

## A STUDY ON THE PERCEPTIONS OF VISITORS ATTENDING THE ICEBREAK PALANDÖKEN FESTIVAL

Research Article / Araştırma Makalesi

Derinalp Çanakçı, S. (2021). A study on the perceptions of visitors attending the Icebreak Palandöken Festival. *Nevşehir Hacı Bektaş Veli Üniversitesi SBE Dergisi*, 11(3),1022-1033.  
<https://doi.org/10.30783/nevsosbilen.914926>

Geliş Tarihi: 03.02.2021  
Kabul Tarihi: 26.07.2021  
E-ISSN: 2149-3871

Seda DERİNALP ÇANAKÇI  
Kafkas Üniversitesi, Turizm Fakültesi, Gastronomi ve Mutfak Sanatları Bölümü  
[sedaderinalp@yahoo.com](mailto:sedaderinalp@yahoo.com)  
ORCID No: 0000-0001-6530-8813

### ABSTRACT

This study was conducted to examine the perceptions of the visitors who attended the Icebreak Palandöken Festival (IPF), which was held for the sixth time between 13-15 December 2019. The study data were collected face to face by surveyors through a questionnaire developed based on the literature. A convenience sampling method was used for data collection and as a result, 425 questionnaires were obtained. It was concluded that the participants perceived the festival in six dimensions that are socio-cultural, economic, and environmental effects within the positive and negative context. According to the results of the study, the perceptions of the visitors attending the festival vary according to many factors. It is important to determine the factors that contribute to these perceptions developing positively or negatively for the success of planning and initiatives to be held in the destination. The results obtained from the study show that IPF contributes greatly to the development of the local people in terms of socio-cultural, economic, and environmental aspects.

**Keywords:** Icebreak Palandoken Festival, Perception, Erzurum.

## ICEBREAK PALANDÖKEN FESTİVALİ'NE KATILAN ZİYARETÇİLERİN ALGILARI ÜZERİNE BİR ARAŞTIRMA

### ABSTRACT

Bu araştırma, 13-15 Aralık 2019 tarihleri arasında altıncısı düzenlenmiş olan IPF'ye katılan ziyaretçilerin algılarını değerlendirmek amacıyla yapılmıştır. Araştırma verileri alan yazından faydalanılarak geliştirilen anket aracılığı ile anketörler tarafından yüz yüze uygulanarak toplanmıştır. Verilerin toplanmasında kolayda örneklem tekniğine başvurulmuştur. Uygulama yöntemi sonucunda 425 anket elde edilmiştir. Katılımcıların festivali; pozitif ve negatif bağlamında sosyo- kültürel, ekonomik ve çevresel etkiler olarak altı boyutta algıladıkları sonucuna varılmıştır. Araştırma sonucuna göre, festivale katılım gösteren ziyaretçilerin algıları birçok faktöre göre değişiklik göstermektedir. Söz konusu algıların hangi faktörlere bağlı olarak olumlu ya da olumsuz yönde geliştiğini tespit etmek destinasyonda gerçekleştirilecek planlama ve girişimlerin başarılı olması adına önem arz etmektedir. Çalışmadan elde edilen sonuçlar, IPF'nin yerel halkın sosyo- kültürel, ekonomik ve çevresel açılardan gelişmesine oldukça katkı sağladığını göstermektedir.

**Anahtar Kelimeler:** Icebreak Palandöken Festivali, Algı, Erzurum.

## INTRODUCTION

Nowadays, with the increase in income levels of people, their entertainment and recreation needs and parallel to this, the interest in tourism have increased. Thus, in line with changing tourist expectations, tourism activities have diversified and many new tourism types such as event tourism, gastronomy tourism, wine tourism, and eco-tourism have emerged in the market (Akmeşe, 2018). One of the most organized events in recent years are festivals, which are a type of cultural celebration. Festivals, as an important source of tourism demand, become an important tool for societies and destinations to achieve various economic, social, and environmental goals (Arcodia & Robb, 2000; Getz, 2008). Festivals, which play a key role in destination activities of brand enhancement, support and change, reflect the culture and history of the city where the event is held (Bres & Davis, 2001, Jago, Chalip, Brown, Mules, & Ali, 2002), and also show the visitors the effects of tolerance towards other cultures. Communication becomes stronger with the participation of individuals from different cultures in such activities (Bachleitner & Zins, 1992; Sdrali & Chazapi, 2007). Another positive aspect is that festivals create job opportunities for the region where they are held and accelerate infrastructure development (Esu & Arrey, 2009). In addition to the socio-cultural, economic and environmental impacts created by the festivals, it has become a type of tourism that destination managers and tourism enterprises pay attention and try to develop due to the contributions festivals make to the promotion and image of the destination where they take place. It provides many benefits such as increasing the attractiveness of and interest in the destination, establishing new infrastructure and services, increasing interest in the destination with media contributions, and strengthening the destination brand by creating active image and cultural themes (Akmeşe, 2018).

Erzurum is a city that makes an effort to develop event tourism by organizing festivals in different themes including the Cag Kebab Festival, the Traditional Cermik (Hot Spring) Festival, the Senkaya Culture, Art and Honey Festival, the International Ice Climbing Festival. Icebreak Palandöken Festival, on the other hand, is a regional organization that takes place every winter in Erzurum and was held for the sixth time between 13-15 December 2019. This study is designed to determine the perceptions of visitors on the socio-cultural, economic, and environmental effects of the Icebreak Palandöken Festival. Although there are studies focusing on the social-cultural, economic and environmental effects of the festivals in the destination and local people, no study is encountered investigating the effects of the Icebreak Palandöken Festival which is mostly attended by university students. Therefore, in this study, it is thought that revealing the perceptions of the participants regarding the socio-cultural, economic and environmental effects of the Icebreak Palandöken Festival will help the local administrators to identify the deficiencies in the organization of the festival and ensuring its sustainability.

## 1. LITERATURE

### *1.1. Festivals and The Importance of Festivals*

Festivals are defined as activities held in officially determined periods, programs organized for entertainment, or activities to celebrate a certain idea or event open to the public (Quinn, 2009). Festivals playing an important role in reviving and enhancing the tourist attraction of a region, can be celebrated in themes such as dance, drama, comedy, film, music, various arts, handicrafts, ethnic or local cultural accumulation, religious traditions, historically significant events, food and wine, religious ceremonies and agricultural products (Ekin, 2011).

Today, the festivals, which enable the local tourism movement to develop at national and international levels, contribute directly and indirectly to the local economy. Festivals contribute to local businesses that offer services such as accommodation, food and beverage, and shopping by causing an increase in the number of visitors in the region where they are organized (Raj, 2004). With the developing tourism sector, job opportunities and employment in the region increase. Thus, festivals constitute an important part of the tourism industry. Festivals, which are usually held in the off-season periods, are an important tool to attract tourists to the region, to promote the region and to create a positive image. On the other hand, while festivals enable people to see the regions they don't know and

learn about different cultures and lifestyles, they also allow the cultural identity of the society to be preserved and cultural values to be passed on to future generations (Özdemir & Çulha, 2009; Kozak & Bahçe, 2012).

### ***1.2. Classification of Festivals***

Festivals cannot be limited to one genre because they are combined with the features of many classifications. The fact that festival classifications are made in different ways based on different criteria causes them not to have a universal classification (Ekin, 2011). Wilson and Udall (1982) classified festivals in terms of festival participants and festival creators. These are local festivals, developed local festivals, monocultural festivals and multicultural festivals. O'Sullivan and Marion (2002) classified festivals according to certain criteria. These are home-grown, tourist-tempter, and big-bang. On the other hand, festivals can be specialized as culture and art festivals, food and beverage festivals and sports festivals (Yavuz, 2019).

Following these approaches to the classification of festivals in the literature, it would be appropriate to adopt the most comprehensive and specific approach available and distinguish the classification according to the size, subject and area of the classification (Akmeşe, 2018): Festivals according to their size are addressed in four groups: local festivals, regional festivals, national festivals, and international festivals. Festivals by subject are addressed in two ways as art festivals and cultural festivals. Festivals by field are grouped as single-field festivals and multi-area festivals. According to the aforementioned classifications, considering the art and culture theme of the Icebreak Palandöken Festival, it can be said that it is included in the festival group by its subject. Artistic and cultural festivals include carnivals, religious events, many parades, historical commemorations, exhibitions, concerts and biennials. The relationship between tourism and art has been an important research topic in recent years. Especially because of the growth potential of the art market, art and culture has become a tourism item (Gilbert&Lizotte, 1998).

## **2. METHOD**

### ***2.1. The Purpose of the Study***

Icebreak Palandöken Festival, held for the sixth time on 13-15 December 2019, was held to host 15 cities, 35 universities, 48 hours of music and 4,000 university students with artists, unlimited entertainment, and activities for three days. Although there are studies on the socio-cultural, economic and environmental impacts of the festivals in the destination and local people, it is seen that there are no studies on the effects of the Icebreak Palandöken Festival, which is mostly attended by university students. Therefore, this study aims to determine the perceptions of the participants about the socio-cultural, economic, and environmental effects of the Icebreak Palandöken Festival. Therefore, this study aimed to determine the perceptions of the participants with the basic research question "What dimensions are the perceptions of those who participate in the Icebreak Palandöken Festival under?".

### ***2.2. Study Design***

The study design is descriptive in nature. Descriptive studies are defined as finding out what the truth is and giving meaning to the current situation. In such studies, the purpose is to find solutions to current problems and to develop recommendations for practitioners (Ural & Kılıç, 2013). As the effects of Icebreak Palandöken Festival will be determined through the eyes of the participants, a descriptive study design was adopted.

### ***2.3. Data Collection Instrument***

The data were collected with a survey developed using the literature. There are 31 items in the survey to determine the perceptions of the participants about the socio-cultural, economic, and environmental effects of the Icebreak Palandöken Festival. In determining the scale items, the studies of Ekin (2011), Güneş (2014) and Akmeşe (2018) were used. The survey to collect data is designed as a 5-point Likert scale. The response categories of the scale are 1 = Strongly disagree, 2 = Disagree, 3 = Neither agree/disagree, 4 = Agree and 5 = Strongly agree. The survey also includes questions addressing the demographic characteristics (see Table 1) of the tourists.

### 2.4. Population and Sampling

The population of the study consists of visitors who came to Erzurum to attend the festival. Prior to the festival dates, clear information on how many people can attend the festival could not be obtained. Therefore, an exact population size to be considered while calculating the sample size cannot be obtained. However, considering reaching 4,000 people, which was planned as the number of students only, the infinite population sampling formula used for the ratio was used in determining the sample size in the study ( $n = P \cdot Q \cdot Z^2 / H^2$ )<sup>1</sup>. The ratio that maximizes the sample size ( $p: 0.50$ ) was taken into consideration, and the sample size was determined as 384 people with 5% significance level and 5% sampling error.

The survey was implemented face-to-face by pollsters using the convenience sampling method, one of the non-random sampling techniques, to 442 tourists who attended the Icebreak Palandöken Festival between 13-15 December 2019 and who agreed to participate in the study. As a result of the examination, 17 surveys were excluded, and 425 usable surveys were obtained.

### 2.5. Data Analysis

During the data analysis process, the normal distribution test for the scale was carried out to determine whether the data were suitable for factor analysis, and also multivariate deviation analysis was performed to determine whether there were extreme values in the data set. For this purpose, the method based on Mahalanobis distance values was preferred in the application of the analysis (Çokluk, Şekercioğlu & Büyüköztürk, 2012). Skewness and kurtosis tests were used to examine the conformity of the data to normal distribution. It was determined that the skewness and kurtosis values of the scale ranged within the  $\pm 3$  range and showed an appropriate distribution in terms of normality. In the study, a reliability analysis was completed on the whole festival perception scale and the Cronbach's Alpha coefficient was found as 0.883 which indicates that the scale is highly reliable (Altunışık, Coşkun, Bayraktaroğlu & Yıldırım 2007).

## 3. FINDINGS

The distribution of the participants according to the demographic variables is given in Table 1. Accordingly, 68.2% of the participants were male, 60.7% were single and 44.5% were between the ages of 26-35. When the educational status of the participants was examined, it was determined that 52.9% were university graduates, 31.3% were civil servants and 40.0% had a monthly income between 4,001 TL and 7,000 TL.

**Table 1:** Distribution of Visitors Participating in IPF by Demographic Variables (n=425)

Variable	F	%	Variable	F	%
<b>Gender</b>			<b>Profession</b>		
Female	135	31.8	Civil servant	133	31.3
Male	290	68.2	Freelancer	105	24.7
<b>Marital Status</b>			Worker	9	2.1
Married	167	39.3	Administrator	30	7.1
Single	258	60.7	Academician	34	8.0
<b>Age Range</b>			Student	92	21.6
18-25 age range	127	29.9	Housewife	22	5.2
26-35 age range	189	44.5	<b>Monthly Income</b>		
36-45 age range	103	24.2	500 TL and below	42	9.9
46-55 age range	6	1.4	501 TL- 2000 TL	72	16.9
<b>Education Status</b>			2,001TL- 4000 TL	87	20.5
High School	81	19.1	4,001 TL- 7000 TL	170	40.0
Associate Degree	90	21.2	7,000 TL and more	54	12.7
Undergraduate	225	52.9			
Master's	17	4.0			
PhD	12	2.8			

Table 2 shows to determined that the majority of the participants (47.3%) of the study lived in Erzurum, the visitors attending the festival from outside the city used mostly their own vehicles (33.2%) as the means of transportation while coming to Erzurum. It was revealed that the majority of the participants (66.6%) had not attended the IPF before and all of them planned their arrival to the festival individually. The study revealed that the visitors attending the festival mostly used their own vehicles (62.6%) and spent between 1-50 TL for transportation (40.9%).

**Table 2.** Information on the Travels of the Visitors Attended the IPF (n=425)

Variable	F	%	Variable	F	%
<b>City of Residence</b>			<b>Transportation Vehicle Used Coming to the Festival Site</b>		
Erzurum	201	47.3	Own Vehicle	266	62.6
Kars	130	30.6	Bus	99	23.3
Erzincan	28	6.6	Taxi	58	13.6
Other	66	15.5	Other	2	0.5
<b>Transportation Vehicle Used Coming to Erzurum</b>			<b>Planning</b>		
Own Vehicle	141	33.2	Individually	425	100.0
Bus	65	15.3	<b>Expenditure on Transportation During the Festival</b>		
Train	6	1.4	1-50 TL	174	40.9
Plane	12	2.8	51 TL- 100 TL	83	19.5
<b>Previous Attendance to IPF</b>			101 TL-150 TL	22	5.2
Yes	142	33.4	151 TL- 250 TL	125	29.4
No	283	66.6	251 TL and more	21	4.9

Table 3 shows the news sources of those attending the IPF. Accordingly, a significant portion of the articipants (51.3%) attended the festival with the advice of friends and family. It is noteworthy that the lowest rate among the news sources is TV programs and brochures.

**Table 3:** Distribution by News Sources (n=425)

News Sources	Frequency	%
Colleagues	68	16.0
Friends and Family	218	51.3
Internet	118	27.8
TV Shows	11	2.6
Brochures	10	2.4

Table 4 shows the distribution of visitors participating in the IPF according to their accommodation and food and beverage status. Accordingly, 15.5% of the 425 people attending the IPF found accommodations in Erzurum. 8.2% of the participants stayed for one night and paid between 351 TL and 500 TL per day. During the festival, most of the participants (94.3%) have used restaurant services. As for the daily food and beverage expenditure, the highest expenditures made were between 50 TL-100 TL (31.8%).

**Table 4.** Distribution by Accommodation and Food and Beverage Services (n = 425)

Variable	Frequency	%	Variable	Frequency	%
<b>Accommodation during the Festival</b>			<b>Utilizing Restaurant Services during the Festival</b>		
Yes	66	15.5	Yes	401	94.3
No	359	84.5	No	24	5.7
<b>Duration of Accommodation</b>			<b>Daily Expenditure on Food and Beverages</b>		
1 Night	35	8.2	1- 50 TL		
2 Night	27	6.4	50 TL- 100 TL	65	15.3
3 Night	4	0.9	101 TL- 150 TL	135	31.8
<b>Daily Accommodation Fee</b>			151 TL- 250 TL	101	23.8
100 TL- 350 TL	31	7.3	251 TL and more	78	18.4
351 TL- 500 TL	35	8.2		22	4.7

Table 5 shows the festival perception dimensions of the visitors participating in the IPF. In order to interpret the festival perception, a factor analysis was conducted. In factor analysis, Kaiser-Meyer-Olkin Sampling Adequacy is calculated as 0.918. Bartlett test result is 1.157. On the other hand, while the total explained variance is 58.73%, the general average is 4.1275, and the general reliability result is 0.883 (Kalaycı, 2009).

**Table 5.** Icebreak Palandöken Festival Perception Dimensions of Visitors

	Factor Load	Mean	Explained Variance	Eigenvalue
<b>I. SOCIO-CULTURAL POSITIVE EFFECTS</b>		<b>3,925</b>	<b>25,063</b>	<b>6,516</b>
• The festival contributes to the cultural development of the local people.	,923	3,918		
• The festival contributes to the development of cultural activities in the region.	,914	3,941		
• During the festival, there is a sense of ownership in the locals.	,864	3,798		
• Festival increases entertainment and leisure opportunities for local people.	,841	4,005		
• The festival provided the local people with the opportunity to meet new people outside of their community.	,626	4,054		
• The festival promotes the preservation of historic buildings and structures.	,619	3,835		
<b>II. SOCIO-CULTURAL NEGATIVE EFFECTS</b>		<b>3,957</b>	<b>14,702</b>	<b>3,823</b>
• The festival causes destruction of cultural values.	922	4,139		
• The festival caused a disruption in the daily lives of the local people.	,887	3,936		
• The festival makes it difficult for local people to access tourist attractions.	,863	3,988		
• The festival negatively affects the attitudes and behaviors of local people.	,843	3,713		
• The festival causes social problems such as crime, prostitution and drugs in the region.	,767	4,007		
<b>III. ECONOMIC POSITIVE EFFECTS</b>		<b>4,340</b>	<b>12,148</b>	<b>3,159</b>
• The festival provides more investment in the region.	,888	4,515		

• The festival contributes to the revival of the local economy.	,854	4,369		
• The festival provides economic gain to the region.	,813	4,252		
• Festival creates new business opportunities for local residents.	,813	4,367		
• The festival provides the production of traditional products in the region.	,752	4,198		
<b>IV. ECONOMIC NEGATIVE EFFECTS</b>		<b>3,896</b>	<b>8,841</b>	<b>2,299</b>
• The festival increases the prices of products and services in the region.	912	4,111		
• The festival causes high cost of living in the region.	,859	3,838		
• The festival creates economic income inequality among local people	,831	3,739		
<b>V. ENVIRONMENTAL POSITIVE EFFECTS</b>		<b>2,533</b>	<b>8,181</b>	<b>2,127</b>
• The festival supports the protection and development of the natural environment.	,912	2,576		
• The festival contributes to the improvement of environmental quality for future generations.	,859	2,551		
• The festival increases environmental awareness.	,831	2,473		
<b>VI. ENVIRONMENTAL NEGATIVE EFFECTS</b>		<b>3,174</b>	<b>7,186</b>	<b>1,868</b>
• Visitors of the festival cause environmental pollution (soil, air, water).	,933	3,261		
• Visitors of the festival have a negative impact on nature (plants, animals, ecosystem).	,926	3,193		
• Tourism movement (migration) created by the festival causes unplanned urbanization.	,874	3,188		
• The streets are crowded during the festival.	,792	3,054		
KMO Value: 0.850; Bartlett Test: 9,049; Total Variance Explained: %76,122; General Mean: 3,731; General Reliability: .868				

As a result of the analysis of 31 items created to determine the perceptions of the participants, the corrected item total correlation, items below ,60 were removed from the scale, so the scale study with 26 items was continued. The items were collected in six dimensions. These are the socio-cultural positive effects, socio-cultural negative effects, economic positive effects, economic negative effects, environmental positive effects, and environmental negative effects. Three of the resulting six dimensions (e Relations: Negative and positive socio-cultural, economic positive effects) of the total variance explained (51.913%) are the major part. In particular, the results that emerge when these three dimensions are evaluated in general are very important. According to this; The festival provided the local people with the opportunity to meet new people outside the community, the item is important in terms of its socio-cultural positive effects. The festival causes the destruction of cultural values, its item is important in terms of socio-cultural negative effects. Finally, the festival ensures more investment in the region, its item is important in terms of its economic positive effects.

#### 4. CONCLUSION

Festivals, which are evaluated within the scope of cultural tourism, enable the revitalization of the natural and cultural resources of the destination where they are organized, and the planning, development, and marketing of the destination image. Festivals, which simultaneously create an element of touristic attraction, are divided into different types according to their themes and sizes. The festivals, which are the main theme of the study, create socio-cultural, economic, and environmental effects in the destination where they are held and contribute to the promotion of the destination.

In the study conducted to determine the perceptions of the participants of the Icebreak Palandöken Festival, it is seen that colleagues, friends and family, internet, TV programs and brochures draw attention among the news sources of the participants. Therefore, the importance of internet and positive word-of-mouth communication has been confirmed once again, and it is beneficial to pay attention to these issues in promotional efforts.

The city of Erzurum is among to Turkey that have not completed their geographical feature and destination development process well. Due to this feature of the city, it is thought that participation in the festival is mostly made up of citizens residing in Erzurum and from neighboring cities. As a result of the study, it was observed that the overnight stays of the participants from outside the province were also quite low. By increasing the duration of stay in the city, it will be possible to promote the historical culture of the city more effectively and thus increase the economic gains of tourism enterprises.

Participants in the study perceive IPF in six dimensions which are socio-cultural positive effects, socio-cultural negative effects, economic positive effects, economic negative effects, environmental positive effects, and environmental negative effects. This result of the study overlaps with many studies in the literature (Allen, O'toole, Harris, & McDonnel, 2008; Zou & Ap, 2009; Zou, 2010; Amenumey & Amuquandoh, 2010).

The results of the study revealed some contributions to the positive effects of IPF in the socio-cultural sense. Accordingly, it was revealed that the IPF contributes to the cultural development of the local people, the opportunity to meet new people outside the society, to own the festival, to make good use of their entertainment and leisure time, to increase the quality of life and finally to increase the cultural activities in the region. Kulkarni (2013) stated that local festivals contribute to the creation of a cultural environment and the development of tourism in the region where they are held. According to the participants, there are some negative effects of IPF in the socio-cultural sense. The results of the factor analysis indicated that IPF mostly has negative effects such as the destruction of cultural values and disruption in the daily lives of the local people.

While the contributions of the IPF to the positive effects in the economic sense are factors such as ensuring more investment in the region, providing economic gain to the region and contributing to the revival of the economy, its negative effects include an increase in the prices of products and services in the region, the high cost of living in the region and creating an economic income inequality. The results regarding the positive effects of IPF in economic terms support the results of Sert (2013) showing that the festival contributes to the welfare of the people and improves the quality of life. In addition, Küçük (2013) concluded in their research that the festival creates an economic development in the regions. In the study of Antoniou (2011), such activities revive the local economy and provide new job opportunities and employment.

It is concluded that IPF protects the natural environment and contributes to its development and helps to improve the environmental quality for future generations to live in a healthier environment. Participants think that IPF increases environmental awareness, but that visitors coming to the region for IPF negatively effect environment (soil, air, water) and nature (plants, animals, ecosystem). Antoniou (2011) reached the conclusion that the participants expressed their opinion that it increases crowd and environmental pollution.

The results obtained from the study show that IPF contributes greatly to the development of the local people in terms of socio-cultural, economic, and environmental aspects. In this context, the fact that festivals have many positive effects enable local people to support festivals and affect the sustainability of festivals.

The perception and support of local people for tourism development varies according to many factors. It is important to determine the factors that influence the perception and support of the local people positively or negatively for the success of the planning and initiatives in the destination. The negative perception of local people hinders the support for tourism development and, therefore, hinders tourism development. Therefore, in order not to decrease the support for tourism development, it is necessary to minimize the perceived negative effects and ensure that positive effects are seen in order to eliminate the negative perception.

Further research can be conducted at certain time intervals and the results obtained can be compared to test whether there is any difference between periods. In addition, efforts on perception and



support for tourism development are generally carried out using quantitative methods. In future studies, by choosing a qualitative method, the problems perceived by the local people can be determined, accurate evaluations can be made by establishing a cause-effect relationship, and solutions can be offered.

## REFERENCES

- Akmeşe, S. (2018). Etkinlik turizmi kapsamında yerel mutfak festivallerinin etkinlik turizmi kapsamında yerel mutfak festivallerinin etkileri: Uluslararası Mengen Aşçılık ve Turizm Festival örneği. Yayınlanmamış yüksek lisans tezi. Karabük Üniversitesi, Karabük.
- Allen, J., O'toole, W., Harris, R., & McDonnell, I. (2008). Festival and special event management. John Wiley & Sons Incorporated.
- Altunışık, R., Coşkun, R., Bayraktaroğlu, S., ve Yıldırım, E. (2007). Sosyal bilimlerde araştırma yöntemleri: SPSS uygulamalı. Sakarya: Sakarya Yayıncılık.
- Amenumey, E. K. ve Amuquandoh, F. E. (2010). Residents' perceptions of the 2008 Confederation of African Cup (CAN 2008) event. *Journal of Tourism and Travel Research*, 38-27.
- Antoniou, A. (2011). Resident perceptions toward the social impacts of a mega sportevent: The case of Fédération Internationale de Basketball (FIBA) EuroBasket 2011 in Vilnius, Lithuania. Yayınlanmamış yüksek lisans tezi. Arizona Devlet Üniversitesi, Tempe.
- Arcodia, C., & Robb, A. (July, 2000). Future for event management: A taxonomy of event management terms. Setting The Agenda Proceedings of Conference on Event Evaluation, Research and Education, (Ed: A. Johny, L. Leo, H. Robert), pp. 154, Sydney.
- Bachleitner, R., & Zins, A. (1992). Cultural tourism in rural communities: The resident's perspective. *Journal of Business Research*, 44 (3), 199-209.
- Bres, K. & Davis, J. (2001). Celebrating group and place identity: A case study of a new regional festival. *Tourism Geographies*, 3(3), 326-337.
- Çokluk, Ö., Şekercioğlu, G. ve Büyüköztürk, Ş. (2012). Sosyal bilimler için çok değişkenli istatistik SPSS ve LISREL uygulamaları (2. baskı). Ankara: Pegem Akademi.
- Ekin, Y. (2011). Etkinlik turizmi kapsamında festivaller ve Antalya Altın Portakal Film Festivalinin yerel halk üzerindeki sosyal etkileri konulu bir araştırma (Unpublished doctoral dissertation). Akdeniz Üniversitesi, Antalya.
- Esu, B. B., & Arrey, V. M. E. (2009). Branding cultural festival as a destination attraction: A case study of Calabar Carnival Festival. *International Business Research*, 2(3), 182-192.
- Getz, D. (2008). Event tourism: Definition, evolution, and research. *Tourism Management*, 29, 403-428.
- Güneş, N. (2014). Yerel halkın turizm algısı ve turizme katılımı: Antalya Konyaaltı ve Kepez ilçesi örneği. Yayınlanmamış yüksek lisans tezi. Akdeniz Üniversitesi, Antalya.
- Jago, L., Chalip, L., Brown, G., Mules, T., & Ali, S. (2002). The role of events in helping to brand a destination. Events & Place Making UTS: Business Events Research Conference (15-16 July 2002), 114.
- Kalaycı, Ş. (2009). SPSS uygulamalı çok değişkenli istatistik teknikler. Ankara: Asil Yayın Dağıtım.
- Kozak, M., & Bahçe, A. (2012). *Özel İlgi Turizm*. Ankara: Detay Yayıncılık.
- Kulkarni, S. (2013). The impact of festivals in promoting cultural tourism: A case study of ganesh festival in pune city, maharashtra (India). The 7th International Conference on Responsible Tourism in Destinations: BarcelonaCataluny, 1-4.
- Küçük, M. (2012). Turizmin Yerel Kalkınmaya Etkisi: Ankara Kızılcahamam Örneği. Yayınlanmamış Yüksek Lisans Tezi. Atılım Üniversitesi: Ankara.
- Özdemir, G., & Çulha, O. (2009). Satisfaction and loyalty of festival visitors. *Anatolia: An International Journal of Tourism and Hospitality Research*, 20(2), 359-373.
- O'Sullivan D., & Marion J. (2002). Festival tourism: A contributor to sustainable local economic development? *Journal of Sustainable Tourism*, 10(4), 325-342.
- Quinn, B. (2009). Festivals, events, and tourism. In T. Jamal & M. Robinson (Eds.), *The Sage handbook of tourism studies* (pp. 483-503). London, England: Sage.
- Raj, R. (2004). *The impact of cultural festivals on tourism*. Tourism Today, Fall, 66-77.
- Sdrali, D. & Chazapi, K. (2007). Cultural tourism in a greek insular community: The residents' perspective. *Tourismos: An International Multidisciplinary Journal of Tourism*, 2(2), 61-75.
- Sert, A. N. (2017) "Festivallerin Yerel Halk Üzerindeki Sosyal Etkileri: Beypazarı Örneği", Selçuk Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, (38), 187-199.

- Ural, A. & Kılıç, İ. (2013). Bilimsel araştırma süreci ve SPSS ile veri analizi. Ankara: Detay Yayıncılık.
- Yavuz, C. (2019). Festivallerin destinasyon pazarlamasına olan yararları: 10. Uluslararası antep fıstığı kültür ve sanat festivali örneği (Unpublished master dissertation). Gaziantep Üniversitesi, Gaziantep.
- Wilson, J. & Udall, L. (1982). *Folk festivals: A handbook for organization and management*. University of Tennessee Press., Knoxville.
- Zou, J. Y ve Ap, J. (2009). Residents' perceptions towards the impacts of the Beijing 2008 Olympic Games Journal of Travel Research, 48-78.
- Zou, J. Y. (2010). Resident perceptions toward the impacts of the Macao Grand Prix. Journal of Convention & Event Tourism, 11, 138–153.

## GENİŞLETİLMİŞ ÖZET

### Amaç

13-15 Aralık 2019 tarihlerinde altıncısı düzenlenmiş olan Icebreak Palandöken Festivali üç gün boyunca süren sanatçı kadrosu, sınırsız eğlence ve aktiviteleri ile 15 şehir, 35 üniversite, 48 saat müzik ve 4000 üniversiteliyi ağırlamak amaçlı gerçekleştirilmiştir. Festivallerin gerçekleştiği destinasyonda ve yerel halk üzerinde sosyo-kültürel, ekonomik ve çevresel etkileri hakkında yapılan çalışmalar olmasına rağmen daha çok üniversite öğrencilerinin katılımı ile gerçekleşen Icebreak Palandöken Festivali'nin etkileri üzerine herhangi bir çalışmanın yapılmadığı görülmektedir. Dolayısıyla, bu çalışmada Icebreak Palandöken Festivali'nin sosyo-kültürel, ekonomik ve çevresel etkilerine yönelik katılımcıların algılarının belirlenmesi amaçlanmaktadır.

### Metodoloji

Araştırma Icebreak Palandöken Festivali'ne katılanların algılarını belirlemeye yönelik gerçekleştirilmiştir. Bu sebeple çalışma, tanımlayıcı türde tasarlanmaktadır. Tanımlayıcı araştırmalar, gerçeğin ne olduğunu bulmak ve var olan mevcut duruma anlam verilmesi olarak tanımlanmaktadır. Bu tür araştırmalarda güncel sorunlara çare aranması ve uygulamacılar için öneriler geliştirilmesi de amaçlanmaktadır (Ural & Kılıç, 2013).

Veriler, alan yazından yararlanılarak geliştirilen bir anket ile toplanmıştır. Ankette, Icebreak Palandöken Festivali'nin sosyo-kültürel, ekonomik ve çevresel etkilerine yönelik katılımcıların algılarının belirlenmesi amacıyla 31 madde bulunmaktadır. Araştırmanın evrenini, festivali izlemek için Erzurum'a gelen ziyaretçiler oluşturmaktadır.

### Bulgular

Araştırmaya katılanların demografik değişkenlere göre dağılımı Tablo 1'de yer almaktadır. Buna göre, katılımcıların %68,2'si erkek, %60,7'sinin bekar ve %44,5'inin 26-35 yaş aralığında olduğu belirlenmiştir. Katılımcıların eğitim durumu incelendiğinde, %52,9'unun lisans mezunu, %31,3'ünün memur ve %40,0'inin 4001 tl- 7000 tl arasında aylık gelirleri olduğu belirlenmiştir. Katılımcıların önemli bir kısmı (%51,3) arkadaş ve aile tavsiyesi ile festivale katılmışlardır. Haber kaynaklarından en düşük oranın TV programları ve broşürler olduğu dikkat çekmektedir.

IPF'ye katılım gösteren 425 kişiden %15,5'i Erzurum'da konaklama gerçekleştirmiştir. Katılımcıların %8,2'si bir gece konaklama gerçekleştirmiş ve günlük konaklama ücreti olarak 351 tl-500 tl arasında ödeme gerçekleştirmişlerdir. Festival süresince katılımcıların büyük bir çoğunluğu (%94,3) restoran işletmelerinden faydalanmıştır. Günlük yiyecek içecek harcaması olarak ise en çok 50 tl-100 tl arasında (%31,8) harcama gerçekleştirilmiştir.

Katılımcıların algılarının belirlenmesine yönelik oluşturulan 31 madde altı boyutta toplanmıştır. Bunlar, katılımcıların festivale yönelik; sosyo-kültürel pozitif etkileri, sosyo-kültürel negatif etkileri, ekonomik pozitif etkileri, ekonomik negatif etkileri, çevresel pozitif etkileri ve çevresel negatif etkileridir.

### Sonuç

Icebreak Palandöken Festivali'ne katılanların algılarını belirlemek üzere yapılan çalışmada katılımcıların haber kaynakları arasında meslektaşlar, arkadaşlar ve aile, internet, TV programları ve broşürlerin dikkat çektiği görülmektedir. Dolayısıyla, internetin ve pozitif ağızdan-kulağa iletişimin önemi bir kez daha teyit edilmiş olup, tutundurma çalışmalarında bu hususlara dikkat edilmesinde fayda vardır.

Çalışma sonucunda il dışından gelen katılımcıların geceleme sürelerinin oldukça düşük olduğu gözlemlenmiştir. İldeki konaklama süresinin artırılması ile ilin tarihi kültürünün tanıtımının daha etkin bir şekilde yapılabilmesi ve böylece turizm işletmelerinin ekonomik açıdan kazançlarının arttırılması da mümkün olacaktır.

Araştırmaya katılanlar, IPF'yi altı boyutta algılamaktadırlar. Bunlar; sosyo- kültürel pozitif etkiler, sosyo- kültürel negatif etkiler, ekonomik pozitif etkiler, ekonomik negatif etkiler, çevresel pozitif etkiler ve çevresel negatif etkilerdir. Araştırmanın ortaya çıkardığı bu sonuç alan yazındaki birçok çalışma ile örtüşmektedir (Allen, O'toole, Harris & McDonnel, 2008; Zou & Ap, 2009; Zou, 2010; Amenumey & Amuquandoh, 2010).

IPF'nin doğal çevreyi koruduğu ve doğal çevre gelişimine katkı sağladığı, gelecek nesillerin daha sağlıklı bir ortamda yaşaması için çevre kalitesini iyileştirmeye yardımcı olduğu sonucuna ulaşılmıştır. Katılımcılar, IPF'nin, çevre bilincini arttırdığını, ancak IPF için bölgeye gelen ziyaretçilerin, çevreyi (toprak, hava, su) ve doğayı (bitkiler, hayvanlar, ekosistem) olumsuz etkilediğini düşünmektedirler. Antoniou (2011) de çalışmasında katılımcıların kalabalığı ve çevre kirliliğini arttırdığı yönünde görüş bildirdikleri sonucuna ulaşmıştır.

Çalışmadan elde edilen sonuçlar, IPF'nin yerel halkın sosyo- kültürel, ekonomik ve çevresel açılardan gelişmesine oldukça katkı sağladığını göstermektedir. Bu bağlamda festivallerin olumlu etkilerinin fazla olması yerel halkın festivalleri desteklemesini sağlamak ve festivallerin sürdürülebilirliğini etkilemektedir.

Çalışmada değerlendirilen her faktör ile ilgili elde edilen bulgular ilgili yerli ve yabancı yazın ile uyumluluk göstermektedir (Allen, O'toole, Harris & McDonnel, 2008; Zou & Ap, 2009; Zou, 2010; Amenumey & Amuquandoh, 2010). Yerel halkın turizm gelişimine yönelik algısı ve desteği birçok faktöre göre değişiklik göstermektedir. Yerel halkın sahip olduğu algının ve desteğin hangi faktörlere bağlı olarak olumlu ya da olumsuz yönde geliştiğini tespit etmek destinasyonda gerçekleştirilecek planlama ve girişimlerin başarılı olması adına önem arz etmektedir. Yerel halkın sahip olduğu olumsuz algı turizm gelişimine yönelik desteği aksatmakta ve turizm gelişimini engellemektedir. Dolayısıyla turizm gelişimine yönelik desteğin azalmaması adına sahip olunan olumsuz algının ortadan kaldırılması için algılanan negatif etkilerin en aza indirilmesi ve pozitif etkilerin görülmesini sağlamak gerekmektedir.

Bu çalışma sonrası gerçekleştirilecek çalışmalar belirli zaman aralıkları ile yapılabilir ve elde edilen sonuçlar kıyaslanarak dönemler arası farklılık olup olmadığı test edilebilir. Ayrıca turizm gelişimine yönelik algı ve destek çalışmaları genellikle nicel yöntemle gerçekleştirilmektedir. İleride gerçekleştirilecek çalışmalarda nitel yöntem seçilerek yerel halkın algıladığı sorunlar tespit edilebilir, neden-sonuç ilişkisi kurularak doğru değerlendirmeler yapılabilir ve çözüm önerileri sunulabilir.