

Determinants of Cultural Festival Success — A Study in Ho Chi Minh City, Vietnam

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Abstract—In the recent years, there have been an increasing number of cultural festivals hosted in Ho Chi Minh City. Unlike the fast growing of festival industry in other countries, without noticing, this industry of Ho Chi Minh City is on its way of development. Therefore, this study is conducted to find out what makes a success of a cultural festival in Ho Chi Minh City by examining the effects of the festivalscape factors including general management, service, venue and technical aspect, amenities and catering, and marketing on the satisfaction and loyalty factors of the festivals visitors. This study applied quantitative approach, using questionnaires, which were delivered to 301 respondents. The data was factor-analyzed and interpreted by statistical method including regression analysis, to find out the direct relationship among independent and dependent variables and path analysis, to claim the indirect effects of independent variables on visitor loyalty. Consequently, there are five factor: general management, service, venue and technical aspect, amenities and catering and marketing were found to have both direct impact on visitor satisfaction and indirect impact on visitor loyalty.

Index Terms—General management, service, venue and technical aspect, amenities and catering, marketing, visitor satisfaction, visitor loyalty.

I. INTRODUCTION

In the past couple decades, festival has played an important part in cultural industries. Represented in various forms such as dance, drama, comedy, film, music, arts, crafts, ethnic and indigenous cultural heritage, religious traditions, historically significant occasions, sporting events, food and wine, seasonal rites, and agricultural products [1], festival has been one of the fast growing segment of the world leisure industry in both quantity and diversity [2], [3] As an element of cultural celebrations, festivals can be used to attract tourism of the area for non-local visitors, build up signature image of the community, raise funds for projects, provide opportunities to build up social union, explore fine arts, carry out important recreational, social, cultural activities, provide opportunities for families to gather, emphasize local pride and cohesion and help to maintain and renovate local cultures and traditions [4]-[7]. There are many advantages that the local community can benefit from a particular festival since festival especially has a significant impact on the local economy, social and culture [8], [9]. From tourism perspective, festivals provide business activities and incomes for the host communities, as they can have both direct and indirect impact on tourism [10]-[12]. In term of economy, the

economic impact of festival was defined as “the net change in the economy” as the contribution of a festival created is beneficial compared to the cost of it [13]. An increased number of visitors who spend when experiencing at the festival, both at the festival site and the surrounding neighborhood of the event, can perform both direct and indirect benefits to the local economy [14]. In addition, by learning which critical factors affecting the success of a festival, organizers can improve their ability to serve visitors in the future by providing facilities, amenities and program suitable with their needs.

In Viet Nam nowadays, especially in Ho Chi Minh, there has been an increasing number of different festivals, which are diverse in forms, depending on the signature cultural set-up of each community from cuisine, tourism to art or music. Similar to the rest of young people around the world, Ho Chi Minh youngster mostly enjoy attending to festival, any specific kind of festival depending on their interest. However, unlike the fast-growing festival industry in other countries, these festival are conducted in small-scale plan and still receive a lot of negative feedbacks from visitors such as poor facility and infrastructure, failure in marketing and misinformation, poor cleanliness of the festival site, pickpocket and so on. Therefore, conducting a deeper study of this field will help marketers and managers to gain more insight of the young people's decision of participating in festival in order to meet visitor satisfaction and loyalty. Moreover, understanding the critical success factors of a culture festival is an important grasp for every festival organizer to ensure long-term growth and sustainability of the developing festival industry of Viet Nam.

II. LITERATURE REVIEW

A. Cultural Festival

Cultural festival is defined as: “a periodically recurrent, social occasion in which, through a multiplicity of forms and series of coordinated events, participate directly or indirectly and to various degree, all members of a whole community, united by ethnic, linguistic, religious, historical bonds, and sharing a world view.” [15]. The main purpose of cultural events is usually to draw attention of visitors from different area to share experiences and activities with the same interest [16], [17].

B. Festivalscape

Festivalscape, which includes tangible matter as well as the ambience surrounded, can be explained as the physical environment [18]. Therefore, festivalscape has a strong influence on satisfaction and reaction in which festival

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generates experiences that are consumed by visitors [19]. In context, the term festivalscape indicates the general ambience experienced by festival advocates. Similarly, festivalscape is “the physical environment, putting together tangible factors and the event atmosphere” [18]. This concept based on the inhabitant of environmental psychology theory [20] and servicescape theory [21], [22].

In term of service marketing literature, the physical ambience in which a service is performed, or the servicescape, have an impact on the final outcome of service quality and customers satisfaction [20]. Servicescape includes three dimensions, ambient condition; spatial layout and functionality; signs, symbol and artifacts. Firstly, perceptions of human responses to the environment are affected by ambient condition which carried out impression on the five senses of the customers including background of the environment, such as: architecture, exterior and interior design; equipment, furniture, colors; employees’ uniforms; lighting, music and scent [22], [23]. Secondly, spatial layout is the procedure in which machinery, equipment and decorations are organized, the size and structure of those things and the spatial connections among them [22]. Functionality means the way same items perform to facilitate completion and the accomplishment of goals. For the last aspect, - signs, symbol and artifacts - explicit or implicit signals that communicate about the place to its users are served as many items in the physical environment [22]. Symbolic meaning and overall aesthetic impression can be created by quality of materials used in construction, floor coverings and personal objects displayed in the environment, presence of certificates, photographs on walls and artwork [22].

C. Visitor Satisfaction

Several previous studies have revealed that satisfaction is an important theoretical as well as practical key issue for any academics and practitioners in the field of marketing and psychology. Customer satisfaction, with no doubt, has been becoming a major corporate goal since more and more companies are looking forward to the optimal quality of their products and services. Definitions of satisfaction are mostly attached with aspect of expectation. To be specific, satisfaction can be defined as “the summary psychological state resulting when the emotion surrounding disconfirmed expectations is coupled with the consumer’s prior feelings about the consumption experience” [24]. It is not the pleasurable of the encounters, it is the assessment rendered that the experience was in any event in the same class as it should be [25]. Commensurable with expectation, satisfaction can be maximized when customers' desire equals to what they perceive [26]. The process of meeting satisfaction is followed by two phases, firstly customers would judge the performance of the product, then, analyze whether it created satisfaction or disappointment, or comfort and discomfort [26], [27].

D. Visitor Loyalty

Loyalty is a complex concept and has been studied in several different ways in marketing and tourism literature as it benefits every business's long-term profit. Researchers have revealed that loyal customers tend to be less price-sensitive, attract new customers through positive

word-of-mouth and insist on fewer promotion [28]-[31]. Loyalty is customers' “willingness to continue patronizing a business over a long-term, purchasing and using its goods and services on a repeated and preferably exclusive basis, and voluntarily recommending the firms' products to friends and associates” [32]. Thus, loyalty represents “irrational behavior as a result of a deeply held commitment to re-patronize a preferred product/service consistently” [33]. Because of the fact that loyalty can result in higher profits and sales, promote the festival or the business, and encourage repeat participation, it is important for event managers to know the 'festivalscape' factors that affect visitor loyalty.

E. Loyalty's Relation to Satisfaction

Numerous studies have revealed the positive effect of satisfaction on loyalty. According to the literature on festivals, satisfaction also acts as a positive predecessor to loyalty. Once visitors reach their satisfaction level at a particular festival, their attitudes are favorably revised by their responses to the overall experience, which, in turn, urge the repeat participation intention [29].

H1: Festivalscape factors positively affect Satisfaction.

H2: Festivalscape factors positively affect Loyalty.

H3: The effects of Festivalscape factors on Loyalty are mediated by Satisfaction.

III. METHODOLOGY

A. Research Design and Data Collection

In this research, quantitative approach was applied. Data was interpreted, factor-analyzed and then statistical method was ran to test hypotheses and to find out the relationship between independent and dependent variables. Target population of this research was visitors who have participated in any festival in Ho Chi Minh City in the past 12 months. The questionnaire was translated into Vietnamese and totally 301 responses were collected. Items in the questionnaire were based on literature reviews and adapted to the research context.

The questionnaire was adopted from Five-scale Likert statements (1 = strongly disagree to 5 = strongly agree). The questionnaires were delivered to 301 respondents directly, there is no online survey was conducted. Most of the questionnaires were given to respondents by participating directly in a particular festival, others were given to some managers, freelancers, collaborators of event/festival companies in Ho Chi Minh City. It took 3 months to reach the targeted sample size.

B. Factor Analysis and Reliability

For the group of independent variables (Table I), initial eigenvalues were higher than 1, made up 76.441 percent of the total variance. The KMO value was .748, indicating the suitability of the data for principal component analysis and Bartlett's test of sphericity value was significant ($p = .000$), showing sufficient correlation between variables for further test.

For the group of dependent variables (Table II), initial eigenvalues were higher than 1, made up 70.906 percent of the total variance. The KMO value was .854 ($>.6$) and Bartlett's test of sphericity reached significant level of p

= .000. Therefore, all of the factors in this research model were considered appropriate for further analysis.

TABLE I: SUMMARY OF INDEPENDENT VARIABLES

Factors	Cronbach's Alpha
Factor 1 : General Management (GM)	0.960
Factor 2 : Service (SER)	0.951
Factor 3 : Venue and Technical Aspect (VTA)	0.963
Factor 4 : Marketing (MAR)	0.919
Factor 5 : Amenities and Catering (AC)	0.880
Factor 6 : Accessibility (ACC)	0.835
Factor 7 : Audience Interaction and Benefits (AIB)	0.809

TABLE II: SUMMARY OF DEPENDENT VARIABLES

Factors	Cronbach's Alpha
Factor 1 : Visitor Satisfaction (VISATIS)	0.905
Factor 2 : Visitor Loyalty (VISLOY)	0.931

IV. RESEARCH FINDINGS

A. Sample Profile

TABLE III: SAMPLE PROFILE

Variables	Frequencies	Valid %
Gender		
Male	141	46.8
Female	160	53.2
Marital Status		
Single	256	85.0
Married	45	15.0
Age		
18-25	278	92.4
25-35	10	3.3
>55	13	4.3
Occupation		
Student	184	61.1
Employed	52	17.3
Unemployed	52	17.3
Retire	13	4.3
Educational Status		
Highschool	73	24.3
College	58	19.3
Master	13	4.3
Diploma	29	9.6
University	128	42.5
Festivals Participated		
All Eyes on Us Music Festival	32	10.6
Ravolution Music Festival	61	20.3
Meeting of Style Festival	67	22.3
Fun Beach Festival	13	4.3
Halloween EDM Festival	17	5.6
Martin Garrix 2016	6	2.0
Lost in Space Festival	10	3.3
Yan Beatfest	5	1.7
Color Me Run Festival	13	4.3
Tiger Remix	11	3.7
Oktoberfest	7	2.3
Quest Festival	4	1.3
Go Singapore Lah!	13	4.3
Ao Dai Festival	4	1.3
A O Culture Show	8	2.7
Ho Chi Minh City Tourism Fair	8	2.7
Japan - Viet Nam Festival	7	2.3
Viet Nam - Korean Festival	7	2.3
Feel Japan in Viet Nam	8	2.7

From Table III, it could be summarized that the number of female respondents was slightly higher than the number of

male respondents (53.2% compared to 46.8%). Most respondents were single and in the group of age from 18-15. The respondents were mostly students with educational status from high school to college or university. This could be explained easily since young people tend to participate in cultural festival more than elder ones do.

B. Correlations between Variables

In the Table IV below, ACC was the only factor that had negative correlation with VISLOY ($r=-.013, p<0.5$) and had no correlation with VISATIS ($r=.000, p<0.5$). All other independent variables were positively correlated with VISLOY and VISATIS. The highest effects were between GM and VISLOY ($r=.720, p<0.5$), MAR and VISLOY ($r=.917, p<0.5$), VISATIS and VISLOY ($r=.662, p<0.5$). Thus, there was a strong relationship between the general management of a festival and the satisfaction of the visitors; and between the marketing of the festival and the satisfaction of the visitors. On the other hand, the satisfaction of visitors at the festival also had a positive impact on loyalty of the visitors.

TABLE IV: PEARSON CORRELATIONS BETWEEN ALL VARIABLES

	VISLOY	1	2	3	4	5	6	7
1. GM	.720	1.000						
2. SER	.301	.328	1.000					
3. VTA	.434	.475	.352	1.000				
4. MAR	.719	.530	.263	.400	1.000			
5. AC	.029	.031	.045	.094	-.014	1.000		
6. ACC	-.013	.025	.003	.000	-.013	-.122	1.000	
7. AIB	.352	.331	.122	.180	.349	-.034	.021	1.000
8. VISATIS	.662	.664	.400	.614	.537	.125	.000	.320
<i>Mean</i>	3.49	3.55	3.57	3.74	3.51	2.34	3.65	3.42
<i>SD</i>	.713	.727	.825	.785	.762	.825	.743	.793

C. Testing Hypotheses

To test three groups of hypotheses, two multiple regression were first conducted between seven independent factors and VISATIS (H1), VISLOY (H2); then path analysis and bootstrapping method were used to prove indirect and total effect on VISLOY (H3).

1) Factors Directly Affecting Visitor Satisfaction

TABLE V: EFFECT COEFFICIENTS BETWEEN IVS AND VISATIS

Variables	Unstandardized Coefficients (B)	t	Sig.
	.017	.076	.940
GM	.349	7.652	.000
SER	.097	2.851	.005
VTA	.279	7.143	.000
MAR	.151	3.609	.000
AC	.071	2.261	.024
ACC	.001	.040	.968
AIB	.066	1.863	.063

Note

- Dependent Variable: VISATIS: Visitor Satisfaction
- Predictors: AIB: Audience Interaction and Benefits, ACC: Accessibility, SER: Service, AC: Amenities and Catering, VTA: Venue and Technical Aspects, MAR: Marketing, GM: General Management
- ANOVA: $F(7,301)=63.518, Sig=.000, p<.05$
- Model Summary: $R^2 = .603$

Table V showed that all seven explanatory factors GM, SER, VTA, MAR, AC, ACC, AIB had significant positive effect on VISATIS with coefficients of $B = .349$ ($p < .05$), $B = .097$ ($p < .05$), $B = .279$ ($p < .05$), $B = .151$ ($p < .05$), $B = .071$ ($p < .05$), $B = .001$ ($p > .05$), $B = .066$ ($p > .05$) respectively. However, the effects of ACC and AIB on VISATIS were very small and their significant level were higher than 0.05, so this was not appropriate. It could be concluded that when the general management, service, venue and technical aspect, marketing, amenities and catering are positive, visitors would feel more satisfied.

2) Factors Directly Affecting Visitor Loyalty

TABLE VI: EFFECT COEFFICIENTS BETWEEN IVS, VISATIS AND VISLOY

Variables	Unstandardized Coefficients (B)	t	Sig.
	.193	.938	.349
GM	.365	8.194	.000
SER	-.003	-.091	.927
VTA	-.038	-1.012	.312
MAR	.392	10.281	.000
AC	.000	.006	.995
ACC	-.017	-.533	.594
AIB	.021	.664	.507
VISATIS	.214	4.095	.000

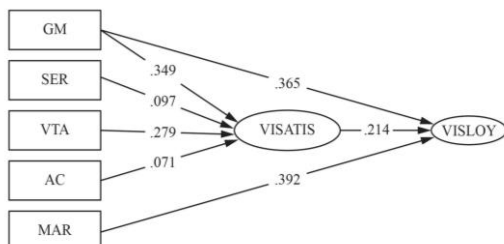
Note:

- Dependent Variable: VISLOY: Visitor Loyalty
- Predictors: AIB: Audience Interaction and Benefits, ACC: Accessibility, SER: Service, AC: Amenities and Catering, VTA: Venue and Technical Aspects, MAR: Marketing, GM: General Management, VISATIS: Visitor Satisfaction
- ANOVA: $F(7,301)=84.001$, $Sig=.000$, $p<.05$
- Model Summary: $R2 = .697$

Table VI showed that firstly, AC had no relationship with VISLOY since $B=.000$, $p>.05$. Secondly, SER, VTA, ACC had negative effect on VISLOY with coefficients of $B = -.003$ ($p > .05$), $B = -.038$ ($p > .05$), $B = -.017$ ($p > .05$) respectively All other independent variables are positively associated with VISLOY. However, GM, MAR and VISATIS had the highest effects on VISLOY with coefficients of $B = .365$ ($p < .05$), $B = .392$ ($p < .05$), $B = .214$ ($p < .05$) respectively and AIB had a very little positive effect on VISLOY and had significant level higher than 0.05 ($B=.021$, $p > .05$). In conclusion, when the general management, marketing, and visitor satisfaction are positive, visitors would feel more loyal.

3) Indirect and Total Causal Effects on Visitor Loyalty

From two stages of multiple regression, there were five independent variables found to positively affect both VISATIS and VISLOY, VISATIS was found to be directly affect VISLOY with coefficient $B=.214$. GM, SER, VTA, AC and MARK were found to indirectly affect VISLOY.



Note: All coefficients are significant at 95% confidence level.
Figure 1. Path coefficients of hypothesis testing.

To confirm the significance of these indirect effects Bootstrapping method was applied. The principle is to eject the relationship that contains zero (0) fell between the lower (LLCI) and upper (ULCI) boundary of the confidence intervals since such case implies that the indirect effect is not significant or no effect exists. Contrarily, indirect effect can be claimed. Table VII showed that all values of column LLCI and ULCI are positive, which means there was no zero (0) lies between them. Thus, the indirect of all GM, SER, VTA, MAR, AC were confirmed significantly at 95% confidence interval. Additionally, GM had the strongest positive affect on VISLOY ($B=.440$, $p < .05$). Total effect of the model was 1.175 and the indirect effect accounted for 17.36%.

TABLE VII: DIRECT, INDIRECT AND TOTAL CASUAL EFFECTS ON VISITOR LOYALTY

Variables	Caused Effects			LLCI	ULCI
	Direct	Indirect	Total		
GM	.365	.075	.440	.0424	.1093
SER	---	.021	.021	.0074	.0367
VTA	---	.060	.060	.0337	.0895
MAR	.392	.032	.424	.0145	.0538
AC	---	.016	.016	.0037	.0289
VISATIS	.214	---	.214		
Total	.971	.204	1.175		

V. DISCUSSIONS AND RECOMMENDATION

A. Discussion of the Findings

First and foremost, based on the result of the research, there were five factors including General Management (GM), Service (SER), Venue and Technical Aspect (VTA), Amenities and Catering (AC) and Marketing (MAR) could predict Visitor Satisfaction (VISATIS) with coefficients $B=.349$, $B=.097$, $B=.279$, $B=.071$ and $B=.151$ respectively which meant that the higher level of those factors would result in the higher level of visitor satisfaction at a festival. Among five factors, GM and VTA factors had the highest value of coefficients.

The result in this study joined the ones of [34], [35] where professionalism (trust, support, information accuracy, etc.) and the environment (cleanliness, view, seating capacity, etc.) had positive effect on satisfaction; and of [36] where entertainment, program, and amenity aspects had significant impact on satisfaction.

In contrary to this research, [37] also revealed that the visual aspects factor (the stage decoration and the background decoration) had the least positive effect on satisfaction. However, those factors in [37] study were only generated by the factor analysis approach then ranked by the importance based on each average. This method could cause controversy because comparing means without statistical process does not provide significant evidence of the relationship between such factors on satisfaction. Moreover, [38] also asserted that experiential involvement and audience interaction, directly affected satisfaction while in this study, the relationship found between audience interaction and satisfaction was very low ($B=.066$).

Secondly, from the second multiple regression, VISATIS was found to have positive effect on VISLOY with $B=.214$,

which indicated substantial relationship. Thus, the more satisfied visitors feel at the festival, the more loyal they would become to the festival.

From previous studies, [35] found out that satisfaction could impact repurchase intention, [38] stated that satisfaction also had a positive effect on revisit intention. These repurchase and revisit intention lie in the concept of behavioral intention, which is related to loyalty definition. Thus, the findings resembled one another.

Moreover, the result from the second multiple regression also showed that GM and MAR factors could positively affect VISLOY with $B=.365$ and $B=.392$ respectively. Thus, the higher value in GM and MAR would result in the higher value of VISLOY.

This result, however, was inconsistent with [39], which stated that the image of the festival, the festival atmosphere and emotions (anticipated during the festival) appeared to significantly predict loyalty.

Finally, GM, SER, VTA, MAR and AC factors were found to indirectly predict VISLOY factor by mediating VISATIS factor with $B=.075$, $B=.021$, $B=.060$, $B=.032$, $B=.016$ respectively.

[34], [35] also tested that satisfaction, taken as an independent variable along with core service, professionalism (trust, support, information accuracy, etc.) and environment (cleanliness, view, seating capacity, etc.) factors had a positive impact on the repurchase intention which meant that repurchase intention factor could be directly or indirectly affected by core service, professionalism and environment factors by mediating satisfaction factor. This result was somehow similar to the result of this study since by taking VISATIS as a mediation, GM, SER, VTA, MAR, AC could have positive effects on VISLOY.

B. Limitation and Implications for Future Research

Firstly, similar to any studies, this research is also accountable for limitations. Since the targeted population is among young visitors who have participated in a festival, the sample size of the profile and the number of festivals investigated are quite small, 301 and 19 respectively, hence, this study can not represent all the festivals in Ho Chi Minh City as well as the festival visitors.

Secondly, future studies are recommended to concentrate more on investigating deeply about the relationship between different demographics of visitors (age, gender, educational status etc.) and all the festivalscape factors as well as their effects on satisfaction, loyalty level of visitors. This will help festival managers/organizers to create a strong typology base of customer, which leads to consider specific actions for each group.

Finally, with all the result and model this study has provided, as with the fact that there are only few of number of academic researches attempt to determine the satisfaction and loyalty of festival visitors, it is highly recommended for future researcher to replicate this study in other settings (small/big festival, festivals in Ho Chi Minh City or different religion etc.) to help strengthen theoretical foundation of successful festival management.

C. Recommendation for Festival Industry in Viet Nam

The result of this study shown that there were five critical

factors identified for the satisfaction and three critical factors identified for the loyalty directly. Besides, the study also proved that, there were also five factors that indirectly affect loyalty when mediating satisfaction. Those factors above include (1) general management, (2) service, (3) venue and technical aspect, (4) amenities and catering, (5) marketing.

Taking satisfaction into account, the first factor, also the factor that has the highest B value (.349), it is interesting to know that general management is the most important key in managing a festival to meet customers' satisfaction. Even though this could be similar to previous findings, it is, undoubtedly, crucial for every managers and organizers to note that, from the result of this study, general management is a core foundation of a festival. Visitors tend to have high expectation of fundamentals aspects such as cleanliness of the festival site, security guarantee, hospitality and professionalism of the staff along with fast service that doesn't waste their time and effective traffic control to completely enjoy a festival. Besides, festival organizers also have to take the personal hygiene of visitors into consideration when designing a festival site by equipping an adequate number of public restrooms. In Ho Chi Minh City, it is very normal to find a long line of visitors queuing to wait for their turn to the toilet. Yet this action could arise discomfort, prevent the visitors to experience the festival, which can in turn lead to feeling of displeasure. The second importance is the venue and technical aspect factor ($B=.279$). This factor contributes significantly to the quality of the festival. Thus, every festival should be set up with good sound quality, sound level, stage, the ability to adjustment to the weather and capacity of the site. Moreover, visitors expect to always have the exact information as they perceived before and in and after the festival. This also relates to the third factor contributing to the process, marketing ($B=.151$). To work well on doing marketing, festival managers should be consistent as the same time, unique. Every festival should come with a meaningful theme that does not only stimulate the curiosity of the visitors but also keep them interest by learning about the target visitors and sticking to the ideas as well as developing from originality of each idea. Due to the mass marketing in product and service nowadays, creativity and deep understanding are the most important keys to get the attention of customers. Besides, there have been so many cases of failure of marketing which leads to failure of an event. A visitor desire of a specific festival can increase by efficient technique of marketing. Therefore, the accuracy of the information conveyed to the festival should be provided in order to avoid experiencing frustration and disappointment. On the other hand, the result of the study also revealed that it is also important to take care of the website and the social media of the festival as internet is the biggest source of information for people nowadays. The forth factor that also supportively correlated with satisfaction is service ($B=.097$). Service is what, somehow, creates a theme/atmosphere of a festival. Visitors tend to attend to a particular festival for its ambience and soul with a balance range of performers. Besides the fast and effective service, what make a great festival are the meanings it carries and the emotion it brings to visitors. Hence, positive emotions during an event plays a very important part to enhance customers satisfaction whereas negative emotions could have negative influences on

their satisfaction if they are associated with the service providers, not the situation or the customers themselves. Lastly, amenities and catering aspect was found to be significant affect satisfaction ($B=.071$). These utility-related aspects might seem to be underrated but also contribute a large portion to the process of making the visitors feel convenient and comfortable at the festival. The adequate number of equipment such as ATM machine, recycle bins along with food service is an important element for managing a successful festival. Having ATM machine prevents visitors from the fear of running out of money while it could support the food service as spending is no longer a matter of choice but willing. On the other hand, without enough number of recycle bins at the site, visitors usually tend to throw their garbage on the floor which might irritate others as the festival site become dirtier over time during the program.

Concerning to loyalty aspect, general management and marketing are the two factors that directly affect loyalty. There aspects can be described as complimentary. For example, in case the program of the festival, the line-up or the balanced of the range of artists this year might not meet the visitor satisfaction this year. But due to the liking they have for the excellent management as well as the social interaction of the festival with the visitors on the internet, they might come back next year. Another example is that, even though the visitors were satisfied with the festival other aspect such as service or venue and technical aspect, but there is still misinformation and failure on marketing or the poor cleanliness of the festival site might cause them to not revisit the festival next time. Moreover, the study also revealed that, satisfaction directly impacts on visitor loyalty, which means that the more satisfied visitors feel, the higher chances that they will come back for another festival next time.

Finally, The study also proved that in the presence of satisfaction, general management, service, venue and technical aspect, marketing and amenities and catering factors could have positive indirect influences on loyalty with $B=.075$, $B=.012$, $B=.060$, $B=.032$, $B=.016$ respectively. Therefore it is appropriate to come to the conclusion that these five factors contribute significantly to the success of a cultural festival.

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