

ERSA Policy Brief

September 2019

Adapting Herzberg: Predicting Attendees' Satisfaction and Intention to Re-Visit a Local Festival in Cameroon – An Ordered Logit Approach

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Globally, the tourism sector has been identified as crucial to attaining the goal of sustainable development. Its effectiveness as a tool for sustainable development lies in its potential to promote local economic development by creating both economic, environmental and socio-cultural sustainability. The rise of Festival tourism emphasises the socio-cultural dimension of this sustainability while contributing to the economic dimension. Consequently, the rapid growth in visitor attraction by festival events has garnered widespread attention in them as a lucrative form of tourism. As such, academic research into festival tourism has grown, especially in consideration of their potential to generate socio-cultural and economic benefits, which improve the livelihood of individuals, event venues, hospitality businesses and other ancillary businesses in the host communities and destinations, thereby promoting local economic development. Evidence indicates that these events, especially in local communities, are key revenue generators, improving the economic wellbeing of towns and regions where they take place, at the individual level, and sometimes even at the local government level. To sustain the benefits of an event to local communities, it is important to effectively manage the expectations of attendees. The current study provides the first known analysis of the relationship between festival attendees' motivations, satisfaction levels, and return intentions from a West African country context. In a pioneering approach, it adapts Herzberg's two-factor theory to investigate the satisfaction levels of attendees at the 2016 Festival of Arts and Culture (FESTAC) held in Limbe, Cameroon. Specifically, it investigates how satisfaction levels are influenced by participants' a-priori motivations for attending and event, and how satisfaction, in turn, affects revisit intentions.

The findings confirm the applicability of the Herzberg theory in evaluating the relationship between participants' motivation factors and their satisfaction levels. Consistent with existing literature, satisfaction levels were also found to significantly influence return intentions. The results also emphasise the moderating effect of expenditure considerations on the attendees' satisfaction levels. These findings have implications for event planners and festival organisers as it highlights the superiority of unique festival 'motivators' in predicting satisfaction levels, suggesting that event planners focus on these characteristics if they intend to increase attendees' satisfaction. The study is the first of its kind to apply Herzberg's theory to evaluating the relationship between motivation factors and satisfaction in a festival context, with important implications for how festival planners organise events.