

THI 2016

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UNDERSTANDING THE MOTIVATION FOR EVENT PARTICIPATING – A PREREQUISITE FOR SUSTAINABLE EVENT PLANNING

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THI 2016. – Tourism & Hospitality Industry 2016 – TRENDS AND CHALLENGES
23rd International Congress
University of Rijeka, Faculty of Tourism and Hospitality Management Opatija

INTRODUCTION

- how useful are studies concerning **event attendance motivations**?
- can **information about the motivations** of potential attendees or participants for attending an event, or **information about** their event **experiences**, be of help in **sustainable event planning**?
- this empirical study seeks to explore the links between the antecedents of event motivation by analysing the characteristics of attendees and participants and type of events, and the antecedents of event experience by analysing motivation-experience relationship.
- the analysis of the relationships of event attendance motivation could be a useful tool for event managers in developing and managing event programmes in order to achieve event sustainability

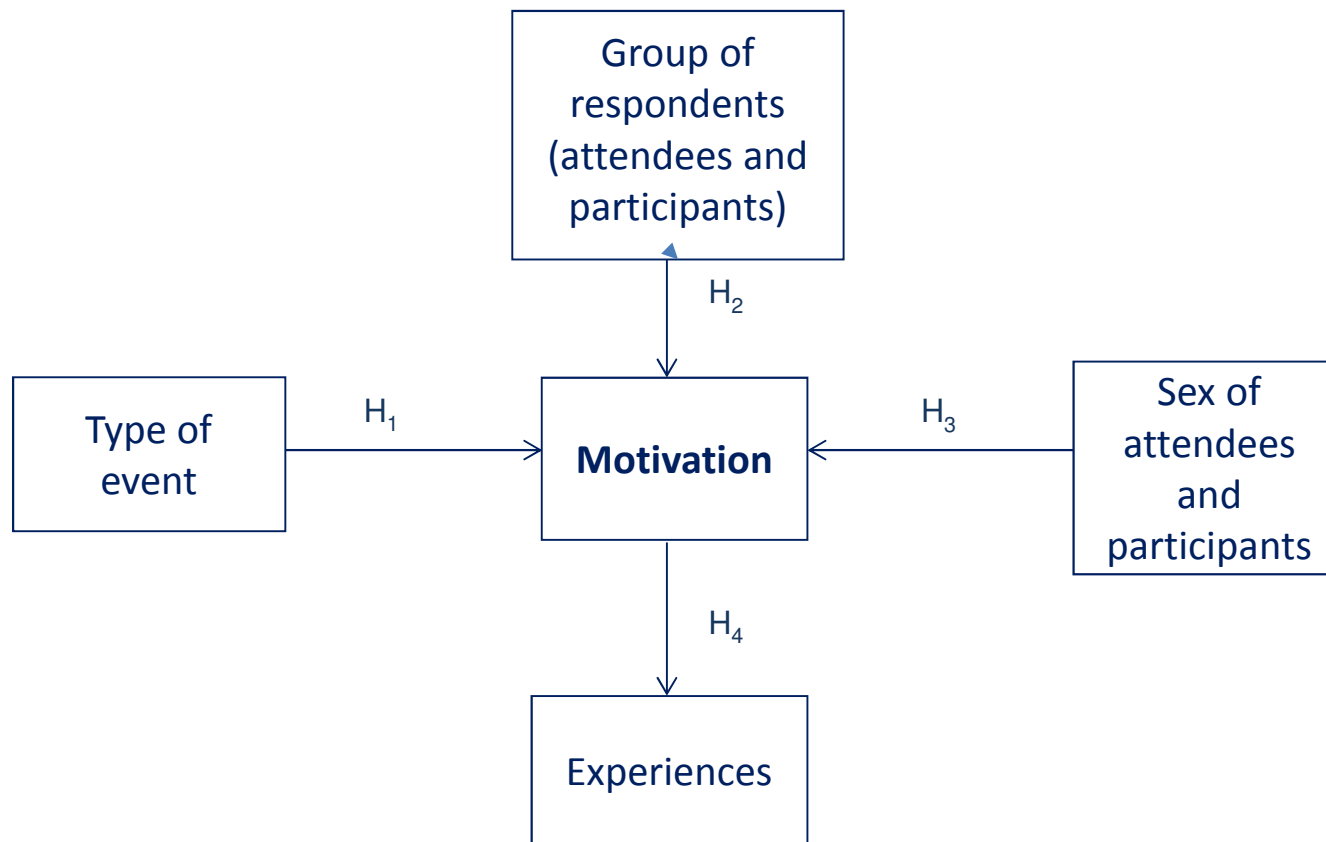


PURPOSE OF THIS PAPER AND OBJECTIVES

- examine the motivation for event participating in the context of event attendees (visitors) and event participants
- objectives:
 - 1) to identify motivations for event participating
 - 2) to analyze if event motivation vary depending on the type of event,
 - 3) to analyze if the motivation of event attendees differs from that of event participants,
 - 4) to analyze if event motivations differ depending on the sex of attendees and participants,
 - 5) to determine the intensity of the experience of participants and visitors on the events, and
 - 6) to analyze if different event attendance motivations affect the event experience.



THEORETICAL FRAMEWORK AND HYPOTHESES



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Thank you for your attention!

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