

The antecedents and outcomes of visitor attendance at commemorative events

Author

Hall, John, Basarin, John, Lockstone-Binney, Leonie

Published

2011

Conference Title

Academy of Marketing Conference 2011

Version

Version of Record (VoR)

Rights statement

© The Author(s) 2011. The attached file is reproduced here in accordance with the copyright policy of the publisher. For information about this conference please refer to the conference's website or contact the author(s).

Downloaded from

<http://hdl.handle.net/10072/406256>

Link to published version

<https://www.academyofmarketing.org/conference/conference-history/conference-2011/>

Griffith Research Online

<https://research-repository.griffith.edu.au>

The antecedents and outcomes of visitor attendance at commemorative events

Introduction

Battlefield tourism is a major component of national and international tourism. Battlefields around the world that are significant tourist resources include the Western Front in France and Belgium, Waterloo in Belgium, Culloden in Scotland, Pearl Harbour and Gettysburg in the U.S. This study comprehensively examines the influence on event attendance of personal values, motives and emotions, in tandem with various event attributes, and the outcome effects on visitor satisfaction and recommending behaviour. The Anzac Day commemoration at Gallipoli, Turkey, provides the contextual anchor for this study. Anzac Day, 25 April, is a national day of commemoration in Australia. Australians at home and abroad, come together to remember the sacrifices made by the fallen soldiers and Gallipoli veterans during a battlefield campaign that has become indelibly linked to the forging of the modern Australian nation. The event also has the unique nature of being hosted on “enemy territory” on the other side of the world, requiring significant effort, time and money on the part of participants

This study employs tourism constructs associated with battlefields, pilgrimages and thanatourism in combination with event management and consumer behaviour concepts to develop an empirical model that contributes to current understanding of the experiential components of commemorative events and the antecedents associated with attendance, satisfaction and recommending behaviour.

The significance of the research lies in its implications for an improved understanding of how visitor satisfaction in the context of events, particularly commemorative events of a non-commercial nature, can be conceptualised and best managed to promote outcomes such as positive word-of-mouth recommendations, thereby maximising the economic, political, social and tourism benefits that the events can generate (Allen, O’Toole, Harris & McDonnell, 2011; Getz, 2008). By incorporating both antecedent and outcome factors, this study extends an earlier contribution by Hall et al. (2010).

Literature Review

A review of previous empirical studies identified a variety of dimensions that impact event attendance and are thus pertinent to this study. These dimensions include: motivation, personal values, emotions, event characteristics and recommendations from others. These dimensions will now be discussed in turn.

Given that the event under study takes place at a famous battlefield site, it is important to identify travel motives associated with battlefield visitation. Four representative themes have been identified in the literature: battlefield tourism (Goodheart, 2005; Hannaford, 2001; O’Bannon, 2006; Ryan, 2007; Seaton, 1998; Sharpley & Stone, 2009), heritage tourism (Ashworth, 2008; Gammage, 2007; Poria, Butlery & Airey, 2000; 2001; Smith, 2006; Van Reyk, 2005; Voase, 2003), thanatourism (Foley & Lennon, 1996; Seaton, 1998; Slade, 2003; Sharpley & Stone, 2009) and pilgrimage tourism (Collins-Kreiner & Klot, 2000; Digance, 2003; Gatewood & Cameron, 2004; Inglis, 1998; Kong, 2005; Slade, 2003; Turner & Turner, 1978).

Values assist individuals to form attitudes, make judgments and comparisons and ultimately guide the behaviour in which people choose to engage (Long & Shiffman, 2000; Rokeach, 1973, 1979). Additionally, personal values have been found to influence people’s motives for event attendance (Chen, 2006; Hede, 2005; Jago, 1997) this may provide a greater understanding of attendance at commemorative events, which is to be addressed in this study.

It is also asserted that strong emotional reactions are prevalent among visitors to battlefields and events (Boo, 2006; Getz, 1989, Holloway, 2010, Sirakaya, Petrick & Choi, 2004). While numerous typologies of emotions have been proposed and tested, Shaver et al.'s (1987) typology is particularly comprehensive. This typology of emotions has been used in several studies of consumer behaviour (Dunning, O'Cass & Pecotich, 2004; Lerner, Small & Loewenstein; 2004). Westbrook and Oliver (1991) found that there is a relationship between emotions such as joy, sadness and anger and customer satisfaction, whilst Lee and Kyle (2010) found that positive emotions, represented by love and surprise, were strong predictors of visitors' overall satisfaction of their experience at festivals. Battlefield visitation is sometimes seen as dark tourism, due to its association with sites of large-scale death and atrocity (Fyall, Prideaux & Timothy, 2006; Ryan, 2007; Sharpley & Stone, 2009) and is most likely to have a negative emotional impact on attendees.

Marketing theory suggests that in addressing the needs of consumers, satisfaction and loyalty ensues leading to organisational success. Consumer satisfaction can be regarded as the outcome state of a consumer after purchasing, taking into account the costs and benefits of the purchase (Yi, 1991). Several studies, including those specific to events, have found a positive relationship between service component evaluation and overall satisfaction, with overall satisfaction acting as a predictor of future behavioural intentions including recommending behaviour (Lee, Petrick & Crompton, 2007; Meehan, 2002; Yuksel & Rimmington, 1998). Crompton's (2003) study of how various event attributes influence visitor satisfaction in a festival setting provides some intuitive guidance to event organisers on what factors influence visitor satisfaction, namely, the program features of events such as the entertainment involved, planned activities and educational elements. Saleh and Ryan's (1993) research on factors that attract tourists to festivals also noted that the quality of the event program was of primary importance in achieving tourist visitation at two Canadian festivals.

Having thoroughly grounded the current study in light of previous empirical work exploring the antecedents and outcomes of event attendance, we will now turn attention to exploring what role personal values, motives and emotions play in relation to visitor satisfaction with the Gallipoli commemorative event and their subsequent recommending behaviour.

Research Hypotheses

Stemming from the aim of investigating the antecedent and outcome factors that impact event attendance at the Anzac Day commemorations at Gallipoli, the following hypotheses were developed:

- H1: There is a positive relationship between Personal Values and Motives.
- H2: There is a positive relationship between Personal Values and Emotions.
- H3: There is a positive relationship between Motives and Emotions.
- H4: There is a positive relationship between Motives and Ceremony.
- H5: There is a positive relationship between Motives and Satisfaction.
- H6: There is a positive relationship between Motives and Recommending Behaviour.
- H7: There is a positive relationship between Transport and Ceremony.
- H8: There is a positive relationship between Transport and event Amenities.
- H9: There is a positive relationship between Ceremony and Satisfaction.
- H10: There is a positive relationship between Ceremony and Recommending Behaviour.
- H11: There is a positive relationship between event Amenities and Ceremony.
- H12: There is a positive relationship between event Amenities and Satisfaction.
- H13: There is a positive relationship between Emotions and Satisfaction.
- H14: There is a positive relationship between Emotions and Recommending Behaviour.

- H15 There is a positive relationship between Emotions and Ceremony.
- H16 There is a positive relationship between Satisfaction and Recommending Behaviour.

Method

The literature review identified a variety of factors with the potential to influence event attendance, satisfaction and recommending behaviour at an event. To gain an understanding of the impact and relevance of these variables to attendance at the commemorative event under study, an exploratory qualitative phase of data collection involving 50 respondents was conducted, which assisted in the development and piloting of the questionnaire.

This phase was followed by a two-step quantitative method employed to gather information from Australians partaking in the Anzac Day commemorations at Gallipoli pre and post event. Questionnaires were administered in consideration that most event attendees travel to and from Gallipoli by bus (Australian War Memorial, 2009; Hall et al., 2010). A cluster sampling approach (Malhotra, Hall, Shaw & Oppenheim, 2006) was operationalised in this study. FEZ Travel, the market leader in hosting Australians to Gallipoli, transported 1,000 attendees to Gallipoli and 700 back to Istanbul for the 2007 commemorative event. A census of all FEZ customers was undertaken, which achieved a response rate of 48.2 per cent (n=482) on the way to Gallipoli and 47.2 per cent (n=331) on the return trip to Istanbul. It was thought that the largest provider of transport services was more likely to provide a representative sample of attendees than a smaller niche operator. The researchers endeavoured to ensure that the sample is reflective of the population of attendees. This form of convenience sampling is not uncommon in marketing and tourism research (Alipour & Vughaingmeh, 2009; Bosnjak & Brand, 2008; Bosnjak & Rudolph, 2008; Sparks & Pan, 2008; Wang & Davidson, 2009).

Step one of the study involved pre-trip questionnaires that comprised a series of 10-point semantic differential scales, querying respondents on their motives for visitation and perceived importance of various event attributes. The post-event questionnaires were framed by Getz's (2000) conceptual framework, used by Chaplin and Costa (2000) in their exploratory analysis of a commemorative event. The questionnaire comprised a series of 10-point semantic differential scales with positive and negative anchors. The data were analysed using Confirmatory Factor Analysis (CFA) and Structural Equation Modelling (SEM).

Analysis and Results

A series of constructs relating to commemorative event attendance were identified in the literature and the qualitative research stage. These were developed and tested using CFA and their relationship with attendance motivation, satisfaction and recommending behaviour was analysed using SEM. The following is a summary of these constructs.

Personal Values Factor: The List of Values instrument (Kahle et al., 1986) was used in this study. It consists of nine personal values, comprising two constructs; *Self-efficacy and Hedonism*. *Self-efficacy:* a sense of belonging, sense of accomplishment, warm relationships, being well-respected, security, self-respect and self-fulfilment. *Hedonism:* fun, enjoyment and excitement. *Attendance Motives Factor:* Questions were directed at finding out the motivational aspects of attendance and included aspects relating to pilgrimage, thanatourism, battlefield tourism and heritage tourism. *Emotions Factor:* These questions sought to measure participants' emotions in relation to their attendance at the Anzac Day commemorative ceremonies at Gallipoli. The questions adapted from Shaver et al.'s (1987) emotional typology covered the emotional experiences of sadness, anger, fear, joy, love and surprise. *Ceremony Factor, Amenities Factor and Transport Factor:* Two ceremonies associated with the Anzac Day commemorations at Gallipoli, the first one at dawn at North Beach, just north

of Anzac Cove, the other at Lone Pine mid-morning, were foci of several questions to evaluate participants' experiences. Additionally, questions were included to measure participants' attitudes toward the venue and service attributes of the event including ease of access, transport arrangements to and from Anzac Cove and Lone Pine, toilet facilities, queuing, tour guide knowledge, availability of information, crowd control, rubbish collection, comfort at night, food and drinks and overall satisfaction with the venue. The questions relating to the ceremonies, amenities and transport were developed with reference to Getz's (2000) conceptual framework, later used by Chaplin and Costa (2000). *Satisfaction and Recommending Behaviour* constructs: Overall satisfaction with the event and the participants' intent on recommending the event to others upon their return to Australia were probed by several questions that were adapted from previous research (Churchill & Surprenant, 1982; Cronin, Brady & Hult, 2000; Danaher & Mattson, 1994; Getz, 2008; Lee et al., 2007; Meehan, 2002; Yi, 1990; Yuksel & Rimmington, 1998).

Figure 1 (see Appendix A) shows a model of attendance motivation, satisfaction and recommending behaviour at commemorative events. After Bollen-Stine bootstrapping was employed, a probability level of 0.05 was achieved. Other fit indices suggested a good fit to the data (Hair, Babin, Anderson & Tatham, 2006; Kline, 2005). All of the indices represented (see Table 1) were within the acceptable range for the sample size. R² values for Satisfaction and Recommending Behaviour are 0.57 and 0.51, which indicates a good amount of explained variance for a structural equation model.

Table 1: Key SEM Indices

DF	P	CMIN/DF	GFI	CFI	RMR	RMSEA
47	.05	1.58	0.90	0.93	0.06	0.08

The model showed several strong relationships between the constructs under study, which allowed the acceptance of the following 10 hypotheses:

- H1: There is a positive relationship between Personal Values and Motives. ($\beta = 0.78, p < 0.05$)
- H3: There is a positive relationship between Motives and Emotions. ($\beta = 0.43, p < 0.05$)
- H4: There is a positive relationship between Motives and Ceremony. ($\beta = 0.31, p < 0.05$)
- H8: There is a positive relationship between Transport and event Amenities. ($\beta = 0.38, p < 0.05$)
- H9: There is a positive relationship between Ceremony and Satisfaction. ($\beta = 0.47, p < 0.05$)
- H10: There is a positive relationship between Ceremony and Recommending Behaviour. ($\beta = 0.45, p < 0.05$)
- H11 There is a positive relationship between event Amenities and Ceremony. ($\beta = 0.36, p < 0.05$)
- H13 There is a positive relationship between Emotions and Satisfaction. ($\beta = 0.37, p < 0.05$)
- H15 There is a positive relationship between Emotions and Ceremony. ($\beta = 0.55, p < 0.05$)
- H16 There is a positive relationship between Satisfaction and Recommending Behaviour. ($\beta = 0.30, p < 0.05$)

Hypotheses, 2, 5, 6, 7, 12, & 14 were rejected as non-significant paths were identified.

Discussion and Implications

Australians visiting the unique Anzac Day commemorations at Gallipoli, Turkey provide the backdrop to the current exploration of the role personal values; motives and emotions play in influencing visitor satisfaction with the commemorative event experience and subsequent recommending behaviour.

Values in general guide individuals in their attitude formation and decision-making processes. The findings of the present study demonstrate that personal values associated with self-efficacy drive participants to the Anzac Day event. From the list of six emotions assigned by Shaver et al. (1987), only Sadness loaded significantly (0.64) to the construct of Emotion (see Figure 1, Appendix A). Given that the Gallipoli campaign ended with 25,000 Australian casualties, which in the fledgling Australian nation of (1915) had a significant impact with most towns, villages and hamlets having sons buried at Gallipoli, attendance at Anzac Day commemorative events may be regarded as a symbolic encounter with death to the extent that it represents a form of dark tourism or thanatourism which is characterised by intense emotional experiences such as sadness. Unsurprisingly, this finding contrasts with Lee and Kyle's (2010) in a festival setting where overall satisfaction is driven by positive feelings of love and surprise. However the event at the focus of this study is not a festival of love but a celebration of national pride and nationhood obtained through loss and sacrifice.

Motives associated with pilgrimage, battlefield tourism, heritage tourism and thanatourism were shown to be significant motivators for attendance to the Anzac Day commemorative event. Hannaford's (2001) assertion that a trip to Gallipoli can be classified as a true spiritual experience is supported by this research. Emotions in the context of this type of event are shown to add a critical dimension to explaining satisfaction and recommending behaviour. This research, set against the backdrop of the nationally significant Anzac Day commemorative event, showed that strong recommending behaviour resulted from the participants attending the ceremonies and developing a positive attitude with regard to experiential consumption and the quality of services provided at the event.

Drawing management implications from these findings, the ceremonial aspect of the Anzac Day commemorations at Gallipoli overwhelmingly appears to be the key driver of visitor satisfaction associated with the inherent event experience and the factor most closely aligned with the motives of Australians in attending the event (Holguin, 2005; Slade, 2003). The format and content of the ceremonies require careful management to ensure authenticity, respect and solemnity is maintained. For the event organisers, striking a balance between ceremonial and entertainment elements will be of increasing importance going forward, as numbers of visitors to the Gallipoli commemorations continue to rise.

The overall aim of this study was to develop a conceptual understanding of the significant predictors of event satisfaction and recommending behaviour, as influenced by several antecedent factors including personal values, emotions, motives and event characteristics. This understanding has been generated with the acceptance of the 10 hypotheses identified. As such, a comprehensive contribution has been afforded to recognising the influence of pre-event factors such as visitor motivation and personal values on attendance at commemorative events. The research completes the event visitation cycle through to providing an insight into what post-event factors have a bearing on event satisfaction and how this positive effect translates into future recommending behaviour. This study extends the contribution of earlier research by Hall, Basarin, Lockstone-Binney (2010). In doing so, it incorporates the antecedents of personal values, motives and emotions to examine the outcomes of visitor attendance at commemorative events. Future research on measuring the generalisability of the findings of this research to other commemorative events is recommended.

References (insert all references highlighted)

- Alipour, H., & Vughaingmeh, E. (2009) Residents' attitudes toward casino gambling in Kyrenia, North Cyprus: In search of theoretical explanation? *Tourism Analysis*, 14, 841–866.
- Allen, J., O'Toole, W., Harris, R. & McDonnell, I. (2011). *Festival and Special Event Management* (5ed.). Milton, Queensland: John Wiley and Sons.
- Ashworth, G. J. (2008). The Memorialisation of Violence and Tragedy: Human Trauma as Heritage. In B. Graham & P. Howard (Eds.), *The Ashgate Research Companion to Heritage and Identity*. Hampshire, England: Ashgate Publishing Ltd.
- Australian War Memorial. (2009). Retrieved November 4, 2009, from <http://www.awm.gov.au>
- Boo, S; Busser, J., (2006). Impact Analysis of a Tourism Festival on Tourists Destination Images. *Event Management*, 9 (4), 223-237.
- Bosnjak, M., & Brand, C. (2008). The impact of undesired self-image congruence on consumption-related attitudes and intentions. *International Journal of Management*, 25(3), 673-683.
- Bosnjak, M., & Rudolph, N. (2008). Undesired self-image congruence in a low-involvement product context. *European Journal of Marketing*, 42(5/6), 702-712.
- Chaplin, I. & Costa, C. M. M. (2000). Milestone or Millstone? Commemorating the Portuguese Handover of Macau: Implications for Event Management. In J. Allen, E. Harris, L. K. Jago & A. J. Veal (Eds.), *Events Beyond 2000: Setting the Agenda*. Sydney, Australia: Australian Centre for Event Management, UTS.
- Chen, P., (2006). The Attributes, Consequences, and Values Associated With Event Sport Tourists' Behavior: A Means-End Chain Approach. *Event Management*, 10 (1), 1-22.
- Christopher, M., Payne, A. & Ballantyne, D. (1993). *Relationship Marketing: Bringing Quality, Customer Service and Marketing Together*. Oxford, UK: Butterworth-Heinemann.
- Churchill, G. A. & Surprenant, C. (1982). An Investigation Into the Determinants of Customer Satisfaction. *Journal of Marketing Research*, 19, 491-504.
- Collins-Kreiner, N. & Kliot, N. (2000). Pilgrimage Tourism in the Holy Land: The Behavioural Characteristics of Christian Pilgrims. *Geojournal*, 50, 55-67.
- Crompton, J. L. (2003). Adapting Herzberg: A Conceptualization of the Effects of Hygiene and Motivator Attributes on Perceptions of Event Quality. *Journal of Travel Research*, 41, 305-310.
- Cronin, J. J. Jr., Brady, M. K. & Hult, T. M. (2000). Assessing the Effects of Quality, Value, and Customer Satisfaction on Consumer Behavioural Intentions in Service Environments. *Journal of Retailing*, 76(2), 93-218.
- Danaher, P. J. & Mattsson, J. (1994). Customer Satisfaction During the Service Delivery Process. *European Journal of Marketing*, 28(5), 5-16.
- Digance, J. (2003). Pilgrimage at Contested Sites. *Annals of Tourism Research*, 30, 143-159.
- Dunning, J., O' Cass, A. & Pecotich, A. (2004). Retail Sales Explanations: Resolving Unsatisfactory Sales Encounters. *European Journal of Marketing*, 38(11/12), 151-161.
- Foley, M., Lennon, J. J. (1996). JFK and Dark Tourism: Heart of Darkness. *Journal of International Heritage Studies*, 2(2), 195-197.
- Fyall, A., Prideaux, B. & Timothy, D. (2006). War and Tourism: An introduction. *International Journal of Tourism Research*, 8(3), 153-155.
- Gammage, B. (2007). The Anzac Cemetery. *Australian Historical Studies*, 29, 126-140.
- Gatewood, J. B. & Cameron, C. M. (2004). Battlefield Pilgrims at Gettysburg National

- Military Park. *Ethnology*, 43(3), 193-216.
- Getz, D. (2000). Developing a Research Agenda for the Event Management Field. In J. Allen, E. Harris, L. K. Jago and A. J. Veal (Eds.), *Events Beyond 2000: Setting the Agenda*. Sydney, Australia: Australian Centre for Event Management, UTS.
- Getz, D. (2008). Event Tourism: Definition, Evolution and Research. *Tourism Management*, 29, 403-428.
- Getz, D. (1989), "Special events; Defining the product", *Tourism Management*, V. 10 (2), 125-137.
- Goodheart, A. (2005). Hallowed Ground: US Civil War Battlefields See New Conflicts. *National Geographic*, 207(4), 62-85.
- Hair, J.F., Babin, B., Anderson, R.E. and Tatham, R. (2006), *Multivariate Data Analysis*, (6th Ed.), Prentice-Hall, Upper Saddle River, NJ, USA.
- Hall, J., Basarin, V.J. & Lockstone-Binney, L. (2010). An Empirical Analysis of Attendance at a Commemorative Event: Anzac Day at Gallipoli. *International Journal of Hospitality Management*, 29, 245-253.
- Hannaford, J. A. (2001). *Two Australian Pilgrimages*. Unpublished Masters Thesis. Melbourne: Australian Catholic University.
- Hede, A.-M., Jago, L., & Deery, M. (2005). Segmentation of Special Event Attendees Using Personal Values: Relationships with Satisfaction and Behavioural Intentions. In M. Thyne & E. Laws (Eds.), *Hospitality, Tourism and Lifestyle Concepts - Implications for Quality Management and Customer Satisfaction* (pp. 33-35). USA: Haworth Hospitality Press
- Holguin, S. (2005). National Spain Invites You? Battlefield Tourism During the Spanish Civil War. *The American Historical Review*, 110(5), 1399-1426.
- Holloway, I., Brown, L., and Shipway, R., (2010). Meaning not measurement: Using ethnography to bring a deeper understanding to the participant experience of festivals and events, *International Journal of Event and Festival Management*, 1 (1), 74 – 85.
- Inglis, K. S. (1999). *Sacred Places: War Memorials in the Australian Landscape*. Melbourne, Australia: Miengunyah Press.
- Jago, L. 1997, *Special Events and Tourism Behaviour: A Conceptualisation and an Empirical Analysis from a Values Perspective*, Ph D Thesis, Victoria University
- Kahle, L. R. (Ed.). (1983). *Social Values and Social Change: Adaptation to Life in America*. New York: Praeger.
- Kahle, L. R., Beatty, S. E. & Homer, P. (1986). Alternative Measurement Approaches to Consumer Values: The List of Values (LOV) and Values and Life Style (VALS). *Journal of Consumer Research*, 13(3), 405-409.
- Kline, R. B. (2005). *Principles and Practice of Structural Equation Modelling* (2nd ed.). New York: Guildford Press.
- Kong, L. (2005). Re-presenting the Religious: Nation, Community and Identity in Museums. *Social and Cultural Geography*, 6(6), 496-513.
- Lee, J. & Kyle, G. (2010). Examining the Antecedents and Structure of Festival Loyalty. In P. Ballantine & J. Finsterwalder (Eds.), *Proceedings of the Australian and New Zealand Marketing Academy (ANZMAC) Conference*. Christchurch: University of Canterbury.
- Lee, S. Y., Petrick, J. F. & Crompton, J. (2007). The Roles of Quality and Intermediary Constructs in Determining Festival Attendees' Behavioural Intention. *Journal of Travel Research*, 45(4), 402-412.
- Lerner, J., Small, D. A. & Loewenstein, G. (2004). Heart Strings and Purse Strings: Carryover Effects of Emotions on Economic Decisions. *Psychological Science*, 15(5), 337-341.
- Long, M., & Schiffman, L., (2000) 'Consumption Values and Relationships:

- Segmenting the Market for Frequency Programs' *Journal of Consumer Marketing* Volume 17 (3), 214 – 232.
- Malhotra, N., Hall, J., Shaw, M. & Oppenheim, P. (2006). *Marketing Research* (3rd ed.). French's Forest, NSW: Pearsons Education.
- Meehan, C. (2002). Measuring Satisfaction. *Insite Magazine*, April/May, 6-7.
- O'Bannon, D. T. (2006). *Introducing Battlefield Tourism*. UK: The Dark Tourism Forum, University of Lancashire.
- Poria, Y., Butler, R. & Airey, D. (2000). Clarifying Heritage Tourism: A Distinction between Heritage Tourism and Tourism in Historic Places. *Annals of Tourism Research*, 28, 1047-1049.
- Poria, Y., Butler, R. & Airey, D. (2001). Tourism Sub-groups: Do They Exist? *Tourism Today*, 1, 14-22.
- Rokeach, M. (1973). *The Nature of Human Values*. New York: Free Press.
- Rokeach, M. 1979. *Understanding human values: Individual and societal*. New York, Free Press.
- Ryan, C. (2007). *Battlefield Tourism: History, Place and Interpretation*. Oxford, UK: Elsevier.
- Saleh, F. & Ryan, C. (1993). Jazz and Knitwear: Factors that Attract Tourists to Festivals. *Tourism Management*, 14(4), 289-297.
- Seaton, A. V. (1998). War and Thanatourism: Waterloo 1815-1914. *Annals of Tourism Research*, 26(1), 130-158.
- Sharpley, R. & Stone P. R. (2009). *The Darker Side of Travel; The Theory and Practice of Dark Tourism*. Bristol, UK: Channel View Publications.
- Shaver, P., Schwartz, J., Kirson, D. & O'Connor, C. (1987). Emotion Knowledge: Further Exploration of a Prototype Approach. *Journal of Personality and Social Psychology*, 52, 1061 - 1086.
- Sirakaya, E., Petrick, J. & Choi, H-S. (2004). The Role of Mood on Tourism Product Evaluations. *Annals of Tourism Research*, 31(3), 517-524.
- Slade, P. (2003). Gallipoli Thanatourism: The Meaning of ANZAC. *Annals of Tourism Research*, 30(4), 779-794.
- Smith, L. (2006). *Uses of Heritage*. London: Routledge.
- Sparks, B., & Pan, G. W. (2008). Chinese outbound tourists: Understanding their attitudes, constraints and use. *Travel Research*, 47(1), 84–93.
- Turner, V. & Turner, E. (1978). *Image and Pilgrimage in Christian Culture*. New York: Columbia University Press.
- Van Reyk, O. (2005). A Modern Day Pilgrimage. *Australian National Museum's Bulletin*. Canberra: Australian National Museum.
- Voase, R. (2003). Rediscovering the Imagination: Meeting the Needs of the New Visitor. In A. Fyall, B. Garrod & A. Leask (Eds.), *Managing Visitor Attractions*. Oxford, UK: Butterworth Heinemann.
- Wang, Y., & Davidson, M. (2009). Chinese leisure tourists: Perceptions and satisfaction with Australia. *Tourism Analysis*, 14, 737–747.
- Westbrook R. A. & Oliver, R. L. (1991). The Dimensionality of Consumption Emotion Patterns and Consumer Satisfaction. *The Journal of Consumer Research*, 18(1), 84-91.
- Yi, Y. (1990). A Critical Review of Consumer Satisfaction. In V. A. Zeithaml (Ed.), *Review of Marketing*. Chicago, USA: American Marketing Association.
- Yuksel, A. & Rimmington, M. (1998). Customer-Satisfaction Measurement. *Cornell Hotel and Restaurant Administration Quarterly*, 39(6), 60-70.

Appendix A

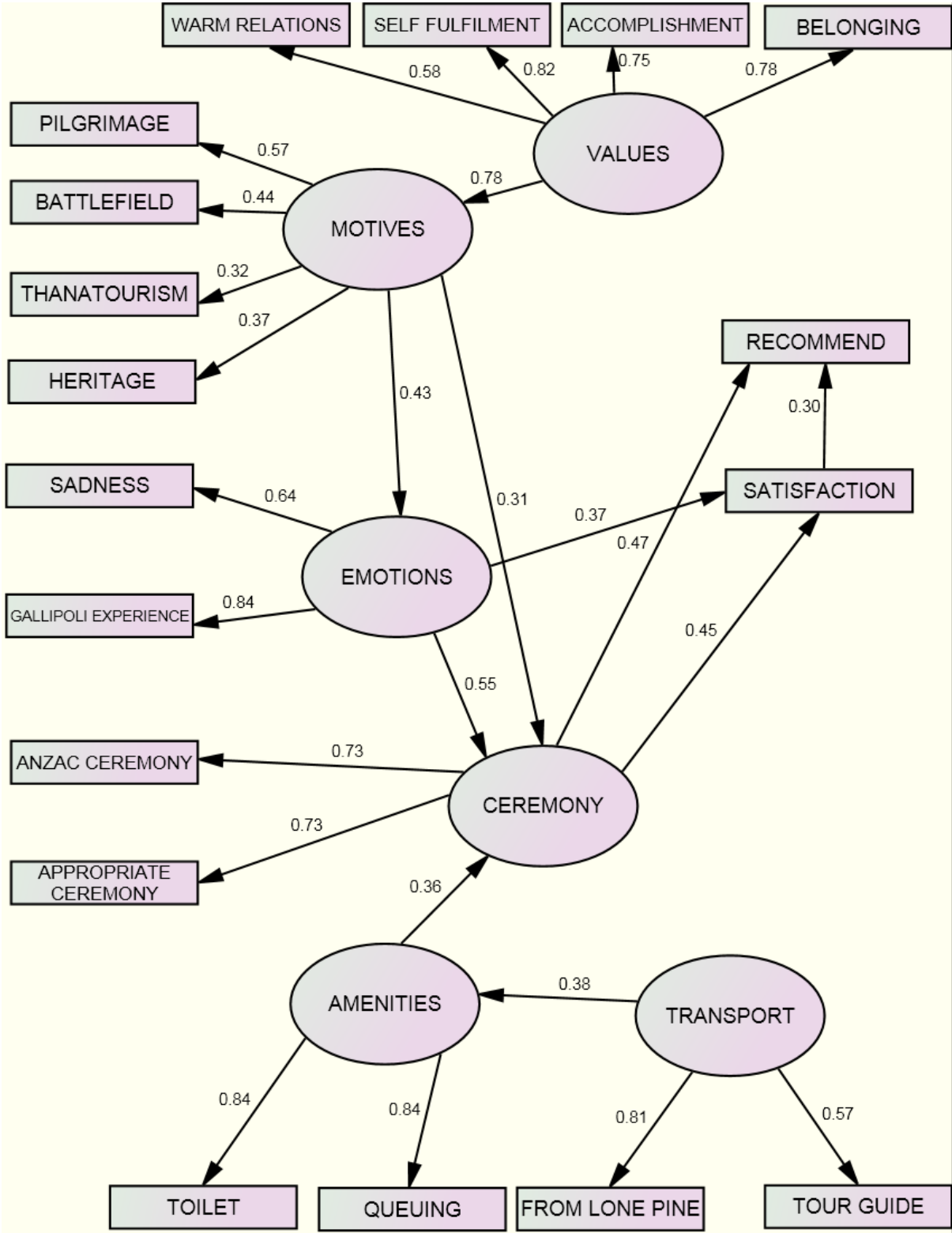


Figure 1: Model of Commorative Event Attendance