

Environment Management of Event Tourism: the Relationships among Eventscape, Motivation and Emotion

Huan Sun^{1,a} and Guangquan Dai^{1,b}

South China University of Technology, Guangzhou, China

^adimu3065@126.com, ^bgqdai@scut.edu.cn

Keywords: Perceived Eventscape; Event Experience; Environmental Psychology; Structural Equation Modeling

Abstract. Eventscape integrates various environmental elements experienced by event goers, which constitutes one of the key points of overall experience of festival & special events. Previous studies mostly focused on the effects of eventscape on customer's behavior through the mediation impact of emotion. However, rare of them considered the interactive relationships between eventscape and other psychological elements. This study aims to investigate the relationships among eventscape, event motivation and emotion of 2016 Taihu Midi Music Festival through SEM. Empirical results suggest that both eventscape and event motivation positively and significantly affect event goer's emotional experience. Furthermore, pleasure and arousal both act as intermediary variables between event motivation and eventscape.

Introduction

Events have gradually become key elements in the tourism system as the scale of the industry continues to expand [1]. On the one hand, taking part in various events constitutes an important motivation for event goers; on the other hand, place marketing has emerged as a key feature associated with events to develop a unique selling proposition [2]. For event participants, event experience transcends the experience of daily life, with the unique meaning of "Once in Lifetime". Therefore, the experience of events constitutes one of the cores of the festival [3].

Eventscape is an important part of events experience. Environmental stimuli include physical elements as well as intangible services and social environmental elements [4]. The existing researches on eventscape are based on the Stimulus-Organism-Response Framework of environmental psychology, to explore the influence of eventscape on participants' emotion and behavior [5]. Within this theoretical framework, the interactions between eventscape and emotion and individual factors such as motivation have not been fully studied.

In fact, events experience is a complex psychological process generated by the interaction between internal and external stimuli [3]. Cognitive experience and emotional experience are two essential components of the events experience [6]. The cognitive-emotional interaction theory holds that the processes of cognition and emotion interact with each other, which together constitute the basis of individual behavioral activities [7]. Therefore, there is also a correlation between eventscape as cognitive experience and the emotional response of participants. In addition, motivation has a close relationship with emotion [8].

This study will focus on the theoretical perspective of cognitive-emotional interactions, trying to explore the interaction mechanism between eventscape, motivation and emotion. This study will supplement the original theoretical framework and help the events operators to improve the quality of experience of the event tourism from the perspective of the individualized needs and experiences of the participants.

Literature review and research hypothesis

Eventscape. The eventscape is an important part of participants' cognitive experience during the process of interacting with various environmental stimuli in the field of events [9]. Kotler (1973)

believed that in addition to tangible products or services, consumers paid more attention to the overall product, the most notable of which is the “space” of consumption, namely the quality of the surrounding environment [10]. On this basis, Bitner (1992) defined servicescape as the building environment of the service place, including surrounding conditions, spatial layout and function, logos, symbols and crafts [11]. Bitner's servicescape framework has over attention to internal objective environmental stimuli that can be controlled by managers in a limited space [12]. Researchers have found that in the context of high levels of consumer and employee engagement, social factors have more significant influence on environmental perceptions and behavioral intentions than physical factors [13].

On the basis of servicescape, Lee (2008) defined eventscape as various tangible stimuli in the event environment experienced by the participants [14]. The eventscape is a complex system of various environmental stimuli. In addition to tangible elements, it also includes elements such as employee services and entertainment projects [15]. Compared with the ordinary service situation, the experience of event participants is more from the interaction of the participants with the environmental facilities, the events and other individuals in the events [16].

Gratton (2014) defined eventscape as four dimensions: the natural elements, the social environment, the structure and physical attributes, and the schedule of innovative performances [17]. Fourie & Kruger (2015) divided eventscape into nine dimensions: management, value, marketing, convenience, lifestyle, price/performance of goods, cost-effectiveness of food, agricultural exhibition, network and trade [18]. Lee & Chang (2016) considered the festivalscape to be the venue itself and the surrounding physical environment [19].

Emotions. Generation of emotions is both a physiological reaction and a psychological process [20]. This study sorts out the classification and measurement methods of emotions from the perspective of environmental psychology.

Mehrabian & Russell (1974) proposed the framework of S-O-R system, in which emotions were divided into three dimensions of pleasure, arousal and dominance, namely M&R model [21]. Russel (1980) adjusted the M&R model and removed the dominance dimension, arguing that the two dimensions of pleasure and arousal can fully represent an individual's emotional response to a diverse environment [22].

Donovan & Rossiter (1982) introduced the S-O-R framework into the study of store atmosphere and found that there was no significant correlation between emotional dominance dimension and consumer behavior [23]. Most of the sentiment scales used in the studies of servicescape are based on this. Baker (1992) explored the influence of store atmosphere on customer decision-making process. The interaction between surrounding stimuli and social stimuli affects customers' pleasure, and social stimuli affect arousal emotions [24]. Wakefield (1996) found that the crowd of stadiums and the aesthetics of the facilities directly affected the audience's pleasure [25]. Swee (1997) explored the impact of bank servicescape on consumer sentiment and behavior, and found that the impact of servicescape on pleasure was very significant [26]. McGoldrick (1998) found that the perception of environment affects consumer behavior by arousal emotions [27]. Ryu & Jang (2007, 2008) only retained the two emotional dimensions of pleasure and arousal when studied the impact of dinescape on consumers [28, 29]. Therefore, the two dimensions are suitable for measuring the emotional experience.

Motivation. Tourism motivation is the psychological impetus that triggers and maintains individual tourism activities and directs them to tourism goals [30]. Crompton (1979) argued that the generation of demands stems from the disorder or tension of the motivational system. This disordered disturbance causes the body to generate a series of actions to satisfy the demand until the motivational system returns to equilibrium [31]. The discussion about tourism motivations mainly focuses on the concepts of “push” and “pull” . Dann believed that the “push” factors stem from the individual's anomie and ego-enhancement. Therefore, the biggest reason for tourism can be summarized as a word: escape [32-34]. Iso-Ahola pointed that individuals conduct tourism in two main reasons: they hope to pursue or obtain some personal and/or interpersonal incentives; escape from personal and/or interpersonal environments [35-38].

Scott (1995) divided event motivations into socialization, accompanying family members, escaping from everyday life, getting close to nature, event excitement, and curiosity [39]. Crompton (1997) developed a scale of motivations that included cultural exploration, novelty/regression, and restoration of balance, familiarity with group socialization, external interaction/socialization, and sociality [40]. Lee (2000) compared the seven dimensions of motivations: cultural exploration, family reunion, escape, social interaction of external groups, festival attraction, social interaction with familiar groups [41]. Yolal (2012) divided the motivations into five dimensions: social, excitement, novelty, escape, family reunion [42]. Duran (2014) defined event motivations from six dimensions: cultural exploration, novelty, socialization, festival attraction, family reunion, escape and excitement [43]. Li & Wood (2016) used the Midi Music Festival as a case to discover seven motivations [44], in which “spiritual escape” and “spiritual pursuit” are special motivations for mainland fans to participate in music festival.

Conceptual Models and Assumptions. Mehrabian & Russell's (1974) S-O-R framework pointed that environmental elements are linked to behavioral responses through major emotional responses such as pleasure, arousal, and dominance [45]. Subsequent researches on servicescape and eventscape are based on this to explore the relationship between environment and emotions and behavior [46]. Emotions induced by environmental stimuli change the instantaneous perception process and behavioral outcomes in the context of events [47]. In addition, environmental factors will directly affect the emotional response of the participants [48]. Therefore, this paper proposes the following assumptions:

H1: The eventscape affects the emotions of the event participants

Emotion and cognition are complex processes involving multiple levels and complex interactions between physiology and psychology [49]. The existing researches on the impact of emotion on cognition mainly include two aspects [50]. Neuroscience evidence [51], the highly connected brain region constitutes the core of emotional and cognitive interactions, such as the hypothalamus, amygdala, prefrontal cortex and other traditional emotional brain regions will participate in cognitive processing. Therefore, individual's emotional experience will have a significant impact on cognitive experience. This paper proposes the following assumptions:

H2: Participants' emotions influences eventscape

Motivation and emotion are interrelated. As a follow-up of motivation emotion is usually derived from the individual's belief system and goal orientation. Therefore, the strong shopping motivations of consumers in the shopping environment lead to a positive emotional state [52]. So the instantaneous emotion comes from pre-existing motivations [53]. Empirical studies have also found that consumers with strong shopping motivations experience a stronger wake-up state. Therefore, this paper proposes the following assumptions:

H3: Motivation affects the emotion of participants

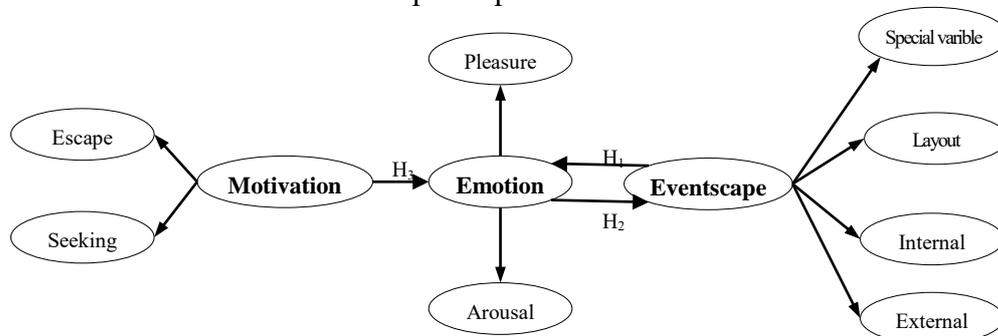


Fig.1 Theoretical model of this research

In summary, this paper constructs a theoretical model of the relationship between eventscape, motivation and emotion (as shown in Figure 1). The eventscape consists of four dimensions: special variables, layout variables, internal variables and external variables. Motivation consists escaping and seeking; emotions include pleasure and arousal.

Methodology

Measurement of Variables. This study used questionnaires to obtain research data. The survey was divided into two parts. The first part measures three potential variables of the eventscape, emotion and motivation. The eventscape scale including 23 items refers to Lee (2008) and Kitterlin (2014). The emotion scale refers to Donovan & Rossiter's (1982) emotional scale containing 10 items. The motivation scale including 10 items refers to Kitterlin (2014) and McGoldrick (1998)'s. This study used the Likert 5-point scale, with 1 indicating very disagree and 5 agreeing very much. The second part includes demographic characteristics such as gender, age, education level, and monthly income level.

Sample and Procedure. The study was conducted at the Midi Music Festival in Shenzhen, China during 30th April to 2nd May, 2016. The research team distributed 600 questionnaires at the performance site, and 588 copies were collected. After removing the unqualified questionnaires, the valid questionnaires 429 were retained. The response rate is 98.00%, and the valid rate is 71.5%.

According to survey statistics, in terms of gender, female accounted for 42.68%, and male accounted for 57.31%. In terms of age, the subjects of the sample were 19-24 years old (55.39%) and 25-30 years old (31.45%), which accounted for 86.84% of the total. In terms of education level, 67.52% of the fans are undergraduate, followed by junior college (16.70%). 21.07% of the fans have monthly income levels of 1000RMB and below, and 13.11% of the fans have monthly income levels of 3001~5000RMB.

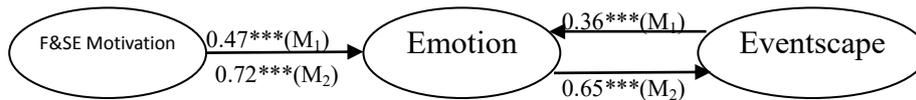
Research process and analysis

Exploratory Factor Analysis. In this study, SPSS21.0 was used to conduct exploratory factor analysis and reliability analysis. According to the results, the items with a factor load of less than 0.45 or a cross-load of two or more factors greater than 0.4 are eliminated.

The results of the reliability test showed that Bartlett's sphericity test of the eventscape scale, emotion scale and the motivation scale reached statistical significance ($p=0.001$), and the KMO coefficients respectively are 0.92, 0.90, and 0.83, indicating that the scales are suitable to conduct exploratory factor analysis. The eventscape extracts to special variables, layout variables, internal variables and external variables; emotion extracts to arousal and pleasure; motivation extracts to relax/escape and seek to stimulate. The Cronbach' α coefficient of the overall scale is 0.94, the reliability of eventscape scale is 0.92, the reliability of the emotion scale is 0.92, the reliability of motivation scale is 0.74, and the reliability of each common factor is greater than 0.7. It shows that the variables used in this study have high internal consistency and high reliability.

Confirmatory Factor Analysis. In this study, AMOS21.0 was used to perform two-stage confirmatory factor analysis on potential variables. Based on the results of the confirmatory factor analysis of measurement models, the observed variables with a factor load of less than 0.45 are eliminated. The factor loading of all observed variables on their corresponding latent variables exceeds the critical value of 0.5, and both are significant at the 99.9% confidence level. In addition, the combined reliability of all latent variables is higher than 0.7, indicating that each potential variable has good internal consistency. At the same time, the values of NFI, RFI, CFI, IFI, GFI and other indices all reached the ideal value, and the RMSEA value was less than 0.05, in the individual confirmatory factor analysis of each latent variable and the fitting index of the common confirmatory factor analysis of all latent variables. The RMR value is less than 0.05.

Structural Model Fitting and Hypothesis Verification.(1) Goodness of fit test. Based on the verification factor analysis, the AMOS21.0 software was used to test the theoretical model by the maximum likelihood estimation method, and then the fitting index and path coefficient value of the theoretical model were obtained. The structural equation model analysis results show that the theoretical model has a good degree of fitting, and the fitting indexes of M1 and M2 all reach the ideal value (M1: $\chi^2/df=2.708$, RMESA=0.056, GFI=0.901, NFI=0.885, IFI=0.924, TLI=0.911, CFI=0.923; M2: $\chi^2/df=2.340$, RMESA=0.050, GFI=0.908, NFI=0.900, IFI=0.940, TLI=0.931, CFI=0.940.)



***: $p < 0.001$

Fig.2 Result of M_1 & M_2

(2) Study hypothesis testing. Figure 2 shows the path relationships in the structural equation model. Firstly, M_1 indicates that eventscape has a significant impact on the emotion of the event participants (path coefficient is 0.36, $p < 0.001$); secondly, M_2 indicates that the participant's emotion has a significant impact on eventscape (path coefficient) 0.65, $p < 0.001$); finally, M_1 (path coefficient is 0.47, $p < 0.001$) and M_2 (path coefficient is 0.72, $p < 0.001$) together indicate that motivation has a significant influence on emotion for the participants. Thus, H_1 , H_2 and H_3 are all supported.

Conclusion

The eventscape is an important part of events experience. Previous studies have focused on the one-way effects of eventscape on emotions, ignoring the interaction between the cognitive experience and emotional experience as well as motivations. This study attempts to explore the systemic relationships between eventscape, motivations, and emotions. Research indicates:

(1) The eventscape has a significant positive impact on participants' emotions. Eventscape plays an important role in triggering individual's emotional response. Participants' perceptions of environmental stimuli become an important factor driving individual's pleasure and arousal emotions [54]. The eventscape includes four dimensions: special variables, external variables, internal variables, and layout variables. Special factors constitute core products in the events, especially in the event environment, providing participants with a unique experience value.

(2) The participants' emotions have a significant positive impact on eventscape. Emotion as persistent state can occur before the cognitive process and affect the individual's information processing process of environmental stimuli. This process can be understood as: on the one hand, the emotional nature and characteristics affect the individual's selective processing of the environment's stimuli; on the other hand, the intensity of emotions will affect individual's cognitive processing of the environment.

(3) There is a significant positive relationship between motivations and emotions. Motivations include two dimensions: relaxation/escape and seeking stimulation. Events provide participants with a threshold experience that transcends everyday life, namely "time outside of time, space outside of space". On the other hand, in the process of participating in events, we can obtain a unique experience that is completely different from daily life to satisfy a kind of "spiritual pursuit" and gain inner balance and encouragement by meeting new friends and touching new things. Therefore, the direction and intensity of the participants' motivations determine the intensity and nature of the emotional experience.

Acknowledgement

This work was supported by a grant from the National Natural Science Foundation of China (to DAI Guangquan) (No.41571132).

References

- [1] Dai Guangquan, Zuo Ping, Xiao Lu. Differences and trends of the research on Chinese and foreign events:1995-2010[J].Human Geography, 2012(02):17-25.
- [2] Getz D, Page S J. Progress and prospects for event tourism research[J].Tourism

- Management,2016,52:593-631.
- [3] Getz D. Event Studies: Theory Research and Policy for Planned Event[M].Amsterdam: Butterworth-Heinemann 2007.171-172.
- [4] Tattersall J, Cooper R. Creating the Eventscape[M]//:SHARPLES B, MAY P C, OREFICE C. Strategic Event Creation. Oxford: Goodfellow Publishers Limited, 2014:1-290.
- [5] Ramlee N, Said I. Review on Atmospheric Effects of Commercial Environment[J].Procedia - Social and Behavioral Sciences,2014,153:426-435.
- [6] Meng Zhaolan, Emotion Psychology. [M].Beijing: Peking University Press,2005.71-72;109-110.
- [7] Gong Yuling. Review on the relation between cognition and emotion[J]. Seeker,2011(02):115-117.
- [8] Grayson R A S, McNeill L S. Using atmospheric elements in service retailing: Understanding the bar environment[J].Journal of Services Marketing,2009,23(7):517-527.
- [9] Mason M C, Paggiaro A. Investigating the role of festivalscape in culinary tourism: The case of food and wine events[J].Tourism Management,2012,33(6):1329-1336.
- [10]Kotler P. Atmospherics as a marketing tool[J]. Journal of Retailing,1973,49:48-64.
- [11] Bitner M J. Servicescapes: The Impact of Physical Surroundings on Customers and Employees[J]. Journal of Marketing,1992,56(2):57-71.
- [12] Rosenbaum M S, Massiah C. An expanded servicescape perspective[J].Journal of Service Management, 2011,22(4):471-490.
- [13] Jang Y, Ro H, Kim T. Social Servicescape: The Impact of Social Factors on Restaurant Image and Behavioral Intentions[J].2015,16(3):290-309.
- [14] Lee Y, Lee C, Lee S, et al. Festivalscapes and patrons' emotions, satisfaction, and loyalty[J].Journal of Business Research,2008,61(1):56-64.
- [15] Yang J, Gu Y, Cen J. Festival Tourists' Emotion, Perceived Value, and Behavioral Intentions: A Test of the Moderating Effect of Festivalscape[J].Journal of Convention & Event Tourism,2011,12(1):25-44.
- [16] Getz D. Event Management and Event Tourism(1st edn)[M].New York: Cognizant Communications Corp, 1997.25-27.
- [17] Gratton D, Raciti M M. Exploring the Relationship Between Festivalgoers' Personal Values and Their Perceptions of the Non-urban Blended Festivalscape: An Australian Study[J].Scandinavian Journal of Hospitality and tourism,2014,14(3):275-295.
- [18] Fourie M, Kruger M. „Festivalscape“ factors influencing visitors' loyalty to an agri-festival in South Africa[J]. Acta Commercii,2015,15(1).
- [19] Lee T H, Chang P. Examining the relationships among festivalscape, experiences, and identity: evidence from two Taiwanese aboriginal[J].Leisure Studies,2016:1-15.
- [20] Shi Lin. Review of several issues in emotional research[J]. Advances in Psychological Science,2000(01):63-68.
- [21] Mehrabian A, Russell J A. The Basic Emotional Impact of Environments[J]. Perceptual and Motor Skills,1974, 38:219-230.
- [22] Russell J A, Pratt G. A Description of the Affective Quality Attributed to Environments[J].Journal of Personality and Social Psychology,1980,38(2):311-322.
- [23] Donovan R J, Rossiter J R. Store Atmosphere: An Environmental Psychology Approach[J].Journal of Retailing,1982,58(1):34-59.
- [24] Baker J, Levy M, Grewal D. An experimental approach to making retail store environmental decisions[J].Journal of Retailing,1992,68(4):445-451.
- [25] Wakefield K L, Blodgett J G, Sloan H J. Measurement and Management of the Sportscape[J].Journal of Sport Management,1996, 10:15-31.
- [26] Ang S H, Leong S M, Lim J. The mediating influence of pleasure and arousal on layout and signage effects[J]. Journal of Retailing and Consumer Services,1997,4(1):13-24.
- [27] McGoldrick P J, Pieros C P. Atmospherics, Pleasure And Arousal: The Influence Of Response Moderators[J]. Journal of Marketing Management,1998(14):173-197.

- [28] Ryu K, Jang S S. The Effect of Environmental Perceptions on Behavioral Intentions Through Emotions: The Case of Upscale Restaurants[J].*Journal of Hospitality & Tourism Research*,2007,31(1):56-72.
- [29] Ryu K, Jang S. Influence of restaurants' physical environments on emotion and behavioral intention[J].*The Service Industries Journal*,2008,28 (8):1151-1165.
- [30] Huang Xiting, You Xuqun. *Tourism Psychology*(1st edition) [M].Shanghai: East China Division University Press, 2003.71-73;85.
- [31] Crompton J L. Motivations for pleasure vacation[J].*Annals of Tourism Research*,1979,6(4):408-424.
- [32] Dann G. The Holiday was Simply Fantastic[J].*The Tourist Review*,1976,31(3):19-23.
- [33] Dann G M S. Anomie, ego-enhancement and tourism[J].*Annals of Tourism Research*,1977,4(4):184-194.
- [34] Dann G M S. Tourist motivation an appraisal[J].*Annals of Tourism Research*,1981,8(2):187-219.
- [35] Iso-Ahola S E. Toward A Social Psychological Theory of Tourism Motivation: A Rejoinder[J].*Annals of Tourism Research*,1982,9(2):256-262.
- [36] Iso-Ahola S E, Allen J R. The Dynamics of Leisure Motivation: The Effects of Outcome on Leisure Needs[J]. *Research Quarterly for Exercise and Sport*,1982,53(2):141-149.
- [37] Iso-Ahola S E. Towards a social psychology of recreational travel[J].*Leisure Studies*,1983.
- [38] Iso-Ahola R M S. Psychological nature of leisure and tourism experience[J].*Annals of Tourism Research*,1987,14 (3):314-331.
- [39] Scott D. A Comparison of Visitors' Motivations to Attend Three Urban Festivals[J].*Festival Management & Event Tourism*,1995,3(3):121-128.
- [40] Crompton J L, McKay S L. Motives of visitors attending festival events[J].*Annals of Tourism Research*,1997,24(2):425-439.
- [41] Lee C K. A comparative study of Caucasian and Asian visitors to a Cultural Expo in an Asian setting[J].*Tourism Management*,2000,21(2):169-176.
- [42] Yolal M, Woo E, Cetinel F, et al. Comparative research of motivations across different festival products[J].*International Journal of Event and Festival Management*,2012,3(1):66-80.
- [43] Duran E, Hamarat B. Festival attendees' motivations: the case of International Troia Festival[J].*International Journal of Event and Festival Management*,2014,5(2):146-163.
- [44] Li Y N, Wood E H. Music festival motivation in China: free the mind[J].*Leisure Studies*,2016,35(3):332-351.
- [45] Mehrabian A, Russell J A. *An Approach to Environmental Psychology*[M].Cambridge: The MIT Press,1974.67.
- [46] Hu Zhengfan, Lin Yulian. *Environmental Psychology*[M].Wuhan: Huazhong University of Science and Technology Press, 2012.31;67;83-85.
- [47] Lee J S, Lee C K, Choi Y. Examining the Role of Emotional and Functional Values in Festival Evaluation[J].*Journal of Travel Research*,2011,50(6):685-696.
- [48] Lee J J. Visitors' Emotional Responses to the Festival Environment[J].*Journal of Travel & Tourism Marketing*,2014,31(1):114-131.
- [49] X u Yuanli , Guo Dejun. A Survey of the Development of Researches on the Relationship Between Emotion and Cognition[J]. *Psychological Science* ,2004(01):241-243.
- [50] Dai D Y, Sternberg R J. *Motivation, Emotion, and Cognition: Integrative Perspectives on Intellectual Functioning and Development*[M]. Lawrence Erlbaum Associates, Inc., 2004.134-135.
- [51] Pessoa L. On the relationship between emotion and cognition[J].*Nature Reviews Neuroscience*,2008,9(2):148.
- [52] Westbrook R A, Black W C. A motivation-based shopper typology[J].*Journal of Retailing*,1985,61(1):78-103.
- [53] Dawson S, Bloch P H, Ridgway N M. Shopping Motives, Emotional States and Retail Outcomes[J].*Journal of Retailing*,1990,66(4):408-427.
- [54] Bang H, Lee S, Swart K. Predicting Volunteers' Intention to Return: An Examination of Brand Personality, Prestige, and Identification of Sporting Events[J].2014,18(2):169-183.