

Socio-Psychological and Cultural Motivations of Singapore Formula 1 Night Race Visitors

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The researcher understands that this research is not only good for his personal understanding, but also beneficial to hospitality and tourism study in general. Hence, the researcher hopes that this research of his can be used well in future researches.

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Abstract

Formula 1 in Singapore is the first and only night race in the world. Since its first race in 2008, Formula 1 Night Race in Singapore attracted at least 100,000 tickets each day. Singapore successfully won the bid to host the Formula 1 race on 2008 in 5-year contract, with a cost of \$150 million. On September 2012, Singapore extended another 5-year contract to host the event.

This classic work of Crompton's (1979) is a pioneering work in the travel motivation. He found out seven socio-psychological motives (escape from a perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationship, and facilitation of social interaction) and two cultural motives (novelty and education) that affect someone's decision to travel.

The objectives of this research are: (1) to define the demographic characteristics of the visitors of Singapore Formula 1 Night Race Event; (2) to investigate the motivations of the visitors of Singapore Formula 1 Night Race Event using the Socio-Psychological and Cultural Motivation Theory; (3) to investigate the difference between the independent variables (demographic characteristics) and the dependent variables (visitors' motivations); and (4) to investigate the difference between the visitors' motivations and their decisions on attending the Singapore Formula 1 Night Race.

On 20th, 21st, and 22nd October 2013, the researcher distributed the questionnaires to analyze the demographic characteristic of the Singapore Formula 1 Night Race's visitors and their motives to attend the event. Furthermore, the researcher then used ANOVA to analyze whether there are differences between those factors in their decision to attend the event.

One of the findings of this research is that in general, demographic characteristics have no significant effect to the Singapore Formula 1 Night Race's visitors' decision to attend the event. However, their socio-psychological and cultural motives have significant effect on their decision to attend the event. The interactions between the demographic characteristics and their motives also have no significant effect on their decision to attend the event.

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CHAPTER 1

INTRODUCTION

In this chapter, the researcher will discuss back some general overview about the research. This chapter consists of the background of the study, statement of the problem, research objectives, research question, hypothesis, scope of the research, limitations of the research, and significance of the research.

1.1 Background of the Study

Tourism is one of the fastest growing industries in the world. Especially in South East Asia countries that are in ASEAN (Association of South East Asia Nations) community, tourism industry, almost in every category, is growing rapidly. This shows that those ten countries (Thailand, Cambodia, Vietnam, Lao PDR, Myanmar, Malaysia, Singapore, Indonesia, Brunei Darussalam, and The Philippines) have a lot of assets to offer to tourists (domestic and international). They have some of the most spectacular landscapes and attractions, huge ecosystem and wide range of wildlife, rich culture, and also history. No wonder, in some of their countries, tourism is a huge contribution of their GDP (as reported by World Economic Forum in “The ASEAN Travel and Tourism Competitiveness Report 2012). The report is shown in Table 1 below.

Table 1 ASEAN International Tourism Receipts (2011)

	International Tourism Receipts			Population	GDP per Capita
	USD (million)	% of GDP	USD per capita	million	USD
Brunei Darussalam	254	1.8	623.5	0.4	29,852
Cambodia	1,683	15.0	112.6	15.0	753
Indonesia	7,952	1.1	33.5	237.6	2,981
Lao PDR	382	6.8	59.3	6.4	1,004
Malaysia	18,259	7.7	646.3	28.3	8,418
Myanmar	73	0.2	1.2	61.2	742
Philippines	2,783	1.7	29.6	94.0	2,123
Singapore	17,990	7.9	3,470.3	5.2	43,865
Thailand	26,256	8.2	411.0	63.9	4,992
Vietnam	5,620	5.4	63.7	88.3	1,174
ASEAN	68,639	4.6	114.4	600.2	3,117

Source: World Economic Forum, The ASEAN Travel & Tourism Competitiveness Report 2012

In addition, WEF also showed the number of international tourist arrivals (ITA) in the ASEAN countries (shown in Table 2). On the report, in this community, Malaysia has the highest number of ITA, followed by Thailand, then Singapore. In case of number of ITA, Malaysia is one of the top ten world's top destination.

Table 2 ASEAN International Tourist Arrivals (2011)

	TTCI	International Tourist Arrivals	
	Rank / 139	thousand	per 100 pop.
Brunei Darussalam	67	214	51.7
Cambodia	109	2,882	19.3
Indonesia	74	7,560	3.2
Lao PDR	-	1,670	25.9
Malaysia	35	24,714	87.5
Myanmar	-	391	0.6
Philippines	94	3,917	4.2
Singapore	10	10,390	200.4
Thailand	41	19,098	29.9
Vietnam	80	6,014	6.8
ASEAN	-	76,940	12.8

Source: World Economic Forum, The ASEAN Travel & Tourism Competitiveness Report 2012

However, based on WEF's Travel and Tourism Competitiveness Index (TTCI), Malaysia is on the 35th rank, while Singapore is in 10th rank. This index was launched in 2007. TTCI is a comprehensive index that aims to measure the factors and policies that make it attractive to develop travel and tourism sector in different countries. The recent study analyzes only eight (out of ten) countries in ASEAN (excluding Myanmar and Lao PDR). WEF collaborated with experts in this sector to measure different regulatory and business-related issues that have been identified as levers for improving travel and tourism competitiveness in countries around the world. Through in-depth analysis of every dimension of the index, business practitioners and governments can address country-level challenges. This analysis can also inform policies at regional level. The framework of this index is shown in Figure 1.

Discussing about the number of ITA in ASEAN is interesting because the highest number of ITA in the region comes from international tourist from another ASEAN countries (intra-ASEAN tourism). Intra-ASEAN tourism contributes 43% of all ITA in ASEAN. For Singapore, out of 13.2 million ITA on 2011, 2.6 million of them are Indonesian tourists and

1.4 million of them are Malaysian tourists. The top 15 market of ITA in Singapore on 2011 can be seen on Figure 2 (as reported by Singapore Tourism Board).



Figure 1 The TTCI Framework

Source: World Economic Forum, “The ASEAN Travel & Tourism Competitiveness Report 2012”

Tourist motivation can be defined as “the global integrating network of biological and cultural forces which give value and direction to travel choices, behavior, and experience” (Pearce, Morrison & Rutledge, 1998). Tourist motivation attracts a lot of researchers to study. Several studies examined tourist motivation as a force field analysis of push and pull factor. Push factors are those which drive a tourist to travel; and pull factors are those which attract tourist to travel to a destination (Uysal & Jurowski, 1994). Tourist motivation is still being studied as it is very important to understand the factors that influence their behavior.

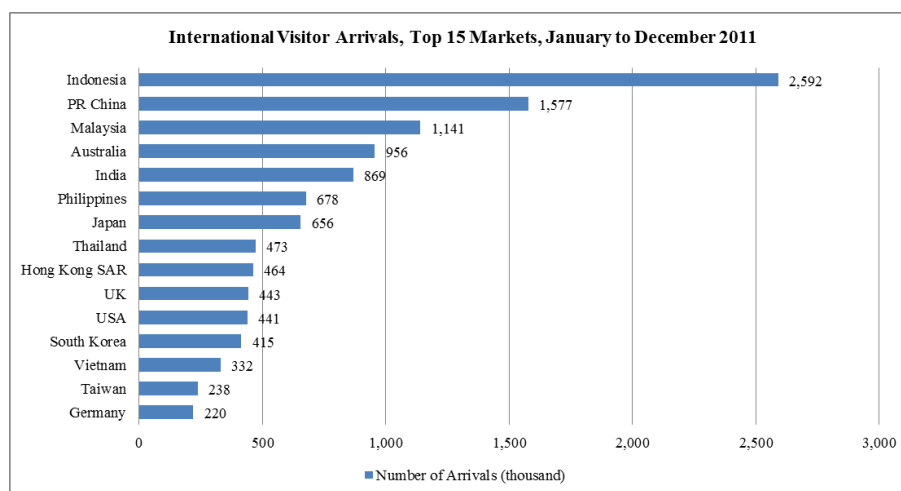


Figure 2 Singapore Top 15 ITA 2011

Source: http://www.ttgasia.com/article.php?article_id=3046, retrieved June 16th 2013

Events are an important motivator of tourism and perform outstandingly in the development and marketing plans of most destinations. The roles and impacts of planned events within tourism have been well documented. It also is an increasing importance for destination competitiveness (Getz, 2008).

First hosted in September 26-28 2008, Singapore Formula 1 Night Race Event has become one of the most prestigious events, especially in the region. Not only that Singapore at the time hosted the first street race in Asia, Singapore Formula 1 was also the first night race in the world. According to Bloomberg on September 2012, for the past 4 years, Singapore Formula 1 has attracted more than 150,000 international visitors and generated about S\$ 140 million to S\$ 150 million annually¹⁾. This event has been one of the government strategies to encourage tourists to spend more²⁾. One of the key components for this event is entertainment as the tickets to the race give access to concerts by international performers. Maroon 5, Katy Perry, and Jay Chou were the performers on 2012. For 2013 event, The Killers, Rihanna, and Justin Bieber have confirmed to perform.

1.1.1 Tourism in Singapore

Singapore is an island in the south of Malaysia. Started as a fishing village in early 1990s, Singapore now is named one of the Asia's economic leaders. As a country with the highest GDP in South East Asia Region, Singapore becomes one of the most attractive destinations in the region. According to Singapore Tourism Board released report, on 2011, the number of ITA in Singapore is 13,171,300. On 2012, the number jumped to 14,422,800 (9.5% increase from 2011). The detail of the report can be seen on Table 3.

Table 3 Singapore Number of Tourist Arrivals by Country of Residence

	Year				2011				2012				2013
	Quarter				I	II	III	IV	I	II	III	IV	I
	Thousand												
Total	9,682.7	11,641.7	13,171.3	14,422.8	3,118.1	3,237.5	3,486.1	3,329.6	3,576.2	3,506.1	3,648.1	3,692.4	3,806.4
ASEAN	3,684.8	4,821.8	5,414.3	NA	1,209.4	1,394.3	1,397.8	1,412.7	1,341.7	1,487.4	1,406.0	NA	NA
Japan	490.0	529.0	656.4	NA	167.0	118.0	189.9	181.6	193.0	151.6	209.9	NA	NA
Hong Kong SAR	294.4	387.6	464.4	NA	100.2	128.3	137.1	98.8	104.6	117.1	132.8	NA	NA
India	725.6	829.0	869.0	NA	171.4	279.2	190.4	228.0	184.6	293.9	191.1	NA	NA
China, People Republic of	936.7	1,171.5	1,577.5	NA	411.7	346.1	472.0	347.8	542.1	436.1	537.0	NA	NA
Taiwan	156.8	191.2	238.5	NA	52.6	58.0	79.1	48.8	76.1	64.6	79.8	NA	NA
South Korea	272.0	360.7	414.9	NA	107.5	96.0	115.1	96.3	125.4	98.7	121.2	NA	NA
Australia	830.3	880.6	956.0	NA	222.0	242.0	252.7	239.2	229.8	247.5	285.7	NA	NA
United Kingdom	469.8	461.8	442.6	NA	132.8	97.7	99.6	112.5	139.4	90.8	100.4	NA	NA
United States	370.7	417.2	440.6	NA	115.4	107.9	107.2	110.0	126.6	115.4	113.2	NA	NA

Source: http://www.singstat.gov.sg/statistics/browse_by_theme/tourism.html, retrieved June 16th 2013

In 2011, out of 5 major components in tourism receipts (shopping, accommodation, food

¹⁾ <http://www.bloomberg.com/news/2012-09-23/singapore-cuts-formula-1-costs-in-extension-deal-southeast-asia.html>, retrieved at June 16th 2013

²⁾ http://infopedia.nl.sg/articles/SIP_1392_2009-11-19.html, retrieved at June 16th 2013

and beverage, sightseeing and entertainment, and other tourism receipts components), sightseeing and entertainment is the highest. This means that most of the tourists who visited Singapore usually do sightseeing and enjoying the entertainment the country had to offer. Figure 3 shows the tourism receipts by major components on 2011.

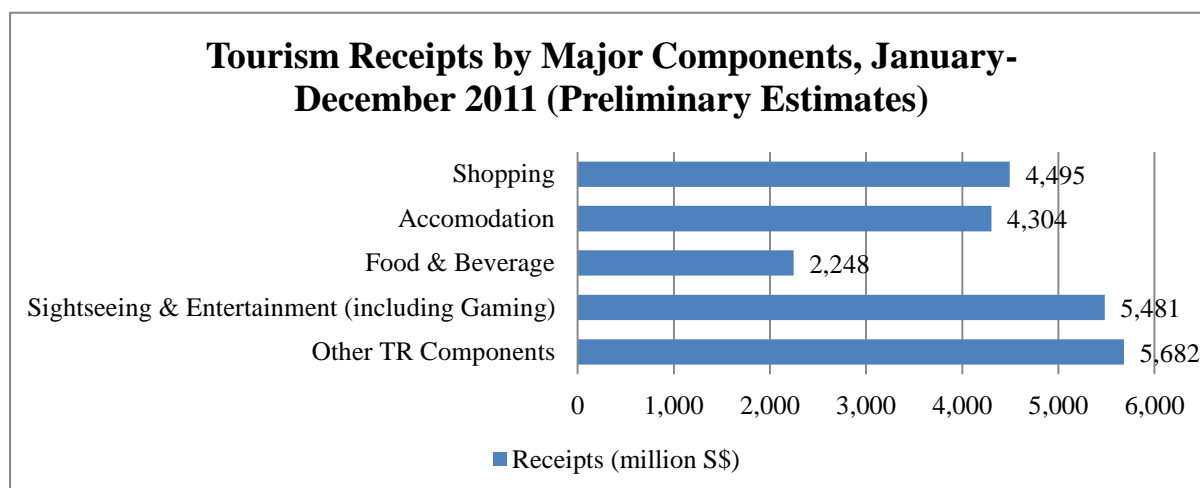


Figure 3 Singapore Tourism Receipts by Major Components on 2011
Source: http://www.ttgasia.com/article.php?article_id=3046, retrieved June 16th 2013

Singapore has a calendar full of events every year to attract tourists. Their events showcase a wide cultural celebrations/festivals and shopping activities. Due to its wide cultural background (Chinese, Hindu, and Muslim), Singapore has a colorful festival to celebrate every year. Not only cultural events, sports and music events are also filling up its calendar. Here are some festivals and events in Singapore: Chinese New Year, Asia Fashion Exchange, Chingay Parade Singapore, Christmas in the Tropics, Deepavali, Dragon Boat Festival, Fashion Steps Out @ Orchard, Grand Prix Season Singapore (Formula 1 Night Race), Great Singapore Sale, Hari Raya Aidil Fitri, Hari Raya Haji, Hungry Ghost Festival, Mid-Autumn Festival, Mosaic Music Festival, National Day, Pongal, River Hongbao, Singapore Arts Festival, Singapore Food Festival, Singapore River Festival, Thaipusam, Vesak Day, World Gourmet Summit, Zoukout. Those are only some of their annual major festivals/events, not to mention one-time events like international summits, meetings, conventions, etc³⁾.

1.1.2 Formula 1 Night Race Event in Singapore

Formula 1 is the highest class of automobile racing that is approved by the Federation Internationale de l'Automobile (FIA), the governing organization for motor sport and the federation of the world's leading motoring organizations. Formula 1 in Singapore is the first

³⁾ <http://www.yoursingapore.com/content/traveller/en/browse/whats-on/festivals-and-events.html>, retrieved at June 16th 2013

and only night race in the world. Since its first race in 2008, Formula 1 Night Race in Singapore attracted at least 100,000 tickets each day. The event takes 1 to 3 consecutive days every year. Singapore Tourism Board (STB) markets this event of the year overseas through trade shows, consumer roadshows, advertisements, marketing brochures, and their website⁴).

Singapore successfully won the bid to host the Formula 1 race on 2008 in 5-year contract, with a cost of \$150 million. The event is co-funded by the government (60%) and Singapore Telecommunication (SingTel). The race organizer and promoter is Singapore GP Pte Ltd²). On September 2012, Singapore extended another 5-year contract to host the event⁵).

Beside putting Singapore on world map for unique international event (Formula 1 night race), there are also possibilities for wider spin-offs to other segment of its economy, such as hospitality, entertainment, retailing, transport, construction, and logistics services (source: DMG Research Team, “Singapore F1 Grand Prix: Blazed the Qualifiers, Now To Make History”).

1. Hotel sector

Room rates are known to double (and even triple) during the event. All hotel owners where the event takes place will benefit as occupancy rate will rise significantly with the highly anticipated spectators (and Formula 1 fans), participants, and tourists during the race week. Their food and beverage outlets also will gain higher profit because of the mark-up in prices in form of event promotion. Hotels in the vicinity of the city (or where the main attraction is) will also benefit from higher occupancy and rates because the rooms will fill up quickly.

2. Night spots

Venues are needed for parties to wide-awake tourists can go out and play. Discos, clubs, pubs, coffee houses, etc. are the options.

3. Accessories and gifts

For automobile enthusiasts (and Formula 1 fans), aftermarket sports wheels, racing bucket seats, steering wheels, gear-knobs, etc. are becoming valuable merchandise that they are willing to pay for.

4. Contractors for construction and logistics

To be able to provide safety and proper driving condition, the roads making up the street circuit will have to be re-surfaced, with repairs and maintenance works to bring the track to acceptable racing standards. As well as the track, hospitality tents and other forms of temporary infrastructures have to be set up by the Formula 1 Management. Marketing stalls have to be built to sell/market/distribute their

⁴ <http://www.bloomberg.com/news/2012-09-23/singapore-cuts-formula-1-costs-in-extension-deal-southeast-asia.html>, retrieved at June 16th 2013

⁵ http://infopedia.nl.sg/articles/SIP_1392_2009-11-19.html, retrieved at June 16th 2013

products and souvenirs. There are specialized contractors who have the expertise to handle these tasks.

5. Transport

All Formula 1 events attract big crowds; and crowds need transportation. While private jets and chartered plane will satisfy the elite group of high social community, others will have to use the scheduled commercial flights. Increasing air travel will boost the load factor for airline companies. Domestic travel within Singapore will boost demand for taxi drivers.

6. Retail

When coming to Singapore for attending Formula 1 Night Race, tourists are usually in holiday mood. So, they are more likely willing to spend more money (unlike when they are on business trip). This will boost the retail spending during the event.

According to the observation by Forward Keys (Traveller Data Intelligence), calendar of the race will impact the flow of arrivals for the observed period. For example, on the 2012 event, the peak of arrivals was September 20th (2 days before the race started). Figure 4 below shows the observation.



Figure 4 Number of Arrivals to Singapore during 2012 Singapore Formula 1 Event
 Source: Forward Keys, 2012 Formula 1 Singtel Singapore Grand Prix
 Impact on inbound travel (as of 1st September 2012)

Forward Keys also reported that Singapore Formula 1 event is an important event for travelers from Europe and Oceania. Their 2012 report (as seen in Figure 5 and 6) showed that the number of visitors from Australia, United Kingdom, and United States of America were in the top 3. While looking at the cities where the visitors, London, Sydney, and Melbourne were in the top 3.

Table 4 Visitors' Countries and Cities of Origin at Singapore Formula 1 2011 and 2012 Event

	Ranking in 2012 Edition	Ranking in 2011 Edition
Source Country		
Australia	1	1
United Kingdom	2	3
USA	3	4
Source City		
London (GB)	1	2
Sydney (AU)	2	1
Melbourne (AU)	3	3

Source: Forward Keys, 2012 Formula 1 SingTel Singapore Grand Prix Impact on inbound travel (as of 1st September 2012)

1.2 Statement of The Problem

Singapore Formula 1 Night Race Event is one of the most prestigious events in Singapore. Each year, at least one hundred thousand visitors come to be part of the event. However, there was a slight decrease (3%) in number of visitors on the 2012 event (compared to 2011 event). This means that there are still a lot of improvements needed to fully optimize the event to the country's benefit.

According to report from Forward Keys, this event is most attractive to European, Australian, and Americans. Interestingly, other reports (World Economic Forum, Singapore Tourism Board) stated that number of tourists from some other ASEAN (Indonesia, Malaysia, Thailand, Vietnam) countries ranked in top 10 Singapore visitors. In other words, it can be said that possibly there are some different needs and wants, expectations, and motivation between those visitors.

Understanding visitors' needs and wants is very important in order to satisfy them. Those needs and wants are related to their expectations towards the event itself. All of them really depend on demographic analysis as well. Different demographic characteristics can have different needs, wants, expectations, and motivations.

Extensive researches about tourism motivation have been conducted since decades ago. One of the very first theories is conducted by Crompton (1979). He drew seven dimensions as socio-psychological motives (escape, self-exploratory, relaxation, prestige, regression, kinship-enhancement, and social interaction) and two dimensions as cultural motives (novelty and education). Those two motives then concluded by several researchers as push and pull factors that motivate people to travel to certain place or event (Yuan & McDonald, 1990;

Uysal & Hagan, 1993). Another popular motivational theory was conducted by Iso Ahola (1983): Escaping and Seeking Theory.

1.3 Research Objectives

Referring to the statement of the problems, this research has objectives as follows:

1. To define the demographic characteristics of the visitors of Singapore Formula 1 Night Race Event;
2. To investigate the motivations of the visitors of Singapore Formula 1 Night Race Event using the Socio-Psychological and Cultural Motivation Theory;
3. To investigate the difference between the independent variables (demographic characteristics) and the dependent variables (visitors' motivations);
4. To investigate the difference between the visitors' motivations and their decisions on attending the Singapore Formula 1 Night Race.

1.4 Research Questions

According to the research objectives, it can be concluded that the research questions are:

1. What are the demographic characteristics of Singapore Formula One Night Race Event visitors?
2. Using the Socio-Psychological and Cultural Motivation Theory, what are the motivations of the visitors of Singapore Formula 1 Night Race Event?
3. Is there any difference between the independent variables (demographic characteristics) and the dependent variables (visitors' motivations on attending the Singapore Formula 1 Night Race)?
4. Is there any difference between the visitors' motivations and their decisions on attending the Singapore Formula 1 Night Race?

1.5 Hypothesis

Based on the research questions, these are several hypotheses that are going to be tested in this research:

1. There is no difference between demographic characteristics and socio-psychological motives of the Singapore Formula 1 Night Race visitors.
2. There is no difference between demographic characteristics and cultural motives of the Singapore Formula 1 Night Race visitors.

3. There is no difference between socio-psychological motives of the Singapore Formula 1 Night Race visitors and their decision on attending the event.
4. There is no difference between cultural motives of the Singapore Formula 1 Night Race visitors and their decision on attending the event.

1.6 Scope of The Research

The theory that is used in this research is Socio-Psychological and Cultural Motivation Theory by Crompton. Seven dimensions in socio-psychological motives are escape, self-exploratory, relaxation, prestige, regression, kinship-enhancement, and social interaction. Two dimensions in cultural motives are novelty and education.

The respondents of this research are the visitors of Singapore Formula 1 Night Race Event 2013.

The data collected in this researched were gathered during the event on 20, 21, and 22 September 2013 at Marina Bay Street Circuit.

1.7 Limitations of The Research

This study only investigates visitor's motivation using Socio-Psychological and Cultural Motivation Theory by Crompton. So, this study does not investigate the motivation of the event visitors using other theories, such as Push and Pull Theory and Escaping and Seeking Theory. The research only studies the motivation of the visitors of 2013 Singapore Formula 1 Night Race Event.

1.8 Significance of The Research

1.8.1 Significance to The Event Organizers and The Government of Singapore

Several significances to the event organizers and the government of Singapore are:

1. To have more in-depth information about the demographic characteristics of the event visitors;
2. To have the information about the motivation of the event visitors;
3. To have more information for strategy formulation in marketing the event.

1.8.2 Significance to Thailand

This study has significant information for Thailand government as the country is considering in hosting Formula 1 Grand Prix for the very first time in 2015. Until this research has been conducted, the exact place for the circuit has been decided due to some challenges in negotiating. The alternatives are Bangkok, Khon Kaen, Nakhon

Ratchasima, and Phuket. If this proposal goes through, it will create a very good image for Thailand as one of the most favorite destination in the world. Plus, it will definitely boost its receipts in tourism sector.

1.8.3 Significance to The Visitors

This study will help improving the Singapore Formula 1 Night Race Event so that more visitors will be satisfied. They will feel that their needs and wants (and also expectations) are fulfilled by the quality of event.

1.8.4 Significance to The Researcher

The significances of this research to the researcher are a better understanding in the tourism industry, in general, and also in event tourism and tourism motivation, in a more specific manner. This research is also a significant part of researcher's process of completing his study in Master of Business Administration in Hospitality and Tourism Management at Stamford International University, Bangkok, Thailand.

1.9 Definition of Terms

Cultural motives: motives that include novelty and education (Crompton, 1979)

Event: formal periods or programs of pleasurable activities, entertainment, or events having a festive character and publicly celebrating some concept, happening, or fact (Janiskee, 1980, p: 97)

Novelty: curiosity, adventure, new, and different (Crompton, 1979)

Socio-psychological motives: motives that include escape from a mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationship, and facilitation of social interaction (Crompton, 1979).

Event organizer: refers generally to the governing bodies and leagues that, in essence, own and manage the special sport event discussed herein (McKelvey & Grady, 2008).

“Formula” in racing terms implies a pure racing care, a single-seater with open wheels – a format largely unconnected with, and unrecognizable from, road cars. Formula *One* implies that this is the ultimate in formula racing (Noble & Hughes).

CHAPTER 2

LITERATURE REVIEW

In this chapter, the researcher will review several literatures regarding this research and the conceptual framework. This chapter consists of three sections, which are section about event tourism, section about motivational theory, and the conceptual framework.

3.1 Event Tourism

Janiskee (1980, p. 97) described that festivals and events can be understood as “formal periods or programs of pleasurable activities, entertainment, or event having a festive character and publicly celebrating some concept, happening, or fact”. Events are seen as an important motivator in tourism (Getz, 2008) and also as an effective enhancer of destination image (Hall, 1992; Ritchie, 1984). In the early explanation, festivals and events were often defined with similar explanation, but nowadays, festivals are defined as just one more type of event. Their festive, playful, celebrative qualities were recognized and prized because festivals offer tourists glimpses of local uniqueness (Litvin and Fetter, 2006), diverse cultural experiences (Hall, 1992), and opportunities to participate in distinctive and collective experience (Getz, 1989). Moreover about history of event tourism and types of events are explained in following sections.

“Event tourism is a systematic planning, development, and marketing of festivals and special events as tourist attractions, image-makers, catalysts for infrastructure and economic growth, and animators of built attraction” (Getz & Wicks, 1993, p. 2).

3.1.1 Researches and Development of Event Tourism

A lot of progresses have been made in recent years to define the nature and extent of tourism related festival and event research. It is an area that has been extensively reviewed in recent times and several popular type articles are available: Formica, 1998; Hede, Jago, and Deery, 2003; Getz, 2004. A memorable development has been the defining moment of the term “events tourism”, and now “event tourism”. Getz (1989) began to discuss planning for “events tourism” in 1989. In his 2008 article review, he defined the parameters “event tourism”.

In the 1960s and 1970s, the event sector was not recognized as an area of separate study within leisure, tourism, or recreation, all of which were rapidly growing in the academic community and in professional practice (Getz, 2008). As the first time attention was drawn to event sector was when Boorstin (1961) created “pseudo-events” phenomenon for publicity and political purposes. At the time, attention was paid to festivals as anthropology, sociology, and art. Greenwood (1972) studied a festival from an anthropological perspective was lacking of negative influence of tourism on authentic cultural celebrations. The authenticity of events, their social-cultural impacts, and effects of tourism on events remain enduring themes.

In the 1980s, event tourism expanded drastically as a research topic (Gunn & Wicks, 1982; Gartner & Holecek, 1983; J.R.R. Ritchie, 1984); Coopers & Lybrand Consulting Group, 1989, Mill & Morrison, 1985; Travel and Tourism Research Association & Canada Chapter, 1986; AIEST, 1987; Burns, Hatch, and Mules, 1986; Burns & Mules, 1989; Syme, Shaw, Fenton, and Mueller, 1989). It can be said that 1990 was a landmark year in the event management literature (Scotinform Ltd. 1991; Getz, 1991; Hall, 1992; Hawkins & Goldblatt, 1995; Uysal, Gahan, and Martin; 1993; Bos, 1994; Crompton & McKay; 1994; Crompton, 1999). With so many world-celebrated special events in the 20th century, no doubt it gave a boost on event sector and its tourism value. Some important articles were published (Dwyer, Mellor, Mistillis, and Mules, 2000a, 2000b; Jago & Dwyer, 2006; Delamere, 2001; Delamere, Wankel, and Hinch, 2001; Fredline & Faulkner, 2002a, 2002b); Xiao & Smith, 2004; Fredline, Jago, Deery, 2003; Fredline, 2006).

Getz (2008) said that events are an important motivator of tourism and figure prominently in the development and marketing plans of most destinations. In addition, the roles and impacts of planned events within tourism have been well documented, and are of increasing importance for destination competitiveness. Yet it was only a few decades ago that “event tourism” became established in both the tourism industry and in the research community, so that subsequent growth of this sector can only be described as spectacular.

Quinn (2006) said that the study of festivals and events is now an important and prolific area of tourism research inquiry. Festivals and events have flourished in recent decades and interest in understanding their significance in the tourism academy has risen accordingly. She said that even the most cursory scan of leading tourism journals demonstrates that literature on festivals and events is now one of the most productive of any area of tourism research and there is now an increasing collection of the monographs, academic textbooks, and practical handbooks available. Most obviously associated with this research activity is the body of literature dealing with the strategic and operational management of events. She added that

this is now a significant literature, dating back to the 1970s, and several sub-streams with corresponding research specializations can now be identified. This literature is largely concerned with production and supply-side issues and tends to be applied in nature. There is also a smaller yet significant social sciences/humanities inspired tourism literature on festivals and events. The questions often involve cultural and social change, the reproduction of place and tradition, and the role of communities as producers/consumers. So, in conclusion of what she said, there is a multiplicity of perspectives being brought to the study of festival and event tourism relationships.

Tourism can lead to regional development and that statement has been well-documented (Skoultos & Tsartas, 2009). Tourism has a multi-dimensional affection on the host destination. The direct and indirect benefits of tourism combine to create an extensive list of opportunities. In both developed and developing countries, tourism is a mean of raising the economic activity of regions (Mangion & McNabb, 2005). Also, it is widely perceived as a potential economic base, providing elements that may improve quality of life and has various social and environmental impacts (Andereck, Valentine, Knopf, & Vogt, 2005). Moreover, tourism is an economic sector which able to offer a significant contribution to the economic growth of a region and to the labor market and produces occupation directly and indirectly through the supply goods and the necessary services for tourist activities. In addition, tourism produces social benefits to the region (for example: small and medium enterprises development, creation of new job, improvement of infrastructure, etc.). On cultural plan, tourism is considered an element of community enrichment, as a result of the meeting of different cultures. Also, tourism can positively contribute to the maintenance of natural environment by protecting, creating or maintaining national parks, or other protected areas. In less developed countries, tourism is often perceived to be one of the few feasible options for development.

Events can have positive effects to economy, tourism, society, and culture of hosting area. First of events, generate revenue for the area and create employment (Yolal, Cetinel, & Uysal, 2009). Also, they contribute to tourism as an instrument for destination marketing and promotion by increasing awareness of the region and as a catalyst for creation of new accommodation and tourist infrastructure. Moreover, socio-cultural impacts appear by hosting and event, such as: increasing local interest, strengthening traditions and values of the hosting region (Hall, 1992; Arcodia & Whitford, 2007). Environment may also be positively affected mainly by the improvement of area's accessibility and infrastructure. On the other hand, events may affect the area negatively (increased prices and crime during event period,

poor reputation of the area because of the inadequate facilities, etc.). Some example of these impacts can be seen in Table 5.

Table 5 Impacts of Event Tourism

Type of impact	Positive	Negative
Economic	<ul style="list-style-type: none"> - Increased expenditures - Creation of employment - Increase in labor supply - Increase in standard of living 	<ul style="list-style-type: none"> - Price increases during event - Real estate speculation - Failure to attract tourists - Better alternative investments - Inadequate capital - Inadequate estimation of costs of event
Tourism/ Commercial	<ul style="list-style-type: none"> - Increased awareness of the region as a travel/tourism destination - Increased knowledge concerning the potential for investment and commercial activity in the region - Creation of new accommodation and tourist attractions - Increase in accessibility 	<ul style="list-style-type: none"> - Acquisition of a poor reputation as a result of inadequate facilities, improper practices, or inflated prices - Negative reactions from existing enterprises due to the possibility of new competition for local manpower and government assistance
Physical/ environmental	<ul style="list-style-type: none"> - Increase in permanent level of local interest and participation in types of activity associated with event - Strengthening of regional values and traditions 	<ul style="list-style-type: none"> - Commercialization of activities which may be of a personal or private nature - Modification of nature of event or activity to accommodate tourism - Potential increase in crime - Changes in community structure - Social dislocation
Psychological	<ul style="list-style-type: none"> - Increase in local pride and community spirit - Increase in awareness of non-local perceptions 	<ul style="list-style-type: none"> - Tendency toward defensive attitudes concerning host region - Culture shock - Misunderstanding leading to varying degrees of host/visitor hostility
Political/ Administrative	<ul style="list-style-type: none"> - Enhanced international recognition of region and values - Development of skills among planners 	<ul style="list-style-type: none"> - Economic exploitation of local population to satisfy ambitions of political elite - Distortion of true nature of event to reflect elite values - Failure to cope - Inability to achieve aims - Increase in administrative costs - Use of event to legitimate unpopular decisions - Legitimation of ideology and socio-cultural reality

Source: Skoultos & Tsartas, 2009; Hall, 1992, p. 8; Janeczko, Mules and Ritchie, 2002

Stokes (2004) noted that the perspective of strategic management and event tourism is interpreted as a sector primarily driven by the goal of economic benefits. Event tourism is understood to be at the nexus of tourism and event studies (Getz, 2008, p. 406). Specifically, this nexus is being the set of interrelationships that support “the marketing of events to tourists, and the development and marketing of events for tourism and economic development purposes”.

According to Donald Getz (2008), tourism management deals with tourism development by analyzing the behavior and motivation of all kind of tourists. On the other hand, event management deals with event marketing, design, and managing of an event; also tries to understand the event experiences and to manage them. So, event tourism is in the middle of the two sectors (Figure 5). Event tourism aims full exploitation of the capabilities of events in order to achieve tourism development of communities. Event planners must take into account all details of the event management and make a comprehensive research on managing event from the tourism perspective.

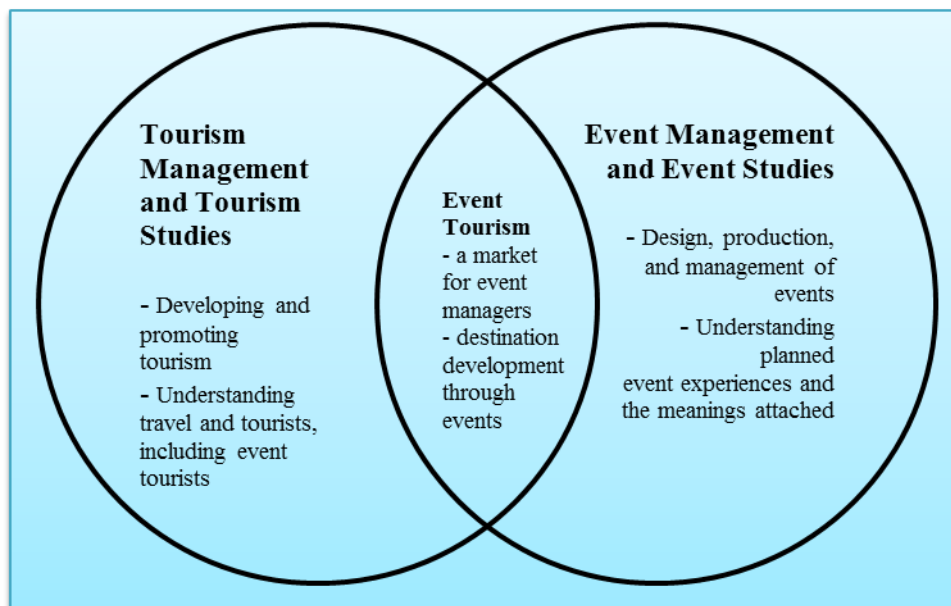


Figure 5 Event Tourism at the Nexus of Tourism and Event Studies

Source: Getz, 2008, p. 408

A key driver for the growth and reinvention of festivals and events internationally has been their potential to deliver a series of development outcomes in terms of economic restructuring and revitalization, destination repositioning, inward investment, and tourism revenue generation (Quinn, 2009). For example, Schuster (2001) has argued that festivals and events staged as urban ephemera or urban spectacle yield economic benefits by raising the

profile of places, their products and institutions and attracting flows of tourists, capital, and inward investment. For many western cities, a key motivation in developing festival and event strategies has been to recover from long-term economic decline. Festivals and events have been part of a wider range of new “cultural strategies” (Fox Gotham, 2005) used to regenerate and orientate post-production economies towards consumption (Zukin, 1995) where leisure, entertainment, and tourism support an “experience economy” (Pine & Gilmore, 1999). In the meantime, for these cities, as well as for those trying to get onto global stage for the first time, festivals and events form part of place-marketing strategies, fuelled by an ideology of globalization, localization, and competition among cities. As in the past, festivals and events required public display and festive celebration, so it was creating interest and attracting attention as they strengthen and vitalize places.

3.1.2 Other Related Definitions and Typology of Events

Three event types that are most frequently discussed are business events, sport events, and festivals (Getz, 2008).

1. Business events

For a long time, almost all major cities possess impressive convention and exhibition facilities, with the agencies that are willing to sell the space and bid on events. This shows huge interest in tourism value of business events, including meetings, conventions, and exhibitions (trade and consumer shows). Some literature about this are: Spiller, 2002; Weber & Chon, 2002; Weber & Ladkin, 2004; Yoo & Weber, 2005; Lee & Back, 2005; Davidson, 2003; Mackellar, 2006.

2. Sport events

Sport event tourism became firmly established in 1990s and has been expanding tremendously since 2000. Sport event studies deal with two major themes: sport events as attractions (for participants and fans) and more active forms of sport participation that require travel (example: skiing). Some literature about sport events are: Rozin, 2000; Sports Business Market Research Inc., 2000, p. 167; Gratton & Kokolakakis, 1997; Carlsen & Taylor, 2003; Travel Industry Association of America, 1999; Gibson, 1998; Weed, 2006; Gammon & Kurtzman, 2002; Gibson, 2006; Higham, 2005; Hinch & Higham, 2003; Hudson, 2002; Ritchie & Adair, 2004; Standeven & De Knop, 1999; Turco, Riley, and Swart, 2002; Weed & Bull, 2004.

3. Festivals and other cultural celebrations

Cultural celebrations (festivals, carnivals, religious events, and the art and entertainment in general – concerts and theatrical productions) are often subsumed in the literature on cultural tourism (McKercher & du Cros, 2002; Richards, 1996, 2007). Some literature about festivals are: Anwar & Sohail, 2004; Donovan & Debres, 2006; Formica & Uysal, 1998; McKercher, Mei, and Tse, 2006; Nurse, 2004; Robinson, Picard, and Long, 2004; Saleh & Ryan, 1993; Travel Industry Association of America and Smithsonian Magazine, 2003; Mayfield & Crompton, 1995; Mehmetoglu & Ellingsen, 2005; Tomljenovic & Weber, 2004; Carlsen & Getz, 2006; Quinn, 2006; Prentice & Andersen, 2003.

“A special event is a one-off happening designed to meet specific needs at any given time. Local Community events may be defined as an activity established to involve the local population in a shared experience to their mutual benefits” (Wilkinson in Watt, 1998, p. 1).

“A special event recognizes a unique moment in time with ceremony and ritual to satisfy needs” (Goldblatt in Watt, 1998, p. 1).

“Planned events are spatial-temporal phenomenon, and each is unique because of interactions among the setting, people, and management systems, including design elements and the program. Much of the appeal of events is that they are never the same, and you have to ‘be there’ to enjoy the unique experience fully; if you miss it, it’s a lost opportunity” (Getz, 2008).

“A Special event is a one-time or infrequently occurring event outside normal programs or activities of the sponsoring or organizing body. To the customer or guest, a special event is an opportunity for leisure, social, or cultural experience outside the normal range of choices or beyond everyday experience” (Allen, O’Toole, McDonnell, and Harris, 2002, p. 12).

Typology of events according to their size and scale of impact: local events, major/regional events, hallmark events, and mega events (Skoultos & Tsartas, 2009). Local events are small events and some of them have tourism potential that can be developed, requiring investment, and some are not interest in tourism-sometimes, even feel threatened by it (Getz, 2008). According to Ritchie (1984, p. 2), hallmark events are “major one-time or recurring events of limited duration, developed primarily to enhance awareness, appeal, and profitability of tourism destination”. Getz (2005, p. 16; Ritchie, 1984) described hallmark event as an “event that possesses such significance, in terms of tradition, attractiveness, quality, or publicity, that the event provides the host venue, community, or destination with a

competitive advantage”. Mega events are those that attract an enormous number of visitors, such as: Olympic Games, World Cup, etc (Figure 6).

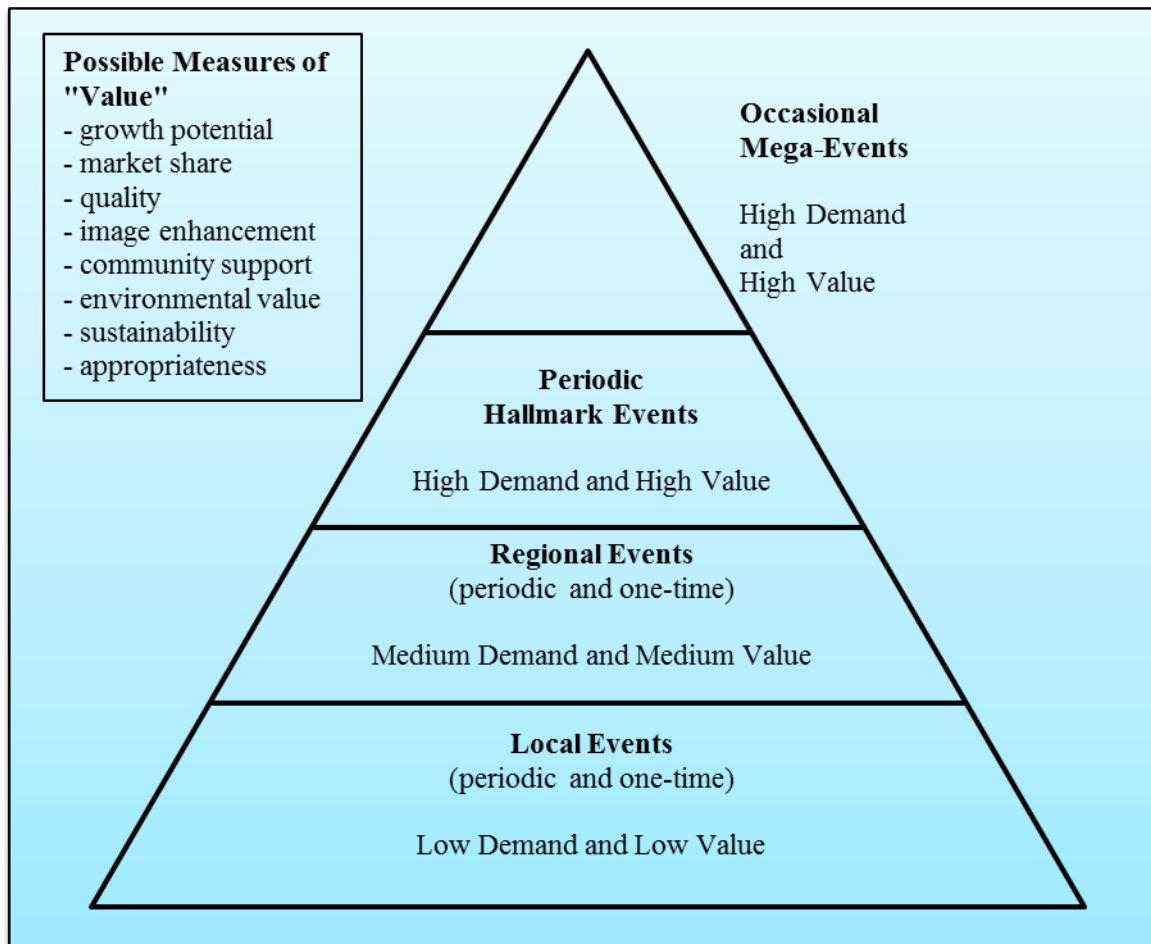


Figure 6 The Portfolio Approach To Event Tourism Strategy-Making and Evaluation
Source: Getz, 2005

Events can be categorized into 8 main categories according to their purpose, form, and program (Getz, 2008).

1. Cultural Celebrations: festivals, carnivals, commemorations, religious events
2. Political and State: summits, royal occasions, political events, VIP visits
3. Arts and Entertainment: concert, award ceremonies
4. Business and Trade: meetings, conventions, consumer and trade shows, fair, markets
5. Educational and Scientific: conferences, seminars, clinics
6. Sport Competition: amateur/professional, spectator/participant
7. Recreational: sport or games for fun
8. Private Events: weddings, parties, socials

3.2 Motivation Theory

Motivation is “the operation of inferred intrapersonal processes that direct, activate, and maintain behavior” (Geen, Beatty, and Arkin, 1984). Dimanche (2010) described consumer motivation as “the needs, wants, drives, and desires of an individual that lead him or her towards the purchase of products or ideas; the motivation may be physiologically, psychologically, or environmentally driven”.

According to Maslow (1970), all human needs can be arranged in a hierarchy of five categories, beginning with physiological needs (hunger, thirst, and sex), ascending stepwise to the needs of safety, belongingness and love, esteem, and self-actualization. One normally tries to satisfy the basic needs first (low level needs), then the urgency of higher level needs will surface. Generally, human needs follow this hierarchical order. However, there are exceptions in which higher level needs may predominate in an individual’s mind even when lower level needs have not been met. In terms of degree of fulfillment, each need does not need to be satisfied fully (100%) before the next level of need emerges. Maslow, in fact, wrote: “A more realistic description if the hierarchy would be in terms of decreasing percentages of satisfaction as we go up the hierarchy of prepotency” (1970, p. 54).

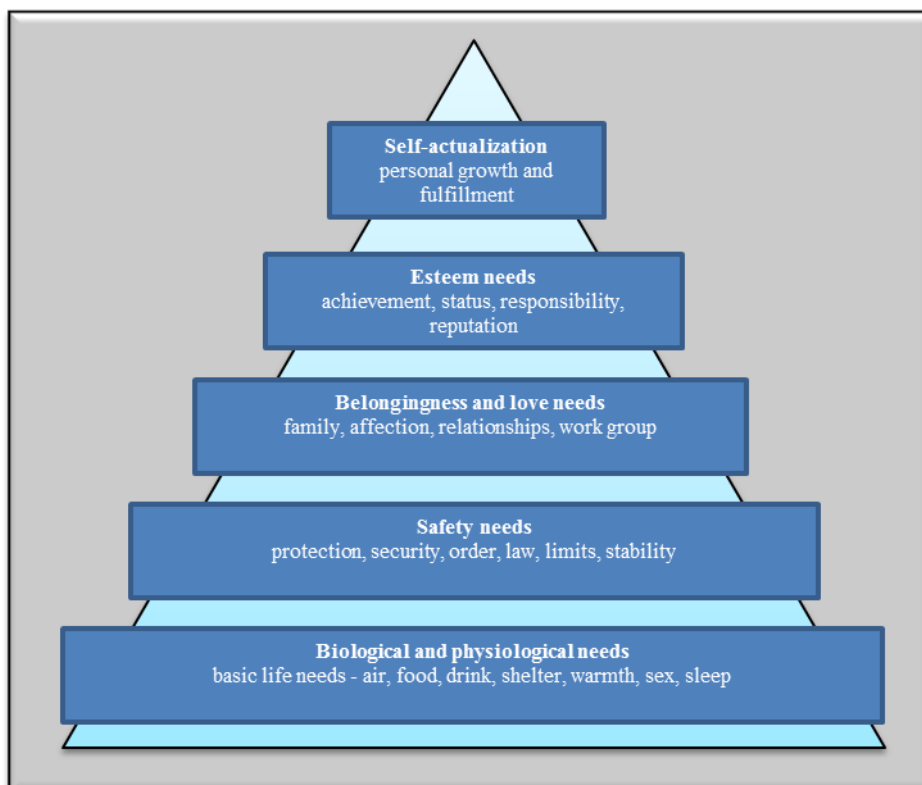


Figure 7 Maslow’s Hierarchy of Needs

Source: Maslow, 1970

Even though Maslow's theory was originally developed for clinical psychology, the idea is applicable to other areas, such as industrial and organizational psychology, counseling, marketing, and tourism. Pearce (1982) used Maslow's hierarchy to tourist motivation. Based on experiment he conducted, he suggests that travel motivation has the properties of an approach-avoidance paradigm. He says that tourists are attracted to holiday destinations because of the possibility of fulfilling self-actualization, love and belongingness, and physiological needs in that order of importance. When considering the avoidance aspect of the motivational paradigm, a concern for safety is the predominant feature, with additional emphasis placed on failure to satisfy physiological, love and belongingness, and self-esteem needs.

The attempts to adapt Maslow's hierarchical pyramid to tourism sector have one of the most important points in travel motivation research. One of the most popular adaptations is called "travel career ladder (TCL)". Pearce and Lee (2005, p. 228) said: "Travel career is dynamic concept arguing that tourists have identifiable phases or stages in their holiday taking. A pattern of travel motives characterizes or reflects one's travel career. The state of one's travel career, like career at work, is influenced by previous travel experiences and life stage or contingency factors".

Essentially a travel motivation theory, it brought together two strands of thought – Maslow's needs hierarchy theory of motivation and the concept of a career in tourism (Pearce and Lee, 2005). The travel career ladder (TCL) uses five levels of motivation – relaxation needs, stimulation needs, relationship needs, self-esteem and development needs, and self-actualization/fulfillment needs.

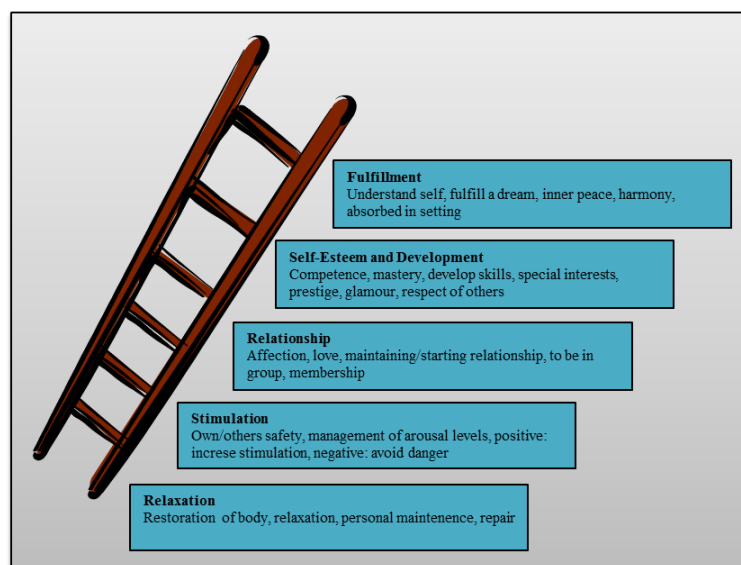


Figure 8 Travel Career Ladder (TCL)

Source: Pearce, 1993; Ryan, 1998

2.2.1 Push and Pull Factors

Past literature on tourist motivation shows that the observation of motivations based on the two dimensions of push and pull factors have been widely accepted (Yuan & McDonald, 1990; Uysal & Hagan, 1993). The concept of push and pull dimension is that people travel because they are pushed by their own internal forces and pulled by the external forces of destination attributes. Push factors are origin-related, intangible, and intrinsic desires of the individual travelers. Pull factors are those that appear as a result of the attractiveness of a destination as it is perceived by the travelers. They include tangible resources and travelers' perception and expectation, such as: novelty, benefit expectation and marketed image of the destination (Baloglu & Uysal, 1996). The push and pull framework has been most commonly used in the study of travel motivation (Dann, 1997; Crompton, 1979; Epperson, 1983; Pearce & Caltabiano, 1983; Pyo, Mihalik, and Uysal, 1989; Brayley, 1990; Fodness, 1994).

Some reasons for traveling may relate to certain benefits that are valued and obtained at the destination. So, marketers and destination promoters in tourism should know that the most successful products are those respond best to a number of needs in the targeted market segment(s), and should give more marketing activities to match a destination's major attributes to the tourists' diverse psychological needs (Baloglu & Uysal, 1996).

Based on those internal and external motivations, a tourist builds his or her perceptions and the perceptions can be different from the true attributes of the product, depending on how he or she receives and process the information (Gartner, 1993; Dann, 1996; Baloglu & Brinberg, 1997). So it can be concluded that personal motives (push motives) and the view of the characteristics of the tourism destination (pull motives) determine tourists' perceptions. These motives interact in a dynamic and evolving context (Correia, 2000) and the tourist motivation is seen as a multidimensional concept that explains tourist decision (McCabe, 2000).

Crompton (1979) said that most discussions of tourist motivation revolve around the concepts of pull and push. The push factors for traveling are socio-psychological motives. The pull factors are motives aroused by the destination rather than emerging exclusively from within the traveler himself. These pull motives reflect the influence of the destination in attracting them. Push motives have been considered useful for explaining the desire to go on a vacation while pull motives have been considered useful for explaining the choice of destination.

“While a specific resort may hold a number of attractions for the potential tourist, his actual decision to visit such a destination is consequent on his prior need for travel. An

examination of push factors is thus logically and often temporally antecedent to that of pull factors” (Dann, 1997).

2.2.2 Crompton’s Motivational Theory (Socio-Psychological and Culture Motives)

This classic work of Crompton’s (1979) is a pioneering work in the travel motivation. He found out seven socio-psychological motives and two cultural motives that affect someone’s decision to travel. This model is now widely known also as push (socio-psychological) and pull (cultural) factor.

Seven socio-psychological motives:

1. Escape from a perceived mundane environment

The feeling of excitement, change, and curiosity becomes the main reasons to travel. By escaping, new experiences are gained. Crompton (1979) found out that some people take pleasure vacations because they need a temporary change of environment, no matter how comfortable their daily living environments are. He also added that “the pleasure vacation context should be physically and socially different” (p. 416).

2. Exploration and evaluation of self

A vacation may be considered by some people as an opportunity to re-evaluate and discover more about themselves or to act out of their self-images. In doing so, travelers may refine or modify themselves. Self-discovery appeared as a result of transposition into a new and unknown situation. The novelty of the physical and social context is an essential ingredient in the transformation process (Crompton, 1979, p. 416).

3. Relaxation

The term of “relaxation” here is referred to a mental state than a physical relaxation (Crompton, 1979, p. 417). So, the relaxation here means taking the time to pursue activities of interest because, generally, in normal daily life or routine, people’s mind is not directed toward hobbies or interests that are self-fulfilling.

4. Prestige

Crompton (1979) said that some people motivated by prestige. He suggested that if a travel has become more frequent, it is perceived to be less prestigious.

5. Regression

This refers to the notion that some people decide to travel as a chance to do things that are inconceivable within the context of their usual lifestyles (Crompton, 1979,

p. 417). Vacation gives tourists the opportunity to engage in behavior that goes beyond their usual role into experiences in an entirely different time and places. Crompton also identifies this motive as returning to a simpler way of life.

6. Enhancement of kinship relationship

This motive argues that travel is not only an opportunity to visit family and friends, but also “a medium through which family relationships could be enhanced or enriched” (Crompton, 1979, p. 417), especially when they are brought together in the travel.

7. Facilitation of social interaction

This is one of the most important and common motives for people to travel: to meet and interact with people in different locations, in order to have a rich social life.

Two cultural motives:

1. Novelty

“Novelty was defined by respondents in a variety of ways. Synonyms included curiosity, adventure, new, and different. Novel meant new experience, but it did not necessarily mean entirely new knowledge. Often respondents knew a lot about a place. The novelty resulted from actually seeing something rather than simply knowing it vicariously” (Crompton, 1979, p. 419). People tend to go to previously unvisited places. This situation is very unlikely to common consumer behavior literature which indicates that it is usual for customers to purchase a brand that has previously satisfactory level, rather than purchasing a brand which they have had no experience with (Engel, Kollat, and Blackwell, 1973, p. 15, 548-549).

2. Education

Education is perceived as a means of developing a rounded individual. One of the respondents of Crompton’s (1979) study said that “As a generalization, those who have been on vacation, and have travelled, are usually more interesting to talk to than those who have not”.

The most comprehensive studies in the literature concerning socio-psychological motives of tourists are those undertaken by Hills (1965), Plog (1976), and Dann (1977). The study suggested that socio-psychological motives may be useful not only in explaining the initial arousal, energizing, or “push” to take a vacation, but may also have directive potential to direct the tourist toward a particular destination.

Gray (1970) suggested a term “sunlust”, a descriptive phenomenon which characterized vacations motivated by the desire to experience different or better amenities for a specific purpose than are available in the environment where someone normally lives. The example of the activities can be sports or literally searching for the sun. Williams and Zelinski (1970) describe this phenomenon when they say: “Specifically in those case where Country B offers singly or in combination contrasting or desirable climatic characteristics, scenic attractions, cultural and historical features, sports, shopping facilities, night life, and so on, either missing or in short supply in Country A, one might expect a significantly high flow from A to B”.

In addition, Gray (1970) said that an alternate appeal to sunlust, a destination that may satisfy, is wanderlust. He defined wanderlust as: “That basic trait in human nature that causes some individuals to want to leave things with which they are familiar and to go and see at first hand different existing cultures and places, or the relics of past cultures in places famous for their historical associations, ruins, and monuments”. These classic works have driven tourism researchers and writers to display preference towards “cultural” motives in seeking explanation to why people travel (Dann, 1977). Consequently, the tourist industry generally has been focusing on cultural factors in seeking attraction among tourists (Smith and Turner, 1973).

2.2.3 Iso-Ahola’s Motivational Theory (Seeking and Escaping Motives)

Iso-Ahola’s Motivational Theory suggests that travel motivation is triggered by seeking (intrinsic rewards) and escaping (from routine/familiar environments) elements. His theory is a multi-motive approach and often attributed as Optimal Arousal Theory. He theorized that tourist attempts to avoid exposure of over-stimulation (mental and physical exhaustion) or boredom (too little stimulation) and seeking intrinsic awards and escaping everyday problems, tension, stress, and routines. Iso-Ahola’s (1983) said: “Recreational travel is a process of continuous interplay of two forces: to avoid one’s daily environment and to seek novelty and other psychological rewards”. Both of these elements (escaping and seeking) have personal and interpersonal components. All those factors work as a push factor for a tourist to do leisure and other recreational activities.

Iso-Ahola (1983) also states that: “Psychological benefits of recreational travel manage from the interplay of two forces: avoidance of routine and stressful environments and seeking recreation places for certain psychological rewards. In this optimizing process, people shut themselves off from others at one time and open themselves up for interpersonal contact at another time to arrive at a desired level and type of social interaction. This is not to say that

people always achieve such optimum or balance. The dialectical process often fails and produces more interaction and stress than desired. But the reviewed psychological evidence suggests that recreational travel has considerable potential in helping the individual meet the need for optimal arousal and desired level of social interaction” (p. 55).

Table 6 Iso-Ahola’s Motivation Theory Model

		Seeking	
		Personal	Interpersonal
Escaping	Personal	1	2
	Interpersonal	3	4
1	Escaping personal environment, seeking personal reward		
2	Escaping personal environment, seeking interpersonal reward		
3	Escaping interpersonal environment, seeking personal reward		
4	Escaping interpersonal environment, seeking interpersonal reward		
Personal Escape (PE)	PE1: To get away from normal environment		
	PE2: To have a change in pace from my everyday life		
	PE3: To overcome a bad mood		
Interpersonal Escape (IE)	IE1: To avoid people who annoys		
	IE2: To get away from stressful social environment		
	IE3: To avoid interactions with others		
Personal Seeking (PS)	PS1: To tell others about the my experiences		
	PS2: To feel good about myself		
	PS3: To experience new things by myself		
Interpersonal Seeking (IS)	IS1: To be with people with similar interests		
	IS2: To bring friends/family closer		
	IS3: To meet new people		

Source: Iso-Ahola, 1992, Biswas, 2008

2.3 Related Researches

To get more information about his research, the researcher looked for some related researches that had been conducted before. These researches had almost similar research model with the researcher's research.

2.3.1 The Relationships between Socio-Demographic Variables, Travel Motivations and Subsequent Choice of Vacation (Jensen, 2011)

This study explores the relationship between socio-demographic variables and travel motivation and further investigates how travel motivations influence the travelers' choice of vacation. The data were obtained using an internet-based questionnaire administered to a random sample of 256 respondents. A web-based questionnaire was designed to collect information about the travel behavior of Danish travelers. In the first section, the respondents were asked to provide information on various socio-demographic variables including gender, age, education and income. In the next section, the respondents were asked to think back on their entire vacation-related travel (excluding business travel) over the last five years. Respondents were asked to indicate their choice of travel types, and to what extent their choices of travel destinations were domestic, within Europe or outside Europe. As for the construct of travel motives, 14 of the selected statements were aimed at measuring five of the most frequently mentioned push motivational factors: escape, relaxation, social relationship with family/friends, exploration, and prestige/impression. An additional four items were included in order to measure the travelers' appraisal of natural resources and famous sites/heritages. The respondents were asked to rate, on a scale ranging from 1 (= extremely unimportant) to 5 (= extremely important) the importance the 18 push motivational statements in relation to their desire to go on a vacation.

The results indicate that the Danish travelers perceive "social relationship with family/friends" (Factor 3) as the most important travel motive, followed by, in descending order of importance, "escape/relaxation" (Factor 2), "appreciating natural resources (Factor 5), "exploration" (Factor 1), "appreciating famous sites/heritages" (Factor 6) and "prestige/impression" (Factor 4). All factors other than the "prestige/impression" motive scored above 3.0, indicating that these push motivations were deemed fairly important to the Danish travelers.

Significant differences were found between gender groups for five of the six motivational factors. Female travelers rated "exploration", "escape/relaxation", "social relationship with family/friends" and "famous sites/heritages" significantly higher than their

male counterparts. Male travelers, on the other hand, rated “prestige/impression” significantly higher than female travelers.

Age groups were found to vary significantly on three of the six factors. The age groups of 18-24 and 25-34 rated “prestige/impression” significantly higher than their older counterparts. The age group of 55-64 and 65+ rate “social relationship with family/friends” significantly lower than the lower age groups. These age groups, on the other hand, rated “appreciating natural resources” significantly higher than the age groups below 55. Finally, the age groups 45-54 and 55+ rated “appreciating natural resources” significantly higher than age groups below 45.

In terms of educational background, the results show significant differences for three of the six motivational factors. Travelers with high school or college being their highest education showed the highest mean score on the “escape/relaxation” factor. Travelers with primary school being their highest education rate the “prestige/impression” factor significantly more important than travelers with a higher education of 3 years or more. And finally, travelers with primary school as their highest education rate “natural resources” significantly lower than the high school/college group.

With respect to income groups, the mean scores are significantly different among two of the five motivational factors. Travelers with an income level between 100,000 and 199,000 DKK (100,000 Danish Kroner approximates to 16,500 USD) rate “escape/relaxation” significantly lower than travelers from other income groups. Travelers with an income below 100,000 DKK rate “appreciate natural resources” significantly less than travelers from income groups above 200,000 DKK.

2.3.2 Does Nationality, Gender, and Age Affect Travel Motivation? A Case of Visitors To The Caribbean Island of Barbados (Jonsson & Devonish, 2008)

The research represents an exploratory attempt to capture the underlying reasons for tourists’ decisions to visit a destination. The main objective of this study is to examine the specific case of a tourism destination, investigating first whether there are differences between motivations of those who are from different countries traveling to the destination of Barbados. Secondly, the study examines whether there are any differences in the motivations between male and female tourists, and among tourists of different age groups.

This study was quantitative in nature and utilized a survey research design. A structured questionnaire was designed to obtain information on motivations and perceptions of visitors staying at hotels and resorts in Barbados between December 2006 and March 2007, including

tourists' demographic characteristics and their willingness to return to the destination. The questionnaire was divided into two sections. The first section of the questionnaire sought relevant demographic information from the respondents such as gender, income level, nationality, age, and occupation. In the second section of the questionnaire, a 14-item scale was used which was adapted from Kozak (2002). These items mirrored 14 "push" and "pull" motives for taking an overseas vacation to a particular destination.

Three hundred tourists were targeted as the main participants in the study. Questionnaires were sent to human resource managers, general managers, or Managing Directors employed in 20 hotels operating in all tourism regions of Barbados. The island had a total population of 69 hotels at that period. Questionnaires were left with front desk clerks and managers so that they were administered as guests came into the hotel.

This research revealed that there were significant differences based on nationality regarding travel motivations of tourists. In particular, Canadian tourists, compared with other tourists, had stronger cultural and physical motivations to travel to Barbados. It was found that the top trip motivations of Canadian tourists include the need to engage in various physical water-based activities such as motorboating and sailing. Canadian tourists were also found to be interested in visiting parks and other forms of cultural sites.

With respect to age differences, older tourists were more likely to travel for reasons based on cultural exploration and relaxation, whereas younger tourists were more likely to travel to engage in sports. This finding was not surprising given that one would expect older tourists, more so than younger tourists, to prefer activities that don't require physical exertion. Older tourists (who are likely to be retired and have more free time) tend to desire mental stimulation and prefer to visit countries to increase their knowledge and awareness, and learn new experiences. Younger tourists are more active and are more likely to seek a whole range of physical activities when visiting a destination.

With respect to gender differences, the results of the study revealed that male and female tourists did not differ significantly in their motivations to travel to Barbados. This finding is surprising given that most studies have found that gender and age significantly affects the perceived image of tourist destinations. They also found that significant gender differences regarding travel motivations where male tourists preferred more recreation and activity in the destination, and female tourists had a stronger relaxation and escape-based motives.

2.3.3 A Comparative Study of Motivation across Different Festival Products (Woo, Yolal, Cetinel, & Uysal)

The objective of this research is to investigate the underlying dimensions of motivation for attending an international festival in Turkey and whether motivation will vary across six different festival products (Symphony, Rock, World Music, Dance, Ballet, and Theater).

Eskisehir International Festival was held in Eskisehir, Turkey, in the central Anatolia. The city of Eskisehir is a college town and has cultural activities. The festival is one of the largest international arts festivals in Turkey. The purpose of the festival is to exhilarate and enrich cultural as well as business life in Eskisehir. The festival largely consisted of classical, jazz, blues, rock and world music, theater, ballet, and dance on seven major stages.

The questionnaire instrument was developed in both Turkish and English and consisted of four parts. The first part had a motivation scale, the second part had a scale of perceived socioeconomic benefits of festivals, the third part had overall satisfaction scales and the last part consisted of demographic information. A total of 523 usable questionnaires were collected during the event. Eighty-four questionnaires were obtained from symphony event visitors, 104 questionnaires from rock, 109 world music, 46 dance, 76 ballet, and 104 theater.

The difference of motivation for the six different festival products was first examined using a MANOVA procedure. In this analysis, the five motivation factors were dependent variables and different festival products were used as the independent variable. The results indicated that different festival products had a significant effect on festival motivation ($p < .001$). Based on this result, a follow-up analysis of range tests was conducted. Significant differences were observed for the different festival products on four motivations at the .05 probability level (Excitement, Festival novelty, Escape, and Family togetherness).

On the motivation of 'excitement', the world music group showed the highest mean score. However, compared to other groups the rock group has the lowest score. The 'event novelty' motivation factor appeared to be a strong motive for all groups of attendees. Dance group has the highest mean score. The 'escape' motive appeared to be a strong motive for all groups except the rock group. Compared to other groups, the rock group attendees did not perceive 'family togetherness' to be an important motive pushing them to attend the festival. For this group, the factor of 'event novelty' had the highest mean score.

An examination of the festival motivation across the six different groups indicated that the rock group motivation differed from other groups' motivation. Compared to other groups, the members of the rock group had low mean scores on the factor of 'family togetherness'. This may be attributed to the composition of the rock groups' demographic characteristics.

This group was comprised of 52% female, 52% attendees are less than 23 years old, and 89% are single.

2.3.4 Others

Lee (2000) investigated comparisons of event motivation between Caucasian and Asian visitor markets in the Asian setting of the Kyongju World Cultural Expo in Korea. The results showed that significant differences in motivation existed between Korean and Japanese and other two groups (American and Europeans). The mean values of motivation indicate that Western tourists were more strongly motivated to attend the Kyongju World Culture Expo than were the oriental tourists.

Chang (2006) profiled tourists based upon their motivation and demographic characteristics using Crompton & McKay (1997) 28 items scales. The author found five factors; 'equilibrium recovery', 'festival participation and learning', 'novelty-seeking', 'socialization', and 'cultural exploration'. Among five factors, cultural exploration is the most important factor attracting tourists to the aboriginal cultural festival. Moreover, motivational variables are found to be more important than demographic variables to explain segmentation.

Park (2008) investigated what major factors attracted tourists to attend the South Beach Wine and Food festival in Miami Beach, Florida. Forty-four motivational items were factor analyzed which resulted in seven motivation dimensions: 'taste new wine and food', 'enjoy the event', 'enhance social status', 'escape from routine life', 'meet new people', 'spend time with family', and 'meeting the celebrity and wine experts'. Moreover, difference in motivation across the five national groups was tested and the difference was found in the area of family influence.

Uysal & Li (2008) reviewed existing empirical research of festival and event motivation. They classified the most frequently mentioned dimensions of festival motivations: socialization (24%), followed by family togetherness (19.8%), novelty (19.0%), and escape (15.7%). The other major dimensions were cultural exploration (5%), entertainment (5.8%), and excitement (6.6%).

2.4 Conceptual Framework

Based on the theoretical framework above, the research questions (from Chapter 1), and the hypotheses (from Chapter 1), the research designed the research based on the following conceptual framework.

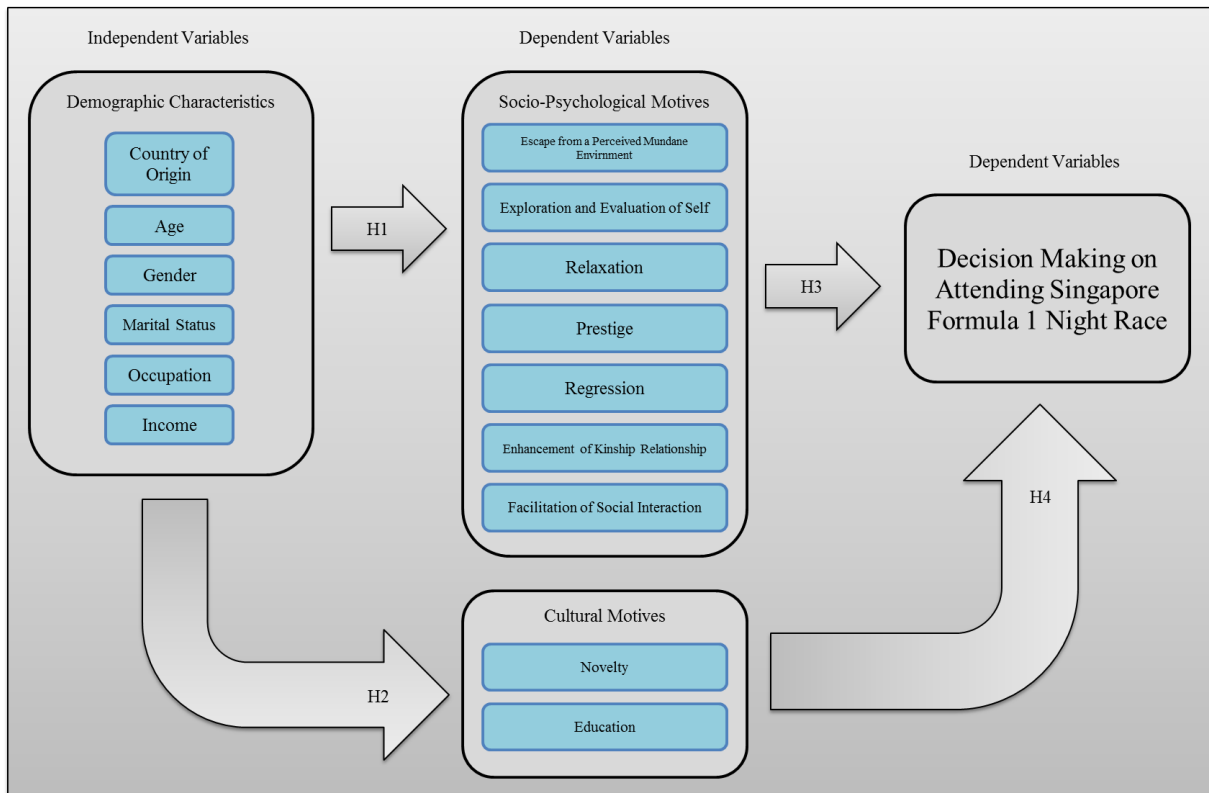


Figure 9 Conceptual Framework

CHAPTER 3

RESEARCH METHODOLOGY

In this chapter, the researcher discusses about the methodology used in this research. This chapter consists of research method, research population, research sample, research tools, data collection procedure, and data analysis.

6.1 Research Method

The method used in this research is descriptive quantitative. One of the reasons is that the data collected in this research is numerical (frequency, score, average, standard deviation). This is a quantitative research because this is research is a deductive research (testing a theory, hypothesis, or specific research questions). With the possibility of gathering large sample, a generalized result can be obtained. Based on the research questions stated in Chapter I, descriptive research is the best way to find the answers to those questions because according to Zikmund (2003), descriptive research is best used to describe the characteristics of a population and phenomenon.

6.2 Research Population

The population in this research is the visitors of Singapore Formula 1 Night Race in on September 20th, 21st, and 22nd 2013.

6.3 Research Sample

The sampling method for this research is probability sampling. Probability sampling is a sampling method where every member of the population has a known, non-zero probability of selection (Zikmund, 2003). The data collection site will be in Marina Bay Circuit, Singapore, on September 20th, 21st, and 22nd 2013. Based on the sample size table by Yamane (1967), the sample size for this research is 400 respondents (Table 7). Approximately, there are at least 100,000 visitors at the Singapore Formula 1 Night Race each year (population size > 100,000). The confidence level used in this research is 95% with the precision of $\pm 5\%$ and P-value of 0.50. So, this means that the researcher is sure that 95% out of his respondents come from the true population, with precision of $\pm 5\%$. P-value of 0.50 means that the probability of the researcher to reject the null hypothesis is 50%.

Table 7 Sample Size Table by Taro Yamane (1967) with the Confidence Level of 95% and P=0.5

Size of Population	Sample Size for Precision of			
	+/- 3%	+/- 5%	+/- 7%	+/- 10%
500	a	222	145	83
600	a	242	152	86
700	a	255	158	88
800	a	267	163	89
900	a	277	166	90
1,000	a	286	169	91
2,000	714	333	185	95
3,000	811	353	191	97
4,000	870	364	194	98
5,000	909	370	196	98
6,000	938	375	197	98
7,000	959	378	198	99
8,000	976	381	199	99
9,000	989	383	200	99
10,000	1,000	385	200	99
15,000	1,034	390	201	99
20,000	1,053	392	204	100
25,000	1,064	394	204	100
50,000	1,087	397	204	100
100,000	1,099	398	204	100
>100,000	1,111	400	204	100

a = assumption of normal population is poor, the entire population should be sampled

(Source: Yamane, 1967, "Statistics, An Introductory Analysis, 2nd Ed.")

6.4 Research Tools

This research used questionnaire as the tool. The questionnaire is in 2 major parts. The first part covers the demographic characteristics of the respondents. The second part covers the motivation of the respondents in attending the Formula 1 Night Race. In this part, the respondents had to fill the 5-point Likert scale questionnaire.

6.5 Data Collection Procedure

Figure 10 shows the data collection procedure in this research.

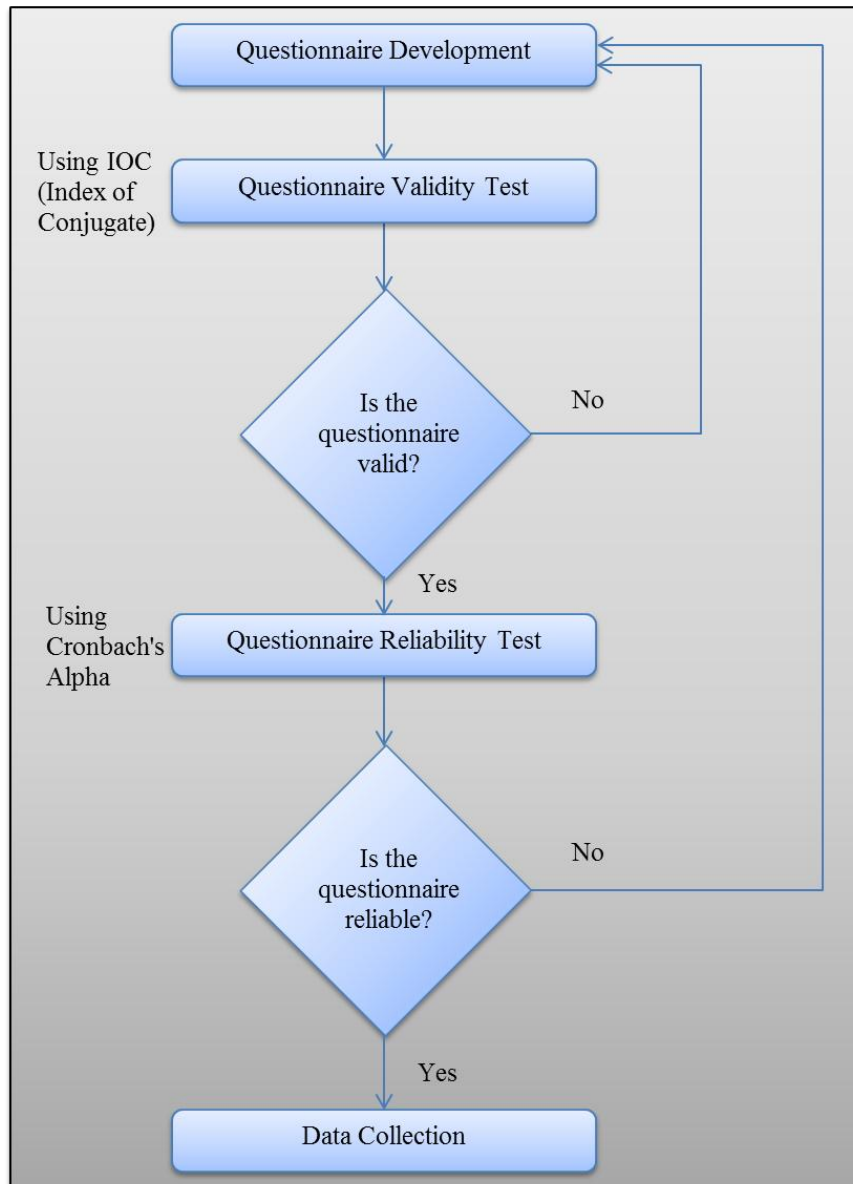


Figure 10 Data Collection Procedure

The purpose of conducting validity test to the questionnaire is to ensure that all the questions deliver the right meaning to support the research. The validity test here used the Index of Conjugate (IOC), where the researcher asked three research experts in helping to analyze whether the question in the questionnaire really represented the purpose of the research. Each of the experts gave the score to each item in the questionnaire, 1 point when they thought the question is correct in addressing, 0 is neutral, and -1 when they think the question is not addressed properly. The researcher then calculated the score from every expert and made a summary. If the score of each item was at least 2, it meant that that item in questionnaire was valid and the researcher could use it. Otherwise, the researcher had to modify the question for that item.

Table 8 and Table 9 below show the summary of the validity test conducted by the researcher. Based on the IOC test, there is one question that is not valid (highlighted in red color).

Table 8 Summary of IOC Validity test on Demographic Characteristics Section

		IOC			Total
		-1	0	1	
1	Region of Origin :			3	3
2	Age (years old) :			3	3
3	Gender :			3	3
4	Marital Status :			3	3
5	Occupation :		1	2	2
6	Monthly Income (US\$) :		1	2	2

Table 9 Summary of IOC Validity test on Motivations Section

No.	Motivation	IOC			Total
		-1	0	1	
Escape from a perceived mundane environment					
1	I come to this event to look for a different environment from my daily life		1	2	2
2	I come to this event because I want to avoid my routine and boring life for a while		1	2	2
3	I come to this event because I want to do something I have never done before		1	2	2
Exploration and evaluation of self					
4	I come to this event to explore different perspective of myself		1	2	2
5	I come to this event to evaluate myself in a different situation		1	2	2
6	I come to this event to discover and act out different self-image of myself			3	3
Relaxation					
7	I come to this event because I want to relax from my busy and stressful daily life			3	3
8	I come to this event to reduce tension and frustration from my daily activities			3	3
Prestige					
9	I come to this event so I can show people that I am going to prestigious event			3	3
10	I come to this event because I think this event is good for the prestige of my image			3	3
Regression					
11	I come to this event to do something I do not normally do		1	2	2
12	I come to this event because I can do something different from my usual lifestyle		1	2	2
Enhancement of Kinship Relationship					
13	I come to this event to spend more time with friends/family			3	3
14	I come to this event because I think my friends/family will enjoy it			3	3
15	I come to this event to bring my friends/family closer together			3	3
Facilitation of Social Interaction					
16	I come to this event because I want to meet other people with the same interest			3	3
17	I come to this event to find new friends			3	3
18	I come to this event because I want to observe people from different places			3	3

Table 9 (continued) Summary of IOC Validity test on Motivations Section

No.	Motivation	IOC			Total
		-1	0	1	
Novelty					
19	I come to this event because this event offers something thrills/excites me		1	2	2
20	I come to this event because this event is unique (different from other events)		2	1	1
21	I come to this event because this event makes me curious		1	2	2
Education					
22	I come to this event because this event offers something I can learn			3	3
23	I come to this event because this event offers good experience I can share with others			3	3

Since there is one invalid question on motivations section of the questionnaire, the researcher had to modified the question from “I come to this event because this is event is unique (different from other events)” to “I come to this event because this is event is one-of-a-kind (different from other events)”. The final design of the questionnaire used in the research can be found in the Appendices.

Reliability test is used for ensuring that the measurements are free from error and generating consistent result (Zikmund, 2003). The reliability test used in this research was Cronbach’s Alpha method. To conduct this reliability test, the researcher distributed 25 questionnaires to random people in the Singapore Formula 1 Night Race and asked them to fill out the questionnaires. Then, the researcher made a summary of those questionnaires and does the calculation using Microsoft Excel to generate the index of Cronbach’s Alpha. The index will range around 0 to 1 (the higher the better). According to Nunnaly (1978), the acceptable index is 0.7. So, it means that if the index is at least 0.7 or more, the questionnaire is reliable. Table 11 below shows the result of the reliability test of the questionnaires.

Table 10 Reliability Test (Cronbach’s Alpha Index)

	Sum of Square	Degree of Freedom	Mean Square		
Rows	80.80	24	3.37	Alpha =	0.72
Columns	17.87	22	0.81		
Error	501.28	528	0.95		
Total	599.95	574			

The Cronbach’s Alpha index can be calculated with the formula: $1 - (MS_{Error}/MS_{Rows})$. From the Table 11, it can be seen that the Cronbach’s Alpha index is 0.72. Hence, it means that the questionnaire is reliable.

6.6 Data Analysis

When the data has been collected, the data will be analyzed statistically. The researcher will calculate frequency, mean, percentage, and Two-Way ANOVA (Analysis of Variance) with Replication and One-Way ANOVA for data analysis and testing the hypotheses. The researcher will calculate them using Microsoft Excel. Here are the hypotheses in summary (Table 11).

Table 11 Summary of Hypotheses

1	There is NO difference between demographic characteristics and socio-psychological motives of the Singapore Formula 1 Night Race visitors.
	There is difference between demographic characteristics and socio-psychological motives of the Singapore Formula 1 Night Race visitors.
2	There is NO difference between demographic characteristics and cultural motives of the Singapore Formula 1 Night Race visitors.
	There is difference between demographic characteristics and cultural motives of the Singapore Formula 1 Night Race visitors.
3	There is NO difference between Singapore Formula 1 Night Race visitors' socio-psychological motives and their decision on attending the event
	There is difference between Singapore Formula 1 Night Race visitors' socio-psychological motives and their decision on attending the event
4	There is NO difference between Singapore Formula 1 Night Race visitors' cultural motives and their decision on attending the event
	There is difference between Singapore Formula 1 Night Race visitors' cultural motives and their decision on attending the event

CHAPTER 4

RESEARCH FINDINGS

In this chapter, the researcher discusses about the findings of his research. This chapter consists of two parts: demographic distribution of the respondents and results.

4.1 Demographic Distribution of The Respondents

Table 13 shows the demographic distribution of the respondents during the Singapore Formula 1 Night Race.

Table 12 Demographic Distribution of The Respondents

Demographic Characteristics		Frequency	Percentage
Country of Origin	Asia	82	20.50%
	Middle East	23	5.75%
	Europe	97	24.25%
	North America	46	11.50%
	Central America	57	14.25%
	South America	14	3.50%
	Caribbean	0	0.00%
	Africa	6	1.50%
Oceania	75	18.75%	
Age	≤ 19	64	16.00%
	20-29	72	18.00%
	30-39	117	29.25%
	40-49	98	24.50%
	50-59	36	9.00%
	≥ 60	13	3.25%
Gender	Male	276	69.00%
	Female	124	31.00%
Marital Status	Single	207	51.75%
	Married	159	39.75%
	Divorced/Separated	34	8.50%
Occupation	Government Employed	85	21.25%
	Private Employed	127	31.75%
	Entrepreneur	79	19.75%
	Student	89	22.25%
	Retired	7	1.75%
	Unemployed	13	3.25%
Monthly Income	≤ 1,000	109	27.25%
	1,001 - 2,000	88	22.00%
	2,001 - 3,000	142	35.50%
	3,001 - 4,000	47	11.75%
	4,001 - 5,000	14	3.50%
	> 5,001	0	0.00%

Based on 400 questionnaires distributed during the Singapore Formula 1 Night Race on 20th, 21st, and 22nd September 2013, most of the respondents were Europeans (24.25%), followed by Asians (20.50%). None of the respondent was from Caribbean. There were some Africans (1.50%).

Most of the respondents came from the young adults segments. There were 29.25% respondents in 30-39 years old age group and 24.50% respondents in 40-49 years old age group. The least number of respondents were from the above 60 years old age group (3.25%).

The majority of the respondents are male. There were 69.00% male respondents and 31% female respondents.

Most of the respondents were single (51.75%). Married respondents were about 39.75%. The rest of the respondents were divorced or separated (8.50%).

The majority of the respondents' occupations were in private sectors (31.75%). There were about 22.25% of the respondents are students. There were some retirees as respondents in this research (1.75%).

Most of the respondents have 2,001-3,000 USD monthly income (35.50%), followed by respondents who have 1,001-2,000 USD monthly income (22.00%). None of the respondents have the monthly income of 5,001 USD and above. There were 3.50% respondents who have the monthly income of 4,001-5000 USD.

4.2 Findings

This part consists of questionnaire result and ANOVA test result.

4.2.1 Questionnaire Result

Table 14 shows the questionnaire result. The questionnaires were being distributed during the Singapore Formula 1 Night Race event on 20th, 21st, and 22nd September 2013. "Enhancement of Kinship Relationship" was the main motivation of the respondents when attending the Singapore Formula 1 Night Race event (the average score is 4.48). The second highest average score is "Relaxation" motivation, with the average score of 4.21. The motivation with the lowest average score (2.98) is "Prestige", followed by "Exploration and Evaluation of Self" motivation (average score of 3.05).

Table 13 Questionnaire Result

Code	Socio-Psychological Motives	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Percentage					Mean
		1	2	3	4	5	1	2	3	4	5	
ES	Escape from a perceived mundane environment											3.60
ES1	I come to this event to look for a different environment from my daily life	0	27	93	192	88	0.00%	6.75%	23.25%	48.00%	22.00%	3.85
ES2	I come to this event because I want to avoid my routine and boring life for a while	6	48	165	122	59	1.50%	12.00%	41.25%	30.50%	14.75%	3.45
ES3	I come to this event because I want to do something I have never done before	19	56	110	143	72	4.75%	14.00%	27.50%	35.75%	18.00%	3.48
EX	Exploration and evaluation of self											3.05
EX1	I come to this event to explore different perspective of myself	12	79	206	97	6	3.00%	19.75%	51.50%	24.25%	1.50%	3.02
EX2	I come to this event to evaluate myself in a different situation	19	84	187	102	8	4.75%	21.00%	46.75%	25.50%	2.00%	2.99
EX3	I come to this event to discover and act out different self-image of myself	7	61	212	107	13	1.75%	15.25%	53.00%	26.75%	3.25%	3.15
REL	Relaxation											4.21
REL1	I come to this event because I want to relax from my busy and stressful daily life	0	11	60	123	206	0.00%	2.75%	15.00%	30.75%	51.50%	4.31
REL2	I come to this event to reduce tension and frustration from my daily activities	14	26	45	131	184	3.50%	6.50%	11.25%	32.75%	46.00%	4.11
PR	Prestige											2.98
PR1	I come to this event so I can show people that I am going to prestigious event	54	85	191	47	23	13.50%	21.25%	47.75%	11.75%	5.75%	2.75
PR2	I come to this event because I think this event is good for the prestige of my image	33	42	182	95	48	8.25%	10.50%	45.50%	23.75%	12.00%	3.21
REG	Regression											3.67
REG1	I come to this event to do something I do not normally do	20	51	60	175	94	5.00%	12.75%	15.00%	43.75%	23.50%	3.68
REG2	I come to this event because I can do something different from my usual lifestyle	31	47	41	193	88	7.75%	11.75%	10.25%	48.25%	22.00%	3.65
EN	Enhancement of Kinship Relationship											4.48
EN1	I come to this event to spend more time with friends/family	0	4	11	163	222	0.00%	1.00%	2.75%	40.75%	55.50%	4.51
EN2	I come to this event because I think my friends/family will enjoy it	0	7	21	207	165	0.00%	1.75%	5.25%	51.75%	41.25%	4.33
EN2	I come to this event to bring my friends/family closer together	0	1	15	130	254	0.00%	0.25%	3.75%	32.50%	63.50%	4.59
FA	Facilitation of Social Interaction											3.96
FA1	I come to this event because I want to meet other people with the same interest	0	12	87	191	110	0.00%	3.00%	21.75%	47.75%	27.50%	4.00
FA2	I come to this event to find new friends	0	19	94	189	98	0.00%	4.75%	23.50%	47.25%	24.50%	3.92
FA3	I come to this event because I want to observe people from different places	0	11	88	205	96	0.00%	2.75%	22.00%	51.25%	24.00%	3.97
Code	Cultural Motives	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Percentage					Mean
		1	2	3	4	5	1	2	3	4	5	
NOV	Novelty											3.58
NOV1	I come to this event because this event offers something thrills/excites me	0	20	125	156	99	0.00	0.05	0.31	0.39	0.25	3.84
NOV2	I come to this event because this event is one-of-a-kind (different from other events)	22	19	103	164	92	0.06	0.05	0.26	0.41	0.23	3.71
NOV3	I come to this event because this event makes me curious	35	77	101	155	32	0.09	0.19	0.25	0.39	0.08	3.18
EDU	Education											3.99
EDU1	I come to this event because this event offers something I can learn	17	29	115	160	79	0.04	0.07	0.29	0.40	0.20	3.64
EDU2	I come to this event because this event offers good experience I can share with others	0	0	66	129	205	0.00	0.00	0.17	0.32	0.51	4.35

4.2.2 ANOVA Test Result

The population in this research is the visitors of Singapore Formula 1 Night Race in on September 20th, 21st, and 22nd 2013. Table 14 – 22 show the ANOVA test result for every factor.

Table 14 Two-Way ANOVA with Replication Test Result (Country of Origin – Socio-Psychological and Cultural Motivations)

	Sum of Square	Degree of Freedom	Mean Square	F Score	F Distribution	Result
Origin	4.49	7	0.64	0.696	$F(7, 1176) = 2.01$	Accept Null Hypothesis
Escape	40.00	2	20.00	21.685	$F(2, 1176) = 3.00$	Reject Null Hypothesis
Both Factors	10.19	14	0.73	0.789	$F(14, 1176) = 1.69$	Accept Null Hypothesis
Error	1084.49	1176	0.92			
Total	1139.17	1199				
Origin	1.39	7	0.20	0.302	$F(7, 1176) = 2.01$	Accept Null Hypothesis
Exploration	5.54	2	2.77	4.200	$F(2, 1176) = 3.00$	Reject Null Hypothesis
Both Factors	4.45	14	0.32	0.482	$F(14, 1176) = 1.69$	Accept Null Hypothesis
Error	775.61	1176	0.66			
Total	787.00	1199				
Origin	7.34	7	1.05	1.149	$F(7, 784) = 2.01$	Accept Null Hypothesis
Relaxation	7.80	1	7.80	8.551	$F(1, 784) = 3.84$	Reject Null Hypothesis
Both Factors	2.91	7	0.42	0.456	$F(7, 784) = 2.01$	Accept Null Hypothesis
Error	715.25	784	0.91			
Total	733.30	799				
Origin	6.01	7	0.86	0.792	$F(7, 784) = 2.01$	Accept Null Hypothesis
Prestige	41.86	1	41.86	38.610	$F(1, 784) = 3.84$	Reject Null Hypothesis
Both Factors	2.76	7	0.39	0.363	$F(7, 784) = 2.01$	Accept Null Hypothesis
Error	850.01	784	1.08			
Total	900.64	799				
Origin	8.74	7	1.25	0.956	$F(7, 784) = 2.01$	Accept Null Hypothesis
Regression	0.18	1	0.18	0.138	$F(1, 784) = 3.84$	Accept Null Hypothesis
Both Factors	11.74	7	1.68	1.284	$F(7, 784) = 2.01$	Accept Null Hypothesis
Error	1023.57	784	1.31			
Total	1044.22	799				
Origin	4.55	7	0.65	1.739	$F(7, 1176) = 2.01$	Accept Null Hypothesis
Enhancement	14.95	2	7.47	20.007	$F(2, 1176) = 3.00$	Reject Null Hypothesis
Both Factors	6.53	14	0.47	1.248	$F(14, 1176) = 1.69$	Accept Null Hypothesis
Error	439.23	1176	0.37			
Total	465.25	1199				
Origin	5.98	7	0.85	1.393	$F(7, 1176) = 2.01$	Accept Null Hypothesis
Facilitation	1.38	2	0.69	1.125	$F(2, 1176) = 3.00$	Accept Null Hypothesis
Both Factors	9.74	14	0.70	1.134	$F(14, 1176) = 1.69$	Accept Null Hypothesis
Error	721.89	1176	0.61			
Total	739.00	1199				
Origin	3.46	7	0.49	0.484	$F(7, 1176) = 2.01$	Accept Null Hypothesis
Novelty	97.01	2	48.51	47.547	$F(2, 1176) = 3.00$	Reject Null Hypothesis
Both Factors	12.91	14	0.92	0.904	$F(14, 1176) = 1.69$	Accept Null Hypothesis
Error	1199.72	1176	1.02			
Total	1313.10	1199				
Origin	5.17	7	0.74	0.927	$F(7, 784) = 2.01$	Accept Null Hypothesis
Education	100.82	1	100.82	126.464	$F(1, 784) = 3.84$	Reject Null Hypothesis
Both Factors	2.94	7	0.42	0.527	$F(7, 784) = 2.01$	Accept Null Hypothesis
Error	625.02	784	0.80			
Total	733.96	799				

Based on Two-Way ANOVA with Replication, the country of origin of the respondent has no difference effect on the score in every motivation. However, for “Escape of from a

perceived mundane environment”, “Exploration and Evaluation of Self”, “Relaxation”, “Prestige”, “Enhancement of Kinship Relationship”, “Novelty”, and “Education” motives, every question in each of those motives has a significantly different effect on the score. The interaction of both of those factors (country of origin and questions in every motive) suggests that there is no significantly different effect on the score.

Table 15 Two-Way ANOVA with Replication (Age – Socio-Psychological and Cultural Motivations)

	Sum of Square	Degree of Freedom	Mean Square	F Score	F Distribution	Result
Age	8.48	5	1.70	1.854	$F(5 , 1182) = 2.21$	Accept Null Hypothesis
Escape	40.00	2	20.00	21.852	$F(2 , 1182) = 3.00$	Reject Null Hypothesis
Both Factors	9.00	10	0.90	0.983	$F(10 , 1182) = 1.69$	Accept Null Hypothesis
Error	1081.69	1182	0.92			
Total	1139.17	1199				
Age	0.74	5	0.15	0.224	$F(5 , 1182) = 2.21$	Accept Null Hypothesis
Exploration	5.54	2	2.77	4.218	$F(2 , 1182) = 3.00$	Reject Null Hypothesis
Both Factors	4.41	10	0.44	0.671	$F(10 , 1182) = 1.69$	Accept Null Hypothesis
Error	776.31	1182	0.66			
Total	787.00	1199				
Age	4.60	5	0.92	1.008	$F(5 , 788) = 2.21$	Accept Null Hypothesis
Relaxation	7.80	1	7.80	8.553	$F(1 , 788) = 3.84$	Reject Null Hypothesis
Both Factors	2.17	5	0.43	0.476	$F(5 , 788) = 2.21$	Accept Null Hypothesis
Error	718.73	788	0.91			
Total	733.30	799				
Age	6.01	7	0.86	0.792	$F(7 , 784) = 2.01$	Accept Null Hypothesis
Prestige	41.86	1	41.86	38.610	$F(1 , 784) = 3.84$	Reject Null Hypothesis
Both Factors	2.76	7	0.39	0.363	$F(7 , 784) = 2.01$	Accept Null Hypothesis
Error	850.01	784	1.08			
Total	900.64	799				
Age	8.13	5	1.63	1.513	$F(5 , 788) = 2.21$	Accept Null Hypothesis
Regression	41.86	1	41.86	38.940	$F(1 , 788) = 3.84$	Reject Null Hypothesis
Both Factors	3.52	5	0.70	0.656	$F(5 , 788) = 2.21$	Accept Null Hypothesis
Error	847.12	788	1.08			
Total	900.64	799				
Age	3.08	5	0.62	0.469	$F(5 , 788) = 2.21$	Accept Null Hypothesis
Enhancement	0.18	1	0.18	0.137	$F(1 , 788) = 3.84$	Accept Null Hypothesis
Both Factors	6.32	5	1.26	0.962	$F(5 , 788) = 2.21$	Accept Null Hypothesis
Error	1034.65	788	1.31			
Total	1044.22	799				
Age	0.53	5	0.11	0.283	$F(5 , 1182) = 2.21$	Accept Null Hypothesis
Facilitation	14.95	2	7.47	19.949	$F(2 , 1182) = 3.00$	Reject Null Hypothesis
Both Factors	7.01	10	0.70	1.873	$F(10 , 1182) = 1.69$	Reject Null Hypothesis
Error	442.76	1182	0.37			
Total	465.25	1199				
Age	2.40	5	0.48	0.775	$F(5 , 1182) = 2.21$	Accept Null Hypothesis
Novelty	1.38	2	0.69	1.118	$F(2 , 1182) = 3.00$	Accept Null Hypothesis
Both Factors	4.64	10	0.46	0.751	$F(10 , 1182) = 1.69$	Accept Null Hypothesis
Error	730.58	1182	0.62			
Total	739.00	1199				
Age	3.60	5	0.72	0.904	$F(5 , 788) = 2.21$	Accept Null Hypothesis
Education	100.82	1	100.82	126.685	$F(1 , 788) = 3.84$	Reject Null Hypothesis
Both Factors	2.42	5	0.48	0.609	$F(5 , 788) = 2.21$	Accept Null Hypothesis
Error	627.11	788	0.80			
Total	733.96	799				

Based on Two-Way ANOVA with Replication, the age of the respondent has no difference effect on the score in every motivation. However, for “Escape of from a perceived

mundane environment”, “Exploration and Evaluation of Self”, “Relaxation”, “Prestige”, “Regression”, “Facilitation of Social Interaction”, and “Education” motives, every question in each of those motives has a significantly different effect on the score. Most of the interaction of both of those factors (age and questions in every motive) suggests that there is no significantly different effect on the score. Only the interaction between age and “Facilitation of Social Interaction” questions has significantly different effect on the score.

Table 16 Two-Way ANOVA with Replication Test Result (Gender – Socio-Psychological and Cultural Motivations)

	Sum of Square	Degree of Freedom	Mean Square	F Score	F Distribution	Result
Gender	0.42	1	0.42	0.453	$F(1, 1194) = 3.84$	Accept Null Hypothesis
Escape	40.00	2	20.00	21.754	$F(2, 1194) = 3.00$	Reject Null Hypothesis
Both Factors	1.17	2	0.58	0.636	$F(2, 1194) = 3.00$	Accept Null Hypothesis
Error	1097.59	1194	0.92			
Total	1139.17	1199				
Gender	0.08	1	0.08	0.115	$F(1, 1194) = 3.84$	Accept Null Hypothesis
Exploration	5.54	2	2.77	4.240	$F(2, 1194) = 3.00$	Reject Null Hypothesis
Both Factors	1.32	2	0.66	1.010	$F(2, 1194) = 3.00$	Accept Null Hypothesis
Error	780.07	1194	0.65			
Total	787.00	1199				
Gender	0.43	1	0.43	0.476	$F(1, 796) = 3.84$	Accept Null Hypothesis
Relaxation	7.80	1	7.80	8.566	$F(1, 796) = 3.84$	Reject Null Hypothesis
Both Factors	0.12	1	0.12	0.131	$F(1, 796) = 3.84$	Accept Null Hypothesis
Error	724.95	796	0.91			
Total	733.30	799				
Gender	0.50	1	0.50	0.466	$F(1, 796) = 3.84$	Accept Null Hypothesis
Prestige	41.86	1	41.86	38.824	$F(1, 796) = 3.84$	Reject Null Hypothesis
Both Factors	0.00	1	0.00	0.003	$F(1, 796) = 3.84$	Accept Null Hypothesis
Error	858.27	796	1.08			
Total	900.64	799				
Gender	1.67	1	1.67	1.278	$F(1, 796) = 3.84$	Accept Null Hypothesis
Regression	0.18	1	0.18	0.138	$F(1, 796) = 3.84$	Accept Null Hypothesis
Both Factors	0.40	1	0.40	0.306	$F(1, 796) = 3.84$	Accept Null Hypothesis
Error	1041.97	796	1.31			
Total	1044.22	799				
Gender	0.00	1	0.00	0.001	$F(1, 1194) = 3.84$	Accept Null Hypothesis
Enhancement	14.95	2	7.47	19.876	$F(2, 1194) = 3.00$	Reject Null Hypothesis
Both Factors	1.41	2	0.71	1.879	$F(2, 1194) = 3.00$	Accept Null Hypothesis
Error	448.89	1194	0.38			
Total	465.25	1199				
Gender	0.46	1	0.46	0.740	$F(1, 1194) = 3.84$	Accept Null Hypothesis
Facilitation	1.38	2	0.69	1.123	$F(2, 1194) = 3.00$	Accept Null Hypothesis
Both Factors	2.88	2	1.44	2.342	$F(2, 1194) = 3.00$	Accept Null Hypothesis
Error	734.28	1194	0.61			
Total	739.00	1199				
Gender	3.01	1	3.01	2.964	$F(1, 1194) = 3.84$	Accept Null Hypothesis
Novelty	97.01	2	48.51	47.779	$F(2, 1194) = 3.00$	Reject Null Hypothesis
Both Factors	0.91	2	0.45	0.447	$F(2, 1194) = 3.00$	Accept Null Hypothesis
Error	1212.17	1194	1.02			
Total	1313.10	1199				
Gender	0.86	1	0.86	1.084	$F(1, 796) = 3.84$	Accept Null Hypothesis
Education	100.82	1	100.82	126.932	$F(1, 796) = 3.84$	Reject Null Hypothesis
Both Factors	0.02	1	0.02	0.028	$F(1, 796) = 3.84$	Accept Null Hypothesis
Error	632.25	796	0.79			
Total	733.96	799				

Based on Two-Way ANOVA with Replication, gender of the respondent has no difference effect on the score in every motivation. However, for “Escape of from a perceived

mundane environment”, “Exploration and Evaluation of Self”, “Relaxation”, “Prestige”, “Enhancement of Kinship Relationship”, “Novelty”, and “Education” motives, every question in each of those motives has a significantly different effect on the score. The interaction of both of those factors (gender and questions in every motive) suggests that there is no significantly different effect on the score.

Table 17 Two-Way ANOVA with Replication Test Result (Marital Status – Socio-Psychological and Cultural Motivations)

	Sum of Square	Degree of Freedom	Mean Square	F Score	F Distribution	Result
Marital	1.44	2	0.72	0.781	$F(2, 1191) = 3.84$	Accept Null Hypothesis
Escape	40.00	2	20.00	21.743	$F(2, 1191) = 3.00$	Reject Null Hypothesis
Both Factors	2.35	4	0.59	0.639	$F(4, 1191) = 2.37$	Accept Null Hypothesis
Error	1095.39	1191	0.92			
Total	1139.17	1199				
Marital	1.28	2	0.64	0.981	$F(2, 1191) = 3.84$	Accept Null Hypothesis
Exploration	5.54	2	2.77	4.235	$F(2, 1191) = 3.00$	Reject Null Hypothesis
Both Factors	1.16	4	0.29	0.445	$F(4, 1191) = 2.37$	Accept Null Hypothesis
Error	779.01	1191	0.65			
Total	787.00	1199				
Marital	2.46	2	1.23	1.351	$F(2, 794) = 3.00$	Accept Null Hypothesis
Relaxation	7.80	1	7.80	8.568	$F(1, 794) = 3.84$	Reject Null Hypothesis
Both Factors	0.11	2	0.06	0.061	$F(2, 794) = 3.00$	Accept Null Hypothesis
Error	722.93	794	0.91			
Total	733.30	799				
Marital	0.95	2	0.47	0.441	$F(2, 794) = 3.00$	Accept Null Hypothesis
Prestige	41.86	1	41.86	38.876	$F(1, 794) = 3.84$	Reject Null Hypothesis
Both Factors	2.85	2	1.43	1.324	$F(2, 794) = 3.00$	Accept Null Hypothesis
Error	854.98	794	1.08			
Total	900.64	799				
Marital	0.62	2	0.31	0.237	$F(2, 794) = 3.00$	Accept Null Hypothesis
Regression	0.18	1	0.18	0.137	$F(1, 794) = 3.84$	Accept Null Hypothesis
Both Factors	2.57	2	1.29	0.982	$F(2, 794) = 3.00$	Accept Null Hypothesis
Error	1040.84	794	1.31			
Total	1044.22	799				
Marital	0.89	2	0.44	1.180	$F(2, 1191) = 3.84$	Accept Null Hypothesis
Enhancement	14.95	2	7.47	19.865	$F(2, 1191) = 3.00$	Reject Null Hypothesis
Both Factors	1.40	4	0.35	0.928	$F(4, 1191) = 2.37$	Accept Null Hypothesis
Error	448.02	1191	0.38			
Total	465.25	1199				
Marital	1.22	2	0.61	0.992	$F(2, 1191) = 3.84$	Accept Null Hypothesis
Facilitation	1.38	2	0.69	1.120	$F(2, 1191) = 3.00$	Accept Null Hypothesis
Both Factors	1.64	4	0.41	0.665	$F(4, 1191) = 2.37$	Accept Null Hypothesis
Error	734.75	1191	0.62			
Total	739.00	1199				
Marital	0.74	2	0.37	0.363	$F(2, 1191) = 3.84$	Accept Null Hypothesis
Novelty	97.01	2	48.51	47.782	$F(2, 1191) = 3.00$	Reject Null Hypothesis
Both Factors	6.31	4	1.58	1.554	$F(4, 1191) = 2.37$	Accept Null Hypothesis
Error	1209.04	1191	1.02			
Total	1313.10	1199				
Marital	0.39	2	0.19	0.244	$F(2, 794) = 3.00$	Accept Null Hypothesis
Education	100.82	1	100.82	126.642	$F(1, 794) = 3.84$	Reject Null Hypothesis
Both Factors	0.64	2	0.32	0.403	$F(2, 794) = 3.00$	Accept Null Hypothesis
Error	632.10	794	0.80			
Total	733.95	799				

Based on Two-Way ANOVA with Replication, marital status of the respondent has no difference effect on the score in every motivation. However, for “Escape of from a perceived

mundane environment”, “Exploration and Evaluation of Self”, “Relaxation”, “Prestige”, “Enhancement of Kinship Relationship”, “Novelty”, and “Education” motives, every question in each of those motives has a significantly different effect on the score. The interaction of both of those factors (marital and questions in every motive) suggests that there is no significantly different effect on the score.

Table 18 Two-Way ANOVA with Replication Test Result (Occupation – Socio-Psychological and Cultural Motivations)

	Sum of Square	Degree of Freedom	Mean Square	F Score	F Distribution	Result
Occupation	7.58	5	1.52	1.656	$F(5, 1182) = 2.21$	Accept Null Hypothesis
Escape	40.00	2	20.00	21.855	$F(2, 1182) = 3.00$	Reject Null Hypothesis
Both Factors	10.04	10	1.00	1.097	$F(10, 1182) = 1.69$	Accept Null Hypothesis
Error	1081.56	1182	0.92			
Total	1139.17	1199				
Occupation	1.49	5	0.30	0.459	$F(5, 1182) = 2.21$	Accept Null Hypothesis
Exploration	5.54	2	2.77	4.269	$F(2, 1182) = 3.00$	Reject Null Hypothesis
Both Factors	12.95	10	1.29	1.995	$F(10, 1182) = 1.69$	Reject Null Hypothesis
Error	767.02	1182	0.65			
Total	787.00	1199				
Occupation	6.45	5	1.29	1.421	$F(5, 788) = 2.21$	Accept Null Hypothesis
Relaxation	7.41	1	7.41	8.166	$F(1, 788) = 3.84$	Reject Null Hypothesis
Both Factors	3.13	5	0.63	0.689	$F(5, 788) = 2.21$	Accept Null Hypothesis
Error	715.15	788	0.91			
Total	732.14	799				
Occupation	3.80	5	0.76	0.706	$F(5, 788) = 2.21$	Accept Null Hypothesis
Prestige	41.86	1	41.86	38.892	$F(1, 788) = 3.84$	Reject Null Hypothesis
Both Factors	6.83	5	1.37	1.268	$F(5, 788) = 2.21$	Accept Null Hypothesis
Error	848.15	788	1.08			
Total	900.64	799				
Occupation	5.09	5	1.02	0.775	$F(5, 788) = 2.21$	Accept Null Hypothesis
Regression	0.18	1	0.18	0.137	$F(1, 788) = 3.84$	Accept Null Hypothesis
Both Factors	3.49	5	0.70	0.532	$F(5, 788) = 2.21$	Accept Null Hypothesis
Error	1035.46	788	1.31			
Total	1044.22	799				
Occupation	1.55	5	0.31	0.822	$F(5, 1182) = 2.21$	Accept Null Hypothesis
Enhancement	14.95	2	7.47	19.804	$F(2, 1182) = 3.00$	Reject Null Hypothesis
Both Factors	2.77	10	0.28	0.733	$F(10, 1182) = 1.69$	Accept Null Hypothesis
Error	445.99	1182	0.38			
Total	465.25	1199				
Occupation	4.73	5	0.95	1.540	$F(5, 1182) = 2.21$	Accept Null Hypothesis
Facilitation	1.38	2	0.69	1.125	$F(2, 1182) = 3.00$	Accept Null Hypothesis
Both Factors	6.85	10	0.68	1.115	$F(10, 1182) = 1.69$	Accept Null Hypothesis
Error	726.04	1182	0.61			
Total	739.00	1199				
Occupation	8.61	5	1.72	1.692	$F(5, 1182) = 2.21$	Accept Null Hypothesis
Novelty	97.01	2	48.51	47.696	$F(2, 1182) = 3.00$	Reject Null Hypothesis
Both Factors	5.41	10	0.54	0.532	$F(10, 1182) = 1.69$	Accept Null Hypothesis
Error	1202.07	1182	1.02			
Total	1313.10	1199				
Occupation	7.26	5	1.45	1.842	$F(5, 788) = 2.21$	Accept Null Hypothesis
Education	100.82	1	100.82	127.841	$F(1, 788) = 3.84$	Reject Null Hypothesis
Both Factors	4.43	5	0.89	1.123	$F(5, 788) = 2.21$	Accept Null Hypothesis
Error	621.44	788	0.79			
Total	733.96	799				

Based on Two-Way ANOVA with Replication, occupation of the respondent has no difference effect on the score in every motivation. However, for “Escape of from a perceived

mundane environment”, “Exploration and Evaluation of Self”, “Relaxation”, “Prestige”, “Enhancement of Kinship Relationship”, “Novelty”, and “Education” motives, every question in each of those motives has a significantly different effect on the score. The interaction of both of those factors (occupation and questions in every motive) suggests that there is no significantly different effect on the score.

Table 19 Two-Way ANOVA with Replication Test Result (Monthly Income – Socio-Psychological and Cultural Motivations)

	Sum of Square	Degree of Freedom	Mean Square	F Score	F Distribution	Result
Income	5.23	4	1.31	1.422	$F(4, 1185) = 2.37$	Accept Null Hypothesis
Escape	40.00	2	20.00	21.750	$F(2, 1185) = 3.00$	Reject Null Hypothesis
Both Factors	4.44	8	0.56	0.604	$F(8, 1185) = 1.94$	Accept Null Hypothesis
Error	1089.50	1185	0.92			
Total	1139.17	1199				
Income	1.99	4	0.50	0.771	$F(4, 1185) = 2.37$	Accept Null Hypothesis
Exploration	5.54	2	2.77	4.295	$F(2, 1185) = 3.00$	Reject Null Hypothesis
Both Factors	15.20	8	1.90	2.946	$F(8, 1185) = 1.94$	Reject Null Hypothesis
Error	764.27	1185	0.64			
Total	787.00	1199				
Income	3.78	4	0.94	1.044	$F(4, 790) = 2.37$	Accept Null Hypothesis
Relaxation	7.80	1	7.80	8.621	$F(1, 790) = 3.84$	Reject Null Hypothesis
Both Factors	6.86	4	1.71	1.894	$F(4, 790) = 2.37$	Accept Null Hypothesis
Error	714.86	790	0.90			
Total	733.30	799				
Income	11.53	4	2.88	2.710	$F(4, 790) = 2.37$	Reject Null Hypothesis
Prestige	41.86	1	41.86	39.350	$F(1, 790) = 3.84$	Reject Null Hypothesis
Both Factors	6.84	4	1.71	1.607	$F(4, 790) = 2.37$	Accept Null Hypothesis
Error	840.41	790	1.06			
Total	900.64	799				
Income	1.21	4	0.30	0.230	$F(4, 790) = 2.37$	Accept Null Hypothesis
Regression	0.18	1	0.18	0.137	$F(1, 790) = 3.84$	Accept Null Hypothesis
Both Factors	4.89	4	1.22	0.931	$F(4, 790) = 2.37$	Accept Null Hypothesis
Error	1037.94	790	1.31			
Total	1044.22	799				
Income	5.01	4	1.25	3.350	$F(4, 1185) = 2.37$	Reject Null Hypothesis
Enhancement	14.95	2	7.47	19.994	$F(2, 1185) = 3.00$	Reject Null Hypothesis
Both Factors	2.41	8	0.30	0.806	$F(8, 1185) = 1.94$	Accept Null Hypothesis
Error	442.89	1185	0.37			
Total	465.25	1199				
Income	3.74	4	0.94	1.521	$F(4, 1185) = 2.37$	Accept Null Hypothesis
Facilitation	1.38	2	0.69	1.123	$F(2, 1185) = 3.00$	Accept Null Hypothesis
Both Factors	5.08	8	0.64	1.033	$F(8, 1185) = 1.94$	Accept Null Hypothesis
Error	728.79	1185	0.62			
Total	739.00	1199				
Income	2.77	4	0.69	0.678	$F(4, 1185) = 2.37$	Accept Null Hypothesis
Novelty	97.01	2	48.51	47.545	$F(2, 1185) = 3.00$	Reject Null Hypothesis
Both Factors	4.37	8	0.55	0.535	$F(8, 1185) = 1.94$	Accept Null Hypothesis
Error	1208.95	1185	1.02			
Total	1313.10	1199				
Income	5.68	4	1.42	1.804	$F(4, 790) = 2.37$	Accept Null Hypothesis
Education	100.82	1	100.82	128.120	$F(1, 790) = 3.84$	Reject Null Hypothesis
Both Factors	5.79	4	1.45	1.840	$F(4, 790) = 2.37$	Accept Null Hypothesis
Error	621.66	790	0.79			
Total	733.96	799				

Based on Two-Way ANOVA with Replication, the monthly income of the respondents with “Prestige” and “Enhancement of Kinship Relationship” motives has significantly

different effect on the score. However, for “Escape of from a perceived mundane environment”, “Exploration and Evaluation of Self”, “Relaxation”, “Prestige”, “Enhancement of Kinship Relationship”, “Novelty”, and “Education” motives, every question in each of those motives has a significantly different effect on the score. The interaction of both of those factors (occupation and questions in every motive) suggests that there is no significantly different effect on the score.

Table 20 Two-Way ANOVA with Replication Test Result (Demographic Characteristics – Socio-Psychological Motives)

	Sum of Square	Degree of Freedom	Mean Square	F Score	F Distribution	Result
Origin	4.11	7	0.59	1.583	$F(7 , 2744) = 2.01$	Accept Null Hypothesis
S-P Motives	753.58	6	125.60	338.950	$F(6 , 2744) = 2.10$	Reject Null Hypothesis
Both Factors	9.39	42	0.22	0.603	$F(42 , 2744) = 1.38$	Accept Null Hypothesis
Error	1016.78	2744	0.37			
Total	1783.86	2799				
Age	836.70	5	167.34	453.223	$F(5 , 2758) = 2.21$	Reject Null Hypothesis
S-P Motives	576.60	6	96.10	260.274	$F(6 , 2758) = 2.10$	Reject Null Hypothesis
Both Factors	186.78	30	6.23	16.863	$F(30 , 2758) = 1.46$	Reject Null Hypothesis
Error	1018.32	2758	0.37			
Total	2618.40	2799				
Gender	0.05	1	0.05	0.132	$F(1 , 2786) = 3.84$	Accept Null Hypothesis
S-P Motives	749.82	6	124.97	338.466	$F(6 , 2786) = 2.10$	Reject Null Hypothesis
Both Factors	5.34	6	0.89	2.412	$F(6 , 2786) = 2.10$	Reject Null Hypothesis
Error	1028.65	2786	0.37			
Total	1783.86	2799				
Marital	0.61	2	0.30	0.822	$F(2 , 2779) = 3.00$	Accept Null Hypothesis
S-P Motives	750.05	6	125.01	338.380	$F(6 , 2779) = 2.10$	Reject Null Hypothesis
Both Factors	6.56	12	0.55	1.481	$F(12 , 2779) = 1.75$	Accept Null Hypothesis
Error	1026.65	2779	0.37			
Total	1783.86	2799				
Occupation	806.64	5	161.33	437.318	$F(5 , 2758) = 2.21$	Reject Null Hypothesis
S-P Motives	495.64	6	82.61	223.924	$F(6 , 2758) = 2.10$	Reject Null Hypothesis
Both Factors	269.50	30	8.98	24.352	$F(30 , 2758) = 1.46$	Reject Null Hypothesis
Error	1017.44	2758	0.37			
Total	2589.22	2799				
Income	1135.23	4	283.81	771.844	$F(4 , 2765) = 2.37$	Reject Null Hypothesis
S-P Motives	525.55	6	87.59	238.216	$F(6 , 2765) = 2.10$	Reject Null Hypothesis
Both Factors	239.76	24	9.99	27.169	$F(24 , 2765) = 1.52$	Reject Null Hypothesis
Error	1016.69	2765	0.37			
Total	2917.24	2799				

Based on the Two-Way ANOVA with Replication test result above, for respondents with Socio-Psychological motive, their age, occupation, and monthly income have significantly different effect on the score. The same test result also suggests that every Socio-Psychological motive (“Escape from a perceived Mundane Environment”, “Exploration and Evaluation of Self”, “Relaxation”, “Prestige”, “Regression”, “Enhancement of Kinship Relationship”, and “Facilitation of Social Interaction”) has a significantly different effect on the score. The interaction between age and Socio-Psychological Motives, gender and Socio-

Psychological Motives, occupation and Socio-Psychological Motives, and monthly income and Socio-Psychological Motives of the respondents have a significantly different effect on the score.

Table 21 Two-Way ANOVA with Replication Test Result (Demographic Characteristics – Cultural Motives)

	Sum of Square	Degree of Freedom	Mean Square	F Score	F Distribution	Result
Origin	1.26	7	0.18	0.485	$F(7, 784) = 2.01$	Accept Null Hypothesis
Cul Motives	34.72	1	34.72	93.997	$F(1, 784) = 3.84$	Reject Null Hypothesis
Both Factors	2.48	7	0.35	0.960	$F(7, 784) = 2.01$	Accept Null Hypothesis
Error	289.61	784	0.37			
Total	328.07	799				
Age	252.21	5	50.44	138.130	$F(5, 788) = 2.21$	Reject Null Hypothesis
Cul Motives	29.54	1	29.54	80.880	$F(1, 788) = 3.84$	Reject Null Hypothesis
Both Factors	6.32	5	1.26	3.461	$F(5, 788) = 2.21$	Reject Null Hypothesis
Error	287.76	788	0.37			
Total	575.83	799				
Gender	0.07	1	0.07	0.190	$F(1, 796) = 3.84$	Accept Null Hypothesis
Cul Motives	29.28	1	29.28	79.840	$F(1, 796) = 3.84$	Reject Null Hypothesis
Both Factors	6.82	1	6.82	18.589	$F(1, 796) = 3.84$	Reject Null Hypothesis
Error	291.91	796	0.37			
Total	328.08	799				
Marital	0.74	2	0.37	1.007	$F(2, 794) = 3.00$	Accept Null Hypothesis
Cul Motives	34.22	1	34.22	92.773	$F(1, 794) = 3.84$	Reject Null Hypothesis
Both Factors	0.53	2	0.26	0.713	$F(2, 794) = 3.00$	Accept Null Hypothesis
Error	292.90	794	0.37			
Total	328.40	799				
Occupation	224.28	5	44.86	123.226	$F(5, 788) = 2.21$	Reject Null Hypothesis
Cul Motives	30.94	1	30.94	84.997	$F(1, 788) = 3.84$	Reject Null Hypothesis
Both Factors	9.12	5	1.82	5.008	$F(5, 788) = 2.21$	Reject Null Hypothesis
Error	286.84	788	0.36			
Total	551.18	799				
Income	336.67	4	84.17	229.613	$F(4, 790) = 2.37$	Reject Null Hypothesis
Cul Motives	19.39	1	19.39	52.905	$F(1, 790) = 3.84$	Reject Null Hypothesis
Both Factors	16.31	4	4.08	11.126	$F(4, 790) = 2.37$	Reject Null Hypothesis
Error	289.58	790	0.37			
Total	661.96	799				

Based on the Two-Way ANOVA with Replication test result above, for respondents with Socio-Psychological motive, their age, occupation, and monthly income have significantly different effect on the score. The same test result also suggests that every Cultural motive (“Novelty” and “Education”) has a significantly different effect on the score. The interaction between age and Cultural Motives, gender and Cultural Motives, occupation and Cultural Motives, and monthly income and Cultural Motives of the respondents have a significantly different effect on the score.

Table 22 One-Way ANOVA Test Result (Socio-Psychological and Cultural Motives – Decision to Attend The Singapore Formula 1 Night Race)

Escape	Sum of Square	Degree of Freedom	F Score	F(2,1197)	Result
Within	1099.18	1197	21.78	3.00	Reject Null Hypothesis
Between	39.99	2			
Total	1139.17				
Exploration	Sum of Square	Degree of Freedom	F Score	F(2,1197)	Result
Within	781.46	1197	4.24	3.00	Reject Null Hypothesis
Between	5.54	2			
Total	787.00				
Relaxation	Sum of Square	Degree of Freedom	F Score	F(1,798)	Result
Within	725.50	798	8.58	3.84	Reject Null Hypothesis
Between	7.80	1			
Total	733.30				
Prestige	Sum of Square	Degree of Freedom	F Score	F(1,798)	Result
Within	858.78	798	814.03	3.84	Reject Null Hypothesis
Between	876.03	1			
Total	1734.81				
Regression	Sum of Square	Degree of Freedom	F Score	F(1,798)	Result
Within	1044.04	798	293.76	3.84	Reject Null Hypothesis
Between	384.33	1			
Total	1428.37				
Enhancement	Sum of Square	Degree of Freedom	F Score	F(2,1197)	Result
Within	450.30	1197	19.86	3.00	Reject Null Hypothesis
Between	14.95	2			
Total	465.25				
Facilitation	Sum of Square	Degree of Freedom	F Score	F(2,1197)	Result
Within	737.62	1197	1.12	3.00	Accept Null Hypothesis
Between	1.38	2			
Total	739.00				
Novelty	Sum of Square	Degree of Freedom	F Score	F(2,1197)	Result
Within	1216.09	1197	47.74	3.00	Reject Null Hypothesis
Between	97.01	2			
Total	1313.10				
Education	Sum of Square	Degree of Freedom	F Score	F(1,798)	Result
Within	633.14	798	127.07	3.84	Reject Null Hypothesis
Between	100.82	1			
Total	733.96				
S-P Motives	Sum of Square	Degree of Freedom	F Score	F(1,798)	Result
Within	1030.27	2793	340.48	2.10	Reject Null Hypothesis
Between	753.58	6			
Total	1783.86				
Cul Motives	Sum of Square	Degree of Freedom	F Score	F(1,798)	Result
Within	293.34	798	94.46	3.84	Reject Null Hypothesis
Between	34.72	1			
Total	328.07				

Based on Two-Way ANOVA with Replication test result, almost all of the questions of the Socio-Psychological and Cultural Motivations, except for “Facilitation of Social Interaction” motive, have a significantly different effect on the respondents’ decision to attend the Singapore Formula 1 Night Race. The same the result also suggests that both

Socio-Psychological and Cultural Motivations have a significantly different effect on the respondents' decision to attend the Singapore Formula 1 Night Race.

CHAPTER 5

CONCLUSIONS, DISCUSSIONS AND RECOMMENDATIONS

In this chapter, the researcher discusses about the research conclusions and discussions. The researcher also gives some recommendations in this chapter.

5.1 Conclusions

To answer the research questions stated in Chapter 1, the demographic characteristics of the respondents at the Singapore Formula 1 Night Race are as follow:

- Country of Origin: Europe (24.25%), Asia (20.50%)
- Age Group: 30-39 years old (29.25%), 40-49 years old (24.50%)
- Gender: Male (69.00%), Female (31.00%)
- Marital Status: Single (51.75%), Married (39.75%), Divorced/Separated (8.50%)
- Occupation: Private Employed (31.75%), Student (22.25%)
- Monthly Income: 2,001 – 3,000 USD (35.50%), 1,001-2000 USD (22.00%)

Most of the respondents attend the Singapore Formula 1 Night Race with the motivation of “Enhancement of Kinship Relationship”. It means that the majority of the respondents attended the event to spend more time with their friends/family, or they thought that their friends/family would enjoy the event, or they wanted to bring their friends/family closer together, or all of those. The second motivation of the respondents to attend the event was “Relaxation”, which means the respondents attended the event to relax from their busy and stressful daily life or to reduce the tension and frustration from their daily life. “Prestige” motivation had the lowest score among other motivations. It means that “Prestige” might not be the main motivation that drove the respondents to attend the event.

Table 23 below shows the summary of the hypotheses tested in this research. The highlighted hypotheses are the ones that were accepted using Two-Way ANOVA with Replication or One-Way ANOVA. The confidence level used in this analysis is 95%.

Table 23 Summary of the Result of the Hypotheses Testing

No	Hypothesis
1	There is NO difference between country of origin and socio-psychological motives of the Singapore Formula 1 Night Race visitors
	There is difference between country of origin and socio-psychological motives of the Singapore Formula 1 Night Race visitors
2	There is NO difference between age and socio-psychological motives of the Singapore Formula 1 Night Race visitors
	There is difference between age and socio-psychological motives of the Singapore Formula 1 Night Race visitors
3	There is NO difference between gender and socio-psychological motives of the Singapore Formula 1 Night Race visitors
	There is difference between gender and socio-psychological motives of the Singapore Formula 1 Night Race visitors
4	There is NO difference between marital status and socio-psychological motives of the Singapore Formula 1 Night Race visitors
	There is difference between marital status and socio-psychological motives of the Singapore Formula 1 Night Race visitors
5	There is NO difference between occupation and socio-psychological motives of the Singapore Formula 1 Night Race visitors
	There is difference between occupation and socio-psychological motives of the Singapore Formula 1 Night Race visitors
6	There is NO difference between income and socio-psychological motives of the Singapore Formula 1 Night Race visitors
	There is difference between income and socio-psychological motives of the Singapore Formula 1 Night Race visitors
7	There is NO difference between country of origin and cultural motives of the Singapore Formula 1 Night Race visitors
	There is difference between country of origin and cultural motives of the Singapore Formula 1 Night Race visitors
8	There is NO difference between age and cultural motives of the Singapore Formula 1 Night Race visitors
	There is difference between age and cultural motives of the Singapore Formula 1 Night Race visitors
9	There is NO difference between gender and cultural motives of the Singapore Formula 1 Night Race visitors
	There is difference between gender and cultural motives of the Singapore Formula 1 Night Race visitors

Table 23 (Continued) Summary of the Result of the Hypotheses Testing

No	Hypothesis
10	There is NO difference between marital status and cultural motives of the Singapore Formula 1 Night Race visitors
	There is difference between marital status and cultural motives of the Singapore Formula 1 Night Race visitors
11	There is NO difference between occupation and cultural motives of the Singapore Formula 1 Night Race visitors
	There is difference between occupation and cultural motives of the Singapore Formula 1 Night Race visitors
12	There is NO difference between income and cultural motives of the Singapore Formula 1 Night Race visitors
	There is difference between income and cultural motives of the Singapore Formula 1 Night Race visitors
13	There is NO difference between Singapore Formula 1 Night Race visitors' country of origin and their "Escape from A Perceived Mundane Environment" motive
	There is difference between Singapore Formula 1 Night Race visitors' country of origin and their "Escape from A Perceived Mundane Environment" motive
14	There is NO difference between Singapore Formula 1 Night Race visitors' country of origin and their "Exploration and Evaluation of Self" motive
	There is difference between Singapore Formula 1 Night Race visitors' country of origin and their "Exploration and Evaluation of Self" motive
15	There is NO difference between Singapore Formula 1 Night Race visitors' country of origin and their "Relaxation" motive
	There is difference between Singapore Formula 1 Night Race visitors' country of origin and their "Relaxation" motive
16	There is NO difference between Singapore Formula 1 Night Race visitors' country of origin and their "Prestige" motive
	There is difference between Singapore Formula 1 Night Race visitors' country of origin and their "Prestige" motive
17	There is NO difference between Singapore Formula 1 Night Race visitors' country of origin and their "Regression" motive
	There is difference between Singapore Formula 1 Night Race visitors' country of origin and their "Regression" motive
18	There is NO difference between Singapore Formula 1 Night Race visitors' country of origin and their "Enhancement of Kinship Relationship" motive
	There is difference between Singapore Formula 1 Night Race visitors' country of origin and their "Enhancement of Kinship Relationship" motive
19	There is NO difference between Singapore Formula 1 Night Race visitors' country of origin and their "Facilitation of Social Interaction" motive
	There is difference between Singapore Formula 1 Night Race visitors' country of origin and their "Facilitation of Social Interaction" motive

Table 23 (Continued) Summary of the Result of the Hypotheses Testing

No	Hypothesis
20	There is NO difference between Singapore Formula 1 Night Race visitors' age and their "Escape from A Perceived Mundane Environment" motive
	There is difference between Singapore Formula 1 Night Race visitors' age and their "Escape from A Perceived Mundane Environment" motive
21	There is NO difference between Singapore Formula 1 Night Race visitors' age and their "Exploration and Evaluation of Self" motive
	There is difference between Singapore Formula 1 Night Race visitors' age and their "Exploration and Evaluation of Self" motive
22	There is NO difference between Singapore Formula 1 Night Race visitors' age and their "Relaxation" motive
	There is difference between Singapore Formula 1 Night Race visitors' age and their "Relaxation" motive
23	There is NO difference between Singapore Formula 1 Night Race visitors' age and their "Prestige" motive
	There is difference between Singapore Formula 1 Night Race visitors' age and their "Prestige" motive
24	There is NO difference between Singapore Formula 1 Night Race visitors' age and their "Regression" motive
	There is difference between Singapore Formula 1 Night Race visitors' age and their "Regression" motive
25	There is NO difference between Singapore Formula 1 Night Race visitors' age and their "Enhancement of Kinship Relationship" motive
	There is difference between Singapore Formula 1 Night Race visitors' age and their "Enhancement of Kinship Relationship" motive
26	There is NO difference between Singapore Formula 1 Night Race visitors' age and their "Facilitation of Social Interaction" motive
	There is difference between Singapore Formula 1 Night Race visitors' age and their "Facilitation of Social Interaction" motive
27	There is NO difference between Singapore Formula 1 Night Race visitors' gender and their "Escape from A Perceived Mundane Environment" motive
	There is difference between Singapore Formula 1 Night Race visitors' gender and their "Escape from A Perceived Mundane Environment" motive
28	There is NO difference between Singapore Formula 1 Night Race visitors' gender and their "Exploration and Evaluation of Self" motive
	There is difference between Singapore Formula 1 Night Race visitors' gender and their "Exploration and Evaluation of Self" motive
29	There is NO difference between Singapore Formula 1 Night Race visitors' gender and their "Relaxation" motive
	There is difference between Singapore Formula 1 Night Race visitors' gender and their "Relaxation" motive

Table 23 (Continued) Summary of the Result of the Hypotheses Testing

No	Hypothesis
30	There is NO difference between Singapore Formula 1 Night Race visitors' gender and their "Prestige" motive
	There is difference between Singapore Formula 1 Night Race visitors' gender and their "Prestige" motive
31	There is NO difference between Singapore Formula 1 Night Race visitors' gender and their "Regression" motive
	There is difference between Singapore Formula 1 Night Race visitors' gender and their "Regression" motive
32	There is NO difference between Singapore Formula 1 Night Race visitors' gender and their "Enhancement of Kinship Relationship" motive
	There is difference between Singapore Formula 1 Night Race visitors' gender and their "Enhancement of Kinship Relationship" motive
33	There is NO difference between Singapore Formula 1 Night Race visitors' gender and their "Facilitation of Social Interaction" motive
	There is difference between Singapore Formula 1 Night Race visitors' gender and their "Facilitation of Social Interaction" motive
34	There is NO difference between Singapore Formula 1 Night Race visitors' marital status and their "Escape from A Perceived Mundane Environment" motive
	There is difference between Singapore Formula 1 Night Race visitors' marital status and their "Escape from A Perceived Mundane Environment" motive
35	There is NO difference between Singapore Formula 1 Night Race visitors' marital status and their "Exploration and Evaluation of Self" motive
	There is difference between Singapore Formula 1 Night Race visitors' marital status and their "Exploration and Evaluation of Self" motive
36	There is NO difference between Singapore Formula 1 Night Race visitors' marital status and their "Relaxation" motive
	There is difference between Singapore Formula 1 Night Race visitors' marital status and their "Relaxation" motive
37	There is NO difference between Singapore Formula 1 Night Race visitors' marital status and their "Prestige" motive
	There is difference between Singapore Formula 1 Night Race visitors' marital status and their "Prestige" motive
38	There is NO difference between Singapore Formula 1 Night Race visitors' marital status and their "Regression" motive
	There is difference between Singapore Formula 1 Night Race visitors' marital status and their "Regression" motive
39	There is NO difference between Singapore Formula 1 Night Race visitors' marital status and their "Enhancement of Kinship Relationship" motive
	There is difference between Singapore Formula 1 Night Race visitors' marital status and their "Enhancement of Kinship Relationship" motive

Table 23 (Continued) Summary of the Result of the Hypotheses Testing

No	Hypothesis
40	There is NO difference between Singapore Formula 1 Night Race visitors' marital status and their "Facilitation of Social Interaction" motive
	There is difference between Singapore Formula 1 Night Race visitors' marital status and their "Facilitation of Social Interaction" motive
41	There is NO difference between Singapore Formula 1 Night Race visitors' occupation and their "Escape from A Perceived Mundane Environment" motive
	There is difference between Singapore Formula 1 Night Race visitors' occupation and their "Escape from A Perceived Mundane Environment" motive
42	There is NO difference between Singapore Formula 1 Night Race visitors' occupation and their "Exploration and Evaluation of Self" motive
	There is difference between Singapore Formula 1 Night Race visitors' occupation and their "Exploration and Evaluation of Self" motive
43	There is NO difference between Singapore Formula 1 Night Race visitors' occupation and their "Relaxation" motive
	There is difference between Singapore Formula 1 Night Race visitors' occupation and their "Relaxation" motive
44	There is NO difference between Singapore Formula 1 Night Race visitors' occupation and their "Prestige" motive
	There is difference between Singapore Formula 1 Night Race visitors' occupation and their "Prestige" motive
45	There is NO difference between Singapore Formula 1 Night Race visitors' occupation and their "Regression" motive
	There is difference between Singapore Formula 1 Night Race visitors' occupation and their "Regression" motive
46	There is NO difference between Singapore Formula 1 Night Race visitors' occupation and their "Enhancement of Kinship Relationship" motive
	There is difference between Singapore Formula 1 Night Race visitors' occupation and their "Enhancement of Kinship Relationship" motive
47	There is NO difference between Singapore Formula 1 Night Race visitors' occupation and their "Facilitation of Social Interaction" motive
	There is difference between Singapore Formula 1 Night Race visitors' occupation and their "Facilitation of Social Interaction" motive
48	There is NO difference between Singapore Formula 1 Night Race visitors' income and their "Escape from A Perceived Mundane Environment" motive
	There is difference between Singapore Formula 1 Night Race visitors' income and their "Escape from A Perceived Mundane Environment" motive
49	There is NO difference between Singapore Formula 1 Night Race visitors' income and their "Exploration and Evaluation of Self" motive
	There is difference between Singapore Formula 1 Night Race visitors' income and their "Exploration and Evaluation of Self" motive

Table 23 (Continued) Summary of the Result of the Hypotheses Testing

No	Hypothesis
50	There is NO difference between Singapore Formula 1 Night Race visitors' income and their "Relaxation" motive
	There is difference between Singapore Formula 1 Night Race visitors' income and their "Relaxation" motive
51	There is NO difference between Singapore Formula 1 Night Race visitors' income and their "Prestige" motive
	There is difference between Singapore Formula 1 Night Race visitors' income and their "Prestige" motive
52	There is NO difference between Singapore Formula 1 Night Race visitors' income and their "Regression" motive
	There is difference between Singapore Formula 1 Night Race visitors' income and their "Regression" motive
53	There is NO difference between Singapore Formula 1 Night Race visitors' income and their "Enhancement of Kinship Relationship" motive
	There is difference between Singapore Formula 1 Night Race visitors' income and their "Enhancement of Kinship Relationship" motive
54	There is NO difference between Singapore Formula 1 Night Race visitors' income and their "Facilitation of Social Interaction" motive
	There is difference between Singapore Formula 1 Night Race visitors' income and their "Facilitation of Social Interaction" motive
55	There is NO difference between Singapore Formula 1 Night Race visitors' country of origin and their "Novelty" motives
	There is difference between Singapore Formula 1 Night Race visitors' country of origin and their "Novelty" motives
56	There is NO difference between Singapore Formula 1 Night Race visitors' country of origin and their "Education" motives
	There is difference between Singapore Formula 1 Night Race visitors' country of origin and their "Education" motives
57	There is NO difference between Singapore Formula 1 Night Race visitors' age and their "Novelty" motives
	There is difference between Singapore Formula 1 Night Race visitors' age and their "Novelty" motives
58	There is NO difference between Singapore Formula 1 Night Race visitors' age and their "Education" motives
	There is difference between Singapore Formula 1 Night Race visitors' age and their "Education" motives
59	There is NO difference between Singapore Formula 1 Night Race visitors' gender and their "Novelty" motives
	There is difference between Singapore Formula 1 Night Race visitors' gender and their "Novelty" motives

Table 23 (Continued) Summary of the Result of the Hypotheses Testing

No	Hypothesis
60	There is NO difference between Singapore Formula 1 Night Race visitors' gender and their "Education" motives
	There is difference between Singapore Formula 1 Night Race visitors' gender and their "Education" motives
61	There is NO difference between Singapore Formula 1 Night Race visitors' marital status and their "Novelty" motives
	There is difference between Singapore Formula 1 Night Race visitors' marital status and their "Novelty" motives
62	There is NO difference between Singapore Formula 1 Night Race visitors' marital status and their "Education" motives
	There is difference between Singapore Formula 1 Night Race visitors' marital status and their "Education" motives
63	There is NO difference between Singapore Formula 1 Night Race visitors' occupation and their "Novelty" motives
	There is difference between Singapore Formula 1 Night Race visitors' occupation and their "Novelty" motives
64	There is NO difference between Singapore Formula 1 Night Race visitors' occupation and their "Education" motives
	There is difference between Singapore Formula 1 Night Race visitors' occupation and their "Education" motives
65	There is NO difference between Singapore Formula 1 Night Race visitors' income and their "Novelty" motives
	There is difference between Singapore Formula 1 Night Race visitors' income and their "Novelty" motives
66	There is NO difference between Singapore Formula 1 Night Race visitors' income and their "Education" motives
	There is difference between Singapore Formula 1 Night Race visitors' income and their "Education" motives
67	There is NO difference between Singapore Formula 1 Night Race visitors' socio-psychological motives and their decision on attending the event
	There is difference between Singapore Formula 1 Night Race visitors' socio-psychological motives and their decision on attending the event
68	There is NO difference between Singapore Formula 1 Night Race visitors' "Escape from Perceived Mundane Environment" motive and their decision on attending the event
	There is difference between Singapore Formula 1 Night Race visitors' "Escape from Perceived Mundane Environment" motive and their decision on attending the event
69	There is NO difference between Singapore Formula 1 Night Race visitors' "Exploration and Evaluation of Self" motive and their decision on attending the event
	There is difference between Singapore Formula 1 Night Race visitors' "Exploration and Evaluation of Self" motive and their decision on attending the event

Table 23 (Continued) Summary of the Result of the Hypotheses Testing

No	Hypothesis
70	There is NO difference between Singapore Formula 1 Night Race visitors' "Relaxation" motive and their decision on attending the event
	There is difference between Singapore Formula 1 Night Race visitors' "Relaxation" motive and their decision on attending the event
71	There is NO difference between Singapore Formula 1 Night Race visitors' "Prestige" motive and their decision on attending the event
	There is difference between Singapore Formula 1 Night Race visitors' "Prestige" motive and their decision on attending the event
72	There is NO difference between Singapore Formula 1 Night Race visitors' "Regression" motive and their decision on attending the event
	There is difference between Singapore Formula 1 Night Race visitors' "Regression" motive and their decision on attending the event
73	There is NO difference between Singapore Formula 1 Night Race visitors' "Enhancement of Kinship difference" motive and their decision on attending the event
	There is difference between Singapore Formula 1 Night Race visitors' "Enhancement of Kinship difference" motive and their decision on attending the event
74	There is NO difference between Singapore Formula 1 Night Race visitors' "Facilitation of Social Interaction" motive and their decision on attending the event
	There is difference between Singapore Formula 1 Night Race visitors' "Facilitation of Social Interaction" motive and their decision on attending the event
75	There is NO difference between Singapore Formula 1 Night Race visitors' cultural motives and their decision on attending the event
	There is difference between Singapore Formula 1 Night Race visitors' cultural motives and their decision on attending the event
76	There is NO difference between Singapore Formula 1 Night Race visitors' "Novelty" motive and their decision on attending the event
	There is difference between Singapore Formula 1 Night Race visitors' "Novelty" motive and their decision on attending the event
77	There is NO difference between Singapore Formula 1 Night Race visitors' "Education" motive and their decision on attending the event
	There is difference between Singapore Formula 1 Night Race visitors' "Education" motive and their decision on attending the event

So, in general conclusion on this research, demographic characteristics have no significantly different effect on the score in for every question in each motivation (Socio-Psychological or Cultural Motivations). However, age, gender, income, and occupation have significantly different effect on the score for each motivation. As for the decision making on attending the Singapore Formula 1 Night Race, in general, almost all of the questions in each motivation has a significantly different effect on the respondents' decision for attending the

event. Align with that, Socio-Psychological and Cultural Motivations both have a significantly different effect on the respondent's decision for attending the event.

5.2 Discussions

Based on Crompton's Motivational Theory (1979), there are 7 socio-psychological motives and 2 cultural motives that drive someone's decision to travel. From the research findings on Chapter 4, it can be concluded that these motivations significantly affect the respondents' decisions to attend the Singapore Formula 1 Night Race 2013. In each demographic characteristic, almost all of the motivations significantly affect the respondents' decision to attend the event.

On the other hand, this research concludes that some of the demographic characteristics of the respondents do not significantly affect their motivation to attend the Singapore Formula 1 Night Race. The demographic characteristics that do not have significantly different effect on the respondents' motivation to attend the event are country of origin and marital status.

One of the main findings in this research was "Prestige" motivation had no significantly different effect on the respondent's decision making on attending the Singapore Formula 1 Night Race. It means that the event no longer has a prestigious value in it. In this case, the event organizer should find another selling point to replace the prestigious value, which has been one of the main selling points of the event. Probably, they should try to sell the event as a family friendly event or the event that would be used as an opportunity for their visitors to build the relationship with friends/family.

To have more in-depth discussions about the findings in this research, Table 24 provides the color-coded recapitulation of mean of all the data collected in this research. Yellow color indicates the demographic characteristics that have the significantly different effects towards the average score. Red color indicates the highest average score in each motivation groups (Socio-Psychological Motivations Group and Cultural Motivations Group). Blue color indicates the lowest average score in each motivation groups (Socio-Psychological Motivations Group and Cultural Motivations Group). Green color indicates the highest average score between two motivation groups (Socio-Psychological Motivations Group and Cultural Motivations Group).

Table 24 Recapitulation of Mean

Demographic Characteristics		Q	Socio-Psychological Motives							Cultural Motives			
			ES	EX	REL	PR	REG	EN	FA	Mean	NOV	EDU	Mean
Country of Origin	Asia	82	3.60	3.03	4.29	3.07	3.60	4.50	3.91	3.71	3.51	4.05	3.78
	Middle East	23	3.57	3.09	4.37	2.89	3.50	4.35	3.93	3.67	3.61	3.93	3.77
	Europe	97	3.64	3.08	4.17	3.04	3.79	4.51	3.92	3.74	3.60	4.03	3.81
	North America	46	3.55	3.10	4.24	3.00	3.78	4.56	4.07	3.76	3.53	4.08	3.80
	Central America	57	3.65	3.05	4.27	2.88	3.52	4.43	3.89	3.67	3.57	3.86	3.72
	South America	14	3.69	3.00	4.18	3.00	3.71	4.60	4.17	3.76	3.55	3.79	3.67
	Africa	6	3.28	3.06	4.42	2.58	3.58	4.50	4.17	3.65	3.83	3.83	3.83
	Oceania	75	3.53	3.00	4.05	2.92	3.66	4.40	3.99	3.65	3.63	4.00	3.81
Age	≤ 19	64	3.65	3.06	4.21	3.10	3.69	4.49	3.96	3.74	3.55	3.88	3.71
	20-29	72	3.57	3.06	4.10	2.97	3.67	4.48	3.98	3.69	3.44	3.93	3.69
	30-39	117	3.56	3.02	4.30	2.92	3.73	4.46	4.00	3.71	3.58	4.02	3.80
	40-49	98	3.70	3.05	4.22	3.03	3.61	4.46	3.92	3.71	3.68	4.06	3.87
	50-59	36	3.48	3.10	4.10	2.99	3.64	4.53	3.86	3.67	3.69	4.06	3.87
	≥ 60	13	3.33	3.08	4.23	2.54	3.42	4.49	4.03	3.59	3.31	4.00	3.65
Gender	Male	276	3.61	3.04	4.20	2.96	3.70	4.47	3.97	3.71	3.54	4.01	3.78
	Female	124	3.57	3.06	4.25	3.02	3.60	4.48	3.93	3.70	3.65	3.94	3.80
Marital Status	Single	207	3.63	3.02	4.25	3.01	3.67	4.47	3.98	3.72	3.57	3.98	3.77
	Married	159	3.55	3.09	4.14	2.94	3.67	4.49	3.92	3.69	3.57	4.00	3.78
	Divorced/Separated	34	3.60	3.06	4.29	2.99	3.57	4.39	4.02	3.70	3.66	4.06	3.86
Occupation	Government Employed	85	3.48	3.04	4.24	2.91	3.61	4.44	4.03	3.68	3.54	4.09	3.82
	Private Employed	127	3.64	3.04	4.23	2.99	3.69	4.49	3.93	3.71	3.57	4.04	3.80
	Entrepreneur	79	3.59	3.07	4.22	2.99	3.63	4.48	3.88	3.69	3.72	3.85	3.79
	Student	89	3.66	3.03	4.24	2.99	3.77	4.46	3.99	3.73	3.52	3.92	3.72
	Retired	7	3.29	3.29	3.93	3.43	3.57	4.43	3.90	3.69	3.71	4.07	3.89
	Unemployed	13	3.64	3.10	3.77	3.00	3.38	4.64	4.15	3.67	3.36	4.19	3.78
Monthly Income	≤ 1,000	109	3.64	3.06	4.16	3.02	3.71	4.48	4.00	3.72	3.51	3.96	3.74
	1,001 - 2,000	88	3.49	3.03	4.27	3.05	3.64	4.58	3.86	3.70	3.56	3.95	3.76
	2,001 - 3,000	142	3.64	3.02	4.22	3.03	3.68	4.45	3.97	3.72	3.62	4.02	3.82
	3,001 - 4,000	47	3.52	3.15	4.28	2.69	3.61	4.40	4.02	3.67	3.64	4.15	3.89
	4,001 - 5,000	14	3.67	3.10	3.93	2.71	3.57	4.31	3.95	3.61	3.57	3.68	3.63
Mean			3.60	3.05	4.21	2.98	3.67	4.48	3.96	3.70	3.58	3.99	3.78

Q = Quantity

ES = Escape from a perceived mundane environment

EX = Exploration and evaluation of self

REL = Relaxation

PR = Prestige

EN = Enhancement of kinship relationship

FA = Facilitation of social interaction

NOV = Novelty

EDU = Education

As the mentioned in Chapter 4, respondents' (region of) country of origin and their marital status have no significantly different effect on the score. This result is quite a contrary compared to some studies mentioned in Chapter 2. Most studies indicated that someone's country of origin has a significant influence towards their motivation to attend an event. The

different might be caused by the use of region of country of origin, not country of origin. This might cause a more general result.

In regard of the respondents' marital status, the no significant difference might be caused by the fact that almost every respondent came to Singapore Formula 1 Night Race event with their family or friends. They wanted to spend time with their family or family no matter what their marital status were.

Respondents' age, gender, occupation, and monthly incomes have significantly different effect on the score, which aligns with most researches about the comparative study between demographic characteristics and motivations to travel. However, compared to a study mentioned in Chapter 2 by Jonsson and Devonish (2008), the result was different. Research by Jonsson and Devonish (2008) in The Caribbean Island of Barbados concluded that their respondents' gender had no significant difference in their motivation to travel there. The findings of this research suggested that the destination image between The Caribbean Island of Barbados and Singapore Formula 1 Night Race is different. Having a holiday in The Caribbean Island of Barbados does not really have quite affected by gender because what the destination has to offer are various; from beautiful beaches to relax (preferably for female tourists) to lots of physical activities (preferably for male tourists). On the other hand, Singapore Formula 1 Night Race is more preferable for male visitors (even though actually the event organizer offered various concerts by local and international music superstars before and after the race).

5.3 Recommendations

In this part, the researcher tries to give some recommendations based on the findings and conclusions of his research to: (1) the Singapore Formula 1 Night Race event organizer, (2) Thailand, who is considering hosting the same event for the first time in 2015, and (3) to the future research.

5.3.1 Recommendations to Singapore Formula 1 Night Race event organizer

There is definitely a huge potential in the Asian market for this event. So, it is recommended that more marketing activities to be held to draw the Asian market for following years.

The other market that needs attention is the female market. There is a significant gap between male visitors and female visitors in the event. It is understandable that this event is more attractive to males, but the event organizer should be able to draw the female market by inviting international superstar to perform at the main entertainment stage.

5.3.2 Recommendations to Thailand

Thailand actually has a big potential to held the same event as Thailand has an increasing number of international visitors every year. However, Thailand should consider the right timing to held the event. The researcher recommends to host the event before the event in Singapore takes place in the same year. The usual schedule for Singapore Formula 1 Night Race is September. So, Thailand should host the event in the end of first quarter or during second quarter of the year, which is also a perfect weather condition.

Thailand should be able to attract a wide market range to attend the event (from kids to more mature visitors). This can be done by the perfect marketing strategy like, roadshows, advertisings, social media marketing, and also inviting the right musical superstar guest to perform at the event.

5.3.3 Recommendations to Future Research

For future research, another theory can be conducted so the research about event tourism can be wider. The researcher also recommends other researchers to do a pre-survey and post-survey for the visitors' expectations of the event and their experience after attending the event. This can be a valuable information for the research in event tourism in general.

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APPENDIX A: Questionnaire

SURVEY QUESTIONNAIRE

Dear visitor,

This questionnaire is a part of research in pursuit of completing a degree of Master of Business Administration in Hospitality and Tourism Management, Graduate School of Business Administration, Stamford International University, Thailand. The topic of this research is Socio-Psychological and Cultural Motivations of Singapore Formula 1 Night Race Visitors. This research has a purpose to analyze the motivation of visitors who attends the Singapore Formula 1 Night Race 2013 (September 20th, 21st, and 22nd). Your participation in completing this questionnaire honestly can help the researcher to analyze the data.

This questionnaire consists of two parts (in 3 pages). The first part covers general information about visitors. The second part covers the motivation of visitors in attending the Singapore Formula 1 Night Race 2013. The approximate time in completing this questionnaire is 10 minutes. Thank you for your valuable time and participation in this questionnaire.

Respectfully yours,

Cuanda Wijaya

PART 1: Please fill out some general information about yourself. Use the symbol "X" when necessary.

Region of Origin	: <input type="checkbox"/> Asia <input type="checkbox"/> Middle East <input type="checkbox"/> Europe	: <input type="checkbox"/> North America <input type="checkbox"/> Central America <input type="checkbox"/> South America	: <input type="checkbox"/> Carribean <input type="checkbox"/> Africa <input type="checkbox"/> Oceania
Age (years old)	: <input type="checkbox"/> ≤ 19 <input type="checkbox"/> 20-29	: <input type="checkbox"/> 30-39 <input type="checkbox"/> 40-49	: <input type="checkbox"/> 50-59 <input type="checkbox"/> ≥ 60
Gender	: <input type="checkbox"/> Male	: <input type="checkbox"/> Female	
Marital Status	: <input type="checkbox"/> Single	: <input type="checkbox"/> Married	: <input type="checkbox"/> Divorced/Separated
Occupation	: <input type="checkbox"/> Government Employed <input type="checkbox"/> Private Employed	: <input type="checkbox"/> Entrepreneur <input type="checkbox"/> Student	: <input type="checkbox"/> Retired <input type="checkbox"/> Unemployed
Monthly Income (US\$)	: <input type="checkbox"/> ≤ 1,000 <input type="checkbox"/> 1,001 - 2,000	: <input type="checkbox"/> 2,001 - 3,000 <input type="checkbox"/> 3,001 - 4,000	: <input type="checkbox"/> 4,001 - 5,000 <input type="checkbox"/> > 5,001

PART 2: Please circle (“O”): 1 - if you strongly disagree with the motivation, 2 – if you disagree with the motivation, 3 – if you neither agree nor disagree with the motivation, 4 – if you agree with the motivation, or 5 – if you strongly agree with the motivations.

Please note that there is only one possible answer for each item of motivation.

No.	Motivation	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
		1	2	3	4	5
Escape from a perceived mundane environment						
1	I come to this event to look for a different environment from my daily life	1	2	3	4	5
2	I come to this event because I want to avoid my routine and boring life for a while	1	2	3	4	5
3	I come to this event because I want to do something I have never done before	1	2	3	4	5
Exploration and evaluation of self						
4	I come to this event to explore different perspective of myself	1	2	3	4	5
5	I come to this event to evaluate myself in a different situation	1	2	3	4	5
6	I come to this event to discover and act out different self-image of myself	1	2	3	4	5
Relaxation						
7	I come to this event because I want to relax from my busy and stressful daily life	1	2	3	4	5
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Prestige						
9	I come to this event so I can show people that I am going to prestigious event	1	2	3	4	5
10	I come to this event because I think this event is good for the prestige of my image	1	2	3	4	5
Regression						
11	I come to this event to do something I do not normally do	1	2	3	4	5
12	I come to this event because I can do something different from my usual lifestyle	1	2	3	4	5
Enhancement of Kinship Relationship						
13	I come to this event to spend more time with friends/family	1	2	3	4	5
14	I come to this event because I think my friends/family will enjoy it	1	2	3	4	5
15	I come to this event to bring my friends/family closer together	1	2	3	4	5
Facilitation of Social Interaction						
16	I come to this event because I want to meet other people with the same interest	1	2	3	4	5
17	I come to this event to find new friends	1	2	3	4	5
18	I come to this event because I want to observe people from different places	1	2	3	4	5

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		1	2	3	4	5
Novelty						
19	I come to this event because this event offers something thrills/excites me	1	2	3	4	5
20	I come to this event because this event is one-of-a-kind (different from other events)	1	2	3	4	5
21	I come to this event because this event makes me curious	1	2	3	4	5
Education						
22	I come to this event because this event offers something I can learn	1	2	3	4	5
23	I come to this event because this event offers good experience I can share with others	1	2	3	4	5

- THANK YOU AND HAVE A GREAT DAY -

Appendix B : Researcher's Autobiography

Autobiography

Name : Cuanda Wijaya

Place of Birth : Medan, North Sumatera, Indonesia

Date of Birth : February 6th 1985

Education History:

2004 - 2008 Parahyangan Catholic University, Bandung, West Java, Indonesia

Majoring Industrial Engineering (Bachelor's Degree)

2012 - now Stamford International University, Bangkok, Thailand

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Logistics and Distribution Analyst

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Mooncake Project, Corporate Sales

Appendix C : Advisory Form

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Appendix C : Advisory Form

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