

**THE EXPLORATION OF PLACE ATTACHMENT AND FUTURE BEHAVIORAL
INTENTION THROUGH FESTIVAL SATISFACTION OF THE FRONTIER DAYS
FESTIVAL**

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Dedication

To my son, Aaron Joseph Whitaker, my mother, Betty Jo Taylor, and my grandparents, the late Aaron Lemuel and Aretta Whitaker, and my good friend, the late, Geneva “Sis” Eady.

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ABSTRACT

Each spring in North America, festival organizers plan and host festivals to showcase the communities. Festivals and events tend to be themed to display the unique quality of that community. Rural communities host festivals to display the culture of the community, hoping that people will visit. Since its opening day in 1962, the Frontier Days Festival is held in Lynchburg, Tennessee, which is home to Jack Daniel Distillery, the oldest registered distillery in the world, and is also known as a small quant town with southern charm and a love for family and community, however, the festival has been declining for the last 25 years. The decline has been in attendance, community enthusiasm, community support, and event activities. The purpose of this study is to explore how attending the Frontier Days Festival can influence the attendee's feeling of place attachment of Lynchburg, Tennessee and festival satisfaction and their intention to return to the festival.

This study investigates place attachment and festival satisfaction based on the attendees' attachment to Lynchburg and the perception of the satisfaction of the festival and the overall influence of their intention of returning to the festival. The Place Attachment Satisfaction Intention (PASI) model tested data collected from the 55th Annual Frontier Days Festival in Lynchburg, Tennessee. Results show that place attachment and festival satisfaction were significantly are not correlated. Through the use of linear regression, festival satisfaction was found to be the better predictor for future behavioral intention, however, festival satisfaction or place attachment were not strongly related enough to affect future behavioral intention to attend the Frontier Days Festival.

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CHAPTER I: INTRODUCTION

Every year many cities in North America stage festivals to celebrate the arts, heritage, and cultural events. Festivals, though rich with historic roots, are enjoying growth and popularity in recent years, and are the fastest-growing area of the tourism industry (Kim, Duncan, & Chung, 2014). Festivals also play an important role in the community by providing leisure activities to local residents, boost the development of cultural tourism, and just simply attract visitors (Derrett, 2000). With the growth of festivals, locally, as well, and globally in numbers and diversity, allowing communities to design festivals to benefit their community, case in point, rural communities are taking advantage of the benefits of hosting festivals. Rural communities are designing festivals to elevate the local economy, create employment opportunities while promoting the local culture and products (Huang, Li, Cai, 2010) while enhancing the quality of the community and creating a sense of community among the local residents (Yodal, Gursoy, Uysal, Kim, & Karacaoglu, 2016) and at the same time creating a relationship between the hosts and visitors with recreational activities and entertainment (Arcodia & Whitford, 2006). Festivals in small towns allow visitors, as well as, locals to enjoy the love, pride, and the quality of life that a small community has to offer. On the other hand, tourists get the chance to enjoy the food, culture, and entertainment, and the scenic beauty of smaller communities. While communities are hosting festivals to bring their community together, researchers are studying those festivals for many reasons, however, the relationship between festival satisfaction and place attachment, with future behavioral intention is the basis for this particular study.

One of the most common themes among festival researchers is to determine if there is a link between festival satisfaction and place attachment (Fleury-Bahi, Felonneau, & Marchand,

2008). Although there has been a great deal of research on place attachment and satisfaction, there is a small amount of empirical research yielding consistent results (Lee, Kyle, & Scott, 2011). For instance, Mesch and Manor (1998) revealed that an individual can be satisfied with where they live and not be attached to that place. Besides, Lee's and Allen's (1999) study about coastal tourism destination, showed that satisfaction was not found to be related to a visitor's attachment to the destination, hence place attachment was found to be more effectively predicted by a variable such as destination attractiveness (Lee, Kyle, & Scott, 2011). As communities stage festivals each year, it is only wise to understand why visitors attend these festivals year after year. A way to obtain a better understanding of the success or failure of festivals is to explore the attendee's festival experience and the host community of the festival. To gain knowledge, one should study a festival that has a rich long history, along with developing an in-depth survey using the dimensions of place attachment, such as place identity, place dependence, and social bonding. Researchers in the tourism studies have begun to examine place attachment with the relationships and have begun to use the concept of place attachment to person (visitor)-to- place relationships (Campelo, Aitken, Thyne, & Gnoth, 2014; Lee & Kyle, 2014; Lee, Kyle, & Scott, 2011; Williams & Vaske (2003). This relationship plays an important role in the visitor's decision to attend a festival and to return to the same festival the next time that it is in season, leading to future behavior intention.

Researchers have studied satisfaction and behavioral intentions in festival studies (Cole & Illum, 2006; Lee & Beeler, 2009) by determining the identity of the festival attendee, whether first-time or repeat visitor. Through their examinations of these constructs, Shani, Rivera, & Hara (2008) and Lee, Lee, and Yoon (2009) found that repeat visitors appear to be more satisfied and loyal than first-time visitors, and this information is a valuable source of information as

festival organizers plan their festivals each year. Previous research has recommended that when visitor needs are met, they will inform others of their satisfying experience (Kotler, Bowen, & Markens, 2010). A satisfying experience will assist with making the decisions for future travel and leisure activities, and emotions can play another part in this decision-making process. However, in the tourism industry, especially in festival studies, the exploration of festival satisfaction, place attachment, and future behavioral intentions can define the success or failure of the festival and will assist festival organizers to create a festival that satisfies the wants and needs of the attendees. Therefore studying a long-standing festival with a rich history could yield more significant data regarding festival satisfaction and place attachment with hopes of future behavioral intentions. The Frontier Days Festival, held in Lynchburg, Tennessee for the 55 years, is the festival that comes to mind for this study. This study will examine the relationship or linkage of festival satisfaction to place attachment and the effect that it may have on future behavioral intention. There is a level of priority and significance for researchers to understand the emotional attachment and loyalty to the host community of the festival. In other words, well-satisfied visitors to the Frontier Days Festival will visit Lynchburg even when the festival is not in session (Lee, Kyle, & Scott, 2011). Will place attachment or festival satisfaction or both that will keep visitors coming back to the Frontier Days Festival?

Problem Statement

Lynchburg and the Moore County community is well-known as a rural farming community, then it became a tourist town when Jack Daniel Distillery began giving tours of the distillery, however residents have long found that festivals can bring a community together by celebrating the heritage and tradition of the town, and the Frontier Days Festival was started in 1963. For Lynchburg and the Moore County community, this is a great plan for then because of

tourists visiting their town daily. However, despite the continuous decline in festival attendance, community support, and community participation for the last 25 years, the Lynchburg Chamber of Commerce and the community would benefit to understand the reason for the decline, rather than to speculate. Festival organizers aim to provide a satisfying experience for both local residents and non-residents, however, they have to attend the festival. If the locals and visitors attend the festival and have a satisfying experience, they will return to the festival and can gain an emotional attachment to the town of Lynchburg, thus, visiting the town when the festival is not in season, hence first-time visitors becoming repeat visitors. Therefore, researchers have studied many areas of festivals, however, the area of this study is the relationship between festival satisfaction and place attachment, and the effect that either has on future behavioral intentions.

Purpose of the Study

The purpose of this study is to examine the relationships between festival satisfaction and place attachment to determine future behavioral intentions. Also, festival satisfaction and place attachment will be examined through the use of the variables residents and non-residents, first-time and repeat visitors. The first objective is to determine if there is a relationship between festival satisfaction and place attachment in the 55th Annual Frontier Days Festival. The second objective is to determine if differences exist in festival satisfaction and place attachment for residents and non-residents and to determine if differences exist in festival satisfaction and place attachment in first-time or repeat visitors. The third objective is to determine if festival satisfaction or place attachment has a better relationship for future behavioral intention.

Research Questions and Hypotheses

To explore the objectives of this study, several research questions will guide this study.

1. What is the relationship between festival satisfaction and place attachment at the Frontier Days Festival?

H1_o: There is no relationship between place attachment and festival satisfaction.

H2_a: There is a relationship between place attachment and festival satisfaction.

2. Do differences exist in place attachment based on residency and attendance?

H3_o: There are no differences that exist in place attachment based on Lynchburg residents and non-Lynchburg residents.

H4_a: Some differences exist in place attachment based on Lynchburg residents and non-Lynchburg residents.

H5_o: There are no differences that exist in place attachment based on first-time and repeat visitors.

H6_a: Some difference exist in place attachment based on first-time and repeat visitors.

3. Do differences exist in festival satisfaction based on residency and attendance?

H7_o: There are no differences that exist in festival satisfaction based on Lynchburg residents and non-Lynchburg residents.

H8_a: Some differences exist in festival satisfaction based on Lynchburg

residents and non-Lynchburg residents.

H9_o: There are no differences that exist in festival satisfaction based on first-time or repeat visitors.

H10_a: Some differences exist in festival satisfaction based on first-time or repeat visitors.

4. Which is a better determination, place attachment, or festival satisfaction, for behavioral intention?

H11_o: Place attachment is not a better determination for future behavioral intention.

H12_a: Place attachment is a determination for future behavioral intention.

H13_o: Festival satisfaction is not a predictor for future behavioral intention.

H14_a: Festival satisfaction is a better predictor for future behavioral intention.

Scope of the Study

The study took place at the 55th Annual Frontier Days Festival, a well-established cultural festival, held in the rural town of Lynchburg, Tennessee. Researchers specifically focused on exploring the relationship between place attachment, festival satisfaction, and future behavioral intention. Using the constructs of place attachment (place identity, place dependence, and social bonding) as the mediator to gain a better understanding of place attachment and if there is a relationship between place attachment and festival satisfaction, and the influence for future behavioral intentions. As stated earlier, research has varied findings of the relationship between the two, and this study aims to incorporate research finding from Lee, Kyle, and Scott (2011) to assist with this study by exploring these relationships through the dimensions of the constructs,

place identity, place dependence, and social bonding. Thus, a modified instrument, the Place Attachment Satisfaction & Intention Questionnaire (PASI) was administered by the researcher during the festival and online to start the process of this study. The participants for this study were men and women who attended the 2017 festival.

Definition of Terms

1. **Rural Communities:** A town that is not urban and with a population outside of cities and towns fewer than 2,500 (Ratcliffe, Burd, Holder, & Fields, 216).
2. **Festival:** A public event that celebrates a specific theme in a specific region or area with several activities (Getz, 1991).
3. **Place Attachment:** The emotional bond between people and certain places where they live or have lived (Hidalgo & Hernandez, 2001). For this study, place attachment is the overall emotional attachment that one may have for Lynchburg and the Moore County community.
4. **Satisfaction:** A judgment that a product or service has provided a pleasurable level of consumption-related fulfillment (Oliver, 1997). The use of satisfaction in this study is to evaluate the entire festival experience at the 55th Annual Frontier Days Festival through the activities, food, and fun offered at the festival.
5. **Intention:** An individual's intention to perform a given behavior year after year, (Ajzen, 1991). For visitors obtaining a satisfying experience at the 55th Annual Frontier Days Festival, the intention is used to measure the attendee's willingness to return to the festival next year or visit the town when the festival is not in season.
6. **Place Identity:** The dimensions of the self that define the individual's identity to the physical environment (Proshansky, 1978). During this study, place identity is measured

using items that measure personal values, attachment, sense of belonging to Lynchburg, and one being able to identify with Lynchburg.

7. **Place Dependence:** The opportunities a setting allows fulfillment of specific goals and activity needs and is used to assess how the current setting compares with other available settings that may have the same attributes (Williams, Patterson, Roggenbuck, & Watson, 1992). During this study, place dependence is measured using items that measure the attendee's fulfillment of what they desired from the 55th Annual Frontier Days Festival regarding their leisure activities, enjoyment of the town, and their feeling that there is no other place like Lynchburg to perform these leisure activities.
8. **Social Bonding:** Ties that bind an individual to the landscape (Hidalgo & Hernandez, 2001; Kyle, Mowen, & Tarrant, 2004; Mesch & Manor, 1998). Social bonding in this measure the family, family connections, and memories that attendees have acquired during their visits to Lynchburg.
9. **Behavioral Loyalty:** Describes how a person makes repeat purchases rather than why they buy (Lee, Kyle, & Scott, 2011). Behavioral loyalty measures are used because the data of customer's repeat purchase history is easily accessible have with other measures of loyalty (Oppermann, 2000).
10. **Attitudinal Loyalty:** Describes why a person purchases a certain product or service. Attitudinal loyalty focuses on the understanding of the consumer's preferences and the positive attitudes that are stable over some time (Lee, Kyle, & Scott, 2011).

Delimitations

1. This study sample includes males and females 18 years and older who attended the 55th Annual Frontier Days on June 22-24, 2017.

2. Data collection occurred on June 24 2017, at the festival site, and online from June 22- July 12, 2017. The link was removed on July 12, 2017.
3. The study was limited to those who attended the 55th Annual Frontier Days Festival.

Limitations

1. The generalizability of the results from this study is limited to the sample set that was used. This study was performed for the visitors that were walking on the Lynchburg square and in the park on this particular day and captured visitors who intended to attend the 55th Annual Frontier Days and tourists who were visiting the shops on the square for Jack Daniel souvenirs.

Significance of the Study

Theoretical Significance

The main objective of this study was to determine relationships among the constructs, which are festival satisfaction, place attachment, and future behavioral intention, and to see if there a relationship exists between festival satisfaction and place attachment to determine future behavioral intention. Future behavioral intentions can be determined by satisfying festival experience, and repeat visits to a particular festival can lead to a visitor having an emotional attachment to the town that host the festival. Festival attendees have a choice on which festival or festivals to visit during the season, and a satisfying experience can lead to repeat visits to the festival and even to the town when the festival is not in season. However, festivals in rural communities showcase the heritage, culture, food, and fellowship of a product or service that will attract locals and non-locals. By examining the relationship between festival satisfaction and place attachment will give a better understanding of visitors' decisions to attend certain

festivals, the attraction of certain festivals, and their overall experience of attending that particular festival. To understand a visitor's future behavioral intention, this study will explore residency and non-residency of Lynchburg and Moore County, Tennessee, and first-time or repeat visitors of the 55th Annual Frontier Days. According to Kotler, Bowen, and Makens, 2010, visitors can be attracted to the town and/or festival and retained when their needs are met, and they will tell others about their satisfying experience.

Practical Significance

Festivals have increased in the last two decades in efforts for communities to benefit economically and socially. However, the main purpose of the festival is to celebrate the culture, heritage, pride, of their community (Backman, Backman, Usyal, & Sunshine, 1995; Yuan, Morrison, Cai, & Linton, 2008). Previous research has shown that it is important to identify the characteristics of the different types of visitors who attend these festivals and contribute to their success demographically, psychologically, geographically, and behaviorally (Lee, Lee, & Arcodia, 2014).

The two groups of visitors in this study are residents or non-residents and first-time or repeat visitors. Local residents are the main attendees of these festivals. Local residents are invested in the community, and they will benefit from the economic impact of the festival. As local residents become involved in the festival designing, organizing, and working at the festival, this will allow for a successful festival. A successful festival comes from offering activities that create a satisfying experience, leading to future behavioral intentions to return to the festival, through positive word-of-mouth. This positive word-of-mouth will be the foundation for first-time festival visitors to become repeat festival visitors. Employing these two groups of visitors for this study will hopefully show the relationship between festival satisfaction and place

attachment, and which is the better variable, residency, or attendance for festival satisfaction and place attachment.

CHAPTER II

LITERATURE REVIEW

The purpose of this study is to examine the relationships between festival satisfaction and place attachment to determine future behavioral intentions. Besides, festival satisfaction and place attachment will be examined through the use of the variables residents and non-residents, first-time and repeat visitors. The literature review for this study focuses on the following areas: (1) Background of festivals and festival research, (2) Portions of the article “The Mediating Effect of Place Attachment on the Relationship between Festival Satisfaction and Loyalty to the Festival Hosting Destination”, (3) Festival satisfaction according to Lee, Kyle, and Scott, (4) Place attachment according to Lee, Kyle, and Scott, (5) Future behavioral intention and destination loyalty according to Lee, Kyle, and Scott, (6) Lynchburg and Moore County Tennessee, (7) History and relevance of Jack Daniel Distillery for Lynchburg, Tennessee, (8) The Rural American community, (9) Cultural Festivals, (10) Resident and non-resident visitors, (11) Repeat and first-time visitors, (12) History of Frontier Days, (13) Festival satisfaction, (14) Place attachment, (15) The relationship between Festival satisfaction and place attachment, and (16) Future behavioral intention.

Background of Festivals and Festival Experiences

For decades festivals have had a significant impact on local communities through providing locals and visitors with activities and spending opportunities with items that define or represent that community, therefore enhancing the community at the same time (Getz, Andersson, & Larson, 2006; Grunwell & Ha, 2007; Quinn, 2006). Over time more and more communities have developed festivals to create an impact on the local economy and develop a

sense of place attachment for that community (Getz, Andersson, Carlsen, 2010). Past research shows that festivals have become one of the increasing areas of the tourism industry, providing opportunities for locals to enjoy activities, spend money on local items, and attract tourists to the community. Festivals have many different meanings, however, one can describe festivals as events that are held at a specific time, they are repeated, and they are open to the general public, however, Getz, Andersson, and Carlson (2010) add to the definition by proposing that festivals celebrate the community by way of showcasing their values, way of living, and any activity that identifies the community.

In the past community cultural festivals have been designed specifically for residents, however, today, that culture is shared with tourists and visitors from all across the world. With more festivals scheduled every year, the tourism market has identified festivals as one of the fastest-growing areas in the tourism industry (Kim, Duncan, & Chung, 2014). Members of the event tourism industry are concerned about the part that festivals and events play in the target growth and the overall gain of an event's attractiveness to tourists. Tourists and visitors are attracted to the uniqueness of each festival or event, which separates them from the fixed attractions and the celebratory ambiance raises them on a higher level from their traditional lives. For these reasons, small towns often host festivals and offer unique experiences.

Many festival researchers have found a link between the visitor's festival experiences, satisfaction, and loyalty (Lee, Kyle, & Scott, 2012; Yoon, Lee, & Lee, 2010). Research surrounding the visitor's festival experience assists in evaluating the experience, the physical environment, and determine future visits. Drawing from the Oliver's (1997) definition of satisfaction, which states that satisfaction is the overall judgment of a product or service and it provides the consumer with a pleasurable experience and fulfills their needs, hence leading to a

visitor obtaining an emotional attachment to the festival host community, especially small communities that host festivals to showcase a unique product or service that their town offers.

Smaller communities better known as rural communities have a closeness and a uniqueness that differs from urban areas. Much like the town of Lynchburg, Tennessee, some rural communities often have a close community atmosphere attracting new residents looking for a quieter life; continuing to be the driving force that retains hometown residents to the community. Lynchburg, located in rural Moore County, and is the home of Jack Daniel Distillery has hosted the Frontier Day Festival for the past 55 years. This festival was developed to bring the community together through food, heritage, fellowship, and fun. As part of tourism and leisure, festivals are on the rise (Getz, 2005). Hospitality, tourism, festivals, and events seek to create memories and stories to accentuate the mundane daily experience, raise people's spirits, and overall celebrate human existence (Pan & Huan, 2013). Organizers design and plan festivals to offer a satisfying experience for the visitors and to encourage repeat attendance (Tanford, Montgomery, & Hertzman, 2012). To accomplish this, Lee, Kyle, and Scott (2011) note that it is important for festival organizers to understand the visitor satisfaction and emotional development in a given community, and this study will use Lee, Kyle, and Scott's (2011) article, "The Mediating Effect of Place Attachment on the Relationship between Festival Satisfaction, and Loyalty to the Festival Hosting Destination" as a guide to study the 55th Annual Frontier Days Festival.

The Mediating Effect of Place Attachment on the Relationship between Festival Satisfaction and Loyalty to the Festival Hosting Destination

Lee, Kyle, and Scott (2011) explored the factors that drive the loyalty of the festival visitor to those host destinations. Specifically, the key factors that encourage repeat festival

attendance are a conceptual overview of festival satisfaction, place attachment, and future behavioral intentions. Their study focused on the part of place attachment as the mediator of the relationship between visitor's positive evaluation of their festival experience and their loyalty to the host destination. During their study, Lee, Kyle, and Scott (2011) used a conceptual model that was based on the theory of human attachment (Morgan, 2010). However, results from past empirical studies examined visitor's satisfactory experiences that were contributed to the development of loyalty to the hosting destination. Their study consisted of three community festivals: the three-day Poteet Strawberry Festival, the Pasadena Strawberry Festival, and the three-day Texas Reds Steak and Grape Festival, and all festivals provide food and entertainment for the locals and visitors.

The first annual Poteet Strawberry Festival was held the second weekend in April in 1948 in downtown Poteet and was highly received by the south Texas citizens, and continues today. The primary purpose of this festival is to promote Poteet's premier strawberries, provide scholarships, and is a major economic generator for south Texas and Atacosa County, taking in an estimated \$10-\$12 million for the south Texas economy. The festival continues to be held during the second weekend in April, with 100,000 visitors and is a major tourist attraction for the state. The festival is housed on 100 acres and offers a rodeo, strawberry contests, carnival, food and drinks, arts and crafts, and entertainment and also charges a fee to enter the gates. The first annual Pasadena Strawberry Festival was held in 1974, with just a small number of people, and today it is a three-day festival held the third weekend in May and attracts over 50,000 and offers mud volleyball, strawberry contests, food and drinks, and entertainment, and also charges a fee to enter the gates. Lastly, the first annual Texas Reds Steak and Grape Festival was held in 2007 in Bryan, Texas, and is a celebration of two major industries, in Texas, beef, and wine. The

festival was established to showcase the revitalization of Downtown Bryan, and offers wine, steak, kid's zones, entertainment, street vendors, and shopping with downtown merchants. The festival is held during the last weekend in September, attracts around 9,000 visitors, and is free to the public, however, there are fees for food and alcohol areas.

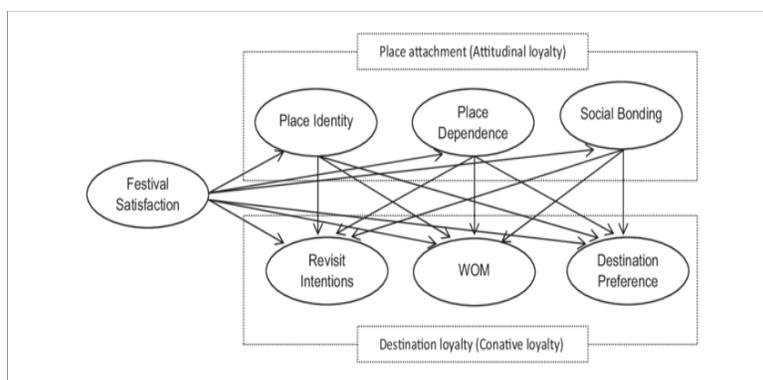
Lee, Kyle, and Scott (2011) collected data on-site and a follow-survey. Data was collected from April-June 2008, with a total of 743 individuals completing the survey during all three festivals. In preparation for the follow-up survey, 164 surveys were eliminated due to a lack of contact information, leaving 579 respondents for the follow-up survey process. During the six-week follow-up survey process, only 228 questionnaires were returned, with a response rate of 39.4%, however, 12 questionnaires did not match responses in the on-site stage, and were excluded from further analyses. With 228 questionnaires left for further analyses, 89 were visitors from the Poteet Strawberry Festival, 58 were from visitors of the Pasadena Strawberry Festival, and 69 were visitors from the Texas Red Steak and Grape Festival. Lee, Kyle, and Scott (2011) found no significant difference between both groups for gender, attendance behavior, and reason for trips to the festivals, however, there were significant differences in the mean age scores between respondents ($M = 40.55$, $SD = 0.98$) and non-respondents, $M = 37.19$, $SD = 0.60$, $t(729) = -2.97$, $p < 0.05$, the magnitude of the difference was small with Cohen's $d = 0.22$ (Cohen, 1988).

For Lee, Kyle, and Scott (2011) to survey the respondent's attachment to the festival host community, they adapted 18 items from Kyle, Mowen, and Tarrant's (2004) place attachment scale, they adapted 11 items from Oliver's (1980, 1997) evaluative cumulative satisfaction measures, and they adapted 10 items from Jones and Taylor's (2007) service loyalty scale. All scales were measured on a 7-point Likert Scale where 1 is "strongly disagree" and 7 is "strongly

agree." Lee, Kyle, and Scott (2011) used structural equation modeling to test the hypothesized relationships among the variables, leading to a two-step approach: (1) examining of the measurement model to validate the factorial structure of the hypothesized model using confirmatory factor analysis (CFA) and (2) testing for the structural model to examine the causal relationships among inactive (Anderson & Gerbing, 1988),

The conceptual model comes from Morgan (2010), which studies the human relationship with the physical environment and the meanings of these settings. The conceptual model implies that place attachment is an attitudinal construct that shows the insight of how individuals view a particular setting (Jorgensen & Stedman, 2001; Kyle, Tarrant, & Mowen, 2004). Lee, Kyle, and Scott (2011) show that loyalty within festivals comes from visitor satisfaction with festivals which moves the emotional attachment to the setting in hopes of their loyalty to the festival hosting community, thus Lee, Kyle, and Scott (2011) study was an overview of festival satisfaction, place attachment, and destination loyalty (see Figure 1).

Figure 1: Hypothesized Conceptual Model



The structural model analysis showed that festival satisfaction predicted the dimensions in place attachment: place identity/social bonding, and place dependence, however, satisfaction was a small portion of the variance in place identity/social bonding at 10%, and was a stronger

predictor in place dependence at 21%. Lee, Kyle, and Scott (2011) showed that having a satisfactory festival experience lead to the development of the visitor's dependence on the festival setting for achieving their predetermined experiences and a small feeling of a sense of attachment to the host destination. With the place attachment construct, not all of the dimensions were significant predictors of destination loyalty. Place identity/social bonding showed a positive effect on revisit intentions, while, place dependence showed a negative effect on revisit intentions. For the festival satisfaction construct, festival satisfaction was significantly predicted in the place attachment dimensions of place identity/social bonding and place independence (see Table 1).

Table 1: Structural Model Analysis

Direct Effects	B	SE B	β (Structure Coefficients)	t Value	R ² (Total Coefficient of Determination)
Festival satisfaction → Place identity/Social bonding	0.33	0.07	0.32	4.56***	0.10
Festival satisfaction → Place dependence	0.51	0.08	0.45	6.42***	0.21
Place identity/Social bonding → Revisit intentions	1.16	0.14	0.74	8.41***	0.63
Place dependence → Revisit intentions	-0.60	0.10	-0.41	-6.16***	
Place dependence → WOM	0.74	0.08	0.64	9.14***	0.41
Place dependence → Destination preference	1.05	0.11	0.72	9.13***	0.62
Festival satisfaction → Destination preference	0.20	0.09	0.12	2.26*	

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

Lee, Kyle, and Scott (2011) were determined in their testing to see if place attachment could be the mediator in this study, and their findings did support this place attachment being the mediator in the relationship of festival satisfaction and destination loyalty. This signifies that visitors that are satisfied at a festival can become emotionally attached to the host festival and the host destination, therefore they will return to the host destination when the festival is not in season. Festivals in small or rural communities tend to design festivals to attract all visitors, especially visitor that have an emotional attachment to their community.

Festivals scheduled in rural communities tend to attract tourists, promote economic impact, sustain a strong sense of place, and appeal to the tourists. Festival organizers should have a clear understanding of the needs and want of the community as they design festivals and the activities within the festivals. The common goal for a successful festival is to have satisfying visitors who will develop an emotional attachment to the town and festival, and revisit the festival. Lee, Kyle, and Scott (2011) set out to find the answer to the question, will satisfied visitors visit the host city even when the festival is not being held?

Lee, Kyle, and Scott's (2011) study resonates with the Frontier Days Festival and Lynchburg, Tennessee because of the history of the festival, the beauty and quaintness of the town, the tourists that visit Jack Daniel Distillery, and the closeness of the people who live in the Lynchburg and Moore County community. The use of the dimensions of place attachment allowed this study to explore the attendees of the festival and for them to give an account of their feelings for the Frontier Days Festival and the Lynchburg and Moore County community.

Festival Satisfaction According to Lee, Kyle, and Scott

Lee, Kyle, and Scoot (2011) applied Oliver's (1980) definition of satisfaction, which stated that satisfaction is a perception that a product or service provides a gratifying level of enjoyment during their use of the product or service. Consumers use satisfaction to evaluate their past experiences of products, services, and the environment where they have purchased an item or attended an event. In the area of tourism and leisure studies, Oliver set the standards for satisfaction using the expectancy disconfirmation approach. Through this approach, Oliver investigates visitors' satisfaction in areas such as wildlife adventures, travel agencies, shopping trips, and destination trips. However, for this study, the focus is on a festival in a rural community with a rich history, through the use of dimensions of place attachment.

Place Attachment According to Lee, Kyle, and Scott

According to Lee, Kyle, and Scott (2011), place attachment is a construct that has been adapted to study human thought and behavior with the physical environment. Low and Altman (1992) add to this by stating that human attachment to homes, places, and societies have been studied by geographers and environmental psychologists, and the word, the attachment means "effect, and the word place, meaning the environmental settings that people are emotionally and culturally attached to. Lee, Kyle, and Scott (2011) reprised the definition of place attachment from Low and Altman (1992), stating that place attachment can be defined in terms of people's emotional ties to a spatial setting but also refers to the social ties that bind individuals to specific locales along for their place-related actions, which gave Lee, Kyle, and Scott (2011) the opportunity to set the foundation for their study. They gave a new meaning for that warm and loving feeling that locals and visitors fell about the towns, they live in and visit, which is called place attachment.

From their exploration using this new meaning of the place attachment, Lee, Kyle, and Scott (2011) found that in the dimension of place attachment did not significantly predict all of the dimensions of destination loyalty, however, place identity and social bonding played a stronger effect for future behavioral intentions and place dependence was a stronger predictor for word of mouth and recommendations. From this new meaning, the idea of studying the effect of place attachment to Lynchburg and Moore County, Tennessee, and linking it to the 55th Annual Frontier Days Festival.

Future Behavioral Intention and Destination Loyalty According to Lee, Kyle, and Scott

Lee, Kyle, and Scott (2011) discussed the last construct to measure satisfaction, which is destination loyalty and future behavioral intentions. Future behavioral intention can be obtained from customer loyalty, meaning that when a customer or consumer continually patronizes a business for a long period of time, while maintaining a long history of repeated purchases and a willingness to recommend the business to others (Lovelock, 2001). This is a rich history and a deep commitment to patronize a particular product or service, however, destination loyalty is one of the most significant areas in the hospitality and tourism area (Chen & Phou, 2013), and offers three benefits such as reducing the customer's price sensitivity, lowering the cost of attracting new customers, and increases in organizational profitability (Rowley, 2005). Researchers measure loyalty and repeat purchase behavior by using a multidimensional framework, this a traditional two-dimensional loyalty framework is used. This framework is considered dominant in behavioral and attitudinal literature. Behavioral loyalty is the repeated purchasing of the same brand and is used to measure repeated behavior (Croes, Shani, and Walls, 2020; Yüskel & Yüskel, 2007), hence, behavioral loyalty is all about the number of purchases, however, attitudinal loyalty is described as the belief that a customer has about a product or service (Fournier, 1994) and engaging more on the reasons for purchasing a particular product. Going one step further, attitudinal loyalty allows for artificial purchasing, meaning that a consumer will continue to purchase the same product due to a lack of better alternative or the product is convenient to purchase. The result is that satisfied customers will recommend products and services to others, which promotes positive word-of-mouth (WOM) and is a reliable marketing tool for festival organizers and host destinations.

Researchers use the behavioral approach because it has shown to improve repeat purchases and repeat visits to a particular place. However, the behavioral approach may not give an exact measurement for repeat visitation for tourism destinations. Oliver (1997, 1999) added cognitive and conative loyalty as additional dimensions. According to Oliver (1997, 1999), a visitor will first become form an emotional attachment to that brand, place, or event forming conative loyalty. Lastly, visitors who have been satisfied with their visitor experience become loyal using the attitudinal-conative behavioral processes (Lee, Graefe, & Burns, 2007). In the area of festivals and the decision to attend the same festival in the future follows the same approach by offering activities and events that satisfying the locals and tourists. Lee, Kyle, and Scott (2011) used a structural model analysis to measure the relationships between festival satisfaction, place attachment, and destination loyalty. In the dimensions of place attachment, not all dimensions were significant predictors of the three dimensions of destination loyalty. Lee, Kyle, and Scott (2011) showed that place identity and social bonding had a positive effect on revisit intentions ($\beta = 0.74$, $t = 8.41$, $p < 0.001$), however place dependence had a negative predictor for revisit intentions ($\beta = -0.41$, $t = 6.16$, $p < 0.001$; $R^2 = 0.41$). Place dependence had a strong positive effect on both WOM ($\beta = 0.65$, $t = 9.14$, $p < 0.001$), and destination preference ($\beta = 0.72$, $t = 9.13$, $p < 0.001$). According to their study, destination preference was predicted by festival satisfaction at a lesser effect ($\beta = 0.12$, $t = 2.26$, $p < 0.05$). In this particular study, it was found that visitors may have a strong connection to the community because of the spatial attributes that meet their needs rather than having a satisfying experience at the annual festival (Lee, Kyle, & Scott, 2011). For this study, the 55th Annual Frontier Days Festival, the Lynchburg locals feel that they live in the best community, have an emotional attachment to the community, and attend events with the hope of the festival being successful, thus, festival

satisfaction may not be the reason that the local visitors attended the 55th Annual Frontier Days Festival.

The remaining sections of this literature review are dedicated to the 55th Annual Frontier Days Festival study, and the discussion will include the following: Lynchburg and Moore County Tennessee, rural communities, the history of the Frontier Days Festival, festival satisfaction, place attachment, festival satisfaction, and place attachment, and future behavioral intentions while exploring past research relating to festival satisfaction and the relationship between place attachment and future behavioral intentions.

Lynchburg and Moore County Tennessee

Founded in 1818, the town established the new seat of Moore County in 1872 and located in the southern part of middle Tennessee, with Lynchburg being the third-smallest county seat in Tennessee and the home of Jack Daniel Distillery. Moore County was comprised of parts of Lincoln, Bedford, and Franklin counties and was named in honor of General William Moore in July 1872. During this time, Lynchburg was divided into eleven communities: Lynchburg, Ridgeville, Marble Hill, Reed's Store, Tucker Creek, Waggoner's Prosser Store, Charity, County Line, Hurricane Church, and William B. Smith. Today, five of those eleven communities are still in existence: Ridgeville, Marble Hill, Charity, County Line, and of course, Lynchburg. In 1988, Metropolitan Moore County was voted into law as the governing body of Moore County, which includes Lynchburg. According to the U. S. Census 2010, there were 6,362 residents in Metro-Moore County, and in 2012, the population was 6,339, which is a decline of 0.4%.

History and Relevance of Jack Daniel Distillery for Lynchburg, Tennessee

One cannot describe Lynchburg, Tennessee without including the Jack Daniel's Distillery as an integral part of their discussion. The popular whiskey is produced in Lynchburg, although Lynchburg is the major distilling place for Jack Daniel's whiskey, the county is considered a "dry county", meaning that law prohibits the actual sale of liquor (and yes, including the town's major source of revenue, Jack Daniel's Whiskey). It is legal to drink it there, but you cannot buy it there. The county approved the selling of Jack Daniels solely on the premises of the distillery as part of the touring experience, but the county remains a dry county to this day, showing pride for the product and founder, Jack Daniel.

Jasper Newton "Jack" Daniel was born in 1849 and was one of thirteen children. When Jack's mother died, Dan Call, a preacher and a moonshiner, unofficially adopted Jack and taught him how to make whiskey. In 1866, Jack Daniel purchased the hollow where the distillery is now located. Jack Daniel Distillery is the primary source of revenue for Lynchburg and Moore County. By the 1880s there were fifteen distilleries in operation in Moore County. During this time, Jack Daniel's whiskey was second to Tom Eaton's Distillery. Jack began to use square bottles, which symbolized a sense of integrity and fairness to the whiskey business. The "Old No. 7" brand was assigned to Jack Daniel's Distillery for government registration. Jack Daniel's whiskey gained popularity after receiving a gold medal at the 1904 St. Louis World's Fair.

In 1906 after arriving to work early and unable to open the safe, Jack kicked the safe out frustration and breaks his toe. This injury would cause Jack's health to deteriorate, and he decides to retire from the whiskey business. Since Jack never married and did not have any children, he gave the distillery to his nephew, Lem Motlow. Lem ran the distillery, and his brother Jess was the master distiller. In 1910 Tennessee passed a statewide prohibition law, and in 1911 Jack

Daniel died from blood poisoning. With prohibition in place, the Motlow brothers began distillery operations in St. Louis, Missouri, and Birmingham, Alabama. Both of these locations did not produce the same quality of whiskey that was produced in Lynchburg. Prohibition ran from 1910-1940, however, Motlow became a Tennessee State Senator and led efforts to repeal the law, and which production resumed in 1938, and they made whiskey during World War II. Lem Motlow died in 1947, and his children, Robert, Reagor, Dan, Connor, and Mary ran the distillery. Shortly after his death, the distillery became incorporated as the Jack Daniel Distillery, Lem Motlow, Prop. and Inc. In 1956, Jack Daniel Distillery was sold to Brown Forman Corporation in Louisville, Kentucky.

In August 2013, Jack Daniel executives announced plans for a \$100 million expansion of the distillery. This announcement came at a time when the Jack Daniel's legacy was growing globally, which was pushing the distillery to expand the stills and warehouses to meet the demands of products now worldwide (Williams III, 2016). This expansion would provide 90 more full-time job opportunities. In 2013, Jack Daniel Distillery employed 430 people, and in 2016, the count was over 500. Most of the Lynchburg community work or retired from Jack Daniel Distillery, which means most of their income stays in the Lynchburg community, assisting with the economic impact of the community. Today, Jack Daniel Distillery offers five different tours, and now each tour has a fee ranging from \$13-\$22. The only tour for the children is the Dry County Distillery Tour, and it is free to children ages nine and under.

The Rural American Community

The term rural often conjures images of villages, small towns, and open spaces. As such, rural communities are defined as “what is not urban, and population and territory outside of cities and towns with 2, 500 or fewer people (Ratcliffe, Burd, Holder, & Fields, 2016). America is

described as an urban society, but rural communities and families are important to the social, economic, and political roles in this nation (Brown & Swanson, 2003). Brown and Swanson's sentiment still holds in 2017 and implies a very important point, that simply defining a rural community based on population numbers is misleading. For those who grew up in a rural community, the numbers cannot define the community or an individual, therefore, it is often the dynamic of the people and their way of life that define rural communities. Brown-Swanson further argues that rural communities and their residents receive quality attention because Americans give them a value that exceeds their material contribution to the nation's growth and well-being.

Rural Americans tend to face the challenges of money and financial problems, health and health care, and economic shortfall while continuing to pass down the values of living in rural communities, and the feeling of attachment to their local communities. So, what does the future hold for rural Americans? As far as the future, rural Americans seem optimistic about their communities. They feel that good jobs will remain, and new jobs will be offered in the next five years. Rural Americans also feel that some of the challenges they face will be solved in the next five years also (Robert Wood Johnson Foundation, 2018, October 1). As such, we will continue to see people in rural communities that hold a sense of attachment and demonstrate a welcoming atmosphere. As a result, rural annual festivals are frequently designed to create an economic impact for the community and bring the community closer together through celebrating the town's cultural history.

Cultural Festivals

A cultural festival is a themed celebration that showcases the heritage, the culture, the tradition, and the season of a town that is scheduled annually and during a specific time of year.

(Andersson, Getz & Carlsen, 2010). Rural communities design cultural festivals and special events to display the value, identity, and culture of their community, with the success of the festival portraying the biggest role in the local identity and the type of local culture that identifies with the festival. Festivals offer a connection to cultures and places that often assist with connecting people to their communities. Rural communities also organize festivals as a way to improve the quality of life for the residents (Cudny, Korec, & Rouba, 2012), hence, uniting the community.

In some instances, festivals may be considered as an event. Festivals are celebrations, and the desire to attend festivals is different from education and sporting events (Getz & Calsen, 2010). With the increase in festivals, the research on festival-related literature has increased, with much of the focus on economic impact or the motivations for visitors to attend these festivals (Yoon, Lee, & Lee, 2010; Duran & Hamarat, 2014; Lee & Goldblatt, 2012), leaving a gap in the festival studies, in the relationship between festival satisfaction and place attachment. There should be an understanding of the visitor's satisfying experience and how this can lead to an emotional attachment to the festival host destination. The question that comes to mind over and over again is "will visitors who have a satisfying festival experience visit that town when the festival is not being held?" The gap is to explore the place attachment and festival satisfaction and all of their dimension and constructs using a model designed for destination loyalty or behavior loyalty.

In the study of festival satisfaction a place attachment, place attachment has been incorporated to determine a visitor's attitude toward the festival and the hosting destination. Every year consumers have their choice of events, activities, and destinations to visit, but what keeps visitors coming back year after year to the same festival? Some visitors have a sense of

place or an attachment to that particular place, and the festival is another reason to visit. It is important to have an understanding of the reasons why visitor satisfaction at a festival (Lee, Kyle, & Scott, 2011).

In the area of bridging the gap of visitor satisfaction and being able to use descriptives for place attachment, festival satisfaction and future behavioral intention will give detailed information needed to test visitor satisfaction and constructs that determine the satisfaction. The concepts of place attachment evolve from geography and environmental psychology and can be an effective tool to measure attitudes that visitors feel towards a particular festival and town in order to gain satisfaction and return to the festival and town again (Lee, Kyle, & Scott, 2011). Festivals offer benefits to communities such as tourism and economic growth, promoting heritage and culture and uniting communities. Many North American cities have the privilege to host various festivals each year. Along with that privilege, there is hope that the festival will promote local tourism and the economy (Felsenstein & Fleischer, 2003). Festivals have shown the local community and community leaders they are expanding tourism and promoting the heritage, culture, and the customs of their community (McKercher, Mei, & Tse, 2006). Festival organizers in rural communities are constantly seeking to showcase their unique surroundings and the heritage of their community, even if their community is not a tourist attraction (Lee, Kyle, & Scott, 2011). However, providing a unique experience can entice visitors to a rural town that can provide extra income for that community. If visitor needs are met, they are more likely to return to the festival and the town (Kotler, Bowen, & Makens, 2010). Pike (2008) also states that satisfying experiences will influence future behavior on consumer travel. The degree of visitor satisfaction at the festival could have an impact on the expansion of emotional attachment to the host community. Festival satisfaction and place attachment to the host community can play

a key factor for the residents and non-residents of the community, as well as for first-time and repeat visitors to the festivals.

Residents and Non-Residents

Communities host festivals each year to celebrate the culture and heritage of the town among the locals with hopes of increasing tourism (Backman, Backman, Uysal, & Sunshine, 1995; Yuan, Morrison, Cai, & Linton, 2008). Festivals are there to entertain two groups of visitors: residents and non-residents. Local residents are the primary attendees to the festival, yet tourists are attending these festivals too, along with adding to the economic impact on the community. Previous researchers in festival studies have explored resident and non-resident visitors to measure future behavioral intentions through service quality, satisfaction, motivation, and involvement. Festival organizers strive to have a successful festival with hopes of having many visitors as possible in attendance, however, festival organizers must understand the needs, wants, perceptions, and behavior of residents and non-residents toward the festival. For this study, the 55th Annual Frontier Days Festival, residents and non-residents were used as variables to assist in determining the level satisfaction, to see which variable is the better for festival satisfaction and place attachment.

Repeat Visitors and First-Time Visitors

Loyalty plays an important role in the success of a festival. Researchers have studied the comparison of first-time and repeat visitors in destination loyalty (Yolal, Chi, Pesämaa, 2017), however, both first-time and repeat visitors have different reasons, expectations, and experiences in visiting a particular festival or town. According to Chi (2012), first-time visitors have a lower sense of loyalty compared to repeat visitors, hence the first-time visitor's loyalty is based on a

higher level of satisfaction. As for first-time and repeat visitors, there may be many qualities to determine their level of loyalty. For this study, the 55th Annual Frontier Days Festival, first-time and repeat visitors were used as variables to assist in determining the level satisfaction, to see which variable is the better for festival satisfaction and place attachment.

History of Frontier Days Festival

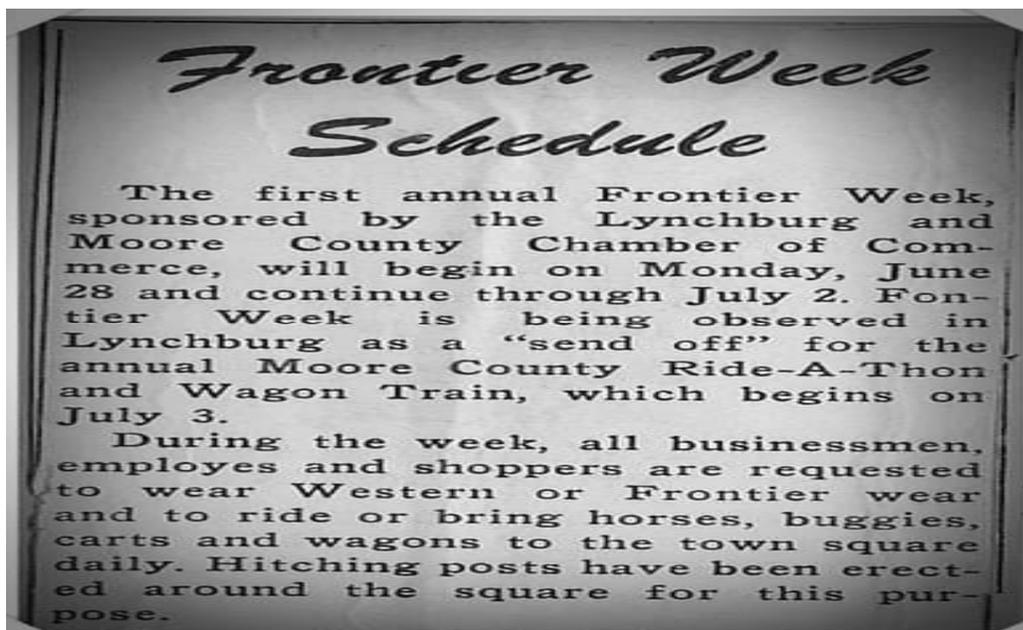
In the 1960's Lynchburg/Moore County was a farming community, with locals farming land and raising animals. In the summer, late June and early July, it was harvest time for the local farmers. The idea came to mind from a Church of Christ preacher, that the farmers should get together to camp to celebrate the completion of the harvest. Their celebration started in 1960 and did not include wives and children, furthermore, it did not include African Americans. During the 1961 ride, some of the farmers decided to drink whiskey, and the preacher decided to discontinue the ride and celebration after this incident. Local businessmen, Dr. Harold Pool, Dr. Leroy Wilkerson, Bob Bobo, Truman Ashby, and Ray Benderman, decided to design a celebration around the Fourth of July holiday, including the entire Lynchburg and Moore County community, and called it Frontier Week. The reason for the festival was to bring the entire community together and showcase the heritage of the town, and the theme was frontier and western. As of today all of the founders of the Frontier Days are deceased, but I would say that the overall planning took from 1961 to 1963 to plan. The first Frontier Week was held on the Lynchburg Square beginning 1963 (See Figure 2). The first annual Frontier's Week was a week-long event, which was held from June 28- July 2, 1963. This week-long celebration was the kick-off for the annual Moore County Ride-a-Thon and Wagon Train, beginning on July 3, 1963 (See Figure 3).

Figure 2: Founders of Frontier Days



(Photo courtesy of Sarah Hope, Lynchburg Historian)

Figure 3: 1st Annual Frontier Week Schedule (June 1963)



(Photo courtesy of Sarah Hope, Lynchburg Historian)

In the early years, the festival highlighted the community's heritage as a rural farm community, which was adopted by many of the store owners, organizers, participants, and attendees. After a few years went by, they added more events to the festival, and with community support, you smelled the popcorn being popped by Sis Eady, upon entering the square along with one noticed all storefronts were decorated with a western theme, and many of the local businesspersons were dressed in western attire.

The five local businessmen who decided to create a festival to bring the community together definitely proved to be successful, because in 1975 the festival voted the first African American Frontier Days Queen, Debbie Eady Staples. Furthermore, the festival continued to have support from the community through volunteerism and the willingness to attend the festival faithfully for the next 25 years. From the beginning through the 1980s, some booths displayed fresh vegetables from the local farmers' gardens, homemade ice cream from the United Methodist Church, handmade quilts from the Lady's Handiwork Shop roasted corn, food booths (hamburgers, barbeque, nachos, pinto beans, & cornbread), and a parade scheduled for on Saturday mornings with a well-known Grand Marshall, such as the late Bill Hall, from WSMV news leading the parade. The first annual Frontier Week's schedule (see Figure 2). The Frontier Days Festival boasted solid attendance over the year attracting about 5,000 visitors annually for the three-day event. However, attendance has slowly started to dwindle in the 1990s, and festival organizers are concerned, and hopefully, this study through the use of the constructs of festival satisfaction, place attachment, and future behavioral intentions will assist festival organizers to create a more satisfying experience.

Festival Satisfaction

Satisfaction is the overall opinion given to a product or service that has fulfilled one's expectations. Oliver (1997) stated that satisfaction shows positivity and favoritism toward goods and services leading to repeat purchases. In the hospitality and tourism industry, researchers have explored satisfaction surrounding goods and services in the area of overall experiences, such as accommodations, weather, and social settings (Pizam & Ellis, 1999). Festival satisfaction is the overall feeling of completeness from one's attendance at a festival. (Kim, Suh, & Eves, 2010b). Case in point, it is the feeling that one has after all of their needs and expectations were met during their time at the festival, and telling others about their experience, and planning to return to the festival again. Festival satisfaction will be displayed if the attendees' satisfaction with the festival is conveyed through recommending the festival to others and returning to the festival at the next time (Wong, Wu, Cheng, 2015).

For instance, McDowall (2011) explored the Tenth Month Merit-Making Festival (TMMF), a festival which has existed for more than 100 years, in Nakhon Si Thammarat, a province in southern Thailand (McDowall, 2011). The TMMF study was conducted and inspired by the childhood memories from Siriporn McDowall, who was born and raised in Nakhon Si Thammarat Thailand. McDowall aimed to capture these moments and pass them onto other generations, and to have the TMMF documented in English to secure the progression and recognition of his festival on an international level. Additionally, he sought to investigate the relationships between the festival's performance quality, attendees, festival satisfaction, place attachment, and future behavioral intentions of the TMMF festivalgoers. This study explored: participant thoughts regarding products and services at the festival, participant level of satisfaction, and whether or not participants would recommend the festival to others or revisit the

festival. The Frontier Days Festival has yet to study participant satisfaction and whether they would recommend the festival to others or revisit the festival.

The TMMF and Frontier Days Festival have some commonalities, such as (1) a long rich history, (2) located in southern towns (3) centered around the culture of the town, (4) centered around family reunions, history, and traditions, and (5) scheduled centered around a certain time of the year. For the TMMF celebration is scheduled to begin on the last night of the waning moon of the 10th lunar month and can last five to nine days, depending on the scheduled drawn up by the festival committee and varies from year to year depending on the moon's cycle (McDowall, 2011). McDowall (2011) found that the goal of the festival was to satisfy the wants and needs of the local community attending the festival. McDowall's research leads him to see that the motivating factors for attending this festival were to experience different customs and cultures, enjoy family time, increase knowledge of the local culture, build family relationships, and attend more cultural events.

The findings revealed that friend, family togetherness, festival novelty, excitement, and escape was the main reasons that motivated people to attend the festival. Although there was no correlation with the attendees' intention to visit the festival in the future, attendees were extremely satisfied with the activity or culture factor (McDowall, 2011), however, visitors who were satisfied with the festival quality, comfort level, the activities, and the culture would probably return to the festival. The festival organizers' goal was to provide a festival that satisfies the needs and wants of the local residents and to continue showcasing the culture of the community, thus, another successful festival in the history books of the community. From McDowall's (2011) satisfaction was the key to the success of this festival. The result for any festival is that overall satisfaction is achieved when the attendees' expectations have been met,

leading to a willingness to return to the festival and maybe return to the town when the festival is not in season.

Place Attachment

With many festivals staged each year, the decision on which festival to attend can be a difficult one. Social scientists who study geography, psychology, and tourism, have designed a set of concepts, which describe the relationship between people and places (Kianicka, Buchecker, Humziker, & Muller-Boker, 2006), which is called place attachment. Place attachment is a concept that first originated in attachment theory (Bowlby, 1958), where he based this theory on using psychological context that an infant will form an attachment to their mother, hence forming the child's mental responsibility of themselves and others (Mennen & O'Keefe, 2005). This is the beginning of the development of a child's behavior throughout their lives, and this theory is the basis of visitor attachment to a particular place that guides them to understand the experiences and behaviors (Kim, Lee, & Lee, 2017). Now, we see that place attachment is the reason why visitors tend to revisit places and tell others about those places and their experiences (Lee, Kyle, & Scott, 2012). According to Williams & Vaske, (2003), place identity associates a person's cognition and emotional attachment to a particular place while using a place to identify themselves to that place.

In the area of tourism, place attachment has been known to be multi-dimensional, however, Williams and Roggenbuck (1989) decided to divide place attachment into two dimensions: place identity and place dependence. Williams and Roggenbuck noted that place identity was when a person's cognitive and emotional attachment to a particular place as people identify themselves with that place, therefore using the physical setting to form this bond. . For instance, if one was born in that particular town, one may have many childhood memories and

have developed their sense of values growing up there that has made them the person they are today. Place dependence is where one identifies with the place because of the activities that are associated with that place, thus place dependence reflects on the activities that Leisure activities such as fairs, festivals, sporting events, and religious events. Since these dimensions have been identified, research has proven them to be reliable measures in the area of festivals.

For instance, Lee, Kyle, and Scott (2012) both place identity and place dependence were significant predictors of future behavioral intentions for their study of an agricultural festival. In recent years, scholars in festival literature, Kyle, Grafe, & Manning, 2005; Lee, Kyle, & Scott, 2012; Ramkissoon, Smith, & Weiler, 2013; Tsai, 2012) have explored a third dimension called social bonding. Social bonding is the bond with others, however, from their studies, there are no differences between social bonding and place identity (Lee, Kyle, & Scott, 2012). There are key statements used to measure the dimension of place attachment for exploration of topics in the festival and leisure tourism studies (See Figure 4).

Figure 4: Place Attachment Dimensions Statements

Place Identity

1. I feel my personal values are reflected in this town.
2. I identify strongly with this town.

Social Bonding

1. If I were to stop visiting this town, I would lose contact with friends/family.
2. My friends/family would be disappointed if I were to visit another town.

Place Dependence

1. For the recreation/leisure activities that I enjoy, I enjoy this town the best.
2. I prefer this town over other places for recreation/leisure activities I enjoy.

Figure 4. The scale was taken from “The Mediating Effect of Place Attachment on the Relationship between Festival Satisfaction and Loyalty to Festival Destination Hosting”, by J. Lee, G. Kyle, and D. Scott, 2011, *Journal of Travel Research*, 20(10), p. 1-14.

For this study, place attachment is the emotional bond and a warm fuzzy feeling, people have and identify with a particular place or setting, thus this definition brings to mind the Frontier Days Festival. This festival allows the residents of the Lynchburg community to show their enthusiasm about their community, culture, and their willingness to attend and support the festival. As stated earlier, the Lynchburg community has a closeness and uniqueness surrounding it, which displays family, heritage, and fellowship. The result is to design a festival that visitors may identify with and hopefully gain an emotional attachment to the festival or town. For this study, place attachment will act as a mediator of the relationship between the attendees' satisfaction and future behavioral intention to revisit the Frontier Days Festival in the future.

Festival Satisfaction and Place Attachment

Festival satisfaction and place attachment have a long history, but researchers have found that the relationship between the two varies. Hosany, Prayag, Van Der Veer, Huang, and Deesilatham (2016) used Morgan's (2010) developmental theory of place attachment as they explored the mediating effect of place attachment and satisfaction regarding the relationship between tourist's emotions and their willingness to recommend to others, but using place attachment as the antecedent. Several studies supported the connection of place attachment and satisfaction, for instance, Su, Cheng, and Huang (2011) showed that tourist satisfaction influences place identity and place dependence, and Lee, Kyle, and Scott (2011) brings a wealth of knowledge from their study, of festivals by creating a positive influence of satisfaction using place identity and place dependence constructs, hence, their study has been the guide of this particular study. Lee, Kyle, and Scott (2011) employed place attachment to test the relationship of festival satisfaction and place attachment to return, by using the two constructs to determine the depth of the visitor emotions that were tied to three festivals to determine a connection between festival satisfaction and place attachment.

Visitors can have festival satisfaction, and have no emotional attachment to the place or festival. If visitors are satisfied and return to the festival, they may develop place attachment at a later date. The influence of emotions of place attachment plays an important role in the visitor's decision on their festival choice. Visitors have so many choices when it comes to picking a vacation spot or activity. Visitors who have been satisfied at a particular place and are attached to find it easy to make that decision to spend time there each year. Visitors can also return to the same place because they were satisfied, and later develop emotional ties to that place. The body of knowledge knows that visitors can develop an emotional attachment to a particular place,

situation, or object, however, the relationship between festival satisfaction and place attachment has a rich history, yielding mixed feelings.

For example, an individual can be satisfied with where they live and not be attached to that place (Mesch & Manor, 1998). Furthermore, Lee and Allen (1999) drew another conclusion that from their study of coastal tourist destinations in South Carolina, they found there was not a relationship between satisfaction and visitor attachment, however, place attachment was found through the attractiveness of the place and the importance of family traditions. Through Stedman's (2002) studies, he notes that environmental psychologists have shown that satisfaction within a community environment works together with the fortitude of an individual's value with a particular setting. However, Scannell and Gifford (2011) take it a step further, and state that visitors develop an emotional component within place attachment consisting of love, pride, and contentment (Scannell & Gifford, 2011). In later studies, some researchers state that a relationship between satisfaction and place attachment does not exist (Prayag & Ryan, 2012; Ramkissoon, Smith, & Weiler, 2012), contradicting the conclusions of Mesch and Manor (1998) and Lee and Allen (1999). A satisfying experience can increase the feelings of place attachment according to Allan's (2016) study of the relationship between the tourist experience (satisfaction) and place attachment. Allan (2016) explored the relationship between satisfaction and place attachment in Wadi Rum, South Jordan, and his findings showed that a relationship between the two does exist.

Lastly, Cevik (2020) studied satisfaction and place attachment at five neighborhood parks in Turkey, where visitors use the parks for physical activity. Echoing the findings from Ramkissoon, Smith & Kneebone (2014), showing there was visitor satisfaction and place attachment have a positive relationship, Cevik (2020) found a positive relationship between

visitor satisfaction and place attachment. Therefore, in the area of tourism, destinations, and going back to Lee and Allen's (1999), the attractiveness of a place and family tradition, rural communities hosting festivals come to mind. Festival organizers build on the importance of a sense of place and family tradition, to showcase their town by hosting a festival. With the long rich history of Lynchburg's Frontier Days Festival, family tradition and a sense of place have been the biggest contributor to the longevity of this festival, regardless of one achieving a satisfying experience.

Festival organizers set out to design a festival that showcased life and times in the Lynchburg and Moore County community. In the 1960s was a farming community, and most of the citizens made their living from farming. In 1963, the first annual Frontier Days Festival, activities were centered on the culture and heritage of the town, such as pig races, dunking machines, mule rides, while enjoying popcorn, homemade ice cream, square dancing, and music. Those five gentlemen who had the vision to create an event to bring the showcase the culture of the Lynchburg and Moore County community, were successful, and this success leads to the community having a sense of pride for their town. The success of the Frontier Days spread to the surrounding counties, and those people soon became a visitor to the annual Frontier Days Festival. With a successful festival, you will have a happy and satisfied community. Festival satisfaction can predict attachment to a particular place, like Su, Cheng, and Huang (2011) revealed that tourist satisfaction affects the constructs, place dependence and place identity, and final in the area of festivals. Lee, Kyle, and Scott (2011) displayed a positive influence of satisfaction of place dependence and place identity. Researchers have provided evidence that visitor's positive experiences can influence all constructs of attachment to the hosting community: place identity, place dependence, and social bonding (Lee, Kyle, & Scott, 2011).

Satisfaction is important in festival studies, and with a higher level of satisfaction yields visitor retention and the attraction of more visitors to the festival.

Future Behavioral Intention

Once a visitor has been satisfied with the festival and the activities at the festival, there is a chance that the visitor will return to the festival again, hence future behavioral intentions. Given that enough satisfied visitors decide to return can lead to a successful festival to the festival organizers. Researchers have explored festival satisfaction and future behavioral intentions, and the findings have varied. One must take into consideration the type of product or service being offered and if they are meeting the visitor's needs during the festival experience. Being able to understand the behavior of tourists and visitors as they engage in leisure activities will allow the tourism industry and festival organizers to maintain stability and obtain success, which can be a catalyst for future behavioral intention.

As competition for festivals increases, the tourism industry, and festival organizers must be cognizant of visitor needs to accomplish the main goals for the festival, hence offering a high quality of activities, goods, and services, at the festival, leading to a satisfying experience. For festival organizers, this is an ongoing process that will need to be surveyed often to make sure that the festival activities are in line with the community's needs and wants. Participant satisfaction and future behavioral intentions are two constructs that have aided in past research in festival studies to determine the overall satisfaction with the festival experience, the increase to revisit, and the mention of positive word-of-mouth to others (Lee, Kyle, & Scott, 2011). As participation has decreased in the last 20 years, the organizers of the Frontier Days Festival need to explore participants' satisfaction and how it may impact future intentions to return to the festival.

Satisfaction and future intentions have been discussed in great lengths in festival studies. Festivals that produce high-level satisfaction will maintain visitors returning to the festivals and visitors will often utilize word-of-mouth to attracting more visitors. Many of the event studies utilized the relationship between festival satisfaction and behavioral intentions to seek out what answers that will assist them in ways to increase visitor satisfaction and intention to return to the festival. Cole and Illum (2006) displayed a positive relationship between service quality, festival satisfaction, and future behavioral intentions, as well as, Kim, Sun, and Mahoney (2008) showed that festival activities have a positive effect on the satisfaction of cultural festival visitors. Cole and Illum (2006) maintain that past studies have shown that the continuation of improved service quality will continue to increase visitor satisfaction, and influence visitor's future behavioral intentions, but they also felt there is a lack of guidance in the tourism marketing area in understanding the interrelationships among service quality, visitor satisfaction, and behavioral intentions.

For instance, Cole and Illum (2006) studied the 27th Fair Grove Heritage Reunion, held in the community of Fair Grove, Missouri in the fall of 2004. The Fair Grove Heritage Reunion is a craft fair held the last weekend of September. This two-day festival is free with an estimated 45,000 attendees flood this community for home-made craft items, food, and music. Cole and Illum (2006) developed a 17-item scale to measure performance quality, experience quality, overall satisfaction, and future behavioral intention. The findings were consistent with some of the previous studies, "which revealed that performance quality was not found to have a direct relationship with behavioral intentions, but influence visitor's behavioral intentions through experience quality/transaction-specific satisfaction and overall satisfaction. Thus, the mediation role of transaction-specific and overall satisfaction was confirmed" (Cole & Illum, 2006).

Through the use of satisfaction as the mediating role to test for future behavioral intentions, the Fair Grove Heritage Reunion was able to examine the interrelationships among performance quality, experience quality, overall satisfaction to determine future behavioral intentions in a festival setting. This study showcases an in-depth look into the determining factors that deliver the overall satisfaction in a festival setting. Satisfaction can be the deciding factor for behavioral influence as visitors choose places to spend their leisure activities.

Conclusion

Communities organize cultural festivals to display the value, identity, and the culture of their community. Celebrations unite a community together and can be a catalyst in keeping the community revived and fresh. With the growing number of festivals scheduled yearly, festival organizers must provide a positive visitor experience. This can be done by surveying visitors each year, involve the local citizens in the planning, working, and by being an advocate for their community.

CHAPTER III

METHODOLOGY

Study Site

The 55th Annual Frontier Days Festival was held in Lynchburg, Tennessee on the public square and the city park on June 22-24, 2017. The three-day festival was designed to bring the community together through heritage, culture, food, fellowship, and fun. Small towns host festivals for many reasons, but Lynchburg has somethings that allows them to stand out from other communities: (1) the closeness of the people in the community, and (2) Lynchburg, Tennessee is the home Jack Daniel Distillery, which attracts tourists 362 days a year. The Frontier Days Festival is scheduled during the third weekend in June annually, however, due to inclement weather for June 22-23 2017, the festival was canceled, thus leaving only one day to collect data for this study, June 24, 2017. On June 24, 2017, it was a hot and sunny day walking around the city square and park trying to collect data from visitors entering the square and the park. On this particular day, the festival attracted 1,000 visitors, however, the interesting part of this study is to see how many visitors were in town for the following: Jack Daniel Distillery tour, Lynchburg Winery, Miss Mary Bobo's, personal business (banking, tag renewals, pharmacy, or just visiting family and friends. As stated earlier in this study, the Frontier Days Festival was started in 1963 and is the longest-running festival in the town's history.

The purpose of this study was to explore the relationship between festival satisfaction and future behavioral intention through place attachment for the 2017 Annual Frontier Days Festival. Specifically, this exploration sought to see (1) if there was a relationship between festival satisfaction and place attachment, (2) if differences exist between residents and non-residents for their festival satisfaction, place attachment, and future behavioral intention, and (2) if differences

exist between first-time and repeat visitor for their festival satisfaction, place attachment, and future behavioral intention for the 2017 Annual Frontier Days Festival.

Participants

Participants were 18 years or older and had attended at least one day of the 2017 festival. Members of the research team walked the Lynchburg square and park to seek possible participants for this study. Willing participants were provided with a verbal consent form (See Appendix A), and all agreeable participants were asked to complete the survey (see Appendix B). An online questionnaire was available for those visitors who wished to complete the questionnaire at a later time. There were also business-like cards with the web address for those visitors who wished to access the questionnaire online, and those cards were placed at Woodard's Market and Deli and Barrel House BBQ.

Instrument Development

The search to find an instrument with all of the constructs place attachment, festival satisfaction, and future behavioral intention, and to include the dimensions of place attachment, which are place identity, place dependence, and social bonding was necessary, however, Lee, Kyle, and Scott (2011) had developed a measure for their study, which this study is based from. Lee, Kyle, and Scott (2011) designed a survey that adapted items from various researchers. They adapted constructs from Kyle, Mowen, and Tarrant's (2004) place attachment scale, Oliver's, (1980, 1997) satisfaction scale, and Jones and Taylor's (2007) service loyalty scale. After thoroughly reviewing Lee, Kyle, and Scott's (2011) confirmatory factor analysis and item descriptives for place attachment, festival satisfaction, and destination loyalty, a survey was developed to obtain similar descriptives. The Place Attachment Satisfaction and Intention Questionnaire (PASI) was designed to collect data from the following areas: (1) characteristics

of respondents, (2) past Lynchburg visits, (3) past Frontier Days Festivals visits, (4) reason for visiting Lynchburg during this particular time, (5) place attachment, (6) festival satisfaction, (7) future behavioral intention, and (8) participant demographics, to measure festival satisfaction, and future behavioral intention through place attachment.

Place attachment was measured by using constructs from place identity, social bonding, and place dependence. Place attachment items were adapted from Kyle, Mowen, and Tarrant's (2004) scale, two items were adapted from Klatenborn's (1997) scale, six items were adapted from Stedman's (2006) scale, and two items from Williams and Roggenbuck's (1989) scale. All the items used a Likert seven-point scale where 1 is "strongly disagree and 7 is "strongly agree." Place attachment is comprised of the following categories social identity, social bonding, and place dependence. Questions were based on a Likert 5-point scale and depict items from the PAS that address place attachment. Specifically, items 1 - 9 examine place identity and, items social bonding, and items 10 – 19 determine place dependence (See Figure 5).

Figure 5: Place Attachment Scale

1. I feel my personal values are reflected in this town.
2. I identify strongly with this town.
3. This town means a lot to me.
4. I am very attracted to this town.
5. I feel a strong sense of belonging to this town.
6. If I were to stop visiting this town, I would lose contact with a number of friends.
7. Many of my friends/family prefer this town over other places.
8. I have a lot of fond memories with friends/family in this town.
9. I have a special connection to the people who visit (or live in) this town.
10. My family has a long-lasting attachment to this town.
11. I have childhood memories of this town.
12. I feel that I can really be myself here.
13. I feel happiest when I am here.
14. It is the best place to do the things that I enjoy.
15. This town is my favorite place to be
16. Everything about this town is a reflection of me.
17. For the things I enjoy more, no other place can compare.
18. I would prefer to spend more time here if I could.
19. This is the best place for what I like to do.

Figure 5. The scale was taken from “The Mediating Effect of Place Attachment on the Relationship between Festival Satisfaction and Loyalty to Festival Destination Hosting”, by J. Lee, G. Kyle, and D. Scott, 2011, *Journal of Travel Research*, 20(10), p. 1-14.

Festival Satisfaction

In this particular study, festival satisfaction was measured using six questions that were adapted from Oliver's (1980, 1997) evaluative set of cumulative satisfaction measures.

Respondents were asked to measure their festival satisfaction on a 7-point Likert-type scale where 1 is "strongly disagree" and 7 is "strongly agree" (See Figure 6).

Figure 6: Festival Satisfaction Scale

1. My choice to visit this festival was a wise one.
2. This was one of the best festivals I ever attended.
3. My experience at this festival was exactly what I needed.
4. I am satisfied with my decision to visit this festival.
5. This festival made me happy.
6. I really enjoyed myself at this festival.
7. I would tell other people positive things about the festival.

Figure 6. The scale was taken from “The Mediating Effect of Place Attachment on the Relationship between Festival Satisfaction and Loyalty to Festival Destination Hosting”, by J. Lee, G. Kyle, and D. Scott, 2011, *Journal of Travel Research*, 20(10), p. 1-14.

Future Behavioral Intention

Future behavioral intention was measured by using three items adapted from Jones and Taylor's (2007) service loyalty scale which was developed from the interpersonal psychology literature. This particular scale was based on behavioral intentions, word of mouth, and strength of preference regarding a visitor's festival experience (Lee, Kyle, & Scott, 2011). Respondents were asked to measure their future behavioral intentions on a 7-point Likert-type scale where 1 is "strongly disagree" and 7 is "strongly agree." (See Figure 7).

Figure 7: Future Behavioral Intention Scale

1. I will revisit this town in the next 12 months.
2. I would recommend this festival to my friends.
3. I would return to the festival in the future.

Figure 7. The scale was taken from “The Mediating Effect of Place Attachment on the Relationship between Festival Satisfaction and Loyalty to Festival Destination Hosting”, by J. Lee, G. Kyle, and D. Scott, 2011, *Journal of Travel Research*, 20(10), p. 1-14.

Questionnaire

To achieve the best results from this study, a Place Attachment Satisfaction Intention Questionnaire (PASI) was designed to discuss items regarding place attachment, festival satisfaction, and future behavioral intention. This questionnaire was developed using nine items adapted from Kyle, Mowen, and Tarrant's (2004) place attachment scale, two items adapted from Klatenborn's (1997) place attachment scale, and six items adapted from Williams and Roggenbuck's (1989) place attachment scale. The place attachment scale was divided into three constructs: place identity, place dependence, and social bonding. For festival satisfaction, seven items were adapted from Oliver's (1980, 1997) evaluative set of cumulative satisfaction measures. For future behavioral intentions, three items were adapted from Jones and Taylor's (2007) service quality scale.

Data Collection

Based on the results necessary for this study a convenience sample was utilized. Each respondent was 18 years or older, who attended at least one day of the Frontier Days Festival on June 22-24, 2017. Researchers asked each respondent if they were 18 years old or older, and if they would be to participate in this study and were provided verbal consent (see Appendix A). Visitors that participated were asked to complete the survey (see Appendix B) along with age, gender, and ethnicity. An online survey was available for those visitors who wished to complete the survey later. A card was developed with the link to the survey and given to those attendees. The cards were also placed at Woodard's Market and Barrelhouse BBQ for those attendees that were not there during the time of the study at the festival.

For the online questionnaire, the study utilized Qualtrics, and the questionnaire was placed on the Lynchburg Chamber of Commerce website. The advantage of the online

questionnaires allowed visitors who had access to the internet after they left the festival. This also allowed visitors to enjoy the festival without taking the time to fill out an onsite survey. This opportunity gave respondents the time to enjoy the full experience of the festival and to fill out the questionnaire when they returned home while the experience was still fresh on their minds.

Before distributing any surveys, the researcher gained permission from the Institutional Review Board (IRB) at Middle Tennessee University, Murfreesboro, Tennessee. Since the festival was rained out on June 22-23, the study was completed on Saturday, June 24, 2017, during the festival. As the researcher and an assistant attended the festival and administered the questionnaire as they walked around Lynchburg Square and Lynchburg Park. Data were collected in two ways: in-person and online.

Data was collected during the 55th Frontier Days festival on June 24, 2017. The three-day festival was originally scheduled on June 22-24, 2017, since there was inclement weather on the first two days, it was reduced to a one-day event. Trained researchers were on-site to administer the surveys to festival visitors. For the onsite survey, there were a total of 100 surveys were collected. For those visitors that were interested in completing the survey at a later date and time, they were offered the opportunity to complete the survey online, and there were 100 visitors who completed the online survey. Altogether, there were 200 completed surveys before data was analyzed through SPSS.

Data Analysis

All collected data were coded, entered, and analyzed using SPSS. After coding the data, 23 of the respondents failed to complete the survey, leaving 177 questionnaires for data analysis. Before analyzing all data, the mean for festival satisfaction, place attachment, and future behavioral intention was

computed. The mean for the constructs was the basis of all testing during this study and was calculated by the following: (1) place attachment had 19 items, and the mean was calculated for each of the items, then totaled, and divided by the 19, (2) festival satisfaction had seven items, the mean was calculated for each item, then totaled, and divided by seven, and (3) future behavioral intention had three items, and the mean was calculated for each item, then totaled, and finally divided by three. Descriptive statistics such as frequencies, means, and standard deviations were also employed during the analysis of data. To obtain the festival satisfaction mean, data was calculated from the seven items under question five of the survey. To obtain the place satisfaction mean, data was calculated from the nineteen items under question 1, and to obtain the future behavioral intention mean, data was calculated from the last item under question four, and from the last two items under question 5. Cronbach Alpha was used to check for internal consistency for festival satisfaction, place attachment, and future behavioral intention using. In the questionnaire festival satisfaction contained 7 items with a value of .97, place attachment contained 19 items with a value of .98, and future behavioral intentions contained three items with a value of .71, therefore festival satisfaction, place attachment, and future behavioral intentions had acceptable Cronbach Alpha values.

This study focuses on (1) the relationship between festival satisfaction and place attachment, (2) place attachment with residency and attendance, (3) festival satisfaction with residency and attendance, (4) best predictor for festival satisfaction, and (5) the overall relationship between place attachment and festival satisfaction. An ANOVA was utilized to test the dependent variable place attachment and the independent variables, resident and first-time attendants to see the relationships between festival satisfaction and place attachment, place attachment with residency and attendance, and festival satisfaction with residency and

attendance. Linear regression was utilized to test descriptive variables, festival satisfaction mean, place attachment mean, and future behavioral intention mean, and festival satisfaction times place attachment, with results showing the correlation and regression.

CHAPTER IV

RESULTS

This chapter presents the major findings of this study. The results are summarized in three sections: rate of response for the surveys, characteristics of the sample, and the results from the hypotheses testing. The Statistical Package for the Social Sciences (SPSS 23.0) was used to analyze the data. A family-wise alpha level of .05 was used for all testing. There were 100 surveys collected online, and 100 collected during the festival. Each item was coded, given a numeric value that was equivalent to the answer on the survey.

Sample Characteristics

The first characteristics summarized was demographics. The social-demographic characteristics included gender, race, age, residence, and attendance. With a response rate of 93%, with 80% (n=80) identified as white. Since females tend to be more agreeable to participate in questionnaires and surveys, 59% (n= 116) compared to 30.5% (n=61), who identified themselves as a male, and twenty-three participants (11.5%) declined to respond. The ages range in the questionnaire identified as 25.5% (n=49), which is 36-45 years old, and 80% (n=160) were identified as White or Caucasian. One interesting item is that 41% (n=82) have attended the Frontier Days Festival twenty times or more (See Table 2).

The second sample characteristic summarized was visiting Lynchburg. In the Visiting Lynchburg characteristics, more than half of the participants 59% (n=118) of the participants lived in Lynchburg or Moore County, while 39% (n=36) of the participants live in the neighboring counties, such as Coffee, Lincoln, Bedford, and Franklin. These neighboring counties are within a 30-mile radius of Lynchburg and Moore County. As far as I can remember, people from these neighboring counties have supported the Frontier Days Festival. As you

walked to the Frontier Days festival, you could count the cars from those neighboring counties, and those visitors would come to participate in the activities associated with Frontier Days, especially the dancing at the end of the evening of the event. With 90.5% of the participants being repeat visitors to Lynchburg, there were 9.5% stated that they were first-time visitors to Lynchburg. There are many reasons to visit Lynchburg on a summer day in June, and characteristics show that 25% of the participants visited Jack Daniel Distillery, 32% visited the Lynchburg Hardware Store, 31.5% visited the Lynchburg Winery, and 22.5% came to visit family and friends. As far as the primary reason for visiting Lynchburg on June 24, 2017, 40.5% of the participants just came to the 55th Annual Frontier Days Festival (See Table 3).

Researchers continue to study festivals and events through the exploration of place attachment, satisfaction, and future behavioral intention. Moreover, Mowen, Graefe, and Virden (1998) founded that visitors with a strong attachment positively judge the community and experience than the visitor with a weak attachment to the festival settings or community. Previous studies on cultural and place attachment festivals showed that the motivation to attend a festival is different between members and non-members of that community (Delbose, 2008). Further findings from Delbose (2008) sought that not only regarding attachment to the community, but the experience at the festival, the satisfaction, and the willingness to return to the festival again could be different for those visitors with a strong or a weak attachment to that community. Thus, the exploration of the 55th Annual Frontier Days Festival comes into mind.

Table 2***Demographic Characteristics: Gender, Race, Age, & Attendance***

		<i>n</i>	<i>%</i>
Gender (N = 200)	Male	61	30.5
	Female	116	58.0
	Prefer Not to Answer	23	11.5
Race	White or Caucasian	160	80.0
	Black or African American	15	7.5
	Two or More Races	1	0.5
	Prefer Not to Answer	24	12.0
Age	18-25	22	11.0
	26-35	44	22.0
	36-45	49	24.5
	46-55	21	10.5
	56-65	21	10.5
	Over 65	18	9.0
	Prefer Not to Answer	25	12.5
Frontier Days Attendance	Never Before 2017	30	15.0
	1-5 Times	24	12.0
	6-10 Times	26	13.0
	11-15 Times	22	11.0
	16-19 Times	14	7.0
	20 Times or More	82	41.0
	Missing	2	1.0

Table 3*Visiting Lynchburg Characteristics – Residence, Visits, Places, Reasons for Visit*

	Attendance	<i>n</i>	%
Place of Residence			
(N = 200)			
	Lynchburg or Moore County	118	59.0
	Neighboring Counties	36	18.0
	Elsewhere in TN	27	13.5
	Outside of TN	14	7.0
	Out of the Country	5	2.5
Previous Visits to Lynchburg			
	Yes	181	90.5
	No	19	9.5
Places Visited in Lynchburg (Pick more than one)			
	Jack Daniel Distillery	59	25.0
	Lynchburg Hardware Store	65	32.0
	Miss Mary Bobo's	25	12.5
	Lynchburg Winery	63	31.5
	Tim Ford State Park & Lake	26	13.0
	Just Passing Through Town	12	6.0
	Family and Friends	45	22.5
	Other	42	21.0
Primary Reason for Visiting Lynchburg (Pick only one)			
	Frontier Days Festival	81	40.5
	Jack Daniel Distillery	23	11.5
	Lynchburg Hardware Store	5	2.5
	Miss Mary Bobo's	6	3.0
	Lynchburg Winery	3	1.5
	Tim Ford State Park & Lake	5	2.5
	Just Passing Through Town	1	0.5
	Visiting Family and Friends	26	13.0
	Other	23	11.5
	Missing	27	13.50

Hypothesis Testing Results

As stated in chapter three, in order to answer the questions for this study, the mean for festival satisfaction, place attachment, and future behavioral intention was calculated. By calculating the mean, all data sets were included in part of the calculation (see Table 4).

Table 4
Descriptives for Mean Constructs

Construct	Mean	Standard Deviation
Festival Satisfaction	3.52	1.95
Place Attachment	5.08	1.61
Future Behavioral Intention	4.68	1.54

Note: N = 177

The first research question was: What is the relationship between festival satisfaction and place attachment at the Frontier Days Festival? Linear regression was used to explore the relationship between festival satisfaction and place attachment of the Frontier Days Festival. The mean was the basis to test the hypotheses associated with this question. With N = 177, the mean for festival satisfaction was 3.52 with a standard deviation of 1.94, and the mean for place attachment was 5.08 with a standard deviation of 1.61. Place attachment and festival satisfaction were found to statistically significantly correlated, Pearson $r = .15$, $p = .027$ (1 tail). The model tested was for place attachment regressed on festival satisfaction. The ANOVA omnibus test indicted that place attachment was not a significant predictor of festival satisfaction, $F(1, 175) = 3.76$, $p = .054$, $R^2 = .02$, therefore we fail to reject the null hypothesis (See Table 5).

Table 5*Linear Regression Model for Festival Satisfaction*

Predictor	<i>B</i>	<i>SE (B)</i>	β	<i>t</i>	<i>p</i>	95% CI	
						Lower	Upper
Constant	2.63	0.48		5.49	< 0.001	1.69	3.58
Place Attachment	0.18	0.09	0.15	1.94	0.054	-0.003	0.35

The second research question: How does residency and attendance record impact place attachment? A two-way ANOVA was used to evaluate the effects of the variables, residency and attendance, and the interaction effect between residency and attendance on place attachment. The residency was coded as a dichotomous variable with those being a resident of Lynchburg (N =) coded as 1, and those who are not residents of Lynchburg are (N =) coded as 0. Attendance was coded as those who were first-time attendees (N =) as 1 and those with repeated attendance (N =) as 0. Descriptive statistics can be found in Table 4. The main effect for residency yielded an F ratio of $F_{(1, 173)} = 12.30, p = .001, \omega^2 = .04$ indicating a statistically significantly lower mean place attachment score for residents ($M=2.85, SD=8.12$) than for non-residents ($M=3.63, SD=13.18$) of Lynchburg. The main effect of attendance $F_{(1,173)} = 53.38, p < .001, \omega^2 = .18$ was also found to be statistically significant, indicating that place attachment was statistically significantly lower for first-time attendees ($M=2.73, SD=7.45$) than for those with repeated attendance ($M=3.75, SD=14.06$). The interaction effect was non-significant, $F_{(1, 172)} = .002, p = .966$. By comparing the omega squared values, the attendance has a larger predictive value for place attachment. The adjusted R^2 for the model was .39. The total variance in place attachment explained by the combination of residency and attendance was roughly 39 percent, therefore we reject the null hypothesis. (See Tables 6 & 7).

Table 6
Descriptive Statistics for Place Attachment

					95% CI	
Resident	Attendance	<i>N</i>	<i>M</i>	<i>SE</i>	Lower	Upper
Resident	Repeat Attendee	102	5.72	0.12	5.48	5.97
	First Time Attendee	2	3.59	0.31	2.97	4.20
Not Resident	Repeat Attendee	46	4.96	0.18	4.60	5.32
	First Time Attendee	26	2.83	0.24	2.36	3.30

Note: (1 = strongly disagree, 7 = strongly agree)

Table 7
Comparisons for Place Attachment

		Mean		
		Difference	95% CI	
(I)	(J)	(I-J)	Lower	Upper
Resident	Not Resident	0.76	0.33	1.19
Repeat Attendee	First Time Attendee	2.13	1.56	2.71

Note: Mean difference is significant at the .05 family-wise alpha level.

The third research question: How does residency and attendance record impact festival satisfaction? A two-way ANOVA was used to evaluate the effects of the variables, residency, and attendance of residency and attendance on festival satisfaction. The residency was coded as a dichotomous variable using those being a resident of Lynchburg ($N=$) coded as 1, and those who are not residents ($n=$) coded 0. Attendance was coded as first-time ($n=$) as 1 and repeated ($n=$) as 0. Descriptive statistics can be found in Table 7. The ANOVA was run with the full model using the interaction of the independent variables, residency, and attendance. While an

interaction was not hypothesized, it would be of interest if it does exist due to how it would affect the main effects.

This initial ANOVA indicated that the interaction is not significant, $F(1, 172) = .04, p = .835$. Both residency and attendance are significant predictors of festival satisfaction, The main effect for residency yielded an F ratio of $F(1, 173) = 5.77, p = .017, \omega^2 = .03$, indicating a statistically significantly lower mean festival satisfaction score for residents ($M = 3.34, SD = 2.00$) than for non-residents ($M = 3.78, SD = 1.83$) and $F(1,173) = 5.30 p = .23, \omega^2 = .02$, indicating that festival satisfaction was statistically significantly lower mean festival satisfaction score for first-time attendees ($M = 3.07, SD = 1.65$) than for repeat attendees ($M = 3.60, SD = 1.98$). By comparing the omega squared values, the attendance has a larger predictive value for festival satisfaction. The adjusted R^2 for the model was .03. The total variance in festival satisfaction explained by the combination of residency and attendance was roughly 3 percent, therefore we reject the null hypothesis (See Tables 8 & 9).

Table 8
Descriptive Statistics for Festival Satisfaction

Resident	Attendance	N	M	SE	95% CI	
					Lower	Upper
Resident	Repeat Attendee	102	3.36	0.19	2.99	3.73
	First Time Attendee	2	2.34	0.47	1.40	3.27
Not Resident	Repeat Attendee	46	4.15	0.28	3.60	4.69
	First Time Attendee	26	3.13	0.36	2.41	3.84

Note: (1 = strongly disagree, 7 = strongly agree)

Table 9
Comparisons for Festival Satisfaction

(I)	(J)	Mean Difference (I-J)	95% CI	
			Lower	Upper
Resident	Not Resident	-0.79	-1.44	-0.14
Repeat Attendee	First Time Attendee	1.02	0.15	1.90

Note: Mean difference is significant at the .05 family-wise alpha level.

The fourth question is: Which is a better determination, place attachment, or festival satisfaction, for behavioral intention? A single linear regression was used to test if place attachment is a statistically significant determination of future behavioral intention. The resulting model explained 81.8% of the variance and place attachment was not a statistically significant determination of future behavioral intention, $F_{(1,176)} = 258.5$, $p < .001$, therefore, included festival satisfaction, place attachment, and the interaction between place attachment and festival satisfaction as independent variables regressing onto the dependent variable, future behavioral intention. The variables were centered on their means to eliminate any multi-collinearity issues. After centering the two independent variables, all the assumptions for the regression were confirmed, therefore we reject the null hypothesis. The non-centered descriptives for the variables used in the model can be found in Table 10. The full regression model can be found in Table 11.

Table 10
Descriptive Statistics for Future Behavioral Intention

Variable	<i>M</i>	<i>SD</i>	Correlations		
			PA	FS	PAxFS
FBI	4.68	1.55	0.31*	0.88*	0.88*
PA	5.08	1.61		0.15	0.49*
FS	3.52	1.94			0.91*
PA x FS	18.32	12.50			

Note: FBI = Future Behavioral Intention, FS = Festival Satisfaction, PA = Place

Attachment; $N = 177$; * = significant at .01 level (2-tail).

Table 11
Linear Regression Model for Future Behavioral Intention

Predictor	<i>B</i>	<i>SE (B)</i>	β	<i>t</i>	<i>p</i>	95% CI	
						Lower	Upper
Constant	4.67	0.05		91.86	< .001	4.57	4.77
Centered PA	0.20	0.03	0.21	5.85	< .001	0.13	0.27
Centered FS	0.67	0.03	0.84	24.28	< .001	0.62	0.73
Centered PAxFS	0.03	0.02	0.06	1.55	0.124	-0.01	0.07

Note: PA = Place Attachment, FS = Festival Satisfaction, ADJ $R^2 = .81$.

At the end of the survey, respondents were asked if they could make one change to the Frontier Days Festival, what that change would be. The following were suggestions from the respondents:

1. The festival needs a new director.
2. Move the festival back to the weekend leading up to the Fourth of July.
3. Move all activities back to Lynchburg Square.
4. Design a festival similar to the Frontier Days theme.
5. Get more community involvement (being on the committee, working the event, etc.)
6. Allow the county school groups to set up booths so that portions of funds collected can go back to the organizations (Band, Football, Basketball, Cheerleading, etc.)
7. Come up with a new festival that identifies with the community today.
8. Get rid of the carnival rides and carnival food.

In summary, it was found that there was not a relationship between festival satisfaction and place attachment during this study, however, attendance was the better predictor for place attachment and festival satisfaction. Findings did not show that the Lynchburg community had a

sense of place attachment to the town, but did support the event attending year after year. Since there was not a relationship between festival satisfaction and place attachment, there was not a way to see if either affected future behavioral intentions, on the other hand, attendees who had a satisfying experience will visit the festival again.

CHAPTER V

DISCUSSION

This study focused on visitor satisfaction at the 55th Annual Frontier Days Festival, specifically the study aimed to explore festival satisfaction through the relationship of place attachment and future behavioral intention. Previous research has suggested that visitors are attached and will return to a particular place when they are satisfied, and they will also tell others about their experience (Kotler, Bowen, & Makens, 2010). For visitors who have a satisfying experience, this may influence their future vacation and festival plans to return. Therefore, it is imperative to understand why visitor satisfaction at festivals aids in the emotional attachment to the community. For this study, the aim was to determine if place attachment played a role in festival satisfaction and influence a return to the town or festival again. Results from the survey and demographic information were used for analyzing the data, while corroborating with existing data, therefore adding to the body of knowledge, allowing for future research. This chapter consists of four sections. The first section summarizes the findings on visitors' characteristics and the results of the research questions and hypotheses. The second section includes the practical implications, of those findings, the third section provides a summary, and the fourth section will address future research.

Visitor Demographics and Characteristics

Both the Frontier Days and Texas Festivals were agriculture festivals designed for the communities, however, there were three festivals within Lee, Kyle, and Scott's (2011) study with the three-day Poteet Strawberry Festival with attendance of 100,000, the three-day Pasadena Festival with 55,000 attendees, and the two-day Texas Reds Steak and Grape Festival with 6,000 to 8,000 attendees. The 55th Annual Frontier Days Festival ended up being a one-day festival with about 1,000 attendees. For the Frontier Days Festival, 200 attendees participated in the study, and 177 were valid for testing the

hypotheses, and for the Texas Festivals, there were 743 participants, with a total of 213 valid for testing the hypotheses. McDowall's (2011) study of the Tenth Month Merit-Making Festival (TMMF), was a festival that was designed like the Frontier Days Festival, both were designed to showcase the culture and bring the community together through food, fellowship, and fun. TMMF and the Frontier Days Festival had many of the same characteristics, such as females were the major attendees at both TMMF (59.9%) and Frontier Days Festival (59%), with ages between 18-34 for TMMF (63%) and 36-45 for Frontier Days Festival (25.5%). Festivals had a high percentage of repeat attendees and residents of both towns. Through the success of the festival, communities will form a bond and build up the community at the same time (Janiskee & Drews, 1998).

Summary of Findings

Relationship between Festival Satisfaction and Place Attachment

Research question one asked, "What is the relationship between place attachment and festival satisfaction at the Frontier Days Festival?" To answer these questions, a correlational analysis was used to explore the relationship between the two variables. The results indicated that there was no significant relationship between place attachment and festival satisfaction. We fail to reject the null hypothesis, with the results showing that place attachment has an adjusted ($R^2 = .15$). Although there is no relationship between the two variables collectively, however, attendees did show a relationship between the two variables, individually. In Lee, Kyle, and Scott's (2011) study, there was a relationship between festival satisfaction and place attachment, allowing 10% of the variance in place identity and social bonding and 21% of the variance was in place dependence, therefore, visitors with a satisfying experience showed an attachment to the host destination. Therefore, both studies centered on festivals, however, the results regarding the relationship between festival satisfaction and place attachment are significantly different.

Place Attachment with Residency and Attendance

Research question two asked, "How does residency and attendance impact place attachment at the Frontier Days Festival?" A two-way ANOVA was used for this question. The results revealed that residency and first-time attendees had lower mean scores for place attachment, thus we reject the null hypothesis, that residents of the Lynchburg and Moore County community and first-time attendees had no emotional attachment to the festival. The interaction between the two was non-significant with $p = .966$, and the omega squared values show that attendance is the larger predictive value for place attachment with the adjusted ($R^2 = .39$). In comparison with other literature, repeat attendees have an emotional attachment to the town will become loyal to the town and visit in season and out of season (Meleddu, Paci, & Pulina, 2015). For locals who continually attend the festival, there appears to be a commitment to the community, showing a human-place bond, which focuses on the social ties that tie individuals to landscapes (Kyle, Mowen, & Tarrant, 2004) and sharing social relationship and experiences (Kyle & Chick, 2007). With 79% of the attendees stating that they would revisit Lynchburg in the next 12 months shows that place attachment can be predicted at a later time.

Festival Satisfaction with Residency and Attendance

Research question three asked, "How does residency and attendance impact festival satisfaction?" A two-way ANOVA was used to address this question. The results revealed that residency and first-time attendees had lower mean scores for place attachment, thus we reject the null hypothesis. The interaction between the two was non-significant with $p = .835$. The omega squared values show that attendance is the larger predictive value for festival satisfaction with the adjusted ($R^2 = .03$). With 41.4% of the attendees showing that they have attended the festival more than 20 times show festival satisfaction and 35% of the attendees stating that they enjoyed

the festival shows they had a satisfying experience. Lee and Kyle (2013) found that visitors who are strongly committed to the festival show a higher level of satisfaction. Choo and Park (2020) took festival satisfaction to another level in their study of comparing local and non-local visitors for local food festivals by using a multi-group structural equation modeling using the dimensions of festival/escape, family togetherness motivation, local food motivation, and socialization. Their findings showed that festival/escape and the family togetherness motivation had a positive impact on both local and non-local visitors. They also confirmed that local food products had a more positive impact on non-local visitors, while socialization has a more positive impact on local visitors. However, satisfaction and future behavioral intention were found to be significant between local and non-local visitors, which is consistent with previous studies (Martin, Collado, & Bosque, 2013; Chen, 2012).

Future Behavioral Intentions for the Frontier Days Festival

Research question four asked, "Which is the better predictor, place attachment, or festival satisfaction for future behavioral intention of the Frontier Days Festival?" A single linear regression was used to answer this question. The single regression model included festival satisfaction, place attachment, and the interaction between place attachment and festival satisfaction as independent variables regressing onto the dependent variable future behavioral intention. The results compared the standardized β that festival satisfaction, ($\beta = .81$), was a better determination of future behavioral intentions of the Frontier Days Festival, thus we reject the null hypothesis. Satisfaction is the key to having a successful relationship between the visitors and the communities that host festivals. Going to Oliver's (1997) definition of satisfaction, which is where a product or service provides a certain level of fulfillment, hence, festival satisfaction is the evaluation of the visitor experience of the festival (Akhoondnejad,

2016; Wan & Chan, 2013). Many studies show that a satisfying festival experience will increase loyalty and future behavioral intention (Anil, 2012; Esu, 2014; Mensah, 2013, Zhang, Fong, & Li, 2019). Obviously, some attendees are satisfied with the festival and continue to return in the future, yet will return to that town when the festival is not in season.

With 41.5% stating that they would return to the festival in the future and 34 % willing to recommend this festival to others shows that something at the festival was exciting and satisfying. In comparison with other studies, these results showed a significant difference between first-time and repeat visitors for place attachment, with attendance being the better predictor of place attachment. As for first-time and repeat visitors for festival satisfaction, both attendance and residency were significant determination, again attendance was the larger predictor for festival satisfaction. The results from this study fall in line with other studies stating that a festival satisfaction can predict future behavioral intentions, for instance, Culha (2020) explored the effect of food quality on place attachment and destination recommendation and intention through festival experience and festival satisfaction of the Didim International Festival in Didim, Turkey, and their study showed that festival quality will predict the festival experiences, which allows visitors to have a satisfying experience and in turn recommend the event to others. However, this was an olive festival held in Turkey, visitors enjoyed the atmosphere and their feeling of escaping from their normal life. In this study, the visitor's experience and festival satisfaction influenced visitor's destination recommendation intentions on an individual basis, not a collective basis, furthermore, being satisfied enough to recommend the festival to others, but the city that it is being held in (Semrad & Rivera, 2018). The result is that festival satisfaction keeps those attending festivals year after year.

Theoretical Implications

This study attempted to explore the effect that place attachment has on the relationship of festival satisfaction and future behavioral intentions of the 55th Annual Frontier Days Festival. This study did not support that place attachment affected festival satisfaction and future behavioral intentions. This particular study was based of Lee, Kyle, and Scott's (2011) article, which at that time only a few studies explored the relationship between place attachment and festival satisfaction. If you go back to Mesch and Manor's (1998) study, a person can be satisfied with where they live but have no attachment to the place, however, in Lee and Allen's (1999) study, satisfaction was not the directly related to the attachment to an individual's choice of destination of the coastal tourism in South Carolina. Lee, Kyle, and Scott's (2011) used a hypothesized conceptual model based on the theory on human attachment (Morgan 2010) to examine how far a satisfactory visit with lead to one developing loyalty to the festival host destination. According to Morgan (2010), human attachment theory studies the relationships that people have physical environments and the meanings they have to those spatial settings. Lee, Kyle, and Scott (2011) used place attachment as the mediator in the relationship between festival satisfaction and loyalty, and their findings did support that place attachment as the mediating role between the two, festival satisfaction and loyalty, hence, satisfied visitors at a festival can have an emotional attachment to the host destination, and later they will become loyal to that town. There is a possibility that not all dimensions of place attachment and festival satisfaction will be statistically significant, and may not predict loyalty, however, this data will allow marketing personnel to concentrate on providing a festival that offers a satisfying experience. Hosany, Prayag, Van Der Veer, Huang, and Deesilatham (2019) used Morgan's (2010) developed a model derived from Morgan's (2010) theory of place attachment, which took in consideration of the

emotions of tourists on place attachment and satisfaction and intentions to recommend. From their model, findings confirm that the development of positive emotions lead to an attachment (Park, MacInnis, Priester, Eisingerich, and Iacobucci, 2010), leading satisfied tourists to recommend the destination to others, however, the findings confirmed that satisfaction plays a bigger role in recommending to the destination to others in comparison to place attachment.

The 55th Annual Frontier Days Festival study applied the dimensions of place attachment, which were place identity, place dependence, and social bonding, which gave an in-depth understanding of an individual who had place attachment to the Lynchburg and Moore County community. Looking back at psychologists and their exploration of satisfaction with the home which displayed that satisfaction with your home is related to an individual's identity to that particular place (Handal, Barling, & Morrissy, 1981; Ringel & Finkelstein, 1991; Stedman, 2002).

However, the study of the 55th Annual Frontier Days Festival confirmed what the body of knowledge had stated according to the previous studies that a visitor that has a satisfying experience will return to the festival again. The attendance rate of this festival was low, with maybe 1,000 visitors to Lynchburg Square on that day for various purposes, hence only 200 participated in the study with 90.5% of those attendees being from the Lynchburg and Moore County community. This study failed to show a correlation between festival satisfaction and place attachment due to lack of performing an analysis of the descriptives for place attachment, festival satisfaction, and future behavioral intentions and using those results to create a structural equation model, which would have allowed for better testing of the variables of the hypotheses.

Practical Implications

This current study showed that there was not a relationship between festival satisfaction and place attachment, and that festival satisfaction was the better predictor for future behavioral

intentions for the 55th Annual Frontier Days Festival. According to Halpenny (2006), attachment can be a determining factor for the satisfaction of the festival. Thus, improving the local's image of the festival may be in the best interest of the community and the festival, which in turn could create a sense of pride, togetherness within the local community, hence creating festival satisfaction and leading to place attachment. Stedman (2002) found that having a great experience and being satisfied along with favorable place attachment constructs can lead to an attachment to the area.

In this current study, attendance was the better determination for place attachment, hence 59% of the attendees were from the Lynchburg and Moore County community. Locals who have an attachment to the community, without festival satisfaction, will attend the event to support the community. In other words, the locals will attend the festival because of the attachment to the town but may feel that the overall meaning of the festival has become commercialized and a benefit to the community. This study has identified that place attachment is an emotion that shows why individuals revisit festivals.

Limitations

Though the findings of the study are informative we must acknowledge its limitations. On-site data collection only took place on one day of the three-day festival due to inclement weather. A follow-up online survey was used to assist with obtaining participant data; however, online data collection relies on subjects to self-select to participate. Generalization and practical use of the findings may be difficult as data collection was confined to the one festival and only collected one year. Expanding the research will allow for additional validation of the findings. Given that attendance was the best predictive value of place attachment and festival satisfaction, it might be necessary to measure the constructs of place attachment (place identity, place

dependence, and social bonding) and test the relationships over their years of attendance in the future. Lastly, there could be some discrimination regarding repeat visitors. Those repeat visitors may have the vision from twenty or thirty years ago, when this festival was about the local food booths that sold hamburgers, hot dogs, popcorn, roasted corn, and homemade ice cream, along with activities such as pig races, square dancing, Miss Frontier Day and baby pageants, dunking machine, and vendors that sold items that the locals and visitors were interested in. Today, there are not many vendors set-up on the square or in the park with items to sell for the visitors, and they have contracted with a carnival company, which means the carnival company brings their food booths for the event. This does not allow the locals to sell the ole time favorites such as roasted corn on the cob, hamburgers, hot dogs, and barbeque leaving the local school organizations for benefiting from those food booths.

Conclusions

Overall, the findings of this study showed that festival satisfaction and place attachment are not strongly related and that neither place attachment nor festival satisfaction was not strongly related enough for the relationship to affect future behavioral intention to attend the Frontier Days Festival. Although our data did not show a relationship between the two, the relationship did exist separately. With 55% of the attendees who attended the festival was from the Lynchburg and Moore County Community, there was evidence of place attachment, and 41% of the attendees have attended the festival twenty or more times, there is evidence of festival satisfaction. This results from this study are that attendance is a predictor of place attachment and festival satisfaction, but there is no interaction between the two. Therefore, visitors who have a positive festival experience at the 55th Annual Frontier Days Festival will have a positive influence on place attachment and tell others about their festival

Recommendations for the Frontier Days Festival

The 55th Annual Frontier Days Festival has come and gone, and most of the community did not know that the festival was taking place. Although there was inclement weather, this is not the only problem with low attendance, no community enthusiasm, and no support. Frontier Days originally scheduled for the weekend leading up to July 4, but for the last 20 years, it has been scheduled for the third weekend in June. From the results of the survey, visitors would like to move the event back to the weekend leading up to July 4. Other feedback from visitors includes that they get a new organizer for the event, move everything back to the Lynchburg square, and design the festival similar from the past and for it to be about the community of Lynchburg and Moore County. Their recommendations are valid, and if taken into consideration, future Frontier Days Festivals can show some success.

Surprisingly, the data showed that the locals felt a need to support the festival, but overall, they did not show festival satisfaction, nor did they show an attachment to the Lynchburg and Moore County community. A more in-depth study and testing should have been done to determine the reasons for not correlating with festival satisfaction and place attachment, with the following recommendations listed below:

1. Supporting the community is the major draw for this festival, with local residents as the main attendees, which have the most feedback. The festival organizers should take into consideration of those areas of concern from the local residents, and provide events that will attract more visitors and give a reason for the locals to support and be proud to attend and recommend the festival to others.
2. Festival organizers should start monitoring the overall festival performance so they can satisfy and retain local residents, and attract more visitors.

3. If the overall theme of the festival is not working for the community, festival organizers should consider redesigning the festival to suit the needs of today's community. Has the time come for the Frontier Days to discontinue?

Recommendations for Future Research

Future research is imperative to monitor the quality of the events within the festival schedule and to retain the satisfied visitors who will then tell others about their experience. For future research, a structural equation model should be used to evaluate festival satisfaction, place attachment, future behavioral intention. The structural equation model will allow the researcher to analyze the structural relationships between the constructs and variables, using multiple regression analysis, hence providing valid and reliable results to add to the current body the festival-related literature knowledge.

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APPENDICES

APPENDIX A

55th ANNUAL FRONTIER DAYS

Informed Consent Form & Questionnaire

As an attendee to the 55th Annual Frontier Days Festival, you are invited to participate in a study regarding the relationship between place attachment and festival satisfaction of the Frontier Days Festival. The purpose of this study is to explore if place attachment and festival satisfaction play a role in the continued success of the Frontier Days festival in Lynchburg, TN. Participating in this study is voluntary and should you chose to participate, you will be asked to answer 13 questions are part of this survey. Risk is minimal should you choose to participate in the study. There are no direct benefits to you for participating in the study, but your participation will enable the organizers of this festival to have a better understanding of the factors that influence participation.

Your responses to the online survey will remain confidential. We are not asking for any identifying information. Non-identifiable demographic information will be collected. You are allowed to skip any question that you do not feel like answering. There are no alternatives to participation however, refusal to participate or withdrawing from participation at any time during the study will involve no penalty or loss of benefits. There is no compensation for participation and MTSU will not provide compensation for study-related injuries. For additional information about giving consent or your rights as a participant in this study, please feel free to contact the MTSU IRB Office at (615) 494-8918.

By checking “I Accept”, I verify that I have read the above information. I have reviewed and understand the purpose, benefits, and risks of the study. I give my informed and free consent to be a participant in the study by filling out the survey on the following page.

By checking “I Do Not Accept” you have decided not to participate in the study and may place your survey in the envelope and return it to the administrator.

I Accept

I Do Not Accept

Place Attachment, Satisfaction and Intention (PASI) Questionnaire
55th Frontier Days Festival

1. Which best describes where you live?

Lynchburg or Moore County, TN
 Neighboring Counties (Bedford,
 Lincoln, Coffee, and Franklin)
 Elsewhere in TN

Outside of TN
 (_____)
 Out of the Country
 (_____)

2. Have you visited Lynchburg previously?

Yes
 No

3. Pick the most accurate description of your attendance at the Frontier Days Festival.

Never (Before 2017)
 1-5 times
 6-10 times

11-15 times
 16-19 times
 20 times or more

4. Please read the following statements and select the one that best describes your opinion.

Statements	I do not know	Strongly Disagree	Disagree	Disagree Somewhat	Neither Agree nor disagree	Agree Somewhat	Agree	Strongly Agree
I feel my personal values are reflected in this town	0	1	2	3	4	5	6	7
I identify strongly with this town	0	1	2	3	4	5	6	7
This town means a lot to me	0	1	2	3	4	5	6	7
I am very attached to this town	0	1	2	3	4	5	6	7
I feel a strong sense of belonging to this town	0	1	2	3	4	5	6	7
If I were to stop visiting this town, I would lose contact with a number of friends	0	1	2	3	4	5	6	7
Many of my friends/family prefer this town over other places	0	1	2	3	4	5	6	7
I have a lot of fond memories with friends/family in this town	0	1	2	3	4	5	6	7
I have a special connection to the people who visit (or live in) this town	0	1	2	3	4	5	6	7
My family has a long-lasting attachment to this town	0	1	2	3	4	5	6	7
I have childhood memories from this town	0	1	2	3	4	5	6	7
I feel that I can really be myself here	0	1	2	3	4	5	6	7
I feel happiest when I am here	0	1	2	3	4	5	6	7
It is the best place to do the things I enjoy	0	1	2	3	4	5	6	7
This town is my favorite place to be	0	1	2	3	4	5	6	7
Everything about this town is a reflection of me	0	1	2	3	4	5	6	7
For the things I enjoy more, no other place can compare	0	1	2	3	4	5	6	7
I would prefer to spend more time here if I could	0	1	2	3	4	5	6	7
This area is the best place for what I like to do	0	1	2	3	4	5	6	7
I will revisit this town in the next 12 months.	0	1	2	3	4	5	6	7

5. Please read the following statements and select the one that best describes your satisfaction with the Frontier Days Festival.

Statements	Strongly Disagree	Disagree	Disagree Somewhat	Neither Agree nor Disagree	Agree Somewhat	Agree	Strongly Agree
My choice to visit this festival was a wise one	1	2	3	4	5	6	7
This was one of the best festivals I ever attended	1	2	3	4	5	6	7
My experience at this festival was exactly what I needed	1	2	3	4	5	6	7
I am satisfied with my decision to visit this festival	1	2	3	4	5	6	7
This festival made me happy	1	2	3	4	5	6	7
I really enjoyed myself at this festival	1	2	3	4	5	6	7
I would tell other people positive things about the festival	1	2	3	4	5	6	7
I would recommend the festival to my friends	1	2	3	4	5	6	7
I would return to the festival in the future	1	2	3	4	5	6	7

6. What places did you go during your visit to Lynchburg? (Check all that apply)

Jack Daniel Distillery	Tim Ford State Park & Lake
Lynchburg Hardware & General Store	Just Passing Through Town
Miss Mary Bobo's Boarding House	Visiting Family and Friends
Lynchburg Winery	Other: _____

7. Of all the above reasons, which ONE of the following was your primary reason for visiting Lynchburg today? (Check ONE)

Frontier Days Festival	Tim Ford State Park & Lake
Jack Daniel Distillery	Just Passing Through Town
Lynchburg Hardware & General Store	Visiting Family and Friends
Miss Mary Bobo's Boarding House	Other: _____
Lynchburg Winery	

8. How did you hear about the Frontier Days Festival?

Newspapers	Live in the Lynchburg (Just know that it happens every year)
Television	Word of Mouth
Social Media (Facebook, Twitter, etc.)	Other: _____

9. If you could make one change for the Frontier Days Festival, what change would you recommend?

DEMOGRAPHICS

10. Sex	18-25	46-55
Male	26-35	56-65
Female	36-45	Over 65

11. Age**12. What is your race:**

White or Caucasian	Native Hawaiian or Pacific Islander
Black or African American	Two or More Races
American Indian or Alaska Native	Other (Please Specify):
Asian	_____

13. What is your highest level of education?

12th Grade or Less (High School or Less)
 Technical or Trade School
 Some College
 College Degree
 Graduate or Professional Degree

APPENDIX B: ONLINE SURVEY CARDS

Frontier Days wants your feedback
Please go the following link for a short survey
goo.gl/Or18ES

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Please go the following link for a short survey
goo.gl/Or18ES

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APPENDIX C: ONLINE CONSENT FORM

55th ANNUAL FRONTIER DAYS

Informed Online Consent Form

As an attendee to the 55th Annual Frontier Days Festival, you are invited to participate in a study regarding the relationship between place attachment and festival satisfaction of the Frontier Days Festival. The purpose of this study is to explore if place attachment and festival satisfaction play a role in the continued success of the Frontier Days festival in Lynchburg, TN. Participating in this study is voluntary and should you chose to participate, you will be asked to answer 12 questions are part of this survey. Risk is minimal should you choose to participate in the study. There are no direct benefits to you for participating in the study, but your participation will enable the organizers of this festival to have a better understanding of the factors that influence participation.

Your responses to the online survey will remain confidential. We are not asking for any identifying information and will not document IP addresses. Non-identifiable demographic information will be collected. You are allowed to skip any question that you do not feel like answering. There are no alternatives to participation however; refusal to participate or withdrawing from participation at any time during the study will involve no penalty or loss of benefits. There is no compensation for participation and MTSU will not provide compensation for study-related injuries. For additional information about giving consent or your rights as a participant in this study, please feel free to contact the MTSU IRB Office at (615) 494-8918.

Your responses to the online survey will remain confidential. We are not asking for any identifying information. Non-identifiable demographic information will be collected. You are allowed to skip any question that you do not feel like answering. There are no alternatives to participation however; refusal to participate or withdrawing from participation at any time during the study will involve no penalty or loss of benefits. There is no compensation for participation and MTSU will not provide compensation for study-related injuries. For additional information about giving consent or your rights as a participant in this study, please feel free to contact the MTSU IRB Office at (615) 494-8918.

By selecting “Yes” and clicking “Next”, I verify that I have read the above information. I have reviewed and understand the purpose, benefits, and risks of the study. I give my informed and free consent to be a participant in the study by filling out the survey on the following page.

By selecting “No and clicking “Next”, you chose to not participate in the study and will be directed to the end of the survey.

**APPENDIX D: SCHEDULE OF EVENTS FOR THE 55TH ANNUAL FRONTIER DAYS
FESTIVAL**

June 22-24, 2017

**Sponsored by: Woodard's Market and Deli, First Community Bank of Lynchburg,
Diamond Gusset Jeans, Tower Community Bank, The Jack Daniel Distillery, and
Lynchburg Chamber of Commerce**

Thursday, 22rd

5:00pm **Moore County High School Band**, playing for donations, Gazebo Area
7:00 - 8:30pm **Gospel Music; The Cavaliers** - First Community Bank/ Moore Co. Stage
6:00 - 10:00pm **Wiseman Park Activities** Pony, Buggy, Train Rides, Petting Zoo,
Cooling Tent, and Putt - Putt Golf
Fox Creek Amusement Co. Carnival Rides, Games, Bungee

Friday, 23rd

6:00 - 10:00pm **Wiseman Park Activities** - See Above
6:00 - 6:45pm **Clogging by Just for Clicks**, Town Square
7:00pm **Crown 2017 Frontier Days Queen**, First Community Bank/ Moore Co. Stage
7:30 - 10:30pm **Street Dance by Country Roads Band**, First Community Bank/ Moore Co. Stage
Bring your chair and your dancing shoes!

Saturday, 24th

8:15 - 8:55am **Annual Baby Contest Registration** (4 & under, boys & girls) - *Patriotic Attire*
\$20 fee (rain or shine, covered stage), First Community Bank/ Moore Co. Stage

9:00am **Baby Contest** Sponsored by: **Tower Community Bank**

10:00am **Gospel Music** by **JCS**, First Community Bank/ Moore Co. Stage

10:00am **Watermelon Eating Contest**, (12yrs & up) Gazebo area
Sponsored by: **Miss Mary Bobo's**

10:30am **Kid's Gold Rush** (ONLY kids 8yrs & under) West Side of Square
Sponsored by: **Jack Daniel Visitor Center** - River Chase Posse

10:40am **Kid's Safety Presentation** followed by **Western Reenactment**
River Chase Posse, West Side of Town Square

11:00am **fee Heart of Gold Citizenship Award**, First Community Bank/ Moore Co. Stage
Moore Co. Cultural Exhibits, at Moore Co. Library; Sponsored by: **fee**
Contests for canning, quilting, knitting, and more

11:30pm **Moore Co. Chamber of Commerce Live Auction**, Gazebo, over 75 items
Tent provided, bring a chair. Eric Fruehauf, auctioneer Coffee Co. Reality

Noon - till **Wiseman Park Activities** Pony, Buggy, Train Rides, Petting Zoo, Cooling Tent
Putt-Putt Golf; **Fox Creek Amusements Co.** Carnival Rides, Games, Bungee

1:00 - 3:00pm **Kid's Fire Hose Training**, Tennis Court Area
Sponsored by: **Moore County Fire Department**

3:00pm **Dog & Cutest Goat Contest**, Prize money and Ribbons, Gazebo area.
Sponsored by: **International Book Import Service**

5:00 - 8:00pm **Karaoke with JCS**, Wiseman Park in Small Pavilion
Presented by: **"Lynchburg Car Wash"**

6:00 - 6:45pm **Mid-State Cloggers**, Town square

7:30pm-10:30pm **Street Dance by Mike Allen & Friends**, First Community Bank/ Moore Co. Stage
Bring a chair and your dancing shoes!

9:45pm **FIREWORKS** - Sponsored by: **International Book Import Service**
Thanks to Bill Henshaw family and the Lynchburg Fire Department