

THE SOCIAL RELATIONS AND THE MOTIVATIONS TO ASSIST TO THE FESTIVAL OF MUSIC OF PERALADA

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The changes produced in these last years in the tourist demand have caused some new surroundings in the sector, defined by a marked segmented, where the tourist has a greater accessibility to the information -especially through Internet- and demands a tourist product of quality and diversified, expecting that the expectations put in a tourist destination are satisfied (García Sánchez and Albuquerque, 2003; Vera and Bathrooms, 2010).

In this new strategy of diversification of the tourist offer, the cultural tourism configures like an essential element to improve the competitiveness of the destinations, constituting by himself a big opportunity for the tourism, with cultural events of quality, as the festivals of music of summer. They constitute a good example of complementary offer to the traditional tourism, especially, but not exclusively, in the mature destinations of seaboard, arriving to be considered, in some cases, like the main reason of the trip to the destination (Shapiro and Varian, 1999; Hall, 2007).

Some of these festivals of music have happened to be a purely festive phenomenon, circumscribed to a local population to turn into a phenomenon of social impact. His importance has grown simultaneously to the dynamics generated by the social relations generated around the assistance to these events (Tabuenca, 2002).

This work pretends observe empirically this phenomenon in a determinate festival, the Festival of Music of Peralada (Girona, Spain), in the Costa Brava. For it, we have used primary sources of data, with a direct survey supported by a series of quantitative statistical data. This survey has been realised in the month of August of 2012 to the assistants to some of the concerts offered by this Festival of Music, with the aim to realise the following analyses: in the first step, establish the social characteristics that influence in the assistance to the festival. Second, analyse the characteristics of the social relations there established. In third place, check if this activity supposes some type of reward for said assistants. In fourth place, confirm if the interest in attending to these festivals has some relation with the motivation by the social relations there generated.

The article is structured of the following form: after this introduction, in the sections second and third, it puts in context this activity, reviewing the state of art of the literature of interest. To continuation, in the section fourth, they are analysed the results of the concrete case here exposed, presenting firstly the hypotheses proposed and the methodology of work used for this study and afterwards the results obtained. In the fifth chapter we present the conclusions and in the sixth the bibliography.

In the Costa Brava, in a clear bet by the cultural tourism –in summer, they are annually celebrate 14 festivals of music—One of them, the International Festival of Music of Peralada, has received more than 40.000 assistants between the months of Julio and August, in the year 2012. It is an increase of 10.000 assistants in the period 2008-2012, what represents a growth of 33% (Benedicto et al., 2009).

HYPOTHESIS

In the last years, the number of empirical studies on the effect of the festivals of music that realise in summer in the Spanish tourist zones has grown notably, but has not studied if this musical motivation also has some relation with a clearly social motivation. Then, in this work the hypothesis is to check if in the Festival of Music of Peralada there are established social relations between the assistants, of such way that this motivation has so much or more importance that the purely musical.

METHODOLOGY

Firstly, when treating of the most used method in the investigation of the segments of market of the tourism of events (Getz, 2008), we have designed a personal survey, with a series of generic questions on the sex, age, personal situation, level of studies and labour situation of the respondents. Afterwards, has asked them if they have gone to the festival of individual way or accompanied, if they attend usually or sporadically to this annual event, if in these dates are on holiday of summer or only of weekend or if they have gone on purpose to see the show and to his ending will return to his place of origin. Also we have asked them that they gave an assessment (in an ascending scale of 1 to the 10) on his degree of interest in attending to the Festival and, finally, we asked them an assessment (also in an ascending scale of 1 to 10) about the degree of motivation that had regarding the social gatherings that there are used to establish before or after the function (talks, glasses, dinners, etc.).

The survey, realised in August 2012 -the days 5, 8, 9, 10 and 11- by personnel of the own research group of the author of this article, and with the collaboration of personnel of the Foundation Adis, has been realised to a sample chosen at random between the assistants to the festival. In total, they realised 112 valid surveys, whose statistical details are in the table 1.

RESULTS OF THE ANALYSIS

As it gives off of the survey, the half assessment of the degree of motivation that the respondents manifest on the possibility to keep there social relations is quite acceptable (6.12). Regarding the degree of interest in attending to the Festival (with a maximum of 10

points), the half assessment given by the respondents is of 6.79, with a standard deviation of 1.21, a maximum value of 9 and a minimum of 4, and a level of confidence of 0.23 (to 95%).

From the answers on the degree of motivation manifested with regard to the social relations there established we have obtained the table 2, where can see that the half assessment is almost of 6.12, with a standard deviation of 1.3, a maximum value of 9 and a minimum of 3, and a level of confidence of 0.24 (to 95%). Both variables present some coefficients of kurtosis low and negative, by what his curves almost present a normal distribution and almost symmetrical, although slightly platykurtic, with a lower concentration of values around the average, and without having heavy tails, compensating this «low variance» with a greater variability in the rest of the distribution.

To continuation, we analysed of correlation between both variables with a model of multiple linear regression, in order to determine if exists or no relation of dependency between two or more variable (Cohen and Cohen, 1983). Like this, the half assessment obtained regarding the degree of interest in attending to the festival is greater that the one of the motivation with regard to the social relations there established (6.79 vs 6.12). In this way, between the assistants prevails the interest in enjoying of the show, although the social relations that there establish also have interest.

Next, it has proceeded to check the degree of relation between the motivation with the social relations established in the Festival (that it takes like dependent variable) with a group of independent variables (level of training, professional situation and if they go to the festival of individual form or accompanied), for which has calculated his linear regression.

Afterwards, it has realised the same procedure to check the relation between the same dependent variable with each one of the following variables: the gender, the age of the assistants, the personal situation (if they live in couple or no), the form to attend to the show (alone or accompanied) and the type of stay in those moments (holidays, weekend, gone and turn).

The results obtained for each one of these analyses of regression are showed in the table 3. The coefficient of determination R^2 (that measures the goodness of the adjust) presents a value of 0.5925, what indicates that it exists a half relation between both variables, since 59.25% of the assistants have an additional motivation with the social relations there established, although if we fix us with greater degree of detail in the partial analyses with each one of the independent variables can do some comments. In effect, as it gives off of the values of R^2 presented in this table, in the first place, in the gender, the men have a greater relation between the assistance to the festival and the interest in the social relations that there establish (66.56% of the men versus of 52.38% of the women).

Second, the groups of age of <25 years and >60 years are the assistants more interested in the social relations. Like this, 96.11% of the youngsters has interest in the social relations that there take place (in his case, mainly, gather with other friends of his age), as it also occurs with 82.35% of the greatest. By against, only 53% of the assistants of intermediate age (between 25 and 60 years) manifest an interest in the social relations there established.

In third place, 85.23% of surveyed present interest in said relations, in front of 56.83% in the case of which attended accompanied. The same occurs with the 66.73% of which manifest not having stable couple in these moments, in front of 56.39% of which himself that have it.

Finally, more than 70% attend on purpose to see the show and of which already find in that zone on holiday manifest interest in the social relations there established, in front of 28.34% in the case of which only are there during the weekend.

CONCLUSIONS

In the current world-wide context, the changes in the demands of the tourists and the increasing competitiveness between the destinations have caused the need to offer new tourist products, more personalised. Then, in the mature destinations of seaboard every time earns more importance the cultural tourism.

One of these expressions are the festivals of music of summer. In these events appear multiple spaces, each one with distinct meaning. By a part is the purely cultural space, where enjoys of the cultural show. By the another, the geographic space, that is to say, the place where this develops. And afterwards, the social space, where they are established the social relations between the assistants.

As it gives off of the results of the here analysed case, the Festival of Peralada, the profile partner-demographic of the assistants to this festival is indistinctly of men or women, mostly between 40 and 60 years, with half or upper studies, with stable couple in these moments and with a good and stable work. They attend to the festival accompanied generally by his couple and are used to go year after year, taking advantage of his near stay during the summer holidays.

In his interest for assisting, predominates slightly the cultural consumption in front of the motivation by the social relations, since the degree of interest in attending to the Festival is half-high (a 6.79 on 10), whereas the relational motivation is of 6.12). Still like this, in this festival create distinct spaces, geographic, cultural and social, where the individuals of a determinate social status can find periodically, sharing friendship, information and contacts. Of this way, the social relations there established have one some importance for said assistants.

This importance varies in function of diverse parameters. Like this, although the golden stage of the relations of friendship is the adolescence (Innerarity, 2006), and this appearance also confirms in the present work, and during the adulthood and the maturity these relations go back to have some importance, such as they also indicate Caradec (2001) and Pirkko (2006), amongst other. It treats of a type of relations that, of one or another way, find presents along all the vital cycle of the people, although with some characteristics and different functions in each moment. Unlike the familiar relations, the social relations, especially the ones of friendship, are voluntary, are used with similarity of interests, experiences, needs and aims, and are oriented to the entertainment, the personal satisfaction and/or the achievement of a determinate interest.

In this work also has ascertained that almost 60% of the assistants to this festival have an additional motivation with said relations. However, this percentage varies significantly in function of the age, personal situation and geographic situation of each one. It was as it was, these relations ascertain the every time greater importance of the social networks to achieve determinate ends. In consequence, the here posed hypothesis (check if in the Festival of Music of Peralada establish social relations between the assistants, of such way that, in occa-

sions, this motivation has so much or more importance that the purely musical) does not fulfil totally, since it predominates the leisure.

However, it is necessary to do some reflections. In the first place, the sample is not totally significant, since it does not cover the assistants to all the different types of shows offered along the festival. Second, the this festival has an international prestige and presents some barriers of entrance (the half of trip, the capacity or the prices of the entrances, for example). In third place, the size of the sample, so that in spite of having realised 112 surveys, some of the analyses suffer from of a significant number of observations.

Thus, although the here established conclusions only can apply to this festival, perhaps also could extrapolate to some another very similar case, that is to say, to festivals of music of recognised prestige that realise in the summer in destinations of seaboard where the social status have one some importance (as, for example, in the case of the same Costa Brava, the Festival of Cap Roig, in Calella of Palafrugell). Thus, in the future it would be interesting to expand the fan of the sample, so much with more interviewed, of all type and condition, as in distinct festivals, what surely would serve to realise comparisons and confirm if the conclusions obtained for this festival can generalise to the challenge of festivals of the same type.