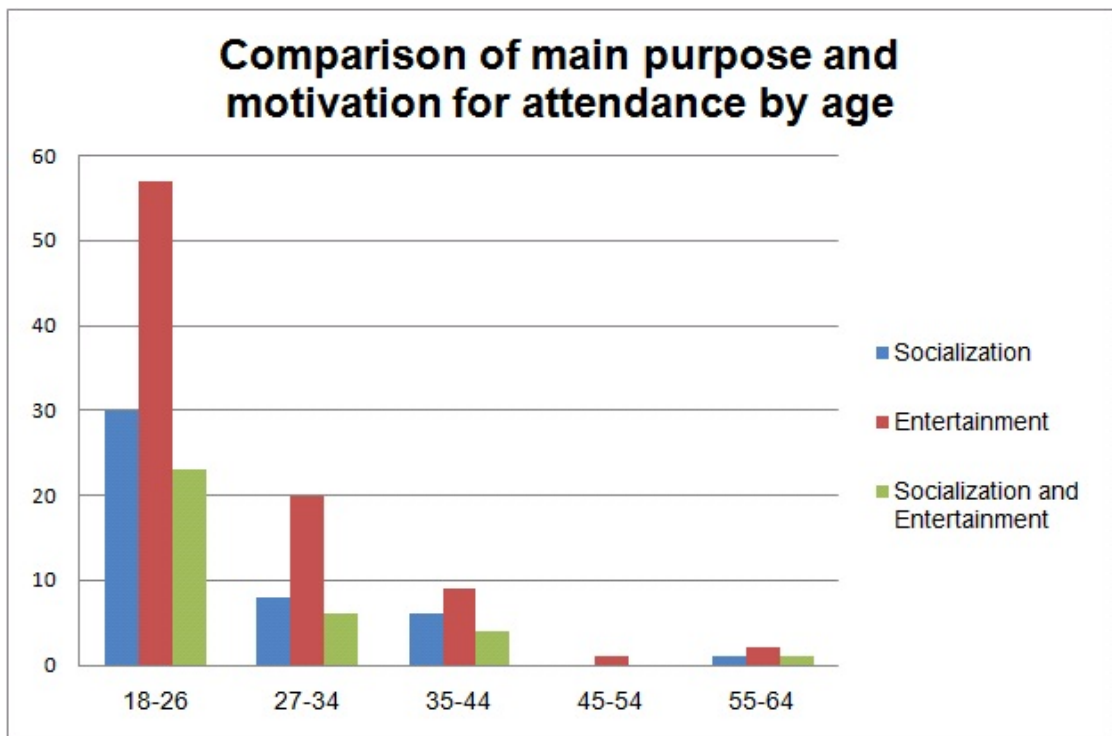


Figure 24: Comparison of main purpose and motivation for attendance by age group

Figure 24 demonstrates the comparison of the data for the main purpose and motivation for attendance by age which were asked in twelfth, thirteenth and sixteenth

questions in the questionnaire. It can be interpreted that there are considerably more participants in 18 – 26 age group who chose both “Socialization” and “Entertainment” at the same time than any other age groups. Only “Entertainment” and only “Socialization” have also chosen by the significant number of participants in 18 – 26 age group, whereas the value for other age groups remained relatively low compared to the first age group.

By observing the bar chart given above, it can be concluded that survey participants in 18 -26 age group were motivated by socialization and interaction with others, while their main purpose was recorded as entertainment and excitement in the events that they have participated. (Figure 24)

In the following chapter, an interpretation of all these results was noted with the recommendation for future promotional activities and for the market. Conclusions and critical evaluation of the overall topic were realized and prove or disprove of the hypothesis were discussed. Then recommendations for practical use of the data and suggestions for further research were carried out.

Chapter 5: Conclusion and Recommendation

Conclusion

The data which was derived from attendees' demographics and participants' motivations was analyzed by cross examinations. Findings of the data gathered from 120 participants indicate that slightly more than half of them are female and mostly belong to 18 – 26 age group. It was also found that they are mostly single Hungarian university students who have 70.000 HUF and below monthly income and based in Budapest. Another finding is that the most of the participants attended at least one event once a week and the most important factor for them to choose an event is “Program”. An overwhelming majority of participants think that events in Budapest are affordable for them.

Additionally, it was found that the majority of participants attended cultural events such as festivals, carnivals, gastronomy events etc. with their friends and they mostly heard about the event thanks to commonly used social media platform, Facebook. Participants were greatly satisfied about the events they have attended so that the majority of them think that originality / type of events is the key factor which satisfied them and that is the reason why they have a dominant tendency to participate an event that they have attended before in Budapest.

As it was indicated in the introduction part of this study, the hypothesis of the this paper is that Budapest has been a popular destination for both international and national young people in 18 – 26 age group who preferred to attend events within the city for socialization and entertainment purposes. With the help of all these findings and interpretations explained above, it can be summed up that the hypothesis for this study has been proven since the results of this study pointed out young people in 18 – 26 age group have mostly participated events in Budapest for socialization, interaction with others, entertainment and excitement purposes.

Recommendation

It can be indicated that the motivation factors which were determined in analysis and conclusion parts matched with motivational theories that were examined during the literature review. Accordingly, it was explained before that the motives and behaviors of participants were deeply influenced by external factors. It is a general fact that in the case of satisfaction of participants, there is most likely re-participation to events, whereas in the case of dissatisfaction, it is not possible to attract people to attend and to repeat the participation. Thus, it should be aimed to alter the participants' external factors to influence their choice and behavior for participating events.

The findings and analysis provided crucially important data for the future recommendation. After the motives of event attendants were examined, it was noted that the search for socialization and interaction with others were constituted the motivational dimension as the most important aspect. Besides, the main purpose of attendants for participating various events in Budapest was recorded as entertainment and excitement. For this reason, it may be useful to increase the number of events and activities which were designed specifically for ensuring the satisfaction of participants, experience, interaction and regaining the participants for repeated events in the terms of socialization, diversity and entertainment to realize successful and remarkable events in the market.

As a result, event managers should prepare an effective event schedule that matches the expectations of the participants. If the event managers improve the content of the events, the form of the participants' expectations, the form of implementation and the number of participation may also increase in the future.

Appendices

The online questionnaire that was carried out via Google Forms

Hello! I am Ahmet Uzun, master student in Tourism Management at Budapest Business University. I am writing my thesis on attendees' motivation for various events in Budapest. If you have ever attended any kind of events such as festivals, parties, food events, art/design events, sports/cultural events, community/networking events etc. in Budapest before, feel free to fill the survey to contribute my work about your experience and motivation.

It is an anonymous questionnaire and it will roughly take less than 5 minutes. **Please think about an event you have attended in Budapest before answering the following questions.**

Many thanks for your help in advance.

I – Entrance questions

1 - Have you participated an event in Budapest before?

Yes / No

2 - How often do you participate events in Budapest?

Once a week / Twice a week / Three or more times a week / Once a month / Two or more times a month / Once a year / Couple times a year

3- What is the most important for you to choose an event?

Program / Friends / Organization / Prices / Feeling / Place

4- Do you think events in Budapest are affordable?

Yes / No

II – Event Experience and Motivation related questions

5- What kind of events have you participated in Budapest?

Cultural: Festival, Carnival, Gastronomy events

Arts and Design: Concerts, Design Meetups, Workshops, Exhibitions, Debates

Public: Parties, Community celebrations

Recreational: Sports, Outdoor gathering

Educational: Seminars, Conferences

Private: Weddings

Business: Fairs, Trade Shows, Meetings, Conventions, Exhibitions

6- How did you attend the event?

Alone / As a couple / With friends / With parents / With a tour group / With colleagues /
With community / Sport group

7- What was the size of the event?

<100 / 100-250 / 250-500 / 500-1000 / + 1000 people

8- How did you hear about the event?

Facebook / Twitter / Instagram / TV / Newspaper – Magazine / Billboards / Friends /
Tourist Office / Word of mouth

9- How would you define your experience?

Very satisfied / Satisfied / Somewhat satisfied / Not satisfied / Very dissatisfied

10- What was the key factor which made you give the previous answer?

Originality / Type of Event

Duration

Quality

Program

Venue

Number of participants

11- Would you like to participate an event you have attended before in Budapest?

Yes / No

12- Please choose 3 reasons why you have participated events in Budapest?

Entertainment / Excitement

Friends / Socialization

Community / Networking

Curiosity

Unusualness / Uniqueness

General atmosphere

Gastronomy / Food

Organization

Past experience

Break away / Holiday

Other

13- Which one of the following best defines your motivation in general?

Novelty: seeking new experiences

Socialization: interaction with others

Prestige/ Status

Rest / Relaxation: Escape from daily life stress

Education Value / Intellectual Enrichment

Relations/Family Togetherness

Regression: remembering old memories

14- What kind of events would you like to see more in Budapest in the future?

The open-ended question

III – Personal / Demographic questions

15- Gender

Male / Female

16- Age

18-26 / 27-34 / 35-44 / 45-54 / 55-64 / 65-74 / 75+

17- Nationality

18- Place/City of Residence

19- Education Level

Elementary school / Senior high school / Undergraduate / Graduate / Postgraduate /
Other (Please Define)

20- Occupation

Student / Self-employed / Executive / Officer / Teacher-Academician / Entrepreneur /
Unemployed / Pensioner-Retired / Other

21- Type of Family (Marital Status)

Single / In a relationship / Married, no children / Married, with children / Divorced, with
children / Other (Please Define)

22- Monthly income/salary

70.000 HUF and below / 70.000 – 100.000 HUF / 100.000 – 150.000 HUF / 150.000 – 200.000 HUF / 200.000 – 300.000 HUF / More than 300.000 HUF

Thank you for your participation!

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