

# **The Link between Tourists' Motivation, Perceived Value and Consumer Loyalty: The Case of Film Festival Branding in Zanzibar**

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**ABSTRACT:** *Several destinations have engaged in extending the film festival to influence potential tourists to make their initial decision to travel. The film festival is considered to be a destination branding tool that requires special attention in order to create tourists' loyalty to a particular cultural event. The purpose of this study was to explore the relationship between the motives that influence tourists to travel and participate in a festival, its perceived value and loyalty. A questionnaire was conducted to collect primary data from a convenient sample of international tourists selected for this purpose from 09 to 17 July, 2016. Exploratory factor analysis revealed four motivation factors (relaxation, cultural knowledge, family togetherness and prestige) that influence tourists to participate in the film festival. While structural equation modeling revealed that motivation to attend the festival has an insignificant relationship with tourists' loyalty, tourists' perceived value has a significant mediating relationship between tourists' motivation and loyalty. Limitations, recommendations and areas that need special attention that can increase knowledge in the body of literature in this neglected area were also discussed.*

**Keywords:** *Festivals, Events, Tourists' Motivation, Perceived Value and Loyalty*

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## **I. INTRODUCTION**

Different countries have engaged in cultural events as a means of destination branding (Valle, Mendes and Guerreiro, 2012). One of the popular cultural events are festivals, which have been studied by various researchers as a key reason why tourists travel (Mohammad, 2014). Many destinations throughout the world have extended festivals to compete with those destinations that are more engaged in providing beaches, sand and sun (Valle et al., 2012). Festivals are considered to be a valuable tool for promoting and understanding market segmentation (Mohammad, 2014) which is being greatly used in tourism marketing and has become a key tourist attraction for many destinations. It can position a destination to become more competitive in the tourism business (Dreyer and Slabbert, 2011, Mohammad, 2014). Festivals play a major role in attracting potential tourists and positioning a destination to become well known by tourists. This shows that it is important to understand why people travel and what they enjoy (Yoon and Uysa, 2005) as it is not fully known, because tourists' motivation to travel is complex as it varies from person to person, from one destination to another and from one tourist attraction to another (Kozac, 2002). Pragmatically, people do not always have the same tastes, interests, desires, perceptions, emotions, opinions or expectations, and different events have different degrees of strength in motivating tourists to travel to meet their cultural needs. Many scholars have examined the factors that motivate visitors to travel and attend festivals and events. However, few studies have been done with the regard to people's motivation to attend festivals and its links with other aspects of the consumption process such as perceived value, satisfaction and loyalty (Báez and Devesa, 2014). In this sense, to the best of my knowledge, no studies of this kind have been conducted on film festivals, especially in the context of Zanzibar Island. This has revealed the need to identify the main factors that motivate tourists to participate in Zanzibar's International Film Festival (ZIFF) and whether tourists' expectations were met (perceived value) and if this had a statistically significant relationship with tourists' loyalty. The results of this study will help tourism marketers and decision makers to formulate effective marketing strategies in order to give the destination several strategic advantages. Primary data were collected by approaching international tourists participating in or attending ZIFF.

## **II. ZANZIBAR AND FESTIVAL EVENTS**

Tourists always want to see exciting, intriguing and wonderful cultural events peculiar to the destination that are different from what they experience back home. They want to be entertained by various activities that will stimulate their minds and attach them to a particular destination. The experiences gained will influence them to share a positive word of mouth with friends and families. Such activities comprise local music, traditional dances, local plays, performances, tribal activities, and/or attending exotic traditional festivals unique to that destination. Today's festivals have become popular cultural attractions that attract a good number

of tourists and generate the image and unique identity of a place (Salim and Mwaipopo, 2016). Zanzibar should not lag behind, but join the bandwagon to attract tourists by staging different festivals every year.

The major cultural festivals in Zanzibar are ZIFF(the festival of the dhow countries), Zanzibar's Music Carnival (*Sauti za Busara*) and *Mwaka-Kogwa* (traditional Zoroastrian). These festivals are becoming very popular and attract a lot of international tourists to this destination (Amour, 2013). *Sauti za Busara* is performed during the first week of February each year. It focuses on showcasing a diversity of performances rooted in the Swahili tradition. This festival features modern and traditional styles, religious and traditional dancing. *Mwaka-Kogwa* is staged on four consecutive days each year, in the northern part of Unguja (*Makunduchi*) to celebrate the Zoroastrian New Year. The celebration involves fighting between men and is believed to clear out standing grievances as the year rolls on.

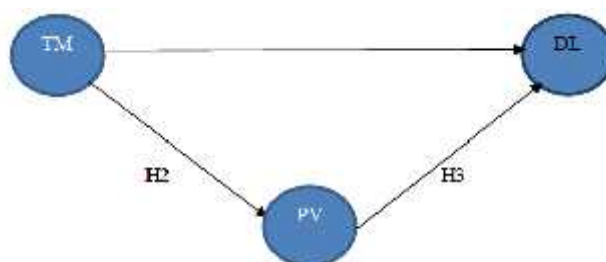
Tourists who attended ZIFF were used to provide primary data for this study. The annual ZIFF features artists from all over Africa and is known as "the friendliest festival and is held each year in the Old Fort in Stone Town. A lot of people visit this festival which is staged in August each year. The main cultural attractions are films, music, panorama, an exhibition, workshops and soko filam. Apart from these things that take place during the film festival, tourists can also experience traditional foods and spices, learn about the history of Zanzibar, and visit some historical buildings such as the House of Wonders, museums and the Old Fort, which are the key tourist attractions in Zanzibar. Zanzibar is also becoming increasingly well known for its water sports, traditional medicine and spiritual healing. The country comprises people from different tribes constituting a cosmopolitan culture, which is rarely seen anywhere else in this world. Such unique attractions have made Zanzibar become one of the most recognized tourist destinations in the world.

### III. CONCEPTUAL MODEL AND HYPOTHESES DEVELOPMENT

The model evaluated the causal relationship between tourists' motives for attending a film festival, its perceived value and loyalty. These constructs have not been well researched, particularly in the context of Zanzibar Island. People are always pulled and pushed by certain factors to travel and participate in or attend a festival. The degree to which attendees are loyal depends on the quality of the product's image and its perceived value, and their involvement, emotion or motivation (Báez and Devesa, 2016). However, people are different because of acculturation, which causes the degree of satisfaction to differ from one person to another as well as from one attraction to another. The motivation influencing them to attend a festival is assumed to be to fulfill their cultural desires and expectations, which depends on how well the festival organizers and those marketing the destination design the festival and how committed they are to meeting attendees' expectations. What the literature has declared is that most festival organizers and destination marketers are enthusiastic in promoting their destination, using the festival as a strong branding tool. However, the promotional efforts of marketers to ensure that the festival attendees at the destination return in the future and publicize it to others by word of mouth are complex. Figure 1 displays the expected signs of the relationship between the constructs and the proposed hypotheses stated in the next section.

**Figure 1: Conceptual Model and Research Hypotheses**

H1



#### 2.1 Hypotheses Statements

The following statements were hypothesized as indicated in figure 1.

H1: There is a significant relationship between tourists' motivation to attend the festival and customer loyalty.

H2: There is a significant relationship between tourists' motivation to attend the festival and their perceived value.

H3: There is a significant relationship between tourists' perceived value during or after attending the festival and customer loyalty.

### IV. MATERIAL AND METHOD

The target population for the study was international tourists visiting Zanzibar for the purpose of participating in ZIFF, which was held in Zanzibar Stone Town, Tanzania, in the Old Fort

building from 09 to 17 July, 2016. A questionnaire containing measurement items was designed, based on previous work, as displayed in the following tables. The motivation measurement items were adopted from Mohammad (2014); Wang and Leou (2015); Alghamdi (2014); Som, Marzuki, Yousefi and AbuKhalifeh (2012) and measured on a 7-point Likert-type scale whereby 1= extremely unimportant to 7= extremely important to express the degree of importance of those attributes during their visit to the film festival. Perceived value items were adopted from Hassan, Kiong and Ainuddin (2014); Wang and Leou (2015) and consumer loyalty from Valle, Silva, Mendes and Guerreiro, (2006); Hsieh (2012); Wang and Leou (2015), where these two study constructs were measured on a 7-point Likert-type scale whereby 1= extremely disagree to 7= extremely agree to express the degree of agreement with those attributes during their visit to the film festival.

**Table1:** Measurement Items of Tourists' Motivation

Code	Measuring items
M1	To enjoy a new experience
M2	To see the event with friends
M3	To see new and different things
M4	To appreciate natural resources
M5	To enjoy local customs and culture
M6	To sightsee tourist spots
M7	To see a place that I have not visited before
M8	To have an enjoyable time with my travelling companion(s)
M9	To increase family togetherness
M10	To be pleased with the events of the festival
M11	To experience new and different lifestyles or traditions
M12	To satisfy the desire to be somewhere else
M13	To increase my social status
M14	To explore cultural resources
M15	To spend time with family
M16	To be away from home
M17	To participate in an event with a good reputation
M18	To relax physically
M19	To enjoy leisure and recreation
M20	To seek solitude in a foreign land

Adopted: Mohammad (2014); Wang and Leou (2015); Alghamdi (2014); Som et al. (2012).

**Table 2:** Measurement Items of Perceived Value

Code	Measuring items
PV1	The film festival gave me new knowledge and experiences
PV2	The film festival gave me a good opportunity to make new friends
PV3	Every penny I spent was worth it at this film festival
PV4	I am sure this film festival will be beneficial to both foreigners and locals
PV5	Attending the film festival at this destination exceeded my expectations

Adopted: Hassan et al. (2014); Wang and Leou (2015)

**Table3:** Measurement Items of Customer Loyalty

Code	Measuring items
DL1	I hope I will have a chance to attend the film festival again in Zanzibar
DL2	I will highly recommend my friends and colleagues to attend the film festival in Zanzibar

Adopted: Valle et al., (2006); Hsieh (2012); Wang and Leou (2015).

The questionnaire focused on five main aspects: firstly, the demographic profile of respondents, such as their gender, age, nationality, employment status, annual income and number of repeat visits; secondly, the attributes that motivate tourists to participate in the film festival; thirdly, measuring how good the film festival is; fourthly, attributes that tourists gained when attending the festival; and lastly questions relating to behaviour intention. The questionnaires were distributed and visitors were approached based on their willingness and convenience. Before the research team visited the festival sites to collect data, a group of tourism experts was approached to check the questionnaire's validity. Reliability was attained by the pre-tested questionnaire. For this pilot study, 28 tourists were approached on the first day before launching the festival. The survey was considered suitable for gathering data from the respondents and the Cronbach Alpha Coefficient ( ) was 0.854. After the validity and reliability check, the questionnaires were distributed and data were collected. The returned questionnaires were checked, numbered and the items coded. The data were then transferred to the analysis software SPSS via AMOS version 21. Outliers and mixed values were monitored as well as important assumptions to make sure the data were appropriate for running exploratory factor analysis (EFA) to determine the underlying motivation factors or dimensions. Therefore, EFA with Varimax rotation was performed to reduce the number of the observed study variables. After that

Confirmatory Factor Analysis (CFA) was also conducted to establish confidence in the measurement model, followed by the development of the structural model, whereby SEM was employed to test the hypotheses.

## V. SAMPLE CHARACTERISTICS AND RESULTS

### 5.1 Response Rate and Demographic Profile

A total of 300 questionnaires were distributed in various areas in the festival grounds, such as the eating areas and Forodhani Park, which is just outside, opposite the Old Fort, where the festival was performed. Also those inside the building where there are a lot of tourist shops were approached as well as those at the venue during the show. The returned questionnaires numbered 288, but only 282 were used for the final data analysis, the rest being discarded for major errors and inconsistencies. The usable questionnaires were used for the final data analysis, representing a response rate of 94 percent. The demographic profile indicates that there are more male attendees at the ZIFF (58.4%) than female (41.2 %) and most of them are aged 30-49 (51.7 %). In terms of nationality, most of the visitors come from Europe (36.8 %) with a few coming from Australia and New Zealand (4.9 %). Regarding employment status, the majority was employed (60.7 %) and most of them have an income of between \$20,000 and \$49,999 (34.1 %). This study also found that there are more repeaters than first timers. Table 4 gives the demographic profile of the respondents and the numbers not adding up to the total sample size is due to the fact that some respondents failed to answer some of the demographic questions, possibly because of limited time or they did not want to provide some of their personal details.

**Table 4: Sample Demographic Characteristics**

Profile	Categories	Frequency	Valid %
Gender	Male	163	58.4
	Female	115	41.2
Age	18-29	78	29.9
	30-49	135	51.7
	50-59	41	15.7
	60 and over	7	2.7
Nationality	Europe	91	36.8
	America	48	19.4
	Asia	38	15.4
	Australia and New Zealand	12	4.9
	Africa	58	23.5
Employment Status	Employed	167	60.7
	Self-Employed	84	30.5
	Unemployed	11	4
	Retired	3	1.1
	Student	10	3.6
Annual Income	Under \$20,000	83	30.4
	\$20,000-\$49,999	93	34.1
	\$50,000-\$99,999	63	23.1
	Over \$100,000	34	12.5
Number of visits	First time	132	46.8
	Second time	120	42.9
	Third time	24	8.6
	More than three times	4	

### 5.2 Descriptive Statistical Analysis of Tourists' Motivation, Perceived Value and Loyalty

A descriptive statistic was applied to identify the most important attributes, those of tourists' motivation to travel and attend the festival, its perceived value and loyalty. As shown in Table 5, the statements of "To enjoy a new experience", "To see the event with friends" and "To see new and different things" are the factors that most motivated people to attend the ZIFF. The results show that most attendees benefited (perceived value) from gaining new knowledge and experiences and making new friends, as well as believing that every penny spent was worth it at this festival, which therefore means that the majority intend to return to a future festival and have committed themselves voluntarily to recommending others to attend future festivals.

**Table 5: mean value of Tourists' Motivation, Perceived Value and Loyalty**

	Mean	Std. Deviation
To enjoy a new experience	5.87	.835
To see the event with friends	5.49	.957
To see new and different things	5.68	.863
To appreciate natural resources	5.35	.976
To enjoy local customs and culture	5.54	1.066
To sightsee tourist spots	5.33	1.051
To see a place that I have not visited before	5.59	1.016

To have an enjoyable time with my travelling companions	5.31	1.100
To increase family togetherness	5.17	1.282
To be pleased with the events of the festival	5.53	.926
To experience new and different lifestyles or traditions	5.45	1.176
To satisfy the desire to be somewhere else	5.26	1.218
To increase my social status	5.36	1.139
To explore cultural resources	5.48	1.000
To spend time with my family	5.19	1.395
To be away from home	5.07	1.440
To participate in an event with a good reputation	5.36	.991
To relax physically	5.36	1.058
To enjoy leisure and recreation	5.27	1.300
To seek solitude in a foreign land	5.21	1.337
The film festival gave me new knowledge and experience	5.73	1.092
The film festival gave me a good opportunity to make new friends	5.48	1.113
Every penny I spent was worth at this film festival	5.45	1.064
I am sure this film festival will be beneficial to both foreigners and locals	5.67	1.016
Attending the film festival at this destination exceeded my expectations	5.43	1.155
I hope I will have a chance to attend the film festival again in Zanzibar	5.62	1.104
I will highly recommend my friends and colleagues to attend the film festival in Zanzibar	6.00	1.068

The study also provided evidence that ZIFF was successful in meeting attendees' expectations. The tourists were satisfied with the experience and the knowledge gained of the cultural activities and heritage of Zanzibar. The festival also makes tourists feel relaxed so that they enjoy the various performances, which shows that the organizers have done a good job of designing this festival. Good care was taken to ensure that everything connected with the festival was of a high standard, such as the facilities, cultural activities, shows, various events and accessibility, as well as ensuring that the venue has a conducive atmosphere, all of which are the major reasons why attendees want to return to festivals in the future and to encourage their relatives, friends and family to attend. This will have a great impact in future as it will encourage positive communication between people and the community, generate a favourable appraisal and help build the unique identity of the destination as a whole, which will therefore increase the flow of festival tourists, reduce promotional expenses and guarantee good sales of entrance tickets in the future (Báez and Devesa, 2016), as well as making it easy for destination managers to ensure that the festival is authentic, resulting in the economic development of the entire country.

### 5.3 Results of the Exploratory Factor Analysis

Principal component analysis (PCA) was employed to obtain the factors that motivate international tourists to participate in ZIFF, because PCA as an extraction method fulfills the necessary assumptions. The Kaiser- Meyer-Oklín (KMO) measure of sampling adequacy was employed to examine the strength of the relationship between the variables, and Bartlett's Test of Sphericity was used to examine the statistical probability, whether there was a correlation between most of the variables in the correlation matrix. Both tests provided sufficient evidence that supported the use of factor analysis (Hair et al., 2014). The KMO measure was .751, which is highly acceptable, and Bartlett's Test was also found to be significant (p-value =0.001) as displayed in Table 6.

**Table 6: KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.751
Bartlett's Test of Sphericity	Approx. Chi-Square	1555.243
	df	190
	Sig.	.000

A factor analysis with varimax rotation was performed on the 20 motivation attributes and the underlying factors were identified. The factors were chosen because they have an Eigen value greater than 1 as a factor extraction criterion, all factors are equal to 1 and have factor loadings 0.4 and the accumulated variance contribution rate is 62.509 %.



**Table 7:** The Extracted Motivation Factors: Rotated Component Matrix

	Component			
	1	2	3	4
To seek solitude in a foreign land	.796			
To see leisure and recreation	.667			
To spend time with my family	.662			
To be away from home	.645			
To relax physically	.643			
To enjoy local customs and culture		.799		
To see new and different things		.613		
To experience new and different lifestyles or traditions		.609		
To enjoy a new experience with my family			.705	
To see the events with my family and friends			.634	
To increase my social status			.577	
To satisfy the desire to be somewhere else				.649
To be pleased with the events of the festival				.642
To fulfil my dream of visiting a place that I have not visited before				.599
To have an enjoyable time with my travelling companions				.569

Some of the attributes were discarded due to the small factor loading (  $< 0.4$ ) or because they showed complex structures. Complex structures appeared on those items that loaded onto other factors. After running the EFA, four factor structures that represent tourists' motivation were identified. Each factor was examined for its reliability and it was found that Cronbach's coefficients were: factor 1 is 0.864, factor 2 is 0.760, factor 3 is 0.668 and factor 4 is 0.674. All four factors exceeded the minimum Cronbach Alpha Coefficient (  $= 0.6$ ) as recommended by Tabachnick and Field (2001).

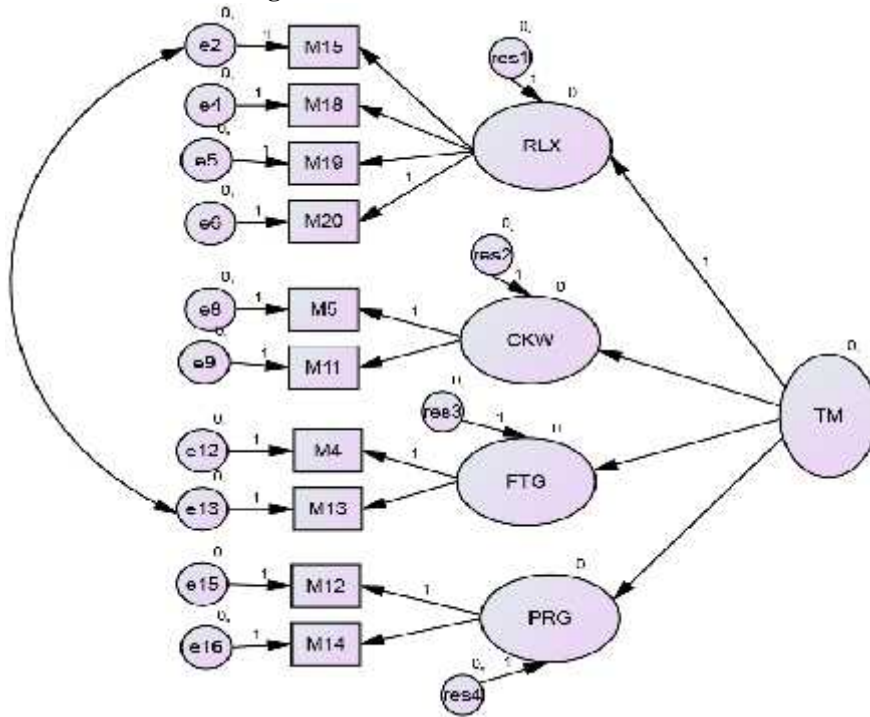
These factors were named after critical analysis through thoroughly reviewing the literature and consultations with different academicians and tourism practitioners as follows: factor 1 (relaxation-RLX), factor 2 (cultural knowledge-CKW), factor 3 (family togetherness-FTG) and factor 4 (prestige-PRG). These four factor structures meaningfully represent the dimensions of tourists' motivation that were later used as a measurement model to predict the support for festival tourism in relation to tourism marketing and brand management, particularly in this study, where the relationship between different aspects of the consumption process, such as loyalty and perceived value, was the point of interest. The remaining 15 items revealed the presence of four factors and these results are illustrated in Table 7.

#### 5.4 Results of the Confirmatory Factor Analysis

The underlying factors were identified by using principal component extraction during factor analysis. CFA was also employed to test the validity of those underlying dimensions to avoid the possible existence of complex structures among the constructs. CFA makes sure that the retained constructs exactly measure the particular dimensions. This supports previous work, indicating that the limitation of EFA can be overcome by CFA. It would be appear inappropriate to conduct CFA after EFA on the same data. However, different studies acknowledge the use of both EFA and CFA on the same data for cross-validation purposes if there is an insufficient theoretical basis (Toyama and Yamanda, 2012). This statistical method was used to determine the goodness-of-fit of the hypothesized model.

The overall acceptable CFA model fit indices used in this study were: the Chi-Square/Degree of Freedom (CMIN/DF) value equal to or less than 4.00, the CFI (Comparative Fit Index) value equal to or higher than 0.90, Tucker and Lewis Index (TLI) value equal to or higher than 0.90, the Incremental Index of Fit (IFI) value equal to or higher than 0.90, and the Root Mean Square Error of Approximation (RMSEA) value equal to or less than 0.07 (Hair, et al., 2014). As per figure 1, the model was developed comprising 15 observed variables. After running CFA, 5 items were dropped, due to them overlapping other items. Figure 1 represents the overall model of the four factors that represent tourists' motivation and are acceptable according to the statistics recommended by Hair, et al. (2014). The statistical indices of the tested model are: CMIN/DF=1.904, NFI=.912, IFI=.956, CFI=.955 and RMSEA=.057. All the research model fit statistics were within acceptable ranges.

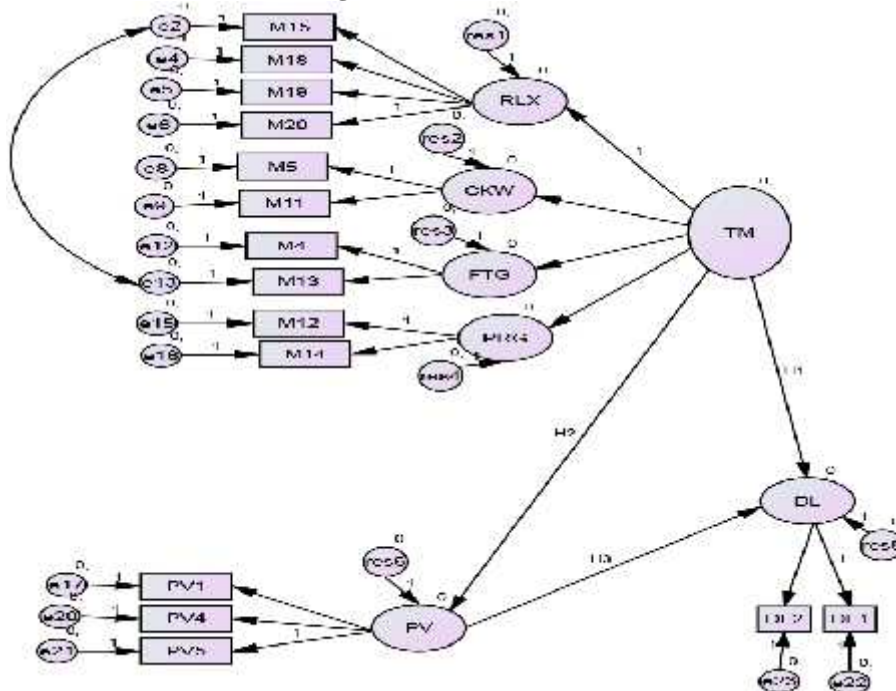
Figure 1: Overall Model Assessment



### 5.5 Development of Structural Model and Hypotheses Testing

The structural model (figure 2) was developed showing the three hypothesized relationships (H1, H2 and H3) that were tested. The goodness-of-fit indices prove acceptance of the model. The revealed statistics indices are: CMIN/DF=2.288, IFI=.911, CFI=.909 and RMSEA=.068. This recommends the acceptance of the structural model and further analysis, and so SEM can be done to test the hypothesized relationships (Hair, et al., 2014). Table 8 displays the results of the tests of the individual hypotheses.

Figure 2: Structural Model



**Table 8: Statistic of Hypotheses Testing**

			C.R.	P	Label
DL	<---	TM	-1.479	.139	H1
PV	<---	TM	4.469	***	H2
DL	<---	PV	8.179	***	H3

The CFA output in Table 8 reveals the relationship between tourists' motivation and consumer loyalty, p-value =0.139 and CR=-1.479, tourists' motivation and perceived value, p-value =0.001 and CR=4.469 and the relationship between perceived value and loyalty, p-value = 0.001 and CR= 8.179. This means two of the research hypotheses (H2 and H3) are supported because the p-values are less than 0.05 and CR is greater than 1.96 (p<0.05, CR>1.96) and the first hypotheses (H1) is not supported (p>0.05, CR = 1.96). Table 9 presents the summary of the results of hypotheses testing.

**Table 9: Summary of Hypotheses Testing**

Relationship	Label	Hypotheses	CR	P	Results
DL <--- TM	H1	There is a significant relationship between tourists' motivation to attend the festival and consumer loyalty.	-1.479	0.139	Not supported
PV <--- TM	H2	There is a significant relationship between tourists' motivation to attend the festival and perceived value.	4.469	0.001	Supported
DL <--- PV	H3	There is a significant relationship between perceived value during or after attending the festival and consumer loyalty.	8.179	0.001	Supported

## VI. DISCUSSION OF THE FINDINGS

The objective of this study was to explore the relationship between the motives that influence tourists to travel and participate in a festival, its perceived value and consumer loyalty. SEM revealed that the two hypotheses (H2 and H3) are positive and significant (i.e. all p-values =0.001 and CR >1.96) and H1 is not supported (p-value >0.05 and CR = 1.96).

**Hypotheses One (H1):** There is a significant relationship between tourists' motivation to attend the festival and customer loyalty. This hypothesis is not supported by the research data. It means there is no statistical evidence for the connection between tourists' loyalty and their motivation to travel and participate in the festival. This result contrasts with many other studies (e.g. Chi and Qu, 2008; Som, Marzuki, Yousefi and AbuKalifeh, 2012; Turgay and Dikmen, 2013; Wang and Leou, 2015), which emphasize the importance of coming up with different influences that motivate visitors to travel and participate in a festival. Motivating tourists to travel to attend a festival is of key importance. The festival organizers would plan to attract more attendees, not only to satisfy them but also to delight them. Delighted people are more likely to attend in the following years, finally becoming loyal visitors to such events (Turgay and Dikmen, 2013). The same was true in the study of Hsieh (2012), who discovered that the attractions that motivate tourists to attend the festival result in them making subsequent trips and becoming loyal to such a festival. Despite the contribution of previous studies, it appears that few studies have results similar to this study. For example, the study of Barbette, Valle, Guerreiro and Mendes ([http://www.cieo.pt/journal/J\\_1\\_14/article6.pdf](http://www.cieo.pt/journal/J_1_14/article6.pdf)) reports the insignificant relationship between festival attendees' motivation and satisfaction. Satisfaction undoubtedly has a positive effect on an organization's competitiveness, thereby ensuring customer loyalty. It positively affects the intention to repeat, to recommend the event by word of mouth and supports the feeling of having made the right decision to participate in a festival (Báez and Devesa, 2016). Pragmatically, further research is recommended to investigate the reasons for these findings, as the SEM results contradict the descriptive statistics. The statistics of this study show that most attendees intend to return to the destination for future festivals (mean =5.62) and are willing to recommend them (mean =6.00), and so it is very confusing as the SEM results show an insignificant relationship between tourists' motives to attend and loyalty.

**Hypotheses Two (H2):** Tourists' motivation to attend the festival has a direct influence on perceived value and is significant (p=0.001; CR >1.96). Obviously tourists are motivated to travel by considering the value that can be gained before making the final decision to travel to the festival. That is tourists' motivation was in accordance with the value gained from obtaining new knowledge and having an experience that surpassed their expectations, as well as how both foreigners and locals could benefit from tourism events. Wang and Leou (2015) stressed that tourists' motivation to participate in cultural events is to gain new experiences, feel aesthetic pleasure through learning about a different culture and to enjoy spending money during their trips. This supports Mohammad (2014) who declares that tourists are motivated to participate in festivals and events because they want to satisfy intrinsic desires, which depend on the cooperation between the festival organizers and marketers to provide a good service and various festival activities that, meet tourists' needs and wants. Having an



understanding of tourists' perceived value is complex as it depends on the quality of the products offered, the kind of involvement, emotion or motivation (Báez and Devesa, 2016), the interaction between indigenous attendees and foreigners and the cooperation between the organizers, destination marketers and government and non-government institutions. This supports Turgay and Dikmen (2013) who declare that it is difficult to ascertain tourists' perceived value because various factors (internal and external) encourage tourists to travel and attend a festival or discourage them (positive and negative factors). The authors also stressed that people's needs and wants are different, which therefore affects their motivation.

**Hypotheses Three (H3):** Perceived value during or after attending the festival shows a significant relationship with consumer loyalty ( $p=0.001$ ;  $CR >1.96$ ). This result shows that tourists' perceived value is statistically associated with loyalty. It seems that when tourists received what they hoped to get from the festival, they are more likely to return for future events and to recommend it to others by word of mouth. This theory is also supported by Ayazlar and Ayazlar (2015), who emphasize those festival organizers should put greater efforts into promoting attendees' word-of-mouth, thereby increasing participation in the festival, which would lead to increased motivation and loyalty. Perceived value and consumer loyalty is believed to have a stronger relationship than the relationship between tourists' motivation and loyalty (Wang and Leou, 2015). This previous study stressed that tourists' motivation is a key reason why tourists travel to attend a festival, although its influence is stronger when perceived value acts as a mediator. This is supported by Barbeitos, et al. ([http://www.cieo.pt/journal/J\\_1\\_14/article6.pdf](http://www.cieo.pt/journal/J_1_14/article6.pdf)), who argued that despite the major influence of motivation on tourists' loyalty; it shows an insignificant relationship with loyalty. This is apparently true as, although festival attendees are motivated to travel and participate, there is no guarantee that they will gain the value expected from their attendance. From the above, it can be concluded that tourists' perceived value has a significant mediating relationship with tourists' motivation and loyalty.

## VII. CONCLUSION AND IMPLICATIONS

This study sought to investigate the relationship between tourists' motives to participate in the ZIFF, the perceived value of their attendance and how they become loyal to the festival events. A highly structured survey was developed based on the measurement items adopted from previous studies and data were collected in the areas where festival attendees could be easily approached. The collected data were properly managed, but some incomplete responses were observed. After eliminating these, 282 questionnaires were used for final data analysis, representing a 94% response rate. Of the participants, 58.4% were male, where the majority come from Europe (36.8%) and were employed (60.7%). Factor analysis was used to fulfill all the necessary statistical assumptions and a measurement model was developed. The model fitted well according to the recommended goodness-of-fit statistic reported by Hair et al. (2014). SEM was used to test the hypotheses and conclusions were drawn with reference to the  $p$ -values ( $p < 0.05$ ) and  $CR$ -values ( $CR > 1.96$ ).

It was found that tourists' motivation to attend the ZIFF had an insignificant relationship with consumer loyalty, while perceived value showed a mediating role between tourists' motivation and loyalty. This proves that the greater the chance of meeting attendees' expectations (perceived value), the greater the intention tourists will have to revisit the destination and to recommend it to others. Despite its constructive contribution to the body of literature this result exposes the need for further research in this area. It also has major implications for numerous stakeholders, particularly the organizers of festival events, and the government and tourism practitioners. This study shows festival organizers what encourages tourists to participate in the festival and what they can do at future events to increase the number of attendees. In the case of the government, the study highlights the challenges that need to be addressed so as to reshape the image and identity of Zanzibar. It is also beneficial for guiding policy makers when reviewing policy, especially to produce policies that preserve and promote the cultural infrastructure in order to boost Zanzibar as a tourist destination for economic and social benefits. Moreover, this study is expected to give new ideas and perspectives to tourism practitioners, namely tour operators, hotel owners, cultural site managers and proprietors, on the massive potential of developing festival tourism so as to make Zanzibar the most appealing destination of choice.

## VIII. RECOMMENDATIONS

Despite the major efforts made by festival organizers to make the ZIFF effective and act as a major branding tool to attract visitors across the globe, other measures should be considered to make the place more appealing to visitors, which will have a great impact on both festival tourists and Zanzibar's tourism as a whole. Most popular festivals were performed at the UNESCO cultural heritage site, Zanzibar Stone Town. Hence, the town should be well managed, maintained and monitored as a key tourist attraction, as first impressions matter a lot in the marketing arena. The place is over crowded with unofficial tour guides (*Mapapasi* means street vendors), who most of the time cause a disturbance to visitors. Festival tourism cannot stand on its own but should be linked with other attractions or sectors. Despite their desire to participate in a festival, festival

attendees might also want to engage in other new activities. Therefore organizers need to find possible new activities so that attendees can experience different things each year, which would ensure that tourists perceive the destination as new and unique. In this regard, it should be noted that some historical buildings in Stone Town, which are important for tourism as they reflect colonial history and the slave trade, are being neglected. Although tourists are interested in seeing these buildings because of their artistic architecture, they need to learn about the intangible aspects and historical background of them. These buildings need to be well managed so that several strategic advantages can be derived from them, but if that does not happen any economic benefit will be lost. Apart from this, the town has a high level of marijuana and toxic drug users, which distorts its cultural identity. Regarding advertising and communication, efforts should be made to not only focus on the internet and social media, but also on some international media such as CNN and the BBC. Using different channels to advertise the destination will guarantee a good number of participants. The dissemination of information and publicity is important, even during the festival shows, and so WIFI should be available and should be free of charge. This will enable attendees to communicate directly and send some video clips or pictures directly to their family and peers, which will influence others to attend future festivals. Another challenge that has arisen recently is the traffic congestion in Stone Town, which has been mainly caused by the relocation of the passenger and container terminal without the provision of a car park. During peak times when passengers from Dar es Salaam arrive by ferry, driving or walking around this area is a major hassle. In addition, visitors get annoyed when there are power cuts and water shortages, and the fact that there are very few ATMs. It is surprising that not one of the popular historical buildings in Stone Town has an ATM to enable people to draw out money, although some are found near the festival venue. What some visitors also observed, especially those on repeat visits, is the limited number of people selling local food in the open air. However, the researcher found that this situation was temporary, because there had been cases of cholera. As a result the government had taken steps to ensure that the place was safe, although care should still be taken in this regard and health procedures followed. Lastly, from the researcher's point of view more efforts need to be made to increase the number of local attendees in order to reduce dependency on the foreign market. To sum up, it is essential that society and government and non-government authorities work together to resolve the above-mentioned challenges to make Zanzibar more appealing to tourists.

#### **IX. LIMITATIONS AND AREA FOR FURTHER RESEARCH**

This study, however, has its limitations, as it did not examine the differences between local and foreign attendees. This will help the festival organizers to know which segment they should focus on. Also the study did not examine the demographic profile of festival participants with the study variables, tourists' motive to participate, perceived value and loyalty. This will help festival organizers to identify which segment would be most beneficial, and enable them to devise the most appropriate marketing strategies for the economic benefit of the entire country. These limitations need to be addressed to foster debate and provide more evidence concerning this neglected topic, and so a similar study should be conducted at other festivals, such as *Mwaka Kogwa* and *Sauti ya Busara*, to find out if they have a similar impact.

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