

The role of Festival in the development of local economy

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Why festival are so popular?

- Over the last decades, there has been a significant rise in the number of festivals, which have become prominent features of life in many cities throughout Europe
- Reasons explaining this proliferation could be found in a series of intertwined factors:
 - New approaches to urban management
 - The use of culture-led policies to positively restructure wealth creation, structural changes in economic production (Quinn, 2005)
 - The progressive 'culturalization' or 'symbolicization' of traditional economic sectors (Scott, 2000)

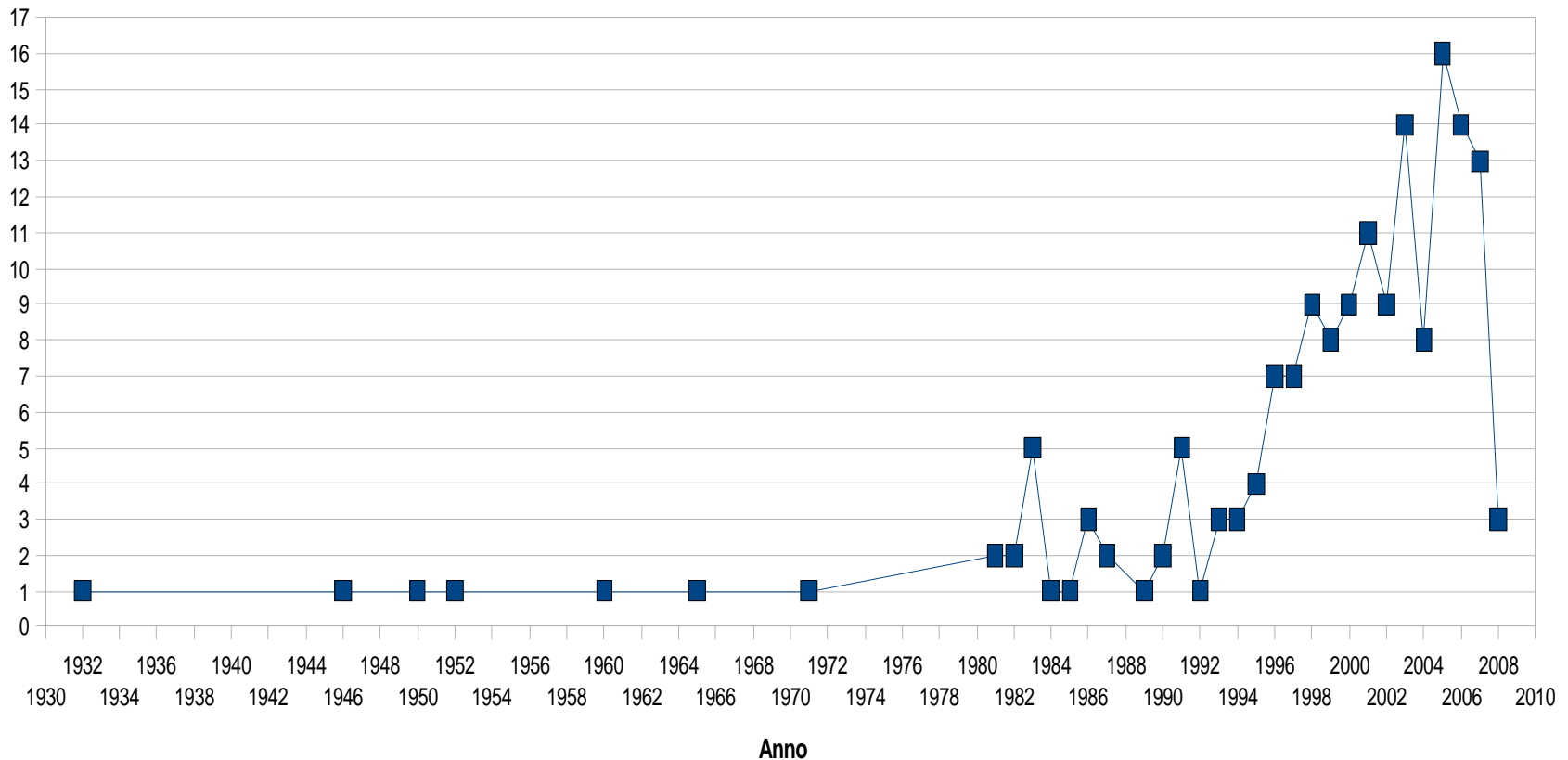


A festival's potential outcomes

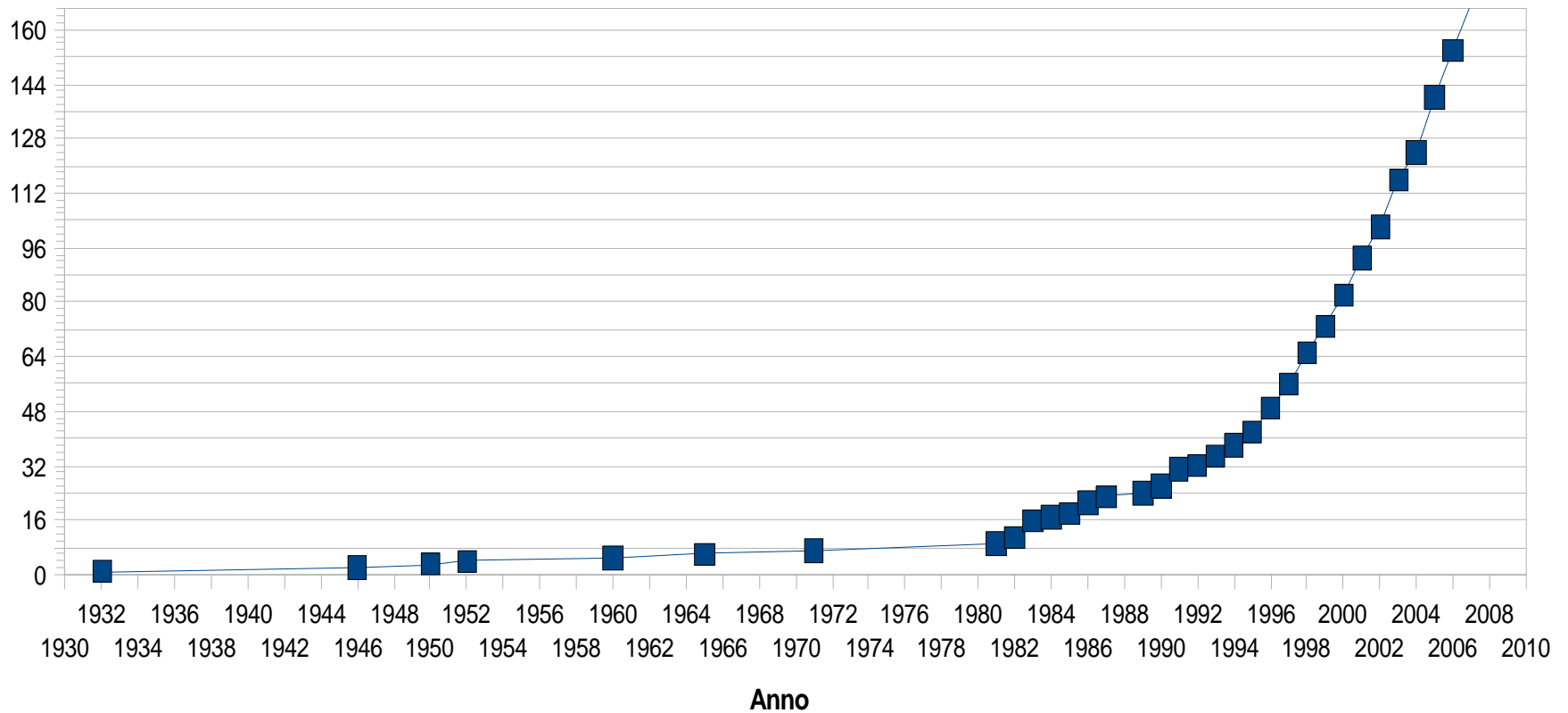
- Festivals could be an effective strategic tool for cities in order to exploit several potential benefits in economic, social, and cultural terms (Frey, 1994; Gursoy, Kim, & Uysal, 2004; Long & Perdue, 1990):
 - Enhance the image of the host city (Getz, 1991)
 - Improve both the appeal and attractiveness of a destination to tourists (Kim, Borges, & Chon, 2006)
 - Generate positive economic externalities
 - Play the role of a 'field configuring event' (i.e. influencing professional networks and/or an industry's career dynamics) and, thus, legitimate a city to become an important hub in a creative industry



An example: The evolution of film festivals in Italy



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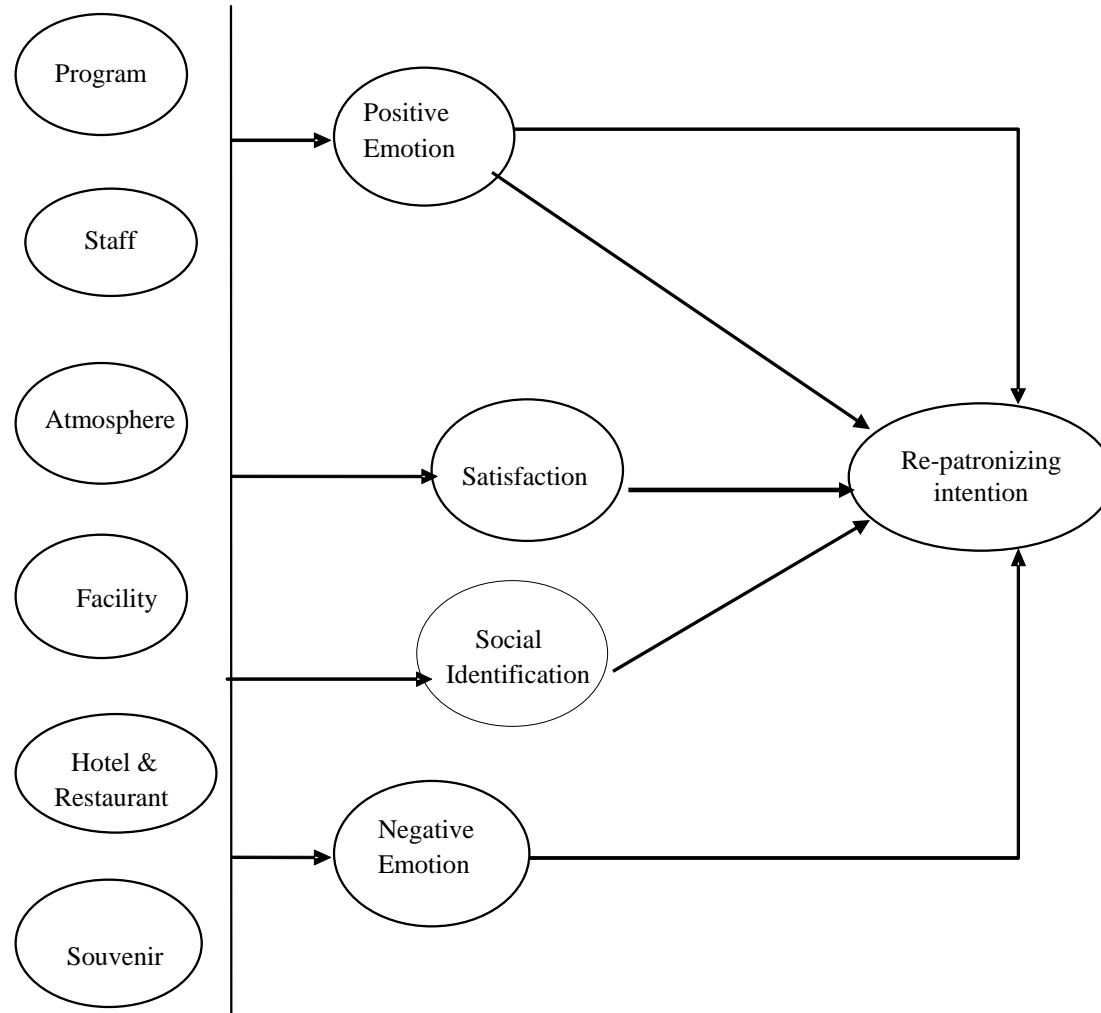


Factors affecting a festival's attractiveness

- Such a proliferation have increased the level of competition between different cities that want to organize festivals and attract potentially interested patrons
- It seems increasingly important to understand a festival's elements that are able to enhance its attractiveness and increase patrons' retention like, for example:
 - Intrinsic motivation (Dewar, Meyer, & Li, 2001)
 - Satisfaction and perceived authenticity (Chabra, Healy, & Sills, 2003)
 - Environmental characteristics and cues (Kim et al., 2006)



Factors affecting a festival's attractiveness



The relevance of social interactions

- Cultural consumption represent a mean by which people design their sense of social identity
- Festivals' organizing comities should pay attention to the facilitation of social interactions among attendees:
 - facilities and places to discuss topics with other attendees
 - facilitating the exchange contact addresses through (electronic) pin boards
 - development of social networking website
 - community seminars, film-making projects involving the locals (development of community engagement)

