

# **Examining Tourism Motivation Among Classification of Environmental Values: An Application of the New Environmental Paradigm Scale**

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## **Introduction:**

Events and festivals are emerging as a community-based tourism development as they add vitality and enhance the appeal of a destination to tourists (Getz, 1991). A number of research studies on events and festivals at the community level have been conducted on various issues including the attendees' psychological constructs such as environmental value and motivation.

## **Review of the Literature:**

This study examined participants' particular psychological constructs pertaining to environmental value (Uysal, Jurowski, Noe, & McDonald, 1994) and motivation (Crompton & McKay, 1997; Dewar, Meyer & Mei Li, 2001; Formica & Uysal 1998; Mohr, Backman, Gahan & Backman, 1993) at the International Festival of Environmental Film and Video (FICA).

## **Purpose of the Study and Methods:**

The objective was to understand motivational differences by the perceived level of environmental values. The New Environmental Paradigm (NEP) scale was adopted and modified to examine the relationship between the level of environmental values and motivations to attend the festival. The festival attendees' demographic profiles and travel characteristics were also measured. The survey was first written in English, then translated into Portuguese, and then translated back to English by two individuals. The results from this process were checked for reliability.

## **Findings:**

Data were obtained from the annual festival at the city of Goias, Brazil, using an on-site intercept procedure for the entire period of festival. The results showed that most participants attended as a part of a large group; 46% visited the FICA with friends; 77% of total respondents were from outside the city area; and more than half of the respondents were identified as repeat visitors (52.3%). The most influential motivations appear to be related to family/friends and social benefits. The level of environmental values was measured using the NEP scale, and three environmental concern groups were classified to measure differences in motivations by environmental concern groups. Results revealed that more environmentally conscious people are likely to attend the FICA because of the program content of the festival (environmentally related films and issues). The results also indicated that people who hold higher environmental values are likely to be attracted by the contents of the FICA (festival attraction factors) more than other factors. This result suggests several planning, marketing, and management implications for the city of Goias and the FICA.

## **Concluding Thoughts:**

Since, previous studies collectively indicate the positive association between environmental values and environmentally friendly behavior, the implication of the study results can be extended to visitor behaviors. One of the most important tasks that the FICA faces is to reduce

the potential negative environmental impact of festival crowds. This problematic goal may be accomplished by adopting a strategy that can increase the level of environmental consciousness or induce a more environmentally conscious segment of people into the festival. The positive association between pro-environmental values and the motivation Festival Attraction suggests the importance of festival contents in bringing more environmentally conscious visitors to the FICA. This can have an effect to draw more environmentally benign attitude or environmentally conscious behaviors within the destination. This promotion strategy that links the FICA and the city of Goias will be a crucial step for them to remain a viable and sustainable tourist destination.

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