

FESTIVALS AS A TYPE OF EVENT TOURISM: TENEDOS LOCAL FLAVOURS FESTIVAL SAMPLE CASE

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ABSTRACT

In today's world, alternative tourism activities and tourism product diversification started to gain more importance due to the increase in the number of people participating in tourism and the change in the demands and the needs of the tourists. Festivals, as an alternative form of tourism, increase the number of tourists, contribute to the promotion of the region and play an important role in the development of the destination.

In this study, the impacts of Tenedos Local Flavours Festival were examined, travel purposes of the tourists were specified, the demographic characteristics of the local residents and the tourists were identified, their perceptions of Local Flavours Festival were assessed and some recommendations were made to achieve more effective results.

The research findings show that Local Flavours Festival has positive effects on the promotion of Tenedos and also has economic, socio-cultural and environmental impact on local community. However, the research also concluded that the promotional actions of the festival and the activities organized during the event were insufficient.

Keywords: Event Tourism, Festival Tourism, Tenedos Island, Local Flavours Festival

ETKİNLİK TURİZMİ ÇEŞİDİ OLARAK FESTİVALER: BOZCAADA YEREL TATLAR FESTİVALİ ÖRNEĞİ

ÖZET

Günümüzde turizme katılan kişi sayısının artması ve bu doğrultuda turist istek ve ihtiyaçlarında görülen değişiklikler gibi nedenlerden dolayı turizm çeşitlendirmesi ve alternatif turizm faaliyetleri önem kazanmaya başlamıştır. Alternatif turizm çeşitlerinden biri olan festivaller de, gerçekleştirildiği destinasyondaki turist sayısını arttırmakta, destinasyonun tanıtımına katkıda bulunmakta ve destinasyonun kalkınmasında önemli rol oynamaktadır.

Bu çalışmada, Yerel Tatlar Festivali'nin Bozcaada'ya etkileri incelenmiş, yerel halkın ve festivale katılan turistlerin demografik özellikleri, seyahat amaçları, Yerel Tatlar Festivali'ne ilişkin algıları değerlendirilerek festivalin daha etkin gerçekleştirilebilmesi için bazı önerilerde bulunulmuştur.

Araştırma sonuçları Yerel Tatlar Festivali'nin Bozcaada'nın tanıtımına olumlu etkileri olduğunu ve bölgede yaşayan yerel halka ekonomik, sosyo-kültürel ve çevresel açılarından birçok etkisi olduğunu göstermektedir. Bununla birlikte festivalle ilgili yapılan tanıtım faaliyetlerinin ve festival etkinliklerinin yetersiz olduğu sonuçlarına da ulaşılmıştır.

Anahtar Kelimeler: Etkinlik Turizmi, Festival Turizmi, Bozcaada, Yerel Tatlar Festivali

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1. INTRODUCTION

In today's world, the increase in per capita income and the need for entertainment and relaxation build a growing interest in tourism. Correspondingly, the demands and needs of the tourists become widened and varied. At this point, diversification of tourism products took place, alternative tourism events started to gain importance, and the tourism stakeholders have become increasingly focus on the alternative tourism activities.

Event tourism is one of the alternative tourism types that should be valued by the business enterprises of tourism sector and regional authorities as it contributes to the promotion of the destination and provides economic, socio-cultural and environmental development. Likewise, the festivals, as a type of event tourism, reflect the culture and lifestyle of the region, attract more tourists and increase the touristic importance of the destination.

The overall aim of this study is to find out the effects of a festival on the promotion of the destination, on the region and on its image. For this purpose, the effects of the Local Flavours Festival on the promotion of Tenedos, it's impact on economic, socio-cultural and environmental development was identified and a survey carried out to determine the views of local residents and tourists.

The study has some limitations. For instance, it was carried out only in Tenedos Town of Canakkale Province due to the time, transport and the budget restrictions.

Firstly, a theoretical study was conducted on the concept and types of event tourism as an alternative tourism activity. In the second step, a survey was carried out to identify the effects of Local Flavours Festival in Tenedos. For this purpose, the demographic characteristics of the local community and the tourists participating the festival were identified, their perceptions of Local Flavours Festival were assessed. Furthermore, the travel purposes of the tourists were specified, the findings were evaluated and some recommendations were made to achieve more effective results and to provide benefits to the tourism sector.

2. THE CONCEPTS OF EVENT TOURISM AND FESTIVAL TOURISM

In today's world, the expectations, demands and preferences of the tourists has been changed due to the increase in the living standards and income, to the expansion of social rights, and to the frustration and stress caused by working life and urbanization. Therefore, the countries should plan and develop tourism activities in order to meet the market expectations and demands and also to increase their share in the tourism market (Ozturk and Yazicioglu, 2002: 191). World tourism requires innovation and diversification. The demand for the sea, sand and sun holiday has been replaced by the demand for the culture, history, health, congress, yachting, entertainment, excitement alternatives; and instead of seasonal trips, the tourism spread to the entire year, and the number of long distance overseas travel was increased (Doganli, 2006: 7).

Specially in the recent years, the significant changes and transformations has been noticed in the tourism demands of the people. On the one hand, the demographic structure of the tourists show positive educational, cultural changes; on the other

hand, the concepts such as environmental values, environmental consciousness and environmental awareness gain importance and they effect the determination of touristic activities (Ayas, 2007: 67). World tourism is shifting towards a tourism type that focus on the sharing the local values of the destination rather than traditional tourism activities (Doganli, 2006: 115).

A search for diversification of the tourism activities has caused the events at the destinations to be used as tourism tools. Activities are inseparable part of life and they continuously published in media such as internet, newspapers, television and advertising platforms (Ambrosio, Manuel and Faria, 2011: 331).

Nowadays, the events have become an inseparable and important part of tourism development and marketing strategies. The term "event tourism" has been used to describe this phenomenon, and it is defined as " systematic development, planning, marketing of organized activities to create tourist attraction" (Cakici and Yavuz, 2012: 4).

In recent years, the event tourism become a strong creator of tourism demand and provide significant contribution to the transport, leisure, accommodation and other sectors. It is also an important tool for the communities and tourist destinations to achieve their economic, social, environmental objectives and gain benefits (Karagöz, 2006: 4).

Event tourism is an important and rapidly growing part of international tourism (Getz, 2008: 405). The events add extra attraction to the destinations and they also ensure sustainability of the tourism sector (Uygur and Celik, 2010: 38). Events not only form an important motivational factor in tourism sector, but they also contribute to tourism development plans of the destination and provide a competitive advantage (Ispas and the Hertanu, 2011: 127). Event tourism include cultural, sporting, political and business activities. They are the major events such as olympic games, world-wide fairs, festivals, adventure parks, official visits, meetings and parties, large-scale congresses (Karagoz, 2006: 5).



Figure1. Types of Event Tourism

Resource : Getz, Donald (2008), “Event tourism: Definition, evolution, and research”, *Tourism Management*, vol. 29,403–428.

Formula One Grand Prix of Turkey, which is one of the major sporting events. According As seen in Figure 1, the festivals are one of the important types of event tourism and they are one of the fastest growing activities of the tourist attraction centers (Delamere, 2001: 26). In general, the festival tourism can be described as visits to the festival region by the people from outside the region and during the festival season. Other definitions of the festival tourism connect the limited-time events with the development of the destination by increasing the awareness, attraction and the profitability (Visser, 2005: 156). Festival tourism, is an important type of activity for the host communities and businesses as it generates income through tourism (Allen et. al. 2011: 15). Events and festivals are used as a tool to increase the sustainability of the rural areas and as a contributor to the economic and social development goals (Dredge and Whitford, 2011: 487). Besides, the festivals are powerful tools for attracting tourists during the off-seasons, for creating awareness about the region and for presenting a positive image (Özdemir, 2008: 39).

Today, the Berlin Film Festival and Cannes Film Festival transform their region into a world-wide-known brand. According to figures of the Ministry of Culture and Tourism, approximately 400 festivals are held all over Turkey every year. Izmir holds the first place with 53 events, and it is followed by Antalya with 38 events, Ankara with 32 events and İstanbul with 29 events. The provinces with least activities are listed as Diyarbakır, Ağrı, Bitlis, Bayburt, Elazığ, Kilis, Siirt, Sanliurfa and Kirsehir (Bilgili, Yağmur ve Yazarkan, 2012: 119). İstanbul Jazz Festival, International Ankara Music Festival, Antalya Golden Orange Film Festival, Adana Golden Boll Film Festival, International Aliaga Festival, Manisa Mesir Festival, Rock'n Coke, Zeytinli Rock Festival are the examples of the festivals held in Turkey.

3. LITERATURE RELATED TO THE EVENT AND FESTIVAL TOURISM

Karagöz (2006) is conducted a survey on 203 people to measure the direct, indirect and induced economic effects of the visitors of the to the survey, Turkish Grand Prix increased the demand in the tourism sector, and also led to the creation of additional employment in the tourism, agriculture, construction, trade, banking and services sectors. Furthermore, it was noticed that the number of viewers of Turkish Grand Prix was higher than Grand Prix events that took place in other countries. Moreover, the concept of being a supporter and the income of the Grand Prix supporters were taken into account, and consequently, it was recommended to improve the offers of accommodation, souvenirs, food and beverage to increase the spending of foreign visitors and to gain more revenue from this event in the next years.

Celik (2009) carried out a survey on 390 fair organizers and travel agents located in İstanbul to determine the socio-economical effects of the events and their

contribution to the marketing of the destination. Her results included that the events held in Istanbul did not contribute to the city projects and they increased crime rates in the region, however, they were educational and created awareness in the destination. It is also stated that the events were used as an element of destination marketing.

Another study was carried out by Atak in 2009, about the characteristics of the local and international festivals held in Antalya, their effects on tourism and their contribution to the increase of the demand in the region. The study concluded that the festivals in Antalya had not perform efficient promotion actions and marketing activities due to insufficient budgets and therefore did not attract tourists at the required level. As a consequence, it was indicated that it is necessary to allocate more budget to the advertisement and promotion activities of the festivals or similar events and the resources should be used more efficiently.

Ekin' study topic (2011) was Golden Orange Film Festival and a survey was administered on 538 people with an aim to determine perceptions of the local community on the social impact of the event. The study reached the conclusion that that the event had several social impacts such as providing entertainment and socializing opportunities, creating a platform for different groups to be together through activities. However, it was also stated that that members of local community had many suggestions such as timely distribution of the programme, better planning of the traffic, more effective use of the media and increasing the number of the talks carried out in the schools.

Whitford and Dredge conducted a study in 2011 with an aim to understand sustainable planning and management of tourism activities and the role of public spaces. They emphasized that the planning and management of tourism activities have some difficulties due to the budget constraints, pressurized and inflexible deadlines, limited resources and complex public-private interest structure. It was also stated that the public spaces should be given more attention.

The study conducted by Bilgili, Yağmur and Yazarkan (2012) was administered on 300 people in Otlu Town of Erzurum Province. It aims to examine and evaluate the effectiveness and efficiency of Kirdag Celebrations, considering the cost of the celebrations and the consumers participated in the festival. According to the findings, Kirdag Celebrations has been seen as an important opportunity to promote the region and attract tourists. In addition, it was concluded that the activities organized throughout the celebrations can meet their costs and do not require an extra budget.

4. RESEARCH METHODOLOGY

4.1. Research Objectives

Tenedos is an island located in the district of Çanakkale province, in the north-east of Aegean Sea, and in the 12 km south of Dardanelles. History of the economic development of the region show that viticulture, winemaking and fishing has been continuing since the first settlements (Aksu, Temeloğlu and Taşpınar, 2012: 1164). Viticulture and winemaking is not only an economic activity for Tenedos, but it is also a life style. Viticulture, winemaking and fishing compose the main culture of

the island. Rich cultural heritage of viticulture has fostered different grape varieties on the island (bozcaada.gov.tr).

Tourism in Tenedos started to grow since from the 1990's and today, it become most important economic activity of the island. The unique history and architecture, natural coasts, the castle, clean air and sea of the Tenedos Island was discovered by the domestic and foreign tourists and it has been admired for accommodating various cultures together, and for its island characteristics. The tourism phenomenon has grown in the region parallel with the development of the tourism in Turkey (Sezer, 2006: 83).

Major events held in Tenedos contribute to the development of tourism in the region and "**Local Flavours Festival**" is one of them. It was organized by BOZTİD (Association of Tenedos Tourism Operators) for the third time on the 15th September 2012. During the Local Flavours Festival, regional dishes such as stewed lamb couscous, raw stuffed vegetables, saganaki made with island herbs, mafiş, almond island cookies were prepared and offered by the local women of the Tenedos Island. The purpose of this event is to display the local cuisine and culture of the Tenedos and add another attraction to its image as a natural paradise. (bozcaada.gov.tr; boztid.org.tr). Festival events start with food tasting and continue with a concert held at the town square or in the castle during the evening (bozcaada.bel.tr).

This study aims to identify the socio-cultural, economic and environmental impacts of festivals of Tenedos and to determine the perceptions of local residents and tourists about this matter.

In addition, some recommendations were made regarding planning and implementation of the festival to produce further development and sustainability of the tourism in the island. The other purpose of the study is to determine the main feature of the Local Flavours Festival that should be put forward to ensure sustainability and development of tourism in destination.

4.2. Hypotheses

The main hypotheses identified in line with the purpose of the study are as follows:

H1: The perceptions of the tourists about Tenedos Island and Local Flavours Festival show significant differences according to the gender.

H2: The perceptions of the tourists about Tenedos Island and Local Flavours Festival show significant differences according to their attitude on recommending the festival.

H3: The perceptions of the tourists about the Tenedos Island and Local Flavours Festival show significant differences according to the age groups.

H4: The perceptions of the local residents about Tenedos Island and Local Flavours Festival show significant differences according to their residency duration in Tenedos.

H5: The perceptions of the local residents about the Tenedos Island and Local Flavours Festival show significant differences according to their situation of owning a business or not.

H₆: There are significant differences between the perceptions of local residents and the tourists of Tenedos about the statement that the festival reflect the island culture.

H₇: There are significant differences between the perceptions of local residents and the tourists of Tenedos about the sufficiency of the promotion of the festival.

H₈: There are significant differences between the perceptions of local residents and the tourists of Tenedos about the intensity of the traffic during the festival.

H₉: There are significant differences between the perceptions of local residents and the tourists of Tenedos about there was a otopark problem during the festival.

4.3. Data Collection Methods And The Sample

Tenedos town of Çanakkale Province was selected as the research area, considering the fact that there has been major festivals held in the region. The survey aims to determine the perceptions of the tourists of the island and local community about the Local Flavours Festival. Accordingly, the research has two different research phases. The first phase include the tourists who have been visiting Tenedos Town of Canakkale Province. According to the data of the Directorate of Culture and Tourism, the number of domestic visitors staying on the island was 5714 in 2011 (sgb.kulturturizm.gov.tr). The second phase of the research included the local community living in Tenedos. According to the data of Governorship of Tenedos, the population of the island is 2496 (bozcaada.bel.tr).

Data was collected on the 15-16 September 2012 and 20 October 2012. The sample consists of 252 people, including 172 tourists and 80 local residents.

Two different questionnaires were used in the study. The first questionnaire was specially designed for the tourists who visited the island during the festival and it consists of three sections. The first section included open-ended and multiple-choice questions about their travel purposes, information resources, accommodation types and duration of their stay and whether they would recommend the Tenodos Island and its festival. The second part consists of 21 closed-ended statements about the tourism infrastructure of Tenedos Island, the impact of Local Flavours Festivals on Tenedos, the attitude of the local people towards the tourists and the tourist's satisfaction level of the festival. 5-point Likert scale used in this section. This scale has 5 items range as Strongly agree, Agree, Neither agree nor disagree, Disagree, Strongly disagree. The third section consists of questions regarding demographic characteristics of the tourists.

The second questionnaire aims to gather responses of local community and consists of two parts. The first section includes 2 open-ended questions and 29 closed-ended statements. 5 Likert Scale was used to measure the statements, and items were formed as Strongly agree (5), Agree (4), Neither agree nor disagree (3), Disagree (2), Strongly disagree (1). The second part of the survey included demographic questions aiming to identify the characteristics of the local population. Both scales were created according to the result of the literature scan conducted by the researchers.

4.4. Research Findings And Evaluation

The data regarding demographic characteristics of the tourists have been analyzed and it was seen that 50,6% of the survey participants were female, 49,4% of them were male. 20,3% of the participants were 24 years or under, 23,8% of them were in the age group of 25-29, 18,1 % of them were in the age group of 30-34, 37,8% of the participants were 35 years old or over. The level of education of the survey participants show 89,6% of them have completed degree or upper level education. Participants' monthly income, and their employment status were specified and it was seen that 29,1% of the participants (172 people) have monthly income of 2000 TL or under, 48,8% of them work in private sector, 22,7% of them work in public sector and 28,5% of them were unemployed. It is understood that 45,3% of the tourists who participated in the survey reside in Istanbul, 20,3% of them in Canakkale, 9,3% of them in Izmir and 5,2% of them in Bursa. It was noticed that the majority of survey participants reside in Istanbul.

Participants were asked to specify the reasons for their visit to Tenedos Island. Accordingly, 75,6% of the tourists stated that they were in Tenedos for vacation, 16,3% of them for the festival, 4,7% of them were visiting their friends and families, and 0,6% of them stated that they came to Tenedos for business reasons. Table 3.3 shows that 64,5% of the tourists stay in the island for 1-2 nights, 20,9% of them for 2,5 nights, 8,1% of them more than 5 nights and 6,4% of them visit the island only for the day.

89,5% of the tourist participated in the survey stated that they would visit Tenedos if there was a festival or not, 2,3% of them stated that they prefer not to come to Tenedos if the festival was not held. Accordingly, it can be concluded that the majority of respondents would consider visiting Tenedos even if there was no festival. The tourists were asked if they would come to Tenedos for the next festival, 53,5% of them replied positively, but 17,4% gave a negative response. In addition, 75% of the respondents stated that they would recommend the festival to their friends and families.

Survey participants were asked how they were informed about the festival. 32,5% of the tourists were recommended by friends and families, 25,5% were informed by internet and social media, 6,9% by brochures, catalogues etc., 5,1% by TV, newspapers and magazines, 1,7% by travel agents and 22% came to the island without any knowledge of the festival and heard about it while they were in the island. Accordingly, it was noticed that , the most widely used source of information is the recommendation by friends and family. On the other hand, the least used sources of information are travel agents (1,7%) and TV / newspapers / magazines (5,2%). In the light of this data, it can be said that the publicity and announcements about the festival published in the local press were insufficient.

39,5% of the respondents stated that it was their first visit to Tenedos, however 60,5% stated that they had previously visited the island. The visitors who had been to the island previously, stated their purpose of visit as 47,7% for vacation, 7% for visit to friends and families, 2,3% for business purposes, 0,6% for the festival.

In this study, the scale was used to measure the perceptions of the tourists on Local Flavours Festival and it consists of 21 items. The reliability analysis of the

scale has been administered and it was determined that Cronbach's alpha reliability coefficient was 0.708 and it confirms that the scale is reliable.

Within the scope of the survey, the average agreement level of the tourists with the 21 statements on Tenedos and Local Flavours Festival were analyzed and it was understood that the relatively more important statements are "*The attitude of local residents towards the tourists is positive*" (4.35), "*The festival contributes to the promotion of Tenedos*" (4.33), "*The festival provides opportunities for local community to present their skills and to gain more income*" (4.31). On the other hand, it was noticed that the statements which are relatively show lower level importance are "*The noise was at disturbing level during the festival,*" (2.11), "*The food and beverages prices in Tenedos are reasonable*" (2.55), "*The accommodation rates in Tenedos are reasonable*"(2.70).

In this survey, the research hypotheses about the perceptions of tourists who have participated in the festival were tested. According to the demographic variables, the differences of the perceptions of the tourist on Tenedos and the festival are as follows:

T-test was administered to determine whether the tourist's perceptions on the festival differ according to the "**gender**" and the results show that the women agree with the statement "*The festival establish contact between local residents and the tourists*" (4,33) at higher and positive level compare to the men (3,94). Furthermore, there is a significant difference between the genders regarding the scores given to the statement "*The shopping facilities in Tenedos are at satisfactory level*". The average scores given by female participants (3.41) is higher and above indifference level compare to the male participants (3.08). This result shows that first hypothesis (H1) of the research can be partially accepted.

According to the ANOVA results whether there was a difference in the perceptions of the respondents on festival in terms of "**age**", it was determined that there was a significant difference in the responses to the statement "*The accommodation rates in Tenedos are reasonable*" between the age groups. The level of finding accommodation rates reasonable is higher and above the indifference level for the 24 years of age and under (3.02) compare to other age groups. The respondents aged 30-34 find the accommodation rates not reasonable (2.16).

The perceptions of the tourists about the statement "*The shopping facilities in Tenedos are at satisfactory level*" show significant differences according to the age groups. The survey participants who are 24 years and under (2.82) agree with the statement at lower level compare to the other age groups. 35 years and older (3.56) thinks that the shopping facilities at sufficient level.

The perceptions of the tourists on the statement "*The town cleaning services in Tenedos are at satisfactory level*" show significant differences according to the age groups. The respondents 24 years and under (4.22) are satisfied with the town cleaning services compared to other age groups. 35 years and older (3.46) are less satisfied with the town cleaning services but the average level was close to the positive.

The perceptions of the tourists about the statement "*The transport facilities to the Tenedos are at satisfactory level*" show significant differences according to the age groups. The level of finding the transport facilities satisfactory is higher for the 24

years of age and under (3.68) compare to other age groups. Respondents aged 30-34 years (2.90) are not satisfied with the transport facilities to the island. This situation show that third hypothesis (H3) of this research can be partially accepted.

According to the ANOVA results whether there was a difference in the perceptions of the respondents in terms of “**income**”, it was determined that there was a significant difference in the responses to the statement “*The local community protect the historical and cultural values*” in terms of income groups. Those with the income of 2000 TL or under (4.35) agree with the statement at higher level compare to the income group of 2001-4000 TL (3.89).

There is a significant difference in the perceptions of the tourists about the statement “*“The transport facilities to the Tenedos are at satisfactory level”*” according to the income groups. Survey participants with the income of 2000 TL and under (3.95) is satisfied with the transport facilities at higher level compare to the income group of 2001 to 4000 TL (3.30).

According to the ANOVA results whether there was a difference in the perceptions of the respondents in terms of “**occupation**”, it was determined that there was a significant difference in the responses to the statement “*The activities organized within the scope of the festival is at satisfactory level*”. The statement is agreed by the public sector workers (2,41) at lower level compare to the private sector workers (2,89) and unemployed (2,97)

The perceptions of the tourists about the statement “*There is no safety problem during the festival*” show significant differences according to the survey participant’s occupations. Private sector workers agree with the statement at a higher and positive level compared to the other groups. Generally, no security problem was observed by the survey participants.

T-test was conducted to determine whether the perceptions of the tourists on the festival differ in terms of “**if they visited the Tenedos previously or not**” and only one statement show significant difference. Hereunder, the scores of the statement “*There is a parking problem during the festival*” was agreed by the tourists who visited Tenedos previously (3.72) is at higher level compared to the tourists who never been to Tenedos before (3.32).

According to the t-test results to determine whether perceptions of the participants differ in terms of “**they recommend the festival or not**”, it was noticed that there was a significant difference in the scores of the statement “*The festival contributes to the preservation of the local culture*”. The survey participants who recommends the festival (4.53) agree with the statement at higher and positive level compared to the tourists who did not recommend the festival (3.55).

The scores of the statement “*The festival reflects the culture of the island*” show significant differences between the groups who recommended the festival (4.19) and who do not (3.04). The respondents who recommend the festival agree with the statement at higher and positive level compared to the respondents who do not recommend.

The scores of the statement “*The local people protect the historical and cultural values*” show significant differences between the groups who recommend the festivals and who do not. The respondents who recommend the festival agree with the statement at higher and positive level (4,23) compared to the respondents who

do not recommend (3,41). The scores of the statement *“The festival establish contact between local residents and tourists”* show significant differences between the groups who recommend the festival and who do not. The survey participants respondents who recommend the festival agree with the statement at higher and positive level (4,32) compared to the group who do not recommend (3,58).

The scores of the statement *“The festival contributes to the promotion of Tenedos”* show significant differences between the groups who recommend the festival and who do not. The survey participants who recommend the festival agree with the statement at higher and positive level (4,56) compared to the group who do not recommend (3,65). The scores of the statement *The festival provide opportunities for local community to present their skills and to gain more income* show significant differences between the groups who recommend the festival and who do not. The respondents who recommend the festival agree with the statement at higher and positive level (4,45) compared to the groups who do not recommend (3,90).

The scores of the statement *“The promotion of the festival is at satisfactory level”* show significant differences among the groups who recommend the festival and who do not. The respondents who recommend the festival agree with the statement at higher and negative level (2,83) compared to the group who do not recommend (2,34). Both groups are not satisfied with the promotion activities. The scores of the statement *“The activities organised within the scope of the festival are at satisfactory level”* show significant differences between the groups who recommend the festival and who do not. The survey participants who recommend the festival agree with the statement at a level close to the positive (3,13) but the respondents who do not recommend (1,81) stay at negative level.

The scores of the statement *“The price of the food and beverages in Tenedos are reasonable”* show significant differences between the groups who recommend the festival and who do not. The respondents who recommend the festival agree with the statement at higher and negative level (2,79) compared to the group who do not recommend (1,86). Both groups find the prices of food and beverages unreasonable. The scores of the statement *“The accommodation rates in Tenedos are reasonable”* show significant differences between the groups who recommend the festival and who do not. The survey participants who recommend the festival agree with the statement at higher and negative level (2,84) compared to the respondents who do not recommend (2,30).

The scores of the statement *“The shopping facilities in Tenedos are at satisfactory level”* show significant differences between the groups who recommend the festival and who do not. The survey participants who recommend the festival agree with the statement at a level close to the positive (3,34), however the respondents who do not recommend (2,83) stay at negative level. The scores of the statement *“The festival activities meet my expectations”* show significant differences between the groups who recommend the festival and who do not. The survey participants who recommend the festival agree with the statement at a level closer to positive (3,79), however the respondents who do not recommend stay at negative level (2,30). The respondents who do not recommend the festival stated that the festival did not meet

the their expectations. Findings of significant differences indicates the acceptance of the second research hypothesis (H2).

The study also gathered some information about the demographics of the local residents who participated in the survey. 42.5% of the survey participants were female, 57.5% of them were male. 18.8% of the participants were 24 years old or under, 12.5% of them were within the 25-29 age group, 12.5 % of them were in the age group of 30-34 and 56.3% of them were over 35. The level of education of respondents was examined and it is understood that 46.3% of them had degree level or higher education. The monthly income and employment status of the survey participants (80 people) distributed as 56.3% of them had a income of 2000 TL or lower 35% of them work in the private sector, 12.5% of them in the public sector, 27.5% in the tourism sector and 25% of them were unemployed.

Local residents' duration of residency in Tenedos was examined and it was understood that it varies between 1 to 56 years with an average of 16.5 years. Half of survey participants of the survey has been living in Tenedos under 11 years. The duration of business enterprises range between 1 to 50 years , with an average of 12 years.

Survey participants were asked if they were the employee or employer and it was understood that 59,1% of the participants were employers, 40.9% of them were employees.

The research included information about the festivals organized in the region and the satisfaction level of the survey participants with the Local Flavours Festival. Accordingly, 95% of local residents stated that they were pleased with that the festival but the 5% of them were not happy. In the light of data collected, it can be determined that the vast majority of local residents were pleased with the festival.

During the survey, the local residents were asked to state the festivals organized in Tenedos. Consequently, 96.2% of them stated Local Flavours Festival, 87.5% of them named the Harvest Festival, 37.5% named Wine Tasting Days and 16.2% stated that Ayazma Spring Fair.

In this study, the scale, that was used to measure the perceptions of the tourists on Local Flavours Festival, consists of 29 items. The reliability analysis of the scale has been administered and it was determined that Cronbach's alpha reliability coefficient was 0.767 which confirms that the scale is highly reliable.

Within the scope of the survey, the average agreement level of the local residents with the 29 statements on Tenedos and Local Flavours Festival were analyzed and it was understood that the relatively more important statements were "*There is no security problem during the festival*" (4,57), "*The festival reflects the culture of the island*" (4,47), "*The festival increases the number of domestic tourists*" (4,46), "*The festival contributes to the promotion of the festival*" (4,38). On the other hand, it was noticed that the statements which are relatively show lower level importance are "*The noise level is disturbing during the festival*" (2,11), "*The festival promotion activities are at satisfactory level*" (2,30), "*The festival increases the number of foreign tourists.*" (2,31), "*The activities organized within the scope of the festival are at satisfactory level*"(2,76).

In the study, not only the research hypothesis based on differences in the perception of tourists were tested but also the hypothesis based on demographic

characteristics and perspective differences of the local residents were also evaluated. The findings regarding perceptive differences according to the demographic variables can be listed as below:

T-test was administered to determine if the perceptions of local residents about the festival differ according to the "**gender**" and the results show that the women agree with the statement "*The festival increases the number of the tourists in the town*" (1,85) at lower and negative level compare to the men (2,65). Both groups think that the festival did not increase the number of foreign tourists in the region. Furthermore, there is a significant difference between the gender groups to statement "*The noise level is disturbing during the festival*". The women agree with the statement (1,76) at lower and negative level compare to the men (2,36).

T-test was conducted to determine whether there was a difference in the perceptions of local residents about the festivals in terms of "**income level**" and it was understood that the statement "*The festival increases the number of the employment*" show significant differences. The survey participants with an income level of 2000 TL and under agree with the statement (3,73) at higher and positive level compare to the income group 2001TL + (3,02).

Another t- test was conducted to determine whether there was a significant in the perceptions of local community on the festivals in terms of "**duration of residency in Tenedos**". The statement "*The festival contributes to the increase of life standards*" show significant differences in terms of duration of residency. The survey participants who have been living in Tenedos 10 years and under agree with the statement (4,27) at higher and positive level compare to the group who live in the island 10 + years (3,77).

The statement "*The festival increases the number of domestic tourists in the island*" show significant perspective differences according to the duration of the residency. The survey participants who have been living in Tenedos 10 years and under agree with the statement (4,65) at higher and positive level compare to the group who live in the island 10 + years (4,27). The statement "*The festival increases the number of foreign tourists in the island*" show significant perspective differences according to the duration of the residency. The survey participants who have been living in Tenedos 10 years and under agree with the statement (1,92) at lower and negative level compare to the group who live in the island 10+ years (2,70). Generally, the local residents think that the festival did not increase the number of foreign tourists in the island.

The statement "*The quality of the products and services increase during the festival*" show significant perspective differences according to the duration of the residency. The survey participants who have been living in Tenedos 10 years and under agree with the statement (3,67) at positive level, however to the group who live in the island 10 + years (2,87) stays at negative level. The statement "*There is traffic intensity during the festival*" show significant perspective differences according to the duration of the residency. The survey participants who have been living in Tenedos 10 years and under agree with the statement (4,55) at higher level compare to the group who live in the island 10+ years (4,07). These findings indicate that the fourth hypothesis of this study (H4) can be accepted.

According to the ANOVA result which was conducted to determine whether there was a difference in the perceptions of local community on the festival in terms of “sectors”. The statement “*I am happy for being together with the visitors during the festival*” show significant differences. The survey participants who are unemployed agree with the statement (4,70) at higher and positive level compare to the group public sector workers (4,50), private sector workers (3,85) and the people who gain revenue from tourism (4,40).

T-test was conducted to determine whether there was a difference between perceptions of local community about festival in terms of “occupation”. The statement “*I am pleased with the increased number of tourists during the festival*” show significant differences. The survey participants who are not small business owners (4,52) agree with the statement at higher and positive level compare to the group who own small businesses (4,13). The statement “*Road closures and direction changes disturb local community during the festival*” show significant differences. The survey participants who do now own a small business agree with the statement at a level close to indifference level (3,19), however small business owners (4,13) stay below the indifference level (2,54). The results indicates that the fifth hypothesis (H5) of the research can be partially accepted.

In the last step, the joint statements, that were asked to both local residents and tourists, were examined to identify if there was a significant difference in the responses. Consequently, the statement “*The festival reflects the culture of the island*” show a significant differences between the perceptions of the tourists and local residents. The level of agreement of the local residents (4,47) is higher and positive compare to the tourists (3,90). Both groups think that the festival reflects the culture of the island. The results show the acceptance of the sixth hypothesis (H6) of the research.

The statement “*The festival promotion activities are at satisfactory level*” shows significant perspective differences between the tourists and local residents. The local residents agree with the statement (2,30) at lower and negative level compare to the tourists (2,71). In general, the promotion activities of the festival were found insufficient. This result show that the seventh hypothesis (H7) of the research was accepted. The statement “*The festival provide opportunities for the local community to present their skills and gain income*” show significant perspective differences between the tourists and local residents. The tourists agree with the statement (4,31) at higher and positive level compare to the local residents (3,98).

The statement “*The town cleaning is at satisfactory level*” shows significant perspective differences between the tourists and local residents. The tourists agree with the statement (3,78) at higher and positive level compare to the local residents (3,42). The statement “*There is traffic intensity during the festival*” show significant perspective differences between the tourists and local residents. The local residents agree with the statement (4,31) at higher and positive level compare to the tourists (3,66). Both group think that there was intensity of the traffic during the festival. According to this finding, the eighth hypothesis (H8) of the research was accepted.

The statement “*There is a parking problem during the festival*” show significant differences between perspectives of the tourists and local residents. The local people agree with the statement (4,33) at higher level compare to the tourists (3,56). This

findings show that the ninth hypothesis (H9) of the research was accepted. The statement “*There is no security problem during the festival*” show significant differences between perspectives of the tourists and local residents. In general, both groups think there was not security problem during the festival.

5. CONCLUSIONS AND RECOMMENDATIONS

This study aims to determine the economic, socio-cultural and environmental impacts of the festivals in the region. For this purpose, the data was collected from local residents and tourists of Tenedos Island, and in the light of the findings, it can be stated that the Tenedos Local Flavours Festival is generally perceived positively by the tourists and local residents. It is understood that the festival was preferred mainly by the people living in Istanbul, over 35 years old, with an income levels of 2000-3000TL. Furthermore, it is determined that the average length of stay in the island does not exceed 1-2 days, and the festival is mainly heard by recommendations of friends and family, internet and social media. It is also important that the most of the survey participants stated they want to return to the island and attend the festival again.

The perceptions of local community about the festival was assessed and it was determined that the 95% of the local residents were pleased with the festival. Furthermore, local residents think that the festival reflects the culture of the island, increases the number of domestic tourists and contributes to the promotion of the region. Besides, the local residents did not find the noise level disturbing during the festival. However, they think the promotion activities of the festival are insufficient, the festival did not increase the number of foreign tourists and the festival activities were not at satisfactory level.

In the light of the results of the research, some recommendations can be made to improve Local Flavours Festival and tourism in Tenedos in general.

- Firstly, the promotion activities and the festival events were found insufficient by both groups. Therefore, advertising and promotion activities should be increased with an special emphasis on social media. To promotion activities of Tenedos and the festival can be a very important factor in increasing the number of the festival visitors.
- Specifying the date of the festival in advance and preparing the festival program accordingly and making necessary announcements to the nearby provinces using the visual and printed media tools can provide more effective publicity and increase participation. Furthermore, it is recommended to conduct another research on dissatisfied survey participants to identify the reasons for dissatisfaction with the festival.
- The activity types can be varied during the festival in order to increase the level of satisfaction and enhance enjoyment of the festival
- A majority of the tourists participated in the survey found accommodation rates, food and drink prices quite high. New regulation of accommodation rates and food and drink prices can increase the duration of the stay of the tourists and provide their return to the region for another visit.

- In Tenedos, the festivals should be given more importance as those events can be improved and presented as an alternative tourism product for the destination.
- In future research, it is recommended to perform qualitative research methods (such as participant observation and interviews) in addition to the quantitative data collected by questionnaires in order to gather more specific data.

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