

ECONOMIC AND TOURISM IMPACT OF SMALL EVENTS: THE CASE OF SMALL-SCALE FESTIVALS IN ISTANBUL, TURKEY

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ABSTRACT. – Economic and Tourism Impact of Small Events: the Case of Small-Scale Festivals in Istanbul, Turkey. More and more festivals are organized every year around the world, in big cities and villages alike, due to the numerous benefits they are perceived to bring at local and national levels. While the economic and tourism impact of mega events and of hallmark events is better documented there are very few studies dealing with the economic impact of small events. Consequently, to close this gap, our study investigated the importance of small events and festivals for local economic development and as tourism attractions in Istanbul, Turkey. We used a questionnaire to interview non-local participants at three different small festivals taking place in April and May 2013. We found that, although tourists attending these festivals spend money in the local economy, the economic impact of these events is limited due to the fact that very few tourists were found to participate. The role of these small festivals as primary motivators for tourism is therefore being questioned; however, small festivals could play more important roles as secondary attractions.

Keywords: *event tourism, festival, economic impact, Istanbul, Turkey.*

1. INTRODUCTION

Festivals and events have proliferated in recent decades mainly due to their role in local and regional economic development (Moscardo, 2007; Tohmo, 2005; Gelan, 2003; Chhabra et al., 2003; Kim et al., 2003; Dwyer et al., 2005) as well as due to their potential to help with economic restructuring and revitalization, place marketing, investment, and tourism revenue generation especially during off-peak season (Quinn, 2009; Gursoy et al., 2004; Prentice and Andersen, 2003; Formica and Uysal, 1998; Getz 2005; Getz, 2008; Felsenstein and Fleischer 2003;Çulha, 2008).

Special events are defined as one-time or infrequently occurring events of limited duration that provide participants with leisure and social opportunities they do not experience every day (Pasanen et al., 2009). They include different types of events based on their scale from mega events and hallmark events to festivals and other small, local events (Quinn, 2009).

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“Hallmark events” are defined by Ritchie (1984, p. 84) as “major one time or recurring events of limited duration developed primarily to enhance awareness, appeal and profitability of a tourism destination ...”. They play an important role at regional or national level. On the other hand, mega-events are major one-time events on an international scale (Jago and Shaw, 1998).

Getz (2005) distinguished eight major types of planned events, each with several subtypes: cultural celebrations (which includes festivals, carnivals, commemorations and religious events), political and state events (summits, royal occasions, political events and VIP visits), arts and entertainment (concerts and award ceremonies), business and trade (meetings, conventions, consumer and trade shows, fairs and markets), educational and scientific (conferences, seminars, clinics), sport competitions (amateur/professional, spectator/participant), recreational (sports or games for fun) and private events (weddings, parties and socials).

Most tourism studies have examined large-scale events (Lockstone and Baum, 2008; Funk et al., 2009; Gursoy et al., 2011; Hiller, 1998; Li and McCabe, 2012; Gursoy and Kendall, 2006; Fourie and Santana-Gallego, 2011; Lamberti et al., 2011; Waitt, 2003; O'Brien, 2006) because these are the ones that attract many tourists whereas small-scale events are known to rely more on local participants (Quinn, 2009). On the other hand, tourism can promote festival growth and expansion (Quinn 2006). Still, the emphasis so far has been on the study of events as tourism phenomena and only recently could be documented an interest to study events from a leisure perspective (Quinn, 2009).

This study will attempt to evaluate the potential of small-scale events to attract tourists and will examine the economic impact tourists attending these events have on the local economy.

1.1. Literature Review

The four main themes that dominate the literature on special events are (Moscardo, 2007: 1) Economic impacts on the host community; 2) analysis of participants, especially studies related to motivation and satisfaction; 3) management of events; 4) broader event impacts as perceived by the residents.

The organization of special events and festivals will have a range of economic impacts (Hodur et al., 2006; Chhabra et al., 2003) as well as cultural and social (Small et al., 2005; Pasanen et al., 2009; Robertson et al., 2009), political (Pasanen et al., 2009) and physical and environmental (Yüksek et al. 2008) impacts and these impacts could be both positive and negative (Raj, 2004; Olds, 1998).

Some of the possible negative social and cultural effects of festivals and events are: community displacement, commodification of culture and increased crime rates (Presbury and Edwards, 2005; Barker et al., 2002).

While a few studies examine the non-economic impacts most focus on the economic impacts for two main reasons: firstly, many studies are commissioned by local officials who need to justify their sponsorship of certain events by demonstrating that they are economically sound; secondly, the economic impact is more easily assessed than other types of impact (Dwyer et al., 2000; Moscardo, 2007).

The literature on event impact suggests that large scale events create both positive and negative effects on the host community, some of them being visible in the short term while others only in the long term (Quinn, 2009). For example, the study by Fourie and Santana-Gallego (2011) demonstrated that mega-sport events in general promote tourism; however, results depend on a number of factors among which we could mention the participating countries and whether the event is held during the peak season or off-season.

Few studies examined small local or short festivals (Baptista Alves et al., 2010; McKercher et al., 2006; Small et al., 2005; Nurse, 2001). Researching a number of small festivals in the Caribbean, Nurse (2001) concluded that these festivals have made a significant impact on the tourism sector in this region. He found that festival tourists tend to stay longer and spend more on local goods and services than conventional (mass) tourists. These festivals do not generate many jobs but have a great impact on generating increased government taxes. Nurse (2001) has shown that the perceived economic advantages of these festivals are such that Barbados and St. Lucia have developed a strategy for festival tourism. Similarly, Kim et al. (1998) found that the economic impact of a small birding festival in Texas was quite significant. On the other hand, Baptista Alves et al. (2010), examining the social and economic impact of a small festival in a rural area in Portugal concluded that, while the economic effects of the festival are not negligible, the social effects are even more important.

Some scholars are unsure about the economic value of special events (Gursoy et al., 2004; Prentice and Andersen, 2003). McKercher et al (2006) examined three small festivals held in Hong Kong. They found that very few tourists attended the festivals and most of them learned about the festivals only after arriving in Hong Kong; therefore, their economic contribution to the event was minimal. The article also debated whether or not small festivals could be considered examples of sustainable tourism practice. The authors concluded that, while these festivals clearly satisfy the sustainability criterion because the events are organized by and for the benefit of the local community, they fail to be tourism attractions because they do not appeal to tourists (McKercher et al., 2006).

Indeed, most events (especially small local ones) will be attended mainly by local people (Getz, 2007). For example, McHone and Rungeling (2000) measuring the impact of a cultural tourist event in Orlando found that 57% of participants were local residents. 29% came from other places in the state (Florida) and only 14% were from outside of Florida. However, the viability of these festivals in the future will be decided by (high levels of) outside visitation (Crompton and McKay, 1997).

De Bres and Davis (2007) argued that festivals organized in smaller towns could attract larger crowds than festivals organized in larger towns or in cities. Also, Mitchell and Wall (1986) have shown that smaller festivals produced more economic benefits (relative to size and spending) and as the festivals got bigger their economic impact became less significant.

1.2. Event management in Turkey as reflected by international and Turkish tourism literature

Although Turkey occupies an important position in the global tourism literature, studies on event or festival tourism in Turkey are rather scarce.

Çakır (2009) counted 1323 events and festivals that were organized across Turkey in 2008, with the International Istanbul Music Festival, Ankara Music Festival, and Akbank Jazz Festival being the largest and most important ones nationwide. The Ministry of Culture and Tourism (<http://www.kultur.gov.tr>) has advanced a very similar figure in 2009 (1350 festivals and events). Basically each city in Turkey, even small towns and some villages, has its own events (Yolal et al., 2009). For all the reasons discussed above, and especially to protect the rich local culture, the government encourages municipalities to develop and organize their own festival (Yolal et al., 2009; Çakır, 2009).

Kızıllırmak (2006) investigated how to use local events as a touristic attraction in Turkey. He defined Turkey's events as local, small scoped and regional organizations. He studied 1188 local events and concluded that local festivals are more developed and more famous where summer tourism is not developed very well.

Bilgili et al. (2012) investigated efficiency of festivals as a touristic event in Erzurum and suggested that Turkey has a very great potential for cultural tourism but this potential is not being used very well. The authors claimed that acceptance of festivals by local people is the hardest part in the organization of a festival and programming, advertising and inviting government officials and famous people to attend are very important for the success of the event. Moreover before thinking to organize such an event, the place needs to already have the proper infrastructure in place (such as accommodation).

Küçük (2013) investigated effects of a festival on local economic development in Beyşehir (Konya Province) and tried to determine how much local shops gain from the organization of the Beyşehir Lake Festival. She found that businesses coming from outside of the city for the festival are profiting more from the festival than local shops and suggested that this situation should be changed if the aim of the festival is to benefit the local economy. However, she also admitted that there is a shortage of accommodation and eating places in the town.

Several studies have dealt with the Camel Wrestling Festival held annually in Selçuk (near the historical vestiges of Ephesus). Çulha (2008) investigated camel wrestling festivals as a cultural tourism activity in some small cities of the Aegean Region and pointed out the importance of these events in the local economy. He argued that these events are particularly important for the economy of the place because they are organized in winter time. The economy of the region is based on mass tourism with a peak season during summer time and, especially small cities in the Aegean Region, are having a hard time finding other economic opportunities during the winter time. Furthermore, camel wrestling festivals are attended primarily by local people as very few tourists know about these events. Local organizers need governmental support for investment and advertisement.

In a subsequent study, Özdemir and Çulha (2009) analyzed whether or not there was an association between event performance and visitors' satisfaction and loyalty. The study has confirmed that the festival area has a direct positive effect on visitor satisfaction and loyalty. Moreover, the study has shown that other variables of the festival, such as souvenirs, food, convenience and staff could have an indirect effect on visitor satisfaction. Taking the same festival as a case study, Çalışkan (2010) attempted to evaluate the impacts of tourism and tourists on the festival. He advocated for a sustainable tourism approach that will benefit local residents.

Özbalcı and Var (2013) examined the economic impact of the Mesir Festival on local economic development. The Mesir Festival is an old festival celebrated in Manisa since 1540 and attended by more than 180,000 of which 56,000 were tourists. The authors use a simplified input-output analysis to discuss the benefits versus the costs of organizing the festival. Other studies that attempted to measure how festival attendees perceive socio-economic impacts were those by Yolal et al. (2009) and Yolal et al. (2012), with reference to the Eskişehir International Festival.

Yolal and collaborators (Yolal et al., 2012; Yolal et al., 2009) have attempted to understand how festival attendees perceive socio-economic impacts of an international festival in Eskişehir. Their studies confirmed that building social cohesion in the community is one of the great benefits of festivals. A study by Gül et al. (2013) on a carpet festival found that most important in the perception of visitors are the general benefits (for the entire community) that may result from the organization of festivals and events and only then the individual benefits.

Yüksek et al. (2008) evaluated the environmental effects of festival activities in the Artvin Kafkasör area and concluded that, due to high participation rates, at times, the carrying capacity is passed and important environmental damage could be observed in the festival area. Other interesting studies that may be worth mentioning in this context are the one by Atman (2013) on congress tourism in Istanbul and the study by Özdemir and Kozak (2009) on the 2005 Universiade Summer Games held in Izmir.

1.3. Measuring the economic impact

That special events generate income in the local economy is without a doubt; understanding the exact economic impact on the local community is, however, more difficult (O'Sullivan and Jackson, 2002). A range of methods have been used in the literature to assess economic impact, the choice depending mainly on the size of the event and on the location (Dwyer et al., 2006). Three traditional models have been preferred for forecasting and evaluating economic impacts of tourism (Jackson et al., 2005): the input-output analysis, the computable general analysis and the cost-benefit analysis.

1. The input-output analysis (I-O) or some variant of it (Fletcher, 1989; Daniels, 2004; Chhabra et al., 2003; Tohmo, 2005) is the most widely used method particularly to assess economic impact of a festival at a regional or community level. The model is used to estimate the increase in economic activity (increased employment and tourist expenditure). Input-output analysis has remained a very popular method for impact assessment because of its comprehensiveness and flexibility (Briassoulis, 1991). However, the model was criticized for ignoring the negative impacts and for working on too many assumptions (Pasanen et al. 2009; Briassoulis, 1991).
2. The computable general equilibrium (CGE) method takes into account the whole economy as an integrated system; therefore, it is considered a more comprehensive method than the I-O analysis method overcoming many of the limitations of the latter method (Dwyer et al., 2006; Dwyer et al., 2005). The CGE analysis is more suitable for modeling economic impacts at national level. In the case of small, short-term regional festivals the model could prove too cumbersome to use as it does not take into account availability of excess capacity within organizations or casual labor (Jackson et al., 2005; Dwyer et al., 2006).

3. The cost- benefit analysis is also very complex as it takes into account all costs and benefits derived from organizing a festival. The model is very suitable wherever recording social and environmental impacts is particularly important. However, exact data related to social and environmental impact are difficult to obtain especially in the case of small, regional festivals which could make the model too complex to apply (Jackson et al., 2005).

Although the methods discussed above seem highly scientific, Crompton and collaborators (Crompton et al, 2001; Crompton, 2006) have subsequently criticized the mischievous way these methods were sometimes used. Traditionally there has been a tendency in these impact reports to exaggerate the benefits a projected festival could bring to the community and to minimize the costs (van Aalst and van Melik, 2012). This is done to gain support from local communities and to attract sponsors (Jackson et al., 2005; Crompton et al., 2006). Crompton (Crompton et al., 2001; Crompton, 2006) has documented the numerous erroneous procedures these economic impact studies have used in order to serve the interest of those who commission the study, such as: inclusion of local residents (although only tourists should be counted), inclusion of time-switchers and casuals (although these tourists would visit the place regardless of the festival), exaggeration of visitation numbers and ignoring the costs borne by the community.

Prentice and Andersen (2003) also argued that we should not assume that everyone found at a destination during a festival is actually a participant. They may just happen to be there. Moreover, some may have traveled to the destination specifically to attend the event; others may have come for a completely different reason and participation at the festival is just a secondary activity. Moreover, events could also generate intangible benefits (additional trade and business developments, tourism promotion, increased property values) and costs (resident exodus and interruption of normal business) that could not be easily quantified and are often disregarded when assessing the general economic impacts of certain events on the community (Dwyer et al., 2000).

In the end, Crompton et al. (2001, p. 80) conclude, although the economic impact assessment using these methods looks scientific due to the complex models used that produce quantifiable, precise outcomes, the results are not as objective and unequivocal as many, especially those not familiar with the technique, would believe. On the contrary, "economic impact analysis is an inexact process and output numbers would be regarded as 'best guess' rather than as being inviolably accurate" (Crompton et al, 2001, p. 80).

In conclusion, no single method can be used to investigate economic impact of events in all possible situations (Madden, 2001; Baptista Alves et al., 2010). Each method could be useful in certain situation and provide erroneous results in other situations.

Therefore, depending on the purpose of the study, estimating the exact overall economic impact made by visitor expenditures is not always necessary (Thrane, 2002). Raj (2004) examined the impact of two local festivals (the Edinburgh Festival and the Leeds Caribbean Festival) on the development of local cultural tourism. The findings have suggested that cultural tourism has been increased through development of local festivals and provided greater economic and cultural benefits to the local area.

A number of studies have used qualitative methods to assess the economic impact of special events (Wood, 2005; Perles, 2006). Gursoy et al. (2011) attempted to measure the impact of a major event (the 2008 Beijing Olympic Games) by investigating the perception of the residents. Similar studies have been done by Kim and Petrick (2005) in the case of residents' perceptions on the impact of the 2002 FIFA World Cup on Seoul as a host city and by Lorde et al. (2011) for the residents' perceptions of the impact of the 2007 Cricket World Cup on Barbados.

O'Sullivan and Jackson (2002) investigated the contribution of festival tourism to sustainable local economic development. They concluded that although such festivals can make a contribution towards sustainable local development this is actually rarely happening. They argue that income generation is not the only advantage event tourism could bring to localities and community development and environmental enhancement should also be considered. Quinn (2006) has also discussed about festival tourism as an engine for sustainable tourism development. She suggested that the benefits of festivals go beyond the increased revenue flow as it sustains increased arts activity and an improved venue infrastructure.

2. RESEARCH QUESTIONS AND METHODS

Our focus was on small events which have so far been less investigated in the literature. In order to gather relevant data on the impact small events could have on local economies we selected three relatively small events, each addressing a different demographic: an international film festival, an international jazz day and a concert by an international pop star (Justin Bieber). These events took place in Istanbul in April and May 2013.

Our main purpose was to analyze the popularity of these festivals with tourists and to learn whether or not (and to what extent) non-local participants at the three selected events spend money in the local economy. Our study does not intend to advance an exact figure of the economic impact these events have on the local economy as the literature did not provide us with an infallible method to assess this. Moreover, calculating the exact figure impact may be even more difficult when dealing with small-scale festivals in one of the biggest cities in the world in which hundreds of events are organized every year.

This is also the reason why our questionnaires did not ask participants to provide exact figures of their spending. We believe that these figures would be only gross estimates (especially when asked at the beginning of their stay in Istanbul, before the money is actually spent), and the factors that need to be considered are so many that the attempt to quantify everything would be just an unnecessary complication since our research questions are very simple:

1. Are these small-scale festivals important for tourism in Istanbul?
2. Do tourists attending these festivals spend money in the community besides buying a ticket to attend the festival?
3. Could these small-scale festivals be used as primary motivators for traveling to Istanbul?
4. Could these events be used to diversify the attractions the city offers to the tourists?

A number of five research assistants were selected and trained to conduct the field work. The international film festival lasted for a full week. The assistants were distributed to cover the event all days, at different times of the day (morning, afternoon and evening) and at the different locations of the festival. In the case of the two short-term events all five assistants worked together. The timing was particularly important for the pop concert where the time frame to distribute and collect the questionnaires was only a few hours before the concert started.

The assistants were instructed to approach each “n” participant. The “n” was left at the latitude of each assistant and differed for each event. If the attendee selected declined to participate or turned out to be a local resident the assistant moved on to the next person. One issue that emerged very soon was that participants from outside the province were extremely rare. Therefore, assistants were instructed to consider all attendees residing more than 50 km from Istanbul city center. The decision was taken after very careful consideration. Attendees living within Istanbul municipality or even within Istanbul Province are very unlikely to accommodate in a hotel. Yet, the same could be true for attendees living in Kocaeli, Sakarya, Tekirdağ and even Bursa provinces which are within easy driving distance from Istanbul.

In the end, between the three events we collected a number of 209 questionnaires. Of these 88 were from the international film festival, 25 from the jazz event and 96 from the pop music concert.

3. RESULTS AND DISCUSSIONS

3.1. *Place of origin*

Most of our respondents attending the film festival (FF) were from Turkey with only 17% visiting from abroad (table 1). However, over 77% traveled from more than 100 km while 22.7% arrived from localities situated between 50 and 100 km from the center of Istanbul (table 1). When analyzing the place of origin for the attendees of the other events, the situation cannot be more different. Almost half of all participants at the jazz day (JD) came from abroad whereas for the Justin Bieber (JB) only 1% of the participants came from abroad and more than half arrived from places situated less than 100 km from the center of Istanbul (table 1).

Table 1.

Place of origin for festival attendees

Place of origin	Film Festival		Jazz Day		Justin Bieber	
	Freq.	%	Freq.	%	Freq.	%
Abroad	15	17.0	12	48.0	1	1.0
Turkey, over 100 km from Istanbul city center	53	60.2	4	16.0	46	48.0
Turkey, between 50 and 100 km from Istanbul city center	20	22.7	9	36.0	49	51.0
Total	88	100	25	100.0	96	100.0

3.2. Demographic split

Analyzing the group of attendees at the international film festival, there is an almost equal split between males and females with the dominant age group being 25 to 44 years (54.5%) followed by the 45-64 category (37.5%). There were relatively few very young people attending the festival (8%) and no person 65 or older among our respondents (table 2). The group of people attending the jazz day is quite similar in terms of demographics; however, important changes are visible in the group attending the pop music concert, this being clearly dominated by very young (85%) females (also 85%) (table 2). Most people attending the film festival and the jazz day were highly educated, with 81.6% and 88% respectively having a university degree or higher (table 2). Attendees of the pop music concert, being much younger, have achieved much lower education levels (table 2). In terms of occupation, the majority of our respondents tended to be from categories of professions that needed a higher education, such as “management/administration” and “education”. Significant proportions of respondents were also students and retirees (table 2). However, pop music concert participants present a very different demographic, the population being dominated by students (83.2%) (table 2). Most participants at the film festival and the jazz day have rated their income as satisfactory or good. When looking at the Justin Bieber concert participants, however, the situation seems to be more complex as these are mainly students who do not work for a living (table 2). Some may come from wealthier families and receive generous allowances from them while others may have to be content with much less.

Table 2.

Demographic characteristics of festival attendees

Attribute	Frequency			Percent			Valid Percent		
	F.F.	J.D.	J.B.	F.F.	J.D.	J.B.	F.F.	J.D.	J.B.
Total number of respondents	88	25	96						
Gender									
Male	44	13	14	50.0	52.0	14.6	50.6		14.7
Female	43	12	81	48.9	48.0	84.4	49.4		85.3
Valid	87	25	95	98.9	100.0	99.0	100.0		100.0
Missing value	1	0	1	1.1		1.00			
Age									
Younger than 25 years	7	4	81	8.0	16.0	84.4			
25-44 years	48	10	13	54.5	40.0	13.5			
45-64 years	33	11	2	37.5	44.0	2.1			
65 and older	0	0	0	0	0	0			
Education									
Post-graduate	12	1	1	13.6	4.0	1.0	13.8		
University	59	21	10	67.0	84.0	10.4	67.8		
High school	16	3	52	18.2	12.0	54.2	18.4		
Less than high school	0	0	33	0	0	34.4	0		
Valid	87	25	96	98.9	100.0	100.0	100.0		
Missing	1	0	0	1.1					

Attribute	Frequency			Percent			Valid Percent		
	F.F.	J.D.	J.B.	F.F.	J.D.	J.B.	F.F.	J.D.	J.B.
Occupation									
Factory worker	5	0	2	5.7	0	2.1		0	2.1
Education	14	2	3	15.9	8.0	3.1		8.0	3.2
Health care	5	2	1	5.7	8.0	1.0		8.0	1.0
Management/ administration	20	4	3	22.8	16.0	3.1		16.0	3.2
Service job	5	3	0	5.7	12.0	0		12.0	0
Technical/ engineer	7	3	2	8.0	12.0	2.1		12.0	2.1
Retired	10	1	2	11.4	4.0	2.1		4.0	2.1
Student	12	5	79	13.6	20.0	82.3		20.0	83.2
Other	10	5	3	11.4	20.0	3.1		20.0	3.2
Valid	88	25	95	100.0	100.0	99.0		100.0	100.0
Missing	0	0	1		0	1.0			
Income									
Excellent	1	0	5	1.1	0	5.2		0	5.4
Very good	5	2	16	5.7	8.0	16.7		8.0	17.4
Good	24	14	24	27.3	56.0	25.0		56.0	26.1
Satisfactory	41	7	34	46.6	28.0	35.4		28.0	37.0
Not satisfactory	17	2	13	19.3	8.0	13.5		8.0	14.1
Valid	88	25	92	100.0	100.0	95.8		100.0	100.0
Missing	0	0	4			4.2			

When attempting to identify the main motivation for our survey participants to travel to Istanbul, we discovered that our three case studies present three different situations. Almost 60% of the participants to the pop star concert came to Istanbul specifically for this reason whereas only one-third of the film festival attendees traveled to Istanbul for this specific event (tables 3). In terms of the means of transportation there are important similarities between the attendees of the festival and attendees of the jazz day. Most have arrived to Istanbul by air (44%); the rest have used other means of transportation, mainly bus (31% and 24% respectively) and private cars (22% and 32%). On the other hand, most participants at the Justin Bieber concert arrived to Istanbul by bus (43.7%) and by private cars (36.6%) (table 4).

Table 3.

Primary motivation for visiting Istanbul

Reason for coming to Istanbul	Frequency			Percent			Valid Percent		
	F.F.	J.D.	J.B.	F.F.	J.D.	J.B.	F.F.	J.D.	J.B.
Specifically for this event	24	10	46	27.3	40.0	47.9	33.3	45.5	58.2
For another reason	48	12	33	54.5	48.0	34.4	66.7	54.5	41.8
Valid total	72	22	79	81.8	88.0	82.3	100.0	100.0	100.0
Missing	16	3	17	18.2	12.0	17.7			
Total	88	25	96	100.0	100.0	100.0			

Table 4.**Means of transportation to Istanbul**

Transport to Istanbul	Film Festival		Jazz Day		Justin Bieber Concert		Total	
	Freq.	Valid %	Freq.	Valid %	Freq.	Valid %	Freq.	Valid %
By air	30	44.1	11	44.0	12	16.9	53	32.3
By train	2	2.9	0	0	2	2.8	4	2.3
By bus	21	30.9	6	24.0	31	43.7	58	35.4
By car	15	22.1	8	32.0	26	36.6	49	29.9
Total	68	100.0	25	100.0	71	100	164	100.0
Missing	20		0		21		41	
Total	88		25		92		205	

3.3. Sleeping and eating

Our results have revealed important differences between the three groups also in terms of sleeping and eating establishments. When looking at the attendees of the film festival, more than 70% have chosen to accommodate in hotels or in other forms of tourist accommodation (table 5). Many tourists attending the jazz day were not staying overnight (28%), although an important percentage had also stayed in tourist accommodation (44%) (table 5). Finally, participants at the Justin Bieber concert preferred to stay with family and friends while in Istanbul (almost 56%) (table 5). In terms of the duration of visit, the situation is also different. Most attendees of the film festival came to Istanbul for a longer term, with over 22% of them staying for more than a week. More than 91% planned to actually stay for at least 2-3 nights or for the weekend (table 5). Those who came for the jazz day tended to have shorter sojourns (28% will not stay overnight) whereas in the case of the pop music concert attendees the situation is more complex (table 5). Also at least 62% of our respondents have planned to eat in restaurants at least once during their stay in Istanbul, the most among the Jazz Day attendees (92%) and the fewest among the attendees of the Justin Bieber concerts (table 5). Of the few respondents who were not intending to spend money in restaurants most still intended to buy from local supermarkets or eat food at family and friends that was bought from local supermarkets (table 5).

Table 5.**Time and expenses in Istanbul**

Attribute	Frequency			Percent			Valid Percent		
	F.F.	J.D.	J.B.	F.F.	J.D.	J.B.	F.F.	J.D.	J.B.
Total number of respondents	88	25	96						
Accommodation in Istanbul									
4-5 star hotel	20	8	11	22.7	32.0	11.5	29.4	32.0	15.7
1-3 star hotel	20	3	7	22.7	12.0	7.3	29.4	12.0	10.0
Other tourist accommodation	8	0	5	9.1	0	5.2	11.8	0	7.1
With relative and friends	16	7	39	18.2	28.0	40.6	23.5	28.0	55.7

Attribute	Frequency			Percent			Valid Percent		
	F.F.	J.D.	J.B.	F.F.	J.D.	J.B.	F.F.	J.D.	J.B.
Will not stay overnight	4	7	13	4.5	28.0	13.5	5.9	28.0	18.5
Valid responses	68	25	70	77.3	100.0	72.9	100.0	100.0	100.0
Missing	20	0	26	22.7	0	27.1			
Time spent in Istanbul									
More than a week	15	2	26	17.0	8.0	27.1	22.1	8.0	38.2
Between 4 nights and a week	24	7	5	27.3	28.0	5.2	35.3	28.0	7.4
2-3 nights	23	6	14	26.1	24.0	14.6	33.8	24.0	20.6
One night	2	3	4	2.3	12.0	4.2	2.9	12.0	5.9
Will not stay overnight	4	7	19	4.5	28.0	19.8	5.9	28.0	28.0
Valid responses	68	25	68	77.3	100.0	70.8	100.0	100.0	100.0
Missing	20	0	28	22.7	0	29.2			
Eat in restaurants									
Eat every day	33	10	22	37.5	40.0	22.9	41.3	40.0	29.7
Eat at least once during stay	35	13	24	39.8	52.0	25.0	43.8	52.0	32.4
Will not eat	12	2	28	13.6	8.0	29.2	15.0	8.0	37.8
Valid responses	80	25	74	90.9	100.0	77.1	100.0	100.0	100.0
Missing	8	0	22	9.1	0	22.9			
Reasons for not eating in restaurants									
Brought food and beverages from home	2	0	4	2.3	0	4.2	2.5		5.4
Bought food and beverages from local supermarkets	0	0	5	0	0	5.2	0		6.8
Eat at friends and relatives	9	2	16	10.2	8.0	16.7	11.4		21.6
Other	1	0	3	1.1	0	3.1	1.3		4.0
Not applicable	67	23	46	76.1	92.0	47.9	84.8		62.2
Valid responses	79	25	74	89.8	100.0	77.1	100.0		100.0
Missing	9	0	22	10.2		22.9			

3.4 Participation and tickets bought

Almost three quarters of our respondents bought more than one ticket showing that they were not interested in one particular film but in the festival itself (table 41). The situation is very similar at the Justin Bieber concert; at the jazz day, however, 92% of our survey participants bought multiple tickets (tables 6).

Table 6.**Number of tickets purchased**

Number of tickets bought	Frequency			Percent			Valid Percent		
	F.F.	J.D.	J.B.	F.F.	J.D.	J.B.	F.F.	J.D.	J.B.
One	22	1	23	25.0	4.0	24.0	27.5	4.0	28.4
2-3	48	23	42	54.5	92.0	43.4	60.0	92.0	51.9
4-5	7	1	12	8.0	4.0	12.5	8.8	4.0	14.8
More than 5	3	0	4	3.4	0	4.2	3.8	0	4.9
Valid responses	80	25	81	90.9	100.0	84.4	100.0	100.0	100.0
Missing	8	0	15	9.1	0	15.6			
Total	88	25	96	100.0	100.0	100.0			

3.5. Other activities

Many of the tourists we interviewed did not come to Istanbul exclusively for the event. Over 85% of them had plans to engage in other types of activity (tables 12 and 13).

Table 7.**Other activities while in Istanbul (Participants at the International Film Festival)**

Other activities while in Istanbul	Frequency	Percent
Yes	75	85.2
No	2	2.3
Missing	11	12.5
Visit historical places	36	48
Bosphorus tour	64	85.3
Shop	52	69.3
Other	20	26.7

Table 8.**Other activities while in Istanbul
(Participants at the Jazz Day and at the Justin Bieber Concert)**

Other activities while in Istanbul (n = 75)	Frequency	Percent
Visit historical and cultural objectives	39	52
Take a tour of the Bosphorus	38	50.7
Shop	38	50.7
Other	13	17.3

4. CONCLUSION

Our study has found that small events organized in big cities with many cultural and historical attractions for tourists are not very successful in attracting tourists although they could still be important for the local community. This is in contradiction with the findings of Baptista Alves et al. (2010), Kim et al. (1998), Mitchell (1993), and Nurse (2001) that

local, small-scale festivals could have strong impacts on the local economy. The results of our study are, however, in agreement with the tourism attraction theory which states that greater attractions will be able to attract tourists to a destination and/or retain them whereas lesser attractions will not be so successful; they will at most offer secondary activities to tourists while visiting (McIntosh and Goeldner, 1990). Our findings also support the conclusion of McKercher's (McKercher et al., 2006) investigation on small festivals in Hong Kong. They argued that very few tourists visited the festivals and consequently these festivals cannot be considered tourism attractions.

Our study has shown that tourists visiting small festivals invest money in the community. Besides buying (sometimes multiple) tickets to the shows, the great majority of our respondents have accommodated in hotels and other tourist accommodations, have eaten in restaurants and shopped in local stores. However, due to the small number of tourists, we agree with McKercher et al. (2006) that their economic contribution was minimal.

How can we explain the lack of interest that tourists display towards these small festivals? We can think of several explanations:

1. These festivals lack appeal, they are uninteresting for tourists. This is a possibility considering that the three festivals are addressing people with special interests. Not all tourists like jazz or Justin Bieber. Also, while a lot more people are consumers of movies, they may not be so fanatic to travel to Istanbul for them, especially since these types of film festivals (and jazz festivals) are organized in many cities around the world. Same goes for most artists who tour the world to promote their albums. For example, between September 29, 2012 and December 8, 2013, Justin Bieber had 162 concerts ("Believe Tour"), of which 85 in North America, 47 in Europe, 10 in Asia, 2 in Africa, 8 in South America and 10 in Australasia³. These festivals may be very important for locals and tourists from Turkey because they can see representatives of the global popular culture performing in their community, but, because they do not promote local culture, they are less appealing to international tourists.
2. Perhaps tourists lack information about the festivals. Our study has shown that while almost half of those attending the Justin Bieber concert came to Istanbul specifically for the event, only 27% of those surveyed at the film festival came to Istanbul specifically for this event. This confirms the results of McKercher et al.'s (2006) study that the majority of tourists attending small events learn about the event at the destination. Better advertising and marketing both abroad and in Istanbul are needed in order to increase the number of tourists attending the many small festivals and events Istanbul offers throughout the year.
3. Possibly the marketing failure of these festivals is due to the fact that Istanbul hosts a great number of such festivals and events. Some festivals and events are perhaps prioritized by those who are in charge of marketing the city to tourists while others receive very little or no advertising. This explains why small-scale festivals are more successful in smaller towns than in big cities (confirming the findings of de Bres and Davis, 2007, and Mitchell and Wall, 1986).

³ http://en.wikipedia.org/wiki/Believe_Tour

4. The city has many attractions and tourists have a limited time to visit; therefore, they must prioritize and, under this condition, very few would probably want to attend a local-scale festival which promotes universal culture rather than local culture.

However, the economic impact of a festival is not limited to the event itself. Many tourists who came for the event may also want (or could be persuaded) to visit other venues not initially planned. Also tourists visiting Istanbul for other motives could be lured to participate in such a small event if interested. Any such combination of tourist attractions could have a positive effect on the urban economy (van Aalst and van Melik, 2012). In conclusion, small festivals could play more important roles as secondary attractions rather than primary attractions.

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