

PLACE ATTACHMENT AND ALUMNI'S EXPERIENCE DURING
THE HOMECOMING WEEKEND

BY

HONGPING ZHANG

THESIS

Submitted in partial fulfillment of the requirements
for the degree of Master of Science in Recreation, Sport, and Tourism
in the Graduate College of the
University of Illinois at Urbana-Champaign, 2014

Urbana, Illinois

Master's Committee:

Assistant Professor Zhuowei Huang, Chair
Professor Chris Green

ABSTRACT

This research examines the effects of returning alumni's experience as tourists and event attendees on their place attachment to the local community during the homecoming weekend in college towns. A conceptual framework was developed to capture the relationship among alumni homecoming attendees' festival experience, destination experience, place attachment, and satisfaction. A self-administrated questionnaire was designed based on the related literature. The data in this study were collected in three mid-west public universities in the United States during their homecoming weekends. The participants were alumni who do not currently live in the community. 351 valid surveys were collected.

The major findings supported the proposed framework in general, and reflected the relationship among each construct in specific. In destination experience domain, both Destination Products and Natural Environment showed positive and significant effect on all three dimensions of Place Attachment, namely Place Identity, Place Dependence, and University Identity. In festival experience domain, only Festival Program & Information had positive and significant effect on Place Dependence and University Identity, but no significant effect on Place Identity. The other two dimensions of festival experience, Festival Souvenirs and Festival Facilities, had no significant effect on any dimension of place attachment. For Satisfaction, it was significantly affected by Place Dependence and University Identity, but not significantly influenced by Place Identity. In addition, Place Dependence played a mediating role between destination experience and satisfaction. Hence, from the perspective of practice, local community marketers and festival managers should coordinate to provide alumni with memorable experience and to enhance their place attachment, which will further improve satisfaction.

To my father and mother

ACKNOWLEDGMENTS

This project would not have been possible without the support of many people. First of all, I would like to express my special appreciation to my advisor, Dr. Zhuowei Huang, who guided me through my first research project. She dedicated much time and effort to help me think and write more clearly. I also greatly appreciate the advice offered by my committee member, Dr. Chris Green, who gave me critical suggestions for the thesis and great encouragement. Many thanks to professors who taught me in classes about leisure, tourism, marketing, events, research methods, academic writing, and so forth. All those topics and discussions in class made me better understand tourism, and how to do research.

Thanks to all those friends who voluntarily helped me send out questionnaires at three universities, including during two field trips. They are: Qian Li, Xiaoxue Duan, Yan Wang, Hao Gan, Tian Xia, Yilun Zhou, Cheng Chen, Jingjing Sun, Liang Tao, Jingyuan Guan, Anton Jefferson, Shiyang Li, Wei Zhao, Jie Xu, and Qian Yang. Without their effort, I could not go any further.

Finally, I would like to thank my parents and boyfriend. Their love, understanding, and encouragement make my life in the recent two years as an international student easier and unforgettable.

TABLE OF CONTENTS

CHAPTER 1: INTRODUCTION.....	1
CHAPTER 2: LITERATURE REVIEW.....	6
2.1 Destination experience and festival experience.....	6
2.2 Place Attachment.....	11
2.3 Satisfaction	14
2.4 Research Framework and Hypotheses.....	15
CHAPTER 3: METHOD.....	22
3.1 Measurement.....	22
3.2 Data collection.....	24
3.3 Data analysis.....	24
CHAPTER 4: RESULTS.....	26
4.1 Descriptive statistics.....	26
4.2 Measurement model.....	32
4.3 Structural model.....	36
4.4 The mediating role of place attachment between experience and satisfaction.....	42
CHAPTER 5: DISCUSSION AND IMPLICATIONS.....	46
5.1 Summary.....	46
5.2 Theoretical implications.....	48
5.3 Managerial implications.....	50
5.4 Limitations and future research	51
REFERENCES.....	53
APPENDIX A: QUESTIONNAIRE FOR PARTICIPANTS OF THE SURVEY.....	58

CHAPTER 1

INTRODUCTION

Homecoming as a traditional festival has been held by many American universities for over a hundred years. Thousands of alumni travel back to their home university to attend the festival, catch up with old friends, visit old places, and watch football games. The annual festival is meaningful to each alumnus/alumna, to the university, as well as to the local community in different manners.

Alumni who come back to attend homecoming have multiple identities. They are fans of the university, attendees of the homecoming, and tourists to the local community (Figure 1.1). First of all, the reason they are invited to homecoming is that they are alumni. Although not every one of them will come back to the festival, those who choose to return are most likely to be fans of the university/university sport team and feel part of the university community. As attendees, their activities during homecoming weekend are mainly based on the program of the festival, such as watching the football game, participating in tailgating, watching the parade, and attending school reunions. Furthermore, to support the whole trip, they consume tourism destination products such as hotels and restaurants in the local community. Even though they may not identify themselves as tourists, they act as tourists, indeed.

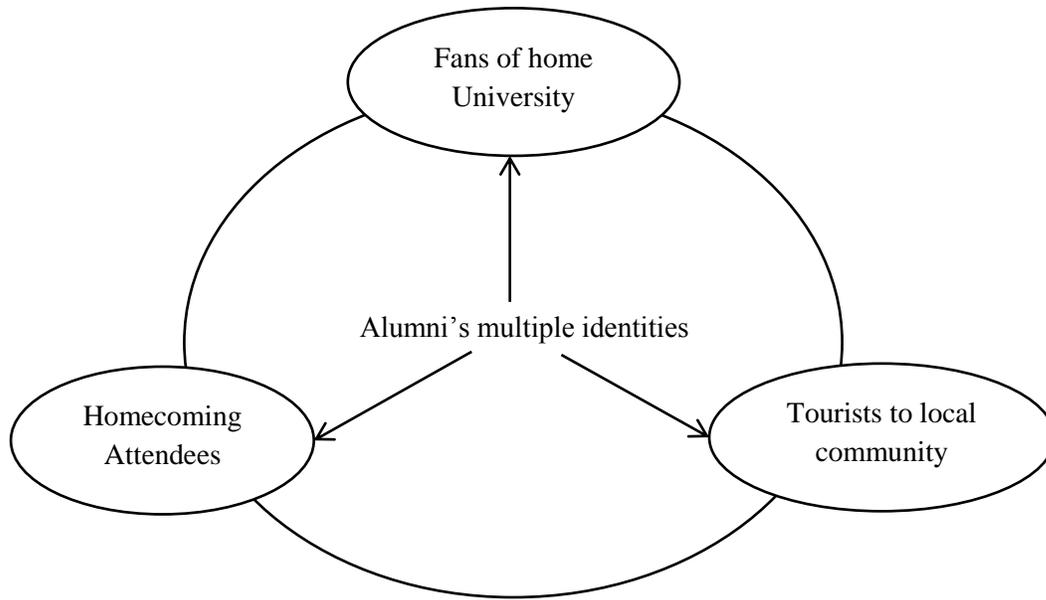


Figure 1.1 Conceptual model of alumni's multiple identities

The university as the center of the festival is a place connecting both alumni's nostalgia and new homecoming experience. The university is a place where alumni spent several years as students when they were in their twenties. Returning to the university may cause nostalgia for alumni who graduated a long time ago. They might even attach their identity to the university, or at least become fans of their university sport teams. As the host of the festival, the university provides alumni with a new experience. Traditionally, there will be a parade marching around the campus, and tailgating outside of the football stadium before or after the game.

From a broader view, the local community is also the place where alumni used to live, but its scale and function are, to some extent, different from the university. In terms of the homecoming festival, the local community is the destination that offers many tourism destination products to support attendees' visit. In summary, there are two levels of activities at two levels of

places, the festival activities at the university level, and destination activities in the local community.

To better understand alumni's experiences at different levels of places, and how their multiple identities affect their experience and satisfaction, destination experience literature and place attachment theory were adopted. Experience has served as a key construct in tourism and recreation research (Oh, Fiore, & Jeoung, 2007). Large amounts of research have been conducted to investigate the nature of tourism destination experiences. Some scholars tried to define what kind of experience tourists were seeking so that providers could better meet tourists' needs (MacCannell, 1973). If tourists obtained a high quality experience, they would be more satisfied with the products and services, and have positive post-consumption behaviors, such as positive word-of-mouth recommendations and revisit intention (Cole & Scott, 2008). Pine and Gilmore (1998) suggested in their economy experience theory that experience was a "fourth economic offering" which brought extra value to consumers. Nowadays, consumers are seeking unique and memorable experiences rather than normal products and services, and it is acceptable to pay more for the good experience.

Tourism destination experience was not only determined by tourists' activities during their trip, but also influenced by their memory and identity. One of the constructs that connects memory and tourism destination experience is place attachment. It was first posited in geology literature. Tuan suggested that place attachment is formed by experiences which allow people to attract meanings to a particular physical space (Tuan, 1974). Researchers in environmental psychology further examined the concept of place attachment (Lewicka, 2011). In the recent two decades place attachment has been adopted in leisure and tourism literature. Williams, Patterson, Roggenbuck, and Watson (1992) noted that not only were the service and products perspective

important to outdoor recreation setting management, but visitors' emotional and symbolic view of the place should not be ignored. It is because recreational resources with their unique attributes are not commodities which can be massively produced. On the contrary, each recreational setting would allow people to attach meaning to it, and to add a perspective from the emotional and symbolic meaning of place made research on recreation settings more holistic. Recreation and destination experience can be a predictor of place attachment. Also they can be affected by place attachment since tourism and recreation activities usually involve a specific destination and a certain experience (Alexandris, Kouthouris, & Meligdis, 2006; Moore & Graefe, 1994).

Apparently alumni, especially those who would like to attend the homecoming festival, have a certain attachment to the university. It is entirely possible that such attachment may make their experience during homecoming different from other festival attendees who travel to a new destination and attend a special event/festival for the first time. Yet, the application of place attachment to attendees' experiences in the special events/festivals remains underexplored. In addition, festival experience and destination experience cannot be separated. As we discussed above, alumni's multiple identities intertwine with the two levels of places (university and university town) as well as the two levels of activities (festival and destination). The mutual influence between festival and destination has been widely noticed and discussed in event tourism literature (Kaplanidou & Vogt, 2007; Xing & Chalip, 2006).

Thus, this study fills the research gap by exploring the relationship among alumni's experiences during the homecoming festival, place attachment, and satisfaction. In particular, the specific research objectives will be achieved in this study: 1) to investigate how destination experience affects alumni's place attachment; 2) to examine how festival experience affects

alumni's place attachment; 3) to discover the effects of alumni's place attachment on their overall satisfaction to the trip during homecoming; 4) to explore the possible mediating role of place attachment between experience and satisfaction.

CHAPTER 2

LITERATURE REVIEW

2.1 Destination experience and festival experience

2.1.1 Destination experience

A destination is a location which provides an amalgam of tourism products and service (Murphy, Pritchard, & Smith, 2000; Žabkar et al., 2010). To group destination products, Cooper et al. (1993) suggested the “four A’s” framework (Attractions, Access, Amenities, and Ancillary services), and it was further developed by Buhalis (2000) to the “six A’s” framework by adding Available packages and Activities. Kotler, Heider, and Rein (1993) categorized destination products into four layers based on how tightly the products connect with tourism: (i) the core destination product; (ii) the facilitating destination product such as hotels and flights; (iii) the supporting destination product, such as stores and restaurants which were non-tourist facilities; and (iv) the augmented destination product. Except for the attraction, which is the core product of a destination, the six A’s framework includes all other products and service needed by tourists to support their travel.

Tourists will form their destination experience through consuming the products and service there. As Quan and Wang (2004) reviewed, there are two approaches to examine tourist experience. Referring to a social science approach, tourist experience has mainly dealt with “peak experience” which was defined as the opposite of everyday routine. Many scholars have discussed the nature of tourist experience by examining what kind of experience tourists are seeking such as MacCannell’s “staged authenticity theory” (1973), Cohen’s “five modes” of tourist behavior (1979). They focus more on the philosophy behind tourism and the affective

outcome tourists get from their experience. Referring to marketing approach, tourists have been treated as consumers, and their experience has been analyzed as a dynamic process from pre-purchase to post-purchase phase. Those “supporting experiences”, such as accommodation and transportation were discussed more in this approach.

In line with destination products theory, experience of core destination product is the “peak experience,” and experiences of the tourist facility and non-tourist facility as well as the augmented destination product are “supporting experience.” Furthermore, Murphy et al. (2000) found that the experience of destination “service infrastructure,” including tourist and non-tourist facilities, was an important predictor of overall satisfaction. The experience of destination “environment,” in other words, the augmented product, was also suggested to be a key predictor of overall satisfaction. Pine and Gilmore (1998) described experience in a more narrow manner as the “fourth economic offering.” They suggested that experience was derived from services, and highlighted that uniqueness and extra value will be obtained by consumers from experience. In the present research, experience still refers to both the peak and support experience in a broad way.

2.1.2 Festival experience

In some research, “festival” and “event” were interchangeable, but in the recent decades, “event management” and “event tourism” has been used more widely. The meaning of “festival” was narrowed down, and dealt more with cultural celebrations (Getz, 2008). In the present research, “festival” is used to mention homecoming because of its festive atmosphere. However, “festival” is similar in nature to “event” as a unique “spatial-temporal phenomenon” (Getz, 2008, p. 404), offering activities outside of normal programs or everyday experience (Goldblatt, 2008). Meanwhile, a home football game plays the key role of homecoming, so a small scale sport event

is included by homecoming. To better understand and analyze the homecoming festival and its visitors' experience, both festival and event theories were reviewed.

Festival experience could be analyzed from two aspects. From the perspective of service, attendees obtain their experience through purchasing specific products and service. From the perspective of attendees' psychological outcomes, they receive affective benefits from the festival such as the realm of experiences suggested by Pine and Gilmore (1998) "educational, escapist, esthetic, and entertainment." However, in festival and event literature, only a few studies highlighted the differences between festival service and experience. Cole and Chancellor (2009) separated festival service and visitors' experience to examine the impact of festival attributes on visitors' experience. In assessing experience, "the psychological outcome which visitors derive from attending the festival" (p. 325), they only used a 7-point Positive-Negative semantic differential scale. It did not specifically reflect what types of experience visitors obtained.

As discussed above, experience is formed by all activities during the trip, so festival experience is also obtained from utilizing all kinds of festival products and service. Lee, Lee, Lee, & Babin (2008) first coined the term "festivalscape" to capture the environment of festivals and their effects on attendees. Based on servicescape, they defined seven dimensions of a festivalscape's environmental cues for assessment: convenience, staff, information, program content, facility, souvenirs, and food. Their results showed that program content, food, and facility indirectly enhance loyalty through satisfaction. Lee, Lee, and Yoon (2009) further compared first-time festival visitors and repeat visitors using a similar framework with five dimensions (informational service, program, souvenir, food, and convenient facility). They found that for first-time visitors, all five of the festival dimensions were antecedents of value, whereas

only programs and convenient facilities were antecedents of value for repeat guests. In addition, based on the same framework, Lee, Lee, and Choi (2010) divided visitors' perceived value into emotional value and functional value. They found that festival program and convenient facilities positively affected both emotional value and functional value. The natural environment positively contributed to emotional value alone.

2.1.3 Discussion

The interrelationship between destination and festival has been discussed in both tourism and event domains. From the destination's perspective, festivals have been seen as "attractions, catalysts, animators, place marketers, and image-makers" (Getz, 2008, p. 406). Boo and Busser (2006) categorized the benefits brought by a festival to a destination into three sorts: economic benefits, social benefits (e.g. image), and developing benefits (e.g. to lengthen the life cycle of destinations). From the festival/event perspective, Getz (2005) suggested that events had four levels according to their size: Local/community events, major events, hallmark events, and mega events. Each level had different impact on the tourism industry of its host destination. The influence of mega events in terms of attracting tourists and making images is the strongest, and the influence of festival/event on tourism would be reduced along with the decrease of event scale (Getz, 2008).

Sport events as a certain type of event are quite popular all over the country. Various sorts and levels of sport event are hosted at different places. These share the nature of festival and special events in general, such as the impact of the festival/event on the host city. Many researchers have discussed the interrelationship between sport events and destinations (Chalip & McGuirly, 2004; Kaplanidou & Vogt, 2007). Chalip and McGuirly (2004) suggested that the host destination should strategically bundle the sport event into its destination product mix. This

was supported by Kaplanidou and Vogt's (2007) finding that sport event attributes should be considered as one dimension when evaluating destination image. The combination of sports and tourism leads to some certain modes of sport tourism. Gibson (1998) categorized sport tourism into three sorts: event sport tourism specifically means spectating, and the other two types are nostalgia sport tourism and actively participating. In other words, sport tourists could be spectators, participants, or visitors based on their different activities during the trip. In terms of homecoming, a core activity is to watch a home football game, so the visitors are event sport tourists. For alumni who return to visit the old campus, they are nostalgia sport tourists at the same time.

Even though the attractiveness and image-making ability of a small scale sport event is relatively less noticeable, attendees who travel from outside the festival host city also need destination products, namely hotels, restaurants, souvenirs, etc., which still will have impact on the local tourism industry. In the recent two decades, small-scale sport events and their tourism impact has been noticed by a few scholars (Gibson, Willming, & Holdnak, 2003; Hallmann & Breuer, 2011). Irwin and Sandler (1998) first recognized college sport fans' tourism-related potential. They reported that visitors with higher affiliation with a competing team, especially college alumni, spent more on all expenditure categories than did visitors unaffiliated with a competing team. Similar to this result, Gibson, Willming, and Holdnak (2003) supported that college sports events attracted fans from outside of the local community and brought benefits to it.

2.2 Place Attachment

2.2.1 Dimensions of place attachment

Since the people-place bond encompasses various psychological processes, its dimension was arguable (Lewicka, 2011). The most widely adopted dimensions of place attachment in the tourism and festival domains are place dependence and place identity. The former deals more with the function of a place, as noted by Morre and Graefe (1994), “a place can be valued by a recreationist because it is a ‘good’ place to undertake a particular activity” (p. 20). Also a place “can be valuable because it is seen as ‘special’ for emotional or symbolic reasons” which was usually defined as place identity (Morre and Graefe, 1994, p. 20).

In tourism and recreation literature, the analyzing of place dependence started with recreational settings because many recreation activities, such as skiing, hiking and so on, rely on specific facilities and environments. If an individual has a rich experience at a certain recreation setting and he assumed it was a good place for a certain activity, he may attach to the recreation setting (Kyle, 2005). Yuksel, Yuksel, and Bilim (2010) illustrated that place dependence was reflected by people’s evaluations of a place as compared to alternatives. A destination as a more complex place with its attractions and attributes could also provide tourists with certain activities to which tourists will attach place dependence (Prayag & Ryan, 2011). Events or festivals are always intertwined with their host city or community, and they can also play an important role in attracting tourists and allowing people to attach to the place. Kaplanidou, Jordan, Funk, & Rindinger, (2012) tested recurring sport events as part of the attributes of a destination, and as positively influencing place dependence as well as place identity.

Place identity deals with the cognitive connection between an individual and his physical environment. In tourism and recreation domains, place identity has been examined in two situations. First, tourism or recreation activities per se may strongly affect an individual's emotions and further shape his self-identification. For example, Moore (1994) reported that the frequent and longer users of a trail had stronger place identity. Lee, Kyle, and Scott (2012) found out that a satisfying festival experience would also enhance visitors' place identity to the host city. Second, some research focused on specific tourists with a certain identity. When they go to some places that represent their identity, their experience might be different from other people's. Hou, Lin, and Morais (2005) found that place identity was the strongest predictor of place attachment to the historical Hakka village for Hakka visitors. In contrast, place dependence was the strongest predictor of place attachment for non-Hakka visitors.

Even though both place identity and place dependence are core components of place attachment, they are formed and processed in different ways. Some researchers have noticed the inconsistent influence of place identity and place dependence, and further explored the differences. Kyle et al. (2003) found out that the moderating effect of place identity between spending support and environmental protection was pronounced, whereas place dependence contributed little in this model. In their following research, they confirmed that tourists who had higher place identity attachment were more critical on the social and environmental conditions, but place dependence led to less negative evaluations of the settings (Kyle, Graefe, Manning, & Bacon, 2004).

In addition to these two commonly adopted dimensions discussed above, scholars developed additional dimensions for place attachment in specific contexts. For instance, Bricker & Kerstetter's research (2000) included lifestyle as a third dimension of place attachment in the

recreation settings. Kaltenborn (1997) proposed “second (recreational) home” as one dimension of place attachment in the study of residents’ place attachment to their second home. In the present, we will also coin a new dimension of place attachment which is derived from place identity and termed as university identity. It will be discussed more in the hypotheses development section.

2.2.2 Place attachment in tourism and recreation

Stemming from the field of geography, place attachment emphasizes the meaning attached to a place by an individual (Tuan, 1974). The nature of place attachment was further examined by environmental psychologists. Ittelson, Franck, and O’Hanlon (1976) defined five modes of people-environment relationship: environment as external physical place, as self, as social system, as emotional territory, and as setting for action. In the following four decades, place attachment has been adopted into almost all branches in social science (Lewicka, 2011).

The uniqueness of tourism destination and recreational settings as places has also been noticed in tourism and recreation research. Place attachment has been examined both as the outcome of tourism or recreation activities, and the predictor of tourists’ future behavior. Williams et al. (1992) first noted that not only was the commercial perspective important to outdoor recreation setting management, visitors’ emotional and symbolic attachment to the place should not be ignored. Morre and Graefe (1994) further addressed that people would attach functional meanings and emotional-symbolic meanings to recreation settings.

More recently, further research was conducted to examine the antecedent role of place attachment in tourism and recreation domain. Yuksel, Yuksel, and Bilim (2010) confirmed that place attachment would lead to satisfactory holiday experiences because “positive emotional and

cognitive bonds with a place could indeed affect individual's critical assessment of a setting" (p. 282). Lee (2011) reported that people would have more conservation commitment and environmentally responsible behavior if they attached to the place. Lee et al. (2012) examined the relationship between place attachment and destination loyalty according to visitors' festival satisfaction. They demonstrated that place attachment had a positive effect on destination loyalty. In particular, they found out that place identity only led to revisit intentions whereas place dependence predicted all three dimensions of destination loyalty (positive word-of-mouth, destination preference, and revisit intentions).

2.3 Satisfaction

Substantial research has been devoted to explore visitors' satisfaction in tourism literature. It has been treated as a link between experience and post-purchase behavior. To provide customers with satisfactory products and services became the goal of marketing as it could lead to positive behavioral intention and loyalty (Žabkar, Brenčič, & Dmitrović, 2010).

Many researchers have been devoted to finding out the nature of satisfaction and how tourist experience affects satisfaction. Anderson, Fornell & Lehmann (1994) stated that overall satisfaction was based on total purchase experience. Oliver (1997) defined it as "a judgment that a product, or service feature, or the product or service itself, provides a pleasurable level of consumption-related fulfillment" (p. 13). According to experience economy, experience was divided from service as an extra element. In line with this narrowed definition of experience, Tian-Cole, John and Victor (2002) suggested that "overall satisfaction" dealt more with affective experience. However, in the present study, satisfaction is generally decided by both the consumers' perceived service quality and psychological feelings.

Since satisfaction is a psychological state in nature, and is shaped by both the service and emotion, it has usually been measured as an integrated construct. As reviewed by Lee et al. (2012), there have been two main approaches to evaluate satisfaction in tourism literature: the expectancy disconfirmation approach (Oliver, 1980), and perceived actual performance (Tse & Wilton, 1988). The expectancy disconfirmation was determined through a cognitive comparison between customers' pre-purchase attitude toward the product and their post-purchase attitude. Compared to the expectancy disconfirmation approach, the perceived actual performance approach was influenced fewer by external factors, which may impact the precision of expectation measures (Kara, 2012).

2.4 Research Framework and Hypotheses

2.4.1 Destination experience and place attachment

In environmental psychology literature, people's place attachment to different scales of places has been examined (Lewicka, 2011). The scale ranged from the local level to a global level. In leisure and tourism literature, place attachment has been examined at the level of recreation settings, recreation site (Moore & Scott, 2003), and tourism destination (Yuksel et al., 2010) as well. At the destination level, the positive impact of destination attractiveness and destination image on place attachment was supported by several studies (Hou, 2005; Kaplanidou et al., 2012; Prayag & Ryan, 2011). However, the effect of experience at a destination on place attachment particularly is questionable and underexplored. In Kaplanidou et al.'s (2012) research, quality of destination experience did not show a significant relationship with place attachment.

Since place attachment was formed by experience, which allowed people to attach meaning to a particular geographic location (Tuan, 1974), recreation and tourism as a certain

type of experience should also lead to place attachment, and it has been mentioned in existing studies (Alexandris et al., 2006; Moore & Graefe, 1994). Through frequency of use and physical distance, Moore and Graefe (1994) confirmed that trail users developed place attachment to the recreation settings on both functional and identity levels. Alexandris et al. (2006) confirmed that both of the two place attachment dimensions (place identity, place dependence) could be predicted by service quality at a ski resort.

To measure place attachment, place identity and place dependence, the two most widely accepted dimensions of place attachment, were adopted. Place identity derives from the cognitive connection between people and a place, which further affects people's self-identification. As defined by Proshansky, Fabian and Kaminoff (1983), place identity was the "combination of attitudes, values, thoughts, beliefs, meanings, and behavior tendencies, reaching far beyond emotional attachment and belonging to particular places" (p. 61). Place dependence was caused by the irreplaceable function of the place. Morre and Graefe described it as "how well a setting facilitates users' particular activities" (1994, p. 27).

In addition, according to alumni's multiple identities and the scenario of homecoming, university identity was added into the assessment of place attachment. First, the scale of university and university town is different. People may have different attitude toward these two settings. Moore and Scott (2003) suggested that it is possible for people to develop varied place attachment along with different scales of settings such as a park and a trail within the park. Although in their research, there was no significant difference between the two settings, the differences brought by scales of places should not be ignored. Second, because of the special theme of homecoming, the university has a stronger connection with the festival, whereas the

local community plays the role as a tourism destination. Thus in the present study, university identity was set as an additional dimension of place attachment. The hypotheses are:

H1: Destination products have positive impact on place attachment.

H1a: Destination products have positive impact on place identity.

H1b: Destination products have positive impact on place dependence.

H1c: Destination products have positive impact on university identity.

H2: Natural environment has positive impact on place attachment.

H2a: Natural environment has positive impact on university identity.

H2b: Natural environment has positive impact on place identity.

H2c: Natural environment has positive impact on place dependence.

2.4.2 Festival experience and place attachment

The connection between festival and destination has been widely noticed in event and tourism literature, and the effect of place attachment has also been considered in such research (Hou, 2005; Kaplanidou et al., 2012). For testing the impact of destination attractiveness on place attachment, Hou et al. (2005) set event as one of the four dimensions of destination attractiveness. They addressed that destination attractiveness positively related to people's attachment to the destination. However, they didn't further explore the specific connection between event and place attachment. Kaplanidou et al. (2012) focused on the image of recurring sport events and its host city, and how it affected visitors' place attachment. Their results showed that place identity and place dependency were influenced by three factors of destination image

factors including event characteristics. McClinchey and Carmichael's research (2008) also argued that a cultural festival would enhance visitors' place attachment. They came up with a comprehensive conceptual model taking into consideration the festival and the host community, physical settings and psychological feelings, past experience and potential reaction.

Lee et al. (2008) coined the term "festivalscape" to capture festival environment, and came up with seven cues which may affect festival patron's experience: program content, staff demeanor, facility availability and quality, food perceptions, souvenir availability and quality, convenience, and information availability. Based on a similar framework, Lee et al. (2010) examined the relationship between some of the festivalscape dimensions and visitors' perceived functional value as well as emotional value to the festival, and confirmed certain significant connection among them. The dimensions in this research contained festival program, informational service, festival products, convenient facilities, and natural environment. Taking the situation of homecoming into consideration, food is not served by the festival. In contrast, much food in tailgating is prepared by attendees themselves. Therefore the dimension of food was eliminated. Natural environment is important since most of the activities during homecoming weekend are outdoor activities. However, in the present research, we have two levels of settings, the university (the festival setting) and the university town (the destination). Natural environment deals more with the surroundings of the community as a whole, and fits better into destination experience.

Furthermore, in Lee et al. (2010), although they did not examine the connection between festivalscape and place attachment directly, they assessed the relationship between festival experience and visitors' perceived functional value as well as emotional value to the festival. It is possible that the functional value will lead to place dependence, and the emotional value will

lead to place identity. Referring to the previous research, we can safely assume that festival will influence place attachment, and an advance study should explore the impact of specific festival experience on place attachment. Thus, the hypotheses are:

H3: Festival program has positive impact on place attachment factors.

H3a: Festival program has positive impact on university identity.

H3b: Festival program has positive impact on place identity.

H3c: Festival program has positive impact on place dependence.

H4: Festival information has positive impact on place attachment factors.

H4a: Festival information has positive impact on university identity.

H4b: Festival information has positive impact on place identity.

H4c: Festival information has positive impact on place dependence.

H5: Festival souvenir has positive impact on place attachment factors.

H5a: Festival souvenir has positive impact on university identity.

H5b: Festival souvenir has positive impact on place identity.

H5c: Festival souvenir has positive impact on place dependence.

H6: Festival facility has positive impact on place attachment factors.

H6a: Festival facility has positive impact on university identity.

H6b: Festival facility has positive impact on place identity.

H6c: Festival facility has positive impact on place dependence.

2.4.3 The relationship between place attachment and overall satisfaction

The connection between place attachment and overall satisfaction has been examined in both the tourism and festival domain (Yuksel et al. 2010; Lee et al., 2012). Prayag and Ryan (2011) pointed out that whether place attachment is an antecedent of satisfaction or vice versa was unclear. In terms of the formation of place attachment, a satisfying festival experience would develop an emotional attachment to the host destination (Lee et al. 2012). On the contrary, for people who already experience attachment to the destination, it is possible that the attachment will influence the satisfaction of their revisit. It was argued that attachment as a strong emotional connection with a place could affect an individual's assessment of the settings, and further shape their satisfaction (Yuksel et al., 2010). Their research showed that place attachment had a positive effect on satisfaction. For the present research, alumni are people who already have place attachment to the university and the local community, which may have an impact on their satisfaction of the homecoming trip. Thus the following set of hypotheses is proposed:

H7: Place attachment has positive impact on overall satisfaction.

H7a: Place identity has positive impact on overall satisfaction.

H7b: Place dependence has positive impact on overall satisfaction.

H7c: University identity has positive impact on overall satisfaction.

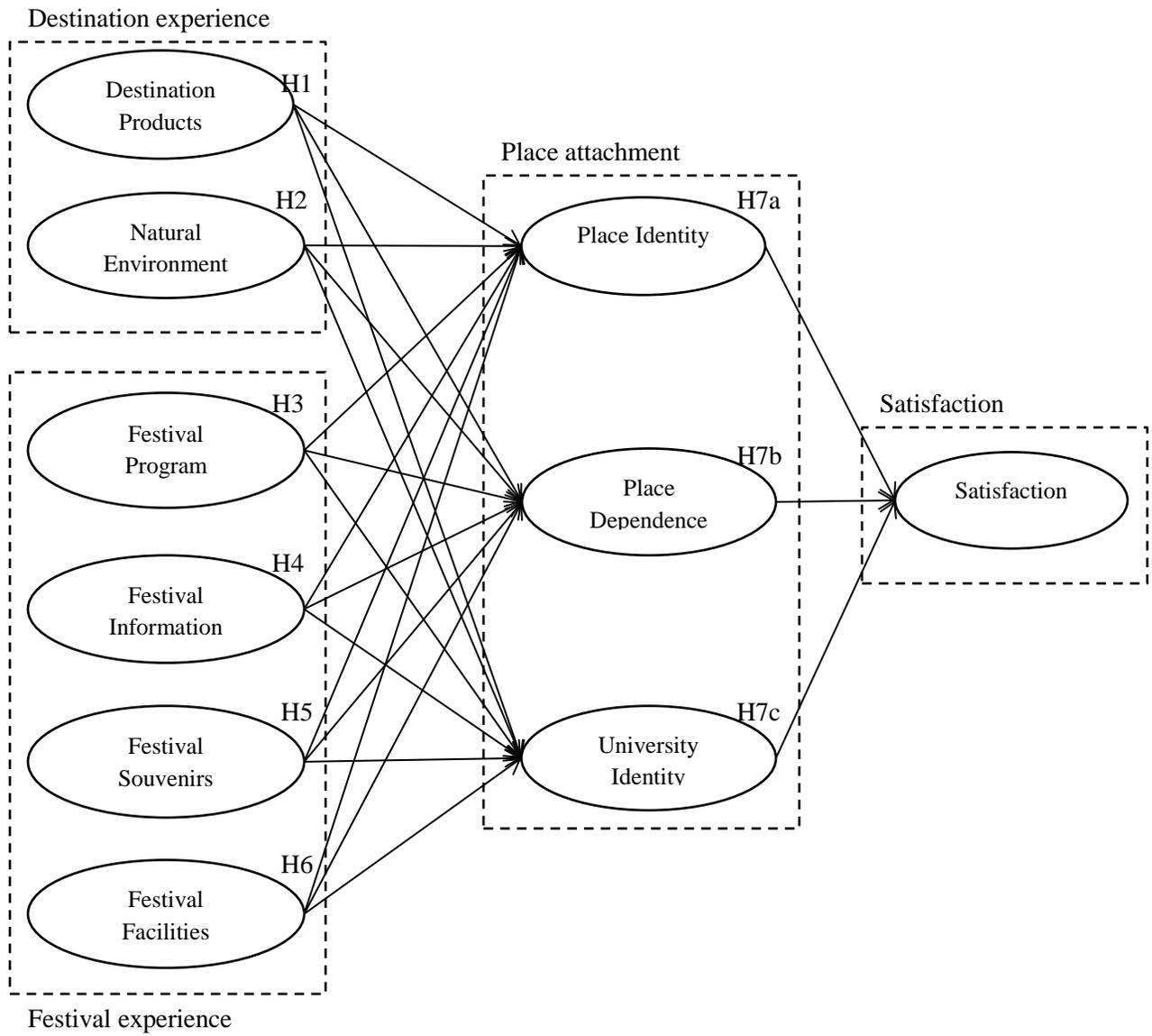


Figure 2.1 Conceptual model

CHAPTER 3

METHOD

Based on the proposed conceptual model, the current research attempts to examine the impact of alumni's destination and festival experience on satisfaction through place attachment. Quantitative analytic approaches were used in the analysis.

3.1 Measurement

A self-administered questionnaire was developed to test the proposed hypotheses. The questionnaire included five sections. Except for the homecoming activities profile and demographic questions, all items about experience, place attachment, and satisfaction were measured by a 5-point Likert scale: "Please read each statement and rate to what extent you agree or disagree with them." (Strongly disagree, disagree, neutral, agree, and strongly agree). The first section contained questions about the alumni's homecoming activities profile to find out how long ago they graduated, how many times they have attended the homecoming festival, how they defined themselves, and what activities they did during the festival. The second section consists of questions about their experience of the destination and the festival. Buhalis's (2000) six A's framework for the analysis of tourism destinations, and Žabkar et al.'s (2010) destination quality scale were adopted in the questionnaire design of destination experiences. Natural environment was one of the festival features in Lee et al.'s (2010) framework. This measurement of festival was adopted in the present study, but natural environment fits better into destination domain. Thus the destination experience was tested from two dimensions, destination products and natural environment, with 11 items. The measure of festival experience followed Lee et al.'s (2010) model and had 12 items in total. The four dimensions used in the current research are:

festival program, festival informational service, festival souvenirs, and festival facilities. The items of festival program and natural environment were tailored based on each university where the survey was conducted, such as the university spirit showed by the festival. All of the items about festival experience adopted from Lee et al.'s (2010) framework had been confirmed to be valid and reliable.

The third section of the questionnaire included questions on place attachment. Place identity and place dependence as two dimensions of place attachment, were adopted from Bricker & Kerstetter's (2000) and Jorgensen and Stedman's (2006) place attachment scale. In the present study, local community was treated as the destination. Its physical scale was wider than the campus, and its meaning was different from the university per se. Thus, a third dimension, university identity, was developed, which mainly dealt with the alumni's identity attachment to their home university. The questions were adopted from Bricker and Kerstetter's (2000) Jorgensen and Stedman's (2006) research, which has confirmed the reliability and validity of the measures. Twelve items were set in this section.

The fourth section assessed alumni's overall satisfaction during the homecoming weekend. Based on the two approaches mentioned before, both expectancy disconfirmation approach and perceived actual performance were adopted. For example, the questionnaire asked whether the visit to the university town during homecoming weekend exceeded expectations. The alumni were also asked whether they were pleased with their decision of attending the festival, and whether they were happy with the trip. The last section of the questionnaire consisted of questions concerning respondents' demographic information such as age, gender, annual household income, and degrees they got from the universities.

3.2 Data collection

This research used a random sampling approach, and collected data from three Midwest universities, which hosted big homecoming festivals annually. The survey was conducted during each university's homecoming weekend (September 28, 2013, 75 responses; October 5, 2013, 116 responses; and October 25, 26, 2013, 213 responses). Questionnaires were distributed to alumni who came back to attend the homecoming festival from other cities. Most of the participants were approached before and during the parade, at the football tailgating site, and the alumni center. Alumni were asked to participate in the survey voluntarily. A total of 404 alumni agreed to participate, and 351 of the responses were used for analysis. Fifty-three questionnaires were excluded because of a high percentage of incomplete responses.

3.3 Data analysis

The data analysis consisted of two steps as suggested by Anderson and Gerbing (1988). The first step was a confirmatory factor analysis (CFA) to find out how well measured variables represented the relative constructs in the proposed model (Hair et al. 2006). The measurement's reliability was checked via factor loadings. Usually the standardized loading estimates should be 0.5 or higher, and ideally 0.7 or higher (Hair et al. 2006). Convergent validity and discriminate validity were checked by composite reliability (CR) and average variance extracted (AVE). Convergent validity is met when items have relatively high AVE (higher than 0.5) and CR (higher than 0.7) (Hair, et al. 2006). Discriminate validity was checked by comparing AVE and the squared correlations of paired constructs. The discriminate validity is achieved when the former value is higher than the later. Several modifications were conducted to refine the measurements and improve total model fit. Based on the results of the measurement model, the

structural equation modeling (SEM) was conducted to test the hypothesized relationships among the alumni's experience during homecoming weekends, the alumni's place attachment, and overall satisfaction.

CHAPTER 4

RESULTS

4.1 Descriptive analysis

Table 4.1 shows the result of the respondents' demographic and homecoming activities profile. Among 340 valid respondents, males accounted for 61 percent, and females accounted for 39 percent. The average respondent was 46 years old. However, only 7 percent of them belonged in the age group of 35 to 44. Over 60 percent (62%) of respondents' annual household income concentrated at the middle level of income from \$40,000 to \$139,999. Almost all of them (98%) identified themselves as alumni, and 30 percent of them also agreed that they were homecoming festival attendees. Only 6 percent of them reported themselves as tourists as well. 89% respondents received their bachelor's degree from the homecoming host university, and 23% of them received their master's degree from the university. 12% of the respondents got both bachelor's and master's degrees from the homecoming host university. The top three activities they did during the homecoming weekend were watching the home football game (78%), meeting with old friends (70%), and tailgating (67%). Other activities included going to memorable restaurants (46%), going to memorable bars (37%), and watching the parade (33%). The average times respondents attended homecoming is 10.51.

The above profile information about alumni who attended homecoming indicates that the major activity was watching the home football game. To some extent, it explains why the percentage of males is higher than females. It is also one of the reasons that many people have repeatedly attended homecoming, and some of them even came back almost every year. The average time alumni attended homecoming was 10.51, but there was not normal distribution

around the mean. As shown in the scatter plot (Figure 4.1) and Table 4.1, the majority was less than 10 times (70%). Other activities are related to nostalgia. They met old friends and visited familiar places on campus and the local community. It also explained why only a few respondents identified themselves as tourists: they were not visiting a new place. Another noticeable statistic is respondents' age. People between 35 and 44 are less willing to attend homecoming. It is understandable that people at different life stages have different motivation to attend homecoming. For people under 35, most of them graduated from the university less than 15 years prior, and are more willing to build up a social network. People between 35 to 44 are busier, and have less time for attend homecoming. People above 45 have more leisure time, stronger nostalgia, and are more likely to choose leisure activities with which they are familiar. As Iso-Ahola, Jackson, & Dunn (1994) concluded, "the tendency to seek novelty through new leisure activities declines with advancing life stages, whereas the tendency to maintain stability through old and familiar activities increases with life stages" (p. 243).

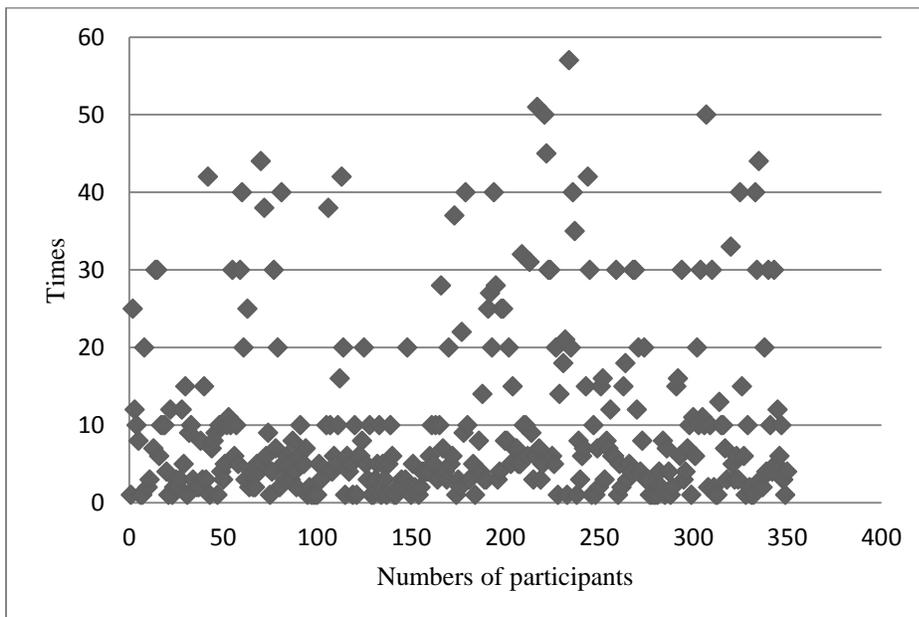


Figure 4.1 Scatter plot of alumni's homecoming attending times

Table 4.1 Demographic and profiles of respondents

Variables	Number of respondents	Frequency	Parentage	Variables	Number of respondents	Frequency	Parentage
Times	351			Age	350		
1-10		247	70%	18-24		41	12%
11-20		40	11%	25-34		96	27%
21-30		27	8%	35-44		26	7%
31-40		14	4%	45-54		66	19%
41-50		8	2%	55-64		71	20%
>50		2	1%	>65		50	14%
Identity	351			Income	302		
Alumni		345	98%	<20000		16	5%
Attendee		106	30%	20000-39999		14	5%
Tourist		20	6%	40000-59999		45	15%
Activities	351			60000-79999		42	14%
Parade		117	33%	80000-99999		36	12%
Football		273	78%	100000-119999		30	10%
Tailgating		236	67%	120000-139999		32	11%
Friends		245	70%	140000-159999		16	5%
Restaurants		162	46%	160000-179999		18	6%
Bars		131	37%	180000-199999		8	3%
Gender	340			>200000		45	15%
Male		207	61%	Degree	351		
Female		133	39%	BA		311	89%
				MS		81	23%
				PhD		9	3%
				MBA		1	0.3%

The mean values of each measurement item are presented in Table 4.2. Destination experience and festival experience are exogenous variables in the proposed model. Among the 23 experience-related items, the natural environment items (“the campus in the fall is beautiful” (4.64) and “I enjoy the natural environment in (university town)” (4.41)) and “people in (university town) are friendly (4.41)” received the highest scores, whereas two of the items about souvenirs (“Homecoming souvenirs were high quality” (3.65) and “the prices of the souvenirs were reasonable” (3.51)), and the shopping experience (3.51) at the destination received the lowest scores. In general, alumni’s experience of the destination was better than their experience of the homecoming festival. The mean score of the overall experience at the destination was 4.16, and the average score of the overall experience at the festival was 3.85, indicating that alumni’s experience as a whole was good during the homecoming weekend. Among the festival items, “The Homecoming program reminded me of the (university) spirit” was rated the highest (4.20).

Place attachment, namely place identity, place dependence, and university identity, acts as both exogenous and endogenous variables in the proposed model. The average scores of each construct were close, and all of them were higher than 4.00 (Place identity, 4.19; Place dependence, 4.12; University identity 4.06). Overall satisfaction is the endogenous variable of the proposed model with an average score of 4.40. Generally, the research reflected that alumni had strong place attachment to the local community and their homecoming university, and they were satisfied with the experience during the homecoming weekend.

Table 4.2 Descriptive statistics for measurement items

Measurement Items	No.	Mean	SD
Destination products			
(University Town) is easy to access.	351	4.38	0.809
There are many places at (University Town) that attract me back to visit.	351	4.14	0.848
The hotels in (University Town) are good.	341	3.67	0.866
Overall, (University Town) is clean.	351	4.20	0.729
People in (University Town) are friendly.	351	4.41	0.607
I have many activities to do when I come back to (University Town).	350	4.11	0.777
I enjoy the shopping experience here.	349	3.51	0.974
I enjoy visiting the restaurants of (University Town).	351	4.17	0.738
Natural Environment			
I enjoy the natural environment in (University Town).	350	4.41	0.670
The campus in the fall is beautiful.	351	4.64	0.552
(University Town) has beautiful parks.	351	4.16	0.889
Festival Information			
The university kept me informed about Homecoming related events	351	4.03	1.070
Signage for Homecoming is clear.	350	3.80	0.952
The festival staff provided good guide services.	349	3.71	0.816
Festival Program			
The Homecoming program was varied.	349	3.76	0.763
The Homecoming program reminded me of (University) spirit.	351	4.20	0.816
The Homecoming program was well managed.	350	3.98	0.815
Festival Souvenir			
There was a variety of souvenirs available.	349	3.86	0.931
Homecoming souvenirs were high quality.	349	3.65	0.863
The prices of the souvenirs were reasonable.	347	3.51	0.814
Festival Facility			
Parking facilities were convenient.	349	3.80	1.075
Rest areas were well prepared.	347	3.97	0.772
Restrooms were clean.	346	3.97	0.793

Table 4.2 (cont.)

Measurement Items	No.	Mean	SD
University Identity			
Everything about (University Name) is a reflection of me.	351	3.68	0.868
(University Name) says a lot about who I am.	350	3.91	0.840
I feel that I can really be myself at (University Name).	351	4.25	0.685
I identify strongly with (University Name).	350	4.40	0.669
Place Identity			
I feel relaxed when I'm at (University Town).	351	4.44	0.647
I really miss (University Town) when I'm away from it for too long.	349	3.88	0.961
I feel attached to (University Town).	351	4.14	0.816
(University Town) means a lot to me.	351	4.23	0.774
Coming back to (University Town) is very important to me.	350	4.27	0.763
Place Dependence			
(University Town) is the best place for doing the things that I enjoy most.	351	3.55	0.972
I wouldn't substitute any other university for the experience I had here.	351	4.40	0.801
Here is the best place for spending ones' student life.	351	4.28	0.720
Satisfaction			
I'm pleased that I decided to visit (University Town) during Homecoming weekend.	349	4.59	0.520
I'm happy with this trip.	349	4.55	0.547
This visit to (University Town) during Homecoming weekend exceeded my expectations.	349	4.05	0.783

4.2 Measurement model

As suggested by Hair et al. (2006), separate testing of the measurement model via a two-step SEM approach was adopted. It first confirmed the measures were validated which was the foundation of the further structural model test. Thus, a confirmatory factor analysis (CFA) was conducted to estimate the measurement model.

A preliminary test with all items was conducted to determine the extent to which the item properly represents its respective latent construct. The goodness-of-fit indices of the original model were showed in Table 4.3. It is noticeable that Festival Program was substantially correlated with Festival Information ($\Phi=0.93$). The high factor correlation reflected that the two factors were not distinct but represented the same construct (Kline, 2005). Thus, Festival Program and Festival Information should be merged, and items from these two factors were loaded on a single factor as Festival Program & Information. Compared to Festival Souvenirs and Festival Facility, this new construct, Festival Program & Information, dealt more with the intangible services of the festival.

The instrument's reliability was assessed via factor loading. As suggested by Hair et al., factor loadings should be at least statistically significant. "Because a significant loading could still be fairly weak in strength, a good rule of thumb is that standardized loading estimates should be 0.5 or higher, and ideally 0.7 or higher" (Hair et al., 2006, p. 777). Two items were deleted as they had relatively low factor loadings: "People in (University Town) are friendly." (0.59) "I feel relaxed when I'm at (University Town)." (0.63)

Validity was measured through convergent validity and discriminate validity. Convergent validity reflects whether a latent factor was well explained by its observed variables or not (Hair.

et al. 2006). Convergent validity was tested by average variance extracted (AVE) and composite reliabilities (CR). The AVEs of these seven constructs (except for Destination Products and Natural Environment) were higher than the cutoff point 0.50. (AVE of Natural Environment was 0.49). To improve the validity of Destination Products, four items were deleted. (AVE was improved from 0.36 to 0.44). The CRs of all the nine modified constructs were also above 0.70, and ranged from 0.74 to 0.91.

Discriminate validity showed the extent to which a construct was distinct from other constructs (Hair et. al. 2006). It was tested by comparing average variance extracted (AVE) with the correlations estimate between each of two the constructs. The AVE should be greater than the squared correlation estimate. Table 4.5 showed that AVE and squared correlations estimate for each pair of constructs. In summary, based on the modification, the research instrument showed good evidence of reliability and validity. The overall model fit was improved, and is showed in Table 4.3.

Table 4.3 Model-fit of CFA original model and modified model

Model fit	χ^2	df	p	χ^2/df	CFI	TLI	NFI	RMSEA
Original model	1472.29	620	0.00	2.38	0.88	0.86	0.81	0.06
Modified model	885.32	455	0.00	1.95	0.93	0.92	0.87	0.05

Table 4.4 Confirmatory factor analysis for the measurement model

Items	Standardized Factor Loadings	CR	AVE
Destination Products		0.76	0.44
There are many places at (University Town) that attract me back to visit.	0.66		
I have many activities to do when I come back to (University Town).	0.70		
I enjoy the shopping experience here.	0.62		
I enjoy visiting the restaurants of (University Town).	0.68		
Natural Environment		0.74	0.49
I enjoy the natural environment in (University Town).	0.76		
The campus in the fall is beautiful.	0.75		
(University Town) has beautiful parks/river.	0.58		
Festival Program & Information		0.87	0.52
The university kept me informed about Homecoming related events	0.51		
Signage for Homecoming is clear.	0.73		
The festival staff provided good guide services.	0.74		
The Homecoming program was varied.	0.76		
The Homecoming program reminded me of (University) spirit.	0.71		
The Homecoming program was well managed.	0.85		
Festival Souvenirs		0.86	0.68
There was a variety of souvenirs available.	0.77		
Homecoming souvenirs were high quality.	0.92		
The prices of the souvenirs were reasonable.	0.78		
Festival Facility		0.78	0.56
Parking facilities were convenient.	0.53		
Rest areas were well prepared.	0.91		
Restrooms were clean.	0.76		
University Identity		0.83	0.56
Everything about (University Name) is a reflection of me.	0.81		
(University Name) says a lot about who I am.	0.88		
I feel that I can really be myself at (University Name).	0.59		
I identify strongly with (University Name).	0.69		

Table 4.4 (cont.)

Items	Standardized Factor Loadings	CR	AVE
Place Identity		0.91	0.71
I really miss (University Town) when I'm away from it for too long.	0.73		
I feel attached to (University Town).	0.90		
(University Town) means a lot to me.	0.90		
Coming back to (University Town) is very important to me.	0.84		
Place Dependence		0.79	0.56
(University Town) is the best place for doing the things that I enjoy most.	0.75		
I wouldn't substitute any other university for the experience I had here.	0.76		
Here is the best place for spending ones' student life.	0.75		
Satisfaction		0.85	0.66
I'm pleased that I decided to visit (University Town) during Homecoming weekend.	0.87		
I'm happy with this trip.	0.90		
This visit to (University Town) during homecoming weekend exceeded my expectations.	0.64		

Table 4.5 Comparison of AVE and squared correlations of paired constructs

Constructs	PD	D	FPI	FS	FF	NA	UI	PI	S
Place Dependence (PD)	0.56								
Destination Products (DP)	0.33	0.44							
Festival Program & Information (FPI)	0.18	0.26	0.52						
Festival Souvenirs (FS)	0.12	0.16	0.38	0.68					
Festival Facility (FF)	0.08	0.14	0.25	0.18	0.56				
Natural Environment (NA)	0.23	0.34	0.23	0.14	0.29	0.49			
University Identity (UI)	0.35	0.22	0.32	0.12	0.10	0.31	0.56		
Place Identity (PI)	0.49	0.23	0.10	0.04	0.09	0.31	0.33	0.71	
Satisfaction (S)	0.28	0.19	0.19	0.15	0.15	0.38	0.28	0.25	0.66

Note: AVE is on the diagonal and squared correlations of paired constructs are on the off-diagonal.

4.3 Structural model

After the measurement model was confirmed, the structural model was examined and modified. The model fit indices of the initial model and modified model were shown in Table 4.6. Correlation among festival program & information, festival souvenirs, and festival facility was added because they referred to specific festival attributes. Natural environment was also one of the dimensions of festival in the findings of Lee et al. (2010) measurement of festival quality, but the present research refers to the environment of the whole local community. Natural environment has a connection with both the destination experience and the festival experience. Thus it was not correlated with either of them.

Table 4.6 Model-fit of initial and modified structural model

Model fit	χ^2	df	p	χ^2/df	CFI	TLI	NFI	RMSEA
Initial model	1434.18	473.00	0.00	3.03	0.84	0.82	0.78	0.08
Modified model	1072.80	464.00	0.00	2.31	0.90	0.89	0.84	0.06

Hypotheses H1a-H1c states that Destination Products have a positive impact on each variables of place attachment. As shown in Table 4.6, destination products have significant effect on place identity ($\beta=0.36$, $t=5.45$), place dependence ($\beta =0.51$, $t=6.03$), and University Identity ($\beta=0.24$, $t=3.79$). Thus, H1a, H1b, and H1c are supported. The results are consistent with the formation of place attachment which was formed by experience that allowed people to attach meaning to the place (Tuan, 1974). Moore and Scott (2003) suggested that tourists' experience at the destination as a whole may not lead to their attachment to a "special place" within this destination. However, in their research, they did not find different place attachment on a park and a trail in the park. Our results are consistent with theirs, that people's experience of destination products led to both place identity and university identity.

H2a-H2c states that the Natural Environment has a positive effect on all three dimensions of place attachment. As expected, Natural Environment significantly affects Place Identity ($\beta=0.43$, $t=6.33$), Place Dependence ($\beta=0.46$, $t=5.86$), and University Identity ($\beta=0.39$, $t=5.56$). Thus, H2a-H2c are supported.

Based on CFA, Festival Program and Festival Information are combined, so H3 and H4 could not be tested separately. It is reasonable to merge these two dimensions because they deal with the planning and design of the festival in general rather than focus on a specific facet such as souvenirs or facilities. The new hypotheses addresses Festival Program & Information has a positive impact on each of the variables of place attachment. It turns out that Festival Program & Information has a significant effect on Place Dependence ($\beta=0.22$, $t=2.42$) and University Identity ($\beta=0.48$, $t=5.34$), but no significant effect on Place Identity ($\beta=0.11$, $t=1.47$, $p=0.14$). It is not surprising because homecoming was a unique festival for attracting alumni to come back to their home university. The theme highlighted the visitors' role as alumni, which will enhance their university identity rather than their place identity. For the two significant effects, Festival Program & Information has a stronger connection with university identity. This result could be explained by the finding of Lee et al. (2010) that festival program had a stronger effect on emotional value than functional value. University Identity deals more with alumni's emotional connection, whereas place dependence dealt more with their functional attachment.

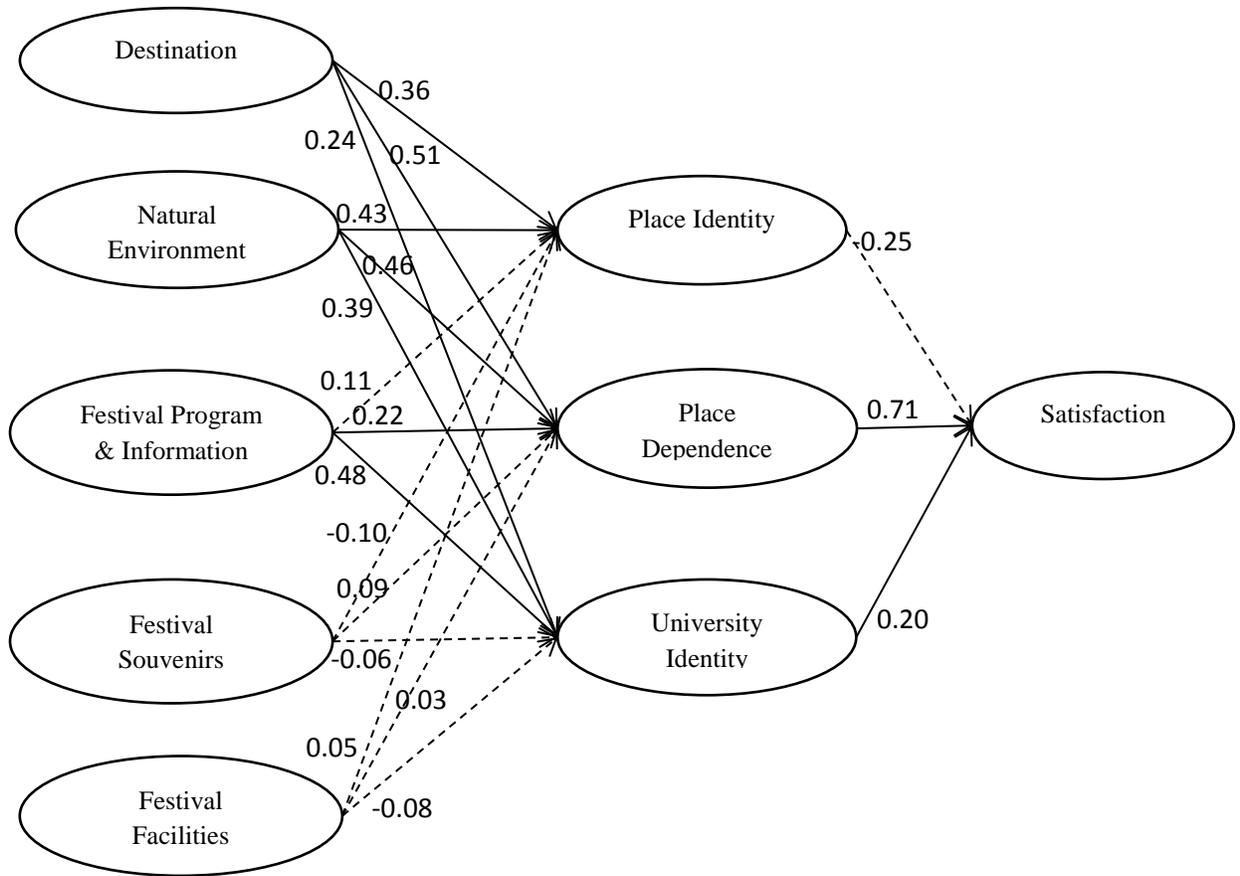
The set of hypotheses H5a-H5c posits that the variable, Festival Souvenirs, has positive impact on each of the variables of place attachment. Contrary to expectations, there were no significant connections among Festival Souvenirs and Place Identity ($\beta=-0.10$, $t=-1.36$, $p=0.18$), Place Dependence ($\beta=0.09$, $t=1.06$, $p=0.29$), or University Identity ($\beta=-0.06$, $t=-0.83$, $p=0.41$). H4a-H4c are not supported. It is understandable that souvenirs does not significantly affect place

dependence since souvenirs have no physical function. The unexpected result is that Festival Souvenirs had no significant effect on the two dimensions related to identity attachment (place identity or university identity). In tourism literature, the object-place-person relationship has been examined, and souvenirs should represent the place and tourists' experience at the place (Swanson & Timothy, 2012). Even so, they also posited that the conveyance of place meaning and place attachment through souvenirs was underexplored. In festival research, Lee et al. found that souvenirs would influence neither positive emotion nor negative emotion (2008), so they may not lead to further attachment. In addition, the souvenirs of homecoming are not unique or diverse. Most of the university or university team related souvenirs sold in university bookstores are normal souvenirs rather than souvenirs designed for homecoming. This could be another reason causing the non-significant connection between festival souvenirs and place attachment.

H6a-H6c predicts that Festival Facility would be positively associated with place attachment. However, Festival Facility does not have a significant effect on Place Identity ($\beta=0.05$, $t=0.78$, $p=0.43$), Place Dependence ($\beta=0.03$, $t=0.39$, $p=0.69$), or University Identity ($\beta=-0.08$, $t=-1.26$, $p=0.21$). Therefore, H6a-H6c are not supported. It is not surprising that facility does not strongly affect place identity and university identity because the Festival Facilities such as parking areas and restrooms were not symbolic. People would not attach meaning to such facilities. In terms of festival facility and place dependence, they both deal with the functional perspective of the festival. The positive connection between physical environment (design, ambient conditions, social) and place dependence has been confirmed by Alexandris et al. (2006). In their research, the major activity visitors do in the ski resort is skiing, so the function of the facilities and the function of the place (ski resort) were highly consistent. However, the function of the university or the local community is not necessarily consistent with the festival. For

example the parking and rest area were not specifically designed for the festival, so they cannot reinforce alumni's place attachment.

H7a-H7c addresses that each dimension of Place Attachment has a positive effect on Satisfaction. However, the place identity dimension did not have a significant effect on Satisfaction ($\beta=-0.25$, $t=-1.92$, $p=0.06$). Place Dependence ($\beta=0.71$, $t=4.75$) and University Identity ($\beta=0.20$, $t=3.05$) positively affect Satisfaction. Thus, H7b and H7c are supported, but H7a is not supported. The effects of Place Dependence and University Identity on Satisfaction were not surprising. As posited by Yuksel et al. (2010), place attachment could affect an individual's assessment of the settings, and further shape their satisfaction. In the present study, the homecoming festival was a particular festival to welcome alumni back to the university, which may reinforce alumni's university identity, but their place identity could be diminished by the theme of homecoming. Although the items of overall satisfaction were asking about alumni's evaluation of their experience during the homecoming weekend as a whole, including festival and destination experience, their evaluation may still be dominated by their festival experience.



Note: —> statistically significant - - -> statistically non-significant

Figure 4.2 Structural diagram with standardized parameter estimates

Table 4.7 Structural parameter estimates

Hypothesized Path	Standardized path coefficient	t-value	Results
H1: Destination Products →Place Attachment			Supported
H1a: Destination Products →Place Identity	0.36	5.45***	Supported
H1b: Destination Products →Place Dependence	0.51	6.03***	Supported
H1c: Destination Products →University Identity	0.24	3.79***	Supported
H2: Natural Environment→Place Attachment			Supported
H2a: Natural Environment→Place Identity	0.43	6.33***	Supported
H2b: Natural Environment→Place Dependence	0.46	5.86***	Supported
H2c: Natural Environment→University Identity	0.39	5.56***	Supported
H3&4: Festival Program & Information→Place Attachment			Partly supported
H3&4a: Festival Program & Information→Place Identity	0.11	1.47	Not supported
H3&4b: Festival Program & Information→Place Dependence	0.22	2.42*	Supported
H3&4c: Festival Program & Information→University Identity	0.48	5.34***	Supported
H5: Festival Souvenirs→Place Attachment			Not supported
H5a: Festival Souvenirs→Place Identity	-0.10	-1.36	Not supported
H5b: Festival Souvenirs→Place Dependence	0.09	1.06	Not supported
H5c: Festival Souvenirs→University Identity	-0.06	-0.83	Not supported
H6: Festival Facility→Place Attachment			Not supported
H6a: Festival Facility→Place Identity	0.05	0.78	Not supported
H6b: Festival Facility→Place Dependence	0.03	0.39	Not supported
H6c: Festival Facility→University Identity	-0.08	-1.26	Not supported
H7: Place Attachment→Satisfaction			Partly supported
H7a: Place Identity→Satisfaction	-0.25	-1.92	Not supported
H7b: Place Dependence→Satisfaction	0.71	4.75***	Supported
H7c: University Identity→Satisfaction	0.20	3.05**	Supported

Note: *p<.05 **p<.01 ***p<.001

4.4 The mediating role of place attachment between experience and satisfaction

Additional analyses of the mediating role of place attachment were conducted. Hair et al. (2006) suggested that “mediation requires significant correlations among all three constructs” (p.867). As shown in the previous test, place identity has no significant effect on satisfaction. Festival souvenirs and festival facility have no effect on place attachment. Thus, only place dependence and university identity could be mediators; and destination products, natural environment, and festival program & information could be predictor variables.

To further confirm that there was direct connection between Destination Products → Satisfaction, Natural Environment → Satisfaction, and Festival Program & Information → Satisfaction, a constrained model was built (Figure 4.3). As shown in Table 4.7, all the three variables had a significant effect on satisfaction. Thus, three paths could be mediated by place dependence, and three paths could be mediated by university identity.

Finally, the full model (Figure 4.4) was built to compare with the constrained model (Figure 4.3). If the direct effect was reduced, there might be a mediation effect. The results of the full model showed that university identity had no significant effect on satisfaction ($\beta=0.10$, $t=1.38$, $p=0.17$), so only place dependence could be a mediator. Compared with the constrained model, the three paths (Destination Products → Satisfaction, Festival Program & Information → Satisfaction, and Natural Environment → Satisfaction) were reduced. However, only two indirect effects were significant: the indirect effect of Destination Products on Satisfaction through Place Dependence ($p=.0025<.05$) and the indirect effect of Natural Environment on Satisfaction through Place Dependence ($p=.0097<.05$). Thus, Destination Products and Satisfaction were

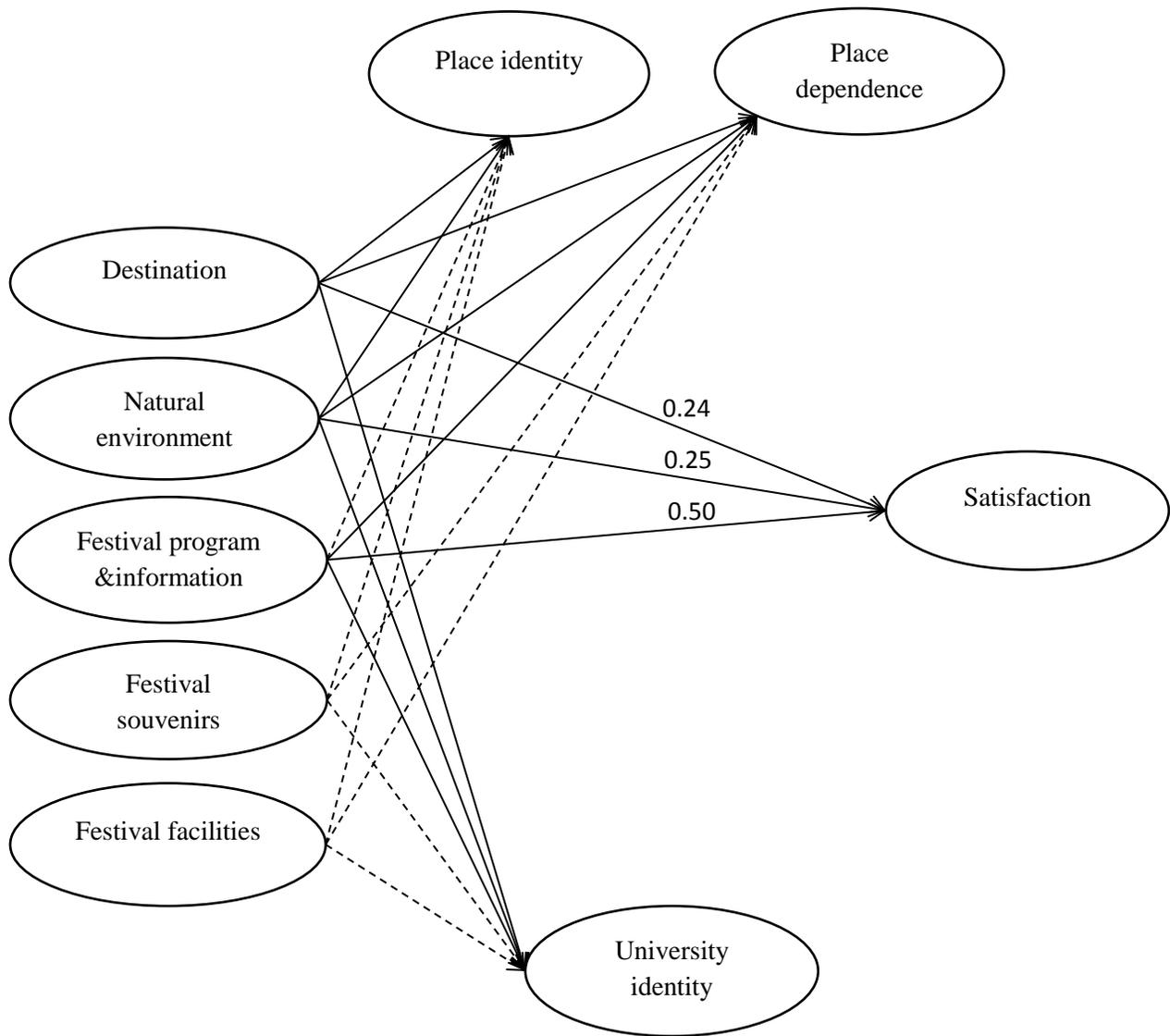
fully mediated by Place Dependence. Natural Environment and Satisfaction were partially mediated by Place Dependence.

In conclusion, people’s satisfaction with their destination experience is more likely to be shaped by their place dependence. On the contrary, the mediating effects of Place Identity as well as University Identity were not significant. These results supported extant literature that the influences of place identity and place dependence were inconsistent. As found by Kyle et al. (2004), tourists who had higher place identity attachment were more critical of the social and environmental conditions, but place dependence led to less negative evaluation of the settings. In terms of experience during a festival, it is short and could be disturbed by many unpredictable situations such as bad weather, results of the football game, and so forth. People may separate their identity attachment to the place from their experience. In other words, it is possible for someone who identifies himself as part of the place to have a negative experience during the festival and feel unsatisfied. However, place dependence could be a rose colored lens through which people are more likely to see a positive experience, especially the experience at the destination level.

Table 4.8 Direct effect of Destination Products, Festival Program & Information, Natural Environment on Satisfaction in constrain model and full model

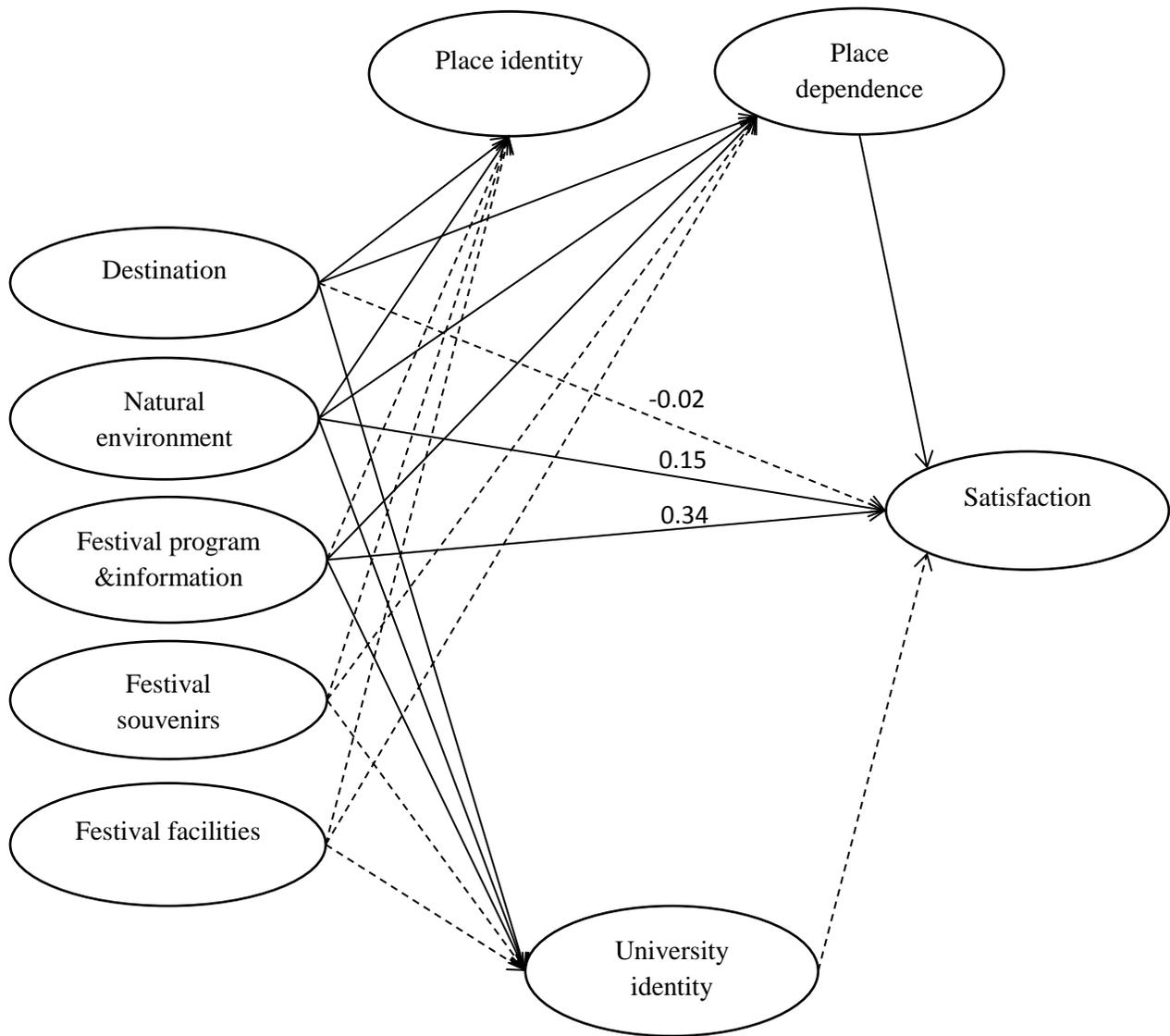
Path	Constrain Model		Full Model		Results
	β	t	β	t	
Destination Products → Satisfaction	0.24	3.96***	-0.02	-0.19	Full mediation
Natural environment → Satisfaction	0.50	7.13***	0.34	4.46***	Partial mediation
Festival program & information → Satisfaction	0.25	4.68***	0.15	2.23*	No mediation

Note: *p<.05 **p<.01 ***p<.001



Note: —> statistically significant ---> statistically non-significant

Figure 4.3 Constrained model



Note: \longrightarrow statistically significant \dashrightarrow statistically non-significant

Figure 4.4 Full model

CHAPTER 5

DISCUSSION AND IMPLICATIONS

5.1 Summary

The present research integrates festival experience, destination experience, and local community into one framework and examines the effects of festival experience and destination experience on alumni homecoming attendees' place attachment and satisfaction. The subjects of this research are alumni who return to attend homecoming festivals. Their destination experiences of the community, such as the natural environment and destination products are a strong predictor of all three dimensions of place attachment. Among festival experience factors, festival program & information positively affect place dependence and university identity. Further, place dependence and university identity are antecedents of satisfaction. Therefore, the local community should take advantage of the festival to promote the destination and support the festival. The theme of homecoming which is tightly connected with visitors' place attachment should also be highlighted by the festival program and destination to enhance the people-place bonding and further increase satisfaction. Table 5.1 summarizes the results of all the hypotheses proposed in the present research.

Table 5.1 Results of hypotheses

Hypotheses	Results
H1: Destination Products positively affects Place Attachment	Supported
H1a: Destination Products positively affects Place Identity	Supported
H1b: Destination Products positively affects Place Dependence	Supported
H1c: Destination Products positively affects University Identity	Supported
H2: Natural Environment positively affects Place Attachment	Supported
H2a: Natural Environment positively affects Place Identity	Supported
H2b: Natural Environment positively affects Place Dependence	Supported
H2c: Natural Environment positively affects University Identity	Supported
H3&4: Festival Program & Information positively affects Place Attachment	Partly supported
H3&4a: Festival Program & Information positively affects Place Identity	Not supported
H3&4b: Festival Program & Information positively affects Place Dependence	Supported
H3&4c: Festival Program & Information positively affects University Identity	Supported
H5: Festival Souvenirs positively affects Place Attachment	Not supported
H5a: Festival Souvenirs positively affects Place Identity	Not supported
H5b: Festival Souvenirs positively affects Place Dependence	Not supported
H5c: Festival Souvenirs positively affects University Identity	Not supported
H6: Festival Facility positively affects Place Attachment	Not supported
H6a: Festival Facility positively affects Place Identity	Not supported
H6b: Festival Facility positively affects Place Dependence	Not supported
H6c: Festival Facility positively affects University Identity	Not supported
H7: Place Attachment positively affects Satisfaction	Partly supported
H7a: Place Identity positively affects Satisfaction	Not supported
H7b: Place Dependence positively affects Satisfaction	Supported
H7c: University Identity positively affects Satisfaction	Supported

5.2 Theoretical implications

From a theoretical perspective, this study makes three contributions to festival/event and tourism literature. First, the current study integrates festival experience, destination experience, and place attachment together and examines relationships among them in one conceptual model. Although the connection and influence among festival, tourism, and local community has been extensively investigated, the intertwined experience has not been measured together. Some researchers have already added features of a destination into festival measurement. For example, Lee et al. (2010) added natural environment as a new dimension of the festival features. They mentioned that the festival relied on the surrounding natural environment, and the area's natural environment was a critical element of the destination. From the perspective of destination, Kaplanidou et al. (2012) also proposed that event characteristics should be included as one dimension of destination image. In the present research, destination attributes and natural environment along with three other dimensions of festival features were tested to capture visitors' experience. It is important to combine them together because tourists will not distinguish their experience of the festival and destination. For them it is a trip as a whole, and all aspects of the experience could affect their place attachment and satisfaction.

Second, visitors' experience of the destination enhances all three dimensions of place attachment (place dependence, place identity, university identity). In comparison, visitors' festival experience is less likely to enhance their place attachment. Lee et al. (2010) found that the natural environment positively affects visitors' emotional value. They addressed that the scenic natural environment provided festivalgoers with more memorable experience rather than merely products and services, and visitors would appreciate it through their cognitive abilities. This conclusion was advanced by the current research that the natural environment had positive

effect on place attachment. A few research studies have addressed that destination attractiveness (Hou, 2005) and destination image (Prayag, & Ryan, 2011) were important antecedents to place attachment. The present study further addressed that destination experience positively affects all dimensions of place attachment.

Third, the present study considered university identity as an additional dimension of place attachment, and supported that people can have inconsistent attachment to different scales of settings. Basically, the scales and meanings of the university and the local community are different. Taking festival experience and destination experience into consideration, even though the experience is intertwined, each of them relies more on different places. To be more specific, the festival connects more with the university since its theme is to welcome alumni coming back to their alma mater. Destination experience is more supported by the whole community. The results of the current study also reflect that university identity should be divided from place identity because visitors' experiences have a different impact on university identity and place identity. These two dimensions of place attachment further have an inconsistent effect on satisfaction. This separation was supported by Kaltenborn's (1997) research. He found out that attachment to the recreation home and attachment to the area are two factors. He suggested that place attachment "may have an internal structure or dimensionality that resembles levels or hierarchies in attitudes" (p. 185). Moore and Scott (2003) also argued that place attachment to a specific site could be different from a larger setting, although they did not find inconsistent attachment to the different scale of places (park and a trail within) in their results.

5.3 Managerial implications

First, homecoming is not only an annual festival of the university, but also a good opportunity for the community to attract tourists and promote it as a destination. As shown in the results of the current research, even though the festival is the main attraction, the mean score of destination experience was higher than festival experience, and it better enhanced place attachment. It is in line with previous research that “the most important factor in determining the success of an event in branding a destination” was to get support from the local community (Jago, Chalip, Brown, Mules, & Ali, 2003, p.8). Thus, local restaurants, bars, and hotels, etc. should take advantage of the theme of the festival to communicate with visitors, design products and so forth. They could also consider cooperating with festival managers, for example, in sponsoring some programs of the festival. In terms of homecoming, the parade and football games are the best opportunities for them to communicate with people.

Second, destination marketers and festival managers should provide visitors with high a quality experience and try to reinforce their place attachment. Alumni who choose to attend the homecoming festival already have place attachment to the university and local community. However, their attachment can be influenced by their new experience and further impact their satisfaction. As shown in the present study, place dependence is a mediator between destination experience and satisfaction, which emphasizes the importance of the function of the destination. In other words, it is important for the local community to provide unique and memorable products and service. The more visitors find that the products and service are irreplaceable, the more they may feel satisfied with their experience. Not only does the destination play a critical role of visitors’ experience, festival managers should also try to offer a special experience. As mentioned at the first theoretical implication, tourists will not distinguish their festival

experience and destination experience. In addition, marketers should design products and services related to the theme of the festival to enhance visitors' identity attachment. In the present study, university identity has a positive impact on satisfaction. Hence the festival and destination should take advantage of the theme of homecoming to reinforce the alumni's identity attachment to the university. The emotional bonding highlighted by the university will increase visitors' satisfaction.

Third, in general, a high level festival program and clear information is the key to a successful festival. To be more specific, the homecoming festival program and communication should highlight the spirit of the university and the university team. It has been confirmed that festival program most strongly predicted both emotional value and functional value, and satisfaction (Lee et al. 2010; Lee, et al. 2008). Thus the festival manager should develop a unique and well-organized program. In terms of homecoming, it has a special theme, to welcome alumni come back to their alma mater, and its activities were centered on a home football game. As shown in the current research, the statement that "The Homecoming program reminded me of the (university) spirit" had a high level of agreement. The festival program and communication should evoke visitors' nostalgia and dependence on the university and community. For example, the university and local community are the places where alumni spent the best time of their life (student life), and also the places which will bring them the best experience in the future at the annual homecoming festival.

5.4 Limitations and future research

There are some limitations in the study which could be addressed in the future research. First, the nature of souvenirs is symbolic but it did not lead to any dimension of place attachment

in the present study. There are three possible explanations but the current research could not confirm them. First, a basic possibility is that the quality and diversity of souvenirs are insufficient. Second, there were many university related products and university football team related products, but they were not particularly designed for a homecoming festival. Perhaps visitors do not treat them as souvenirs. Third, purchasing souvenirs may be led by visitors' attachment to the place, but it will not enhance such attachment. As mentioned by Swanson and Timothy (2012), a souvenir was identified as representing a specific place, but "we know little about the conveyance of place meaning and the gelling of place attachment through souvenir production and consumption" (p. 495). The relationship between festival souvenirs and place attachment should receive more research in the future.

Second, this research chose a unique group of people and settings, namely alumni and the homecoming festival. Alumni, as visitors, have already formed place attachment to the university community. However, such attachment is not usually held by normal festival attendees and tourists. Usually they are first-timers who are trying to explore a new environment. Also such attachment may be not possessed by repeat visitors. Further research is needed to explore how festival experience and destination experience influence other groups that have existing place attachment. Furthermore, future research should try to understand the function of place attachment in other situations to find out if the model could be generalized.

REFERENCES

- Alexandris, K., Kouthouris, C., & Meligdis, A. (2006). Increasing customers' loyalty in a skiing resort: The contribution of place attachment and service quality. *International Journal of Contemporary Hospitality Management*, 18(5), 414–425.
- Anderson, E. W., Fornell, C., & Lehmann, D. R. (1994). Customer satisfaction, market share, and profitability: findings from Sweden. *The Journal of Marketing*, 53-66.
- Boo, S., & Busser, J. A. (2005). Impact analysis of a tourism festival on tourists destination images. *Event Management*, 9(4), 223-237.
- Bricker, K. S., & Kerstetter, D. L. (2000). Level of specialization and place attachment: An exploratory study of whitewater recreationists. *Leisure sciences*, 22(4), 233-257.
- Buhalis, D. (2000). Marketing the competitive destination of the future. *Tourism management*, 21(1), 97-116.
- Chalip, L., & McGuirly, J. (2004). Bundling sport events with the host destination. *Journal of Sport & Tourism*, 9(3), 267–282.
- Cohen, E. (1979). A phenomenology of tourist experiences. *Sociology*, 13(2), 179-201.
- Cole, S. T., & Chancellor, H. C. (2009). Examining the festival attributes that impact visitor experience, satisfaction and re-visit intention. *Journal of Vacation Marketing*, 15(4), 323–333.
- Cole, S. T., & Scott, D. (2004). Examining the mediating role of experience quality in a model of tourist experiences. *Journal of Travel & Tourism Marketing*, 16(1), 79-90.
- Cooper, C., Fletcher, J., Gilbert, D., & Wanhill, S. (1993). *In Tourism: Principles and practice*. Harlow: Longman Scientific & Technical.
- Getz, D. (2005). *Event management and event tourism (2nd ed.)*. New York: Cognizant.
- Getz, D. (2008). Event tourism: Definition, evolution, and research. *Tourism Management*, 29(3), 403–428.
- Gibson, H. J. (1998). Sport tourism: A critical analysis of research. *Sport management review*, 1(1), 45-76.
- Gibson, H. J., Willming, C., & Holdnak, A. (2003). Small-scale event sport tourism: fans as tourists. *Tourism Management*, 24(2), 181–190.
- Goldblatt, J. (2008). *Special events: Event leadership for a new world* (Vol. 17). John Wiley and Sons.

- Hair, J. F., Anderson, R. E., Tatham, R. L., & Black, W. C. (2006). *Multivariate Data Analysis, Six Edition*.
- Hallmann, K., & Breuer, C. (2011). Images of rural destinations hosting small-scale sport events. *International Journal of Event and Festival Management, 2*(3), 218–244.
- Hou, J. (2005). Antecedents of Attachment to a Cultural Tourism Destination: The Case of Hakka and Non-Hakka Taiwanese Visitors to Pei-Pu, Taiwan. *Journal of Travel Research, 44*(2), 221–233.
- Irwin, R. L., & Sandler, M. A. (1998). An analysis of travel behaviour and event-induced expenditures among American collegiate championship patron groups. *Journal of Vacation Marketing, 4*(1), 78–90.
- Ittelson, W. H., Franck, K. A., & O’Hanlon, T. J. (1976). The nature of environmental experience. In *Experiencing the environment* (pp. 187-206). Springer US.
- Jago, L., Chalip, L., Brown, G., Mules, T., & Ali, S. (2003). Building Events Into Destination Branding: Insights From Experts. *Event Management, 8*(1), 3–14.
- Kaltenborn, B. P. (1997). Nature of place attachment: A study among recreation homeowners in Southern Norway. *Leisure Sciences, 19*(3), 175–189.
- Kaplanidou, K. K., Jordan, J. S., Funk, D., & Rindinger, L. L. (2012). Recurring Sport Events and Destination Image Perceptions: Impact on Active Sport Tourist Behavioral Intentions and Place Attachment. *Journal of Sport Management, 26*(3).
- Kaplanidou, K., & Vogt, C. (2007). The Interrelationship between Sport Event and Destination Image and Sport Tourists’ Behaviours. *Journal of Sport & Tourism, 12*(3-4), 183–206.
- Kline, R. B. (2005). *Principles and Practice of Structural Equation Modeling. 2nd ed.* New York: Guilford.
- Kotler, P., Haider, D. H., & Rein, I. (1993). *Marketing places: Attracting investment, industry, and tourism to cities, states, and nations*. New York: Free Press.
- Kyle, G. (2005). Testing the Dimensionality of Place Attachment in Recreational Settings. *Environment and Behavior, 37*(2), 153–177.
- Kyle, G., Graefe, A., Manning, R., & Bacon, J. (2004). Effects of place attachment on users’ perceptions of social and environmental conditions in a natural setting. *Journal of Environmental Psychology, 24*(2), 213–225.

- Kyle, G. T., Absher, J. D., & Graefe, A. R. (2003). The moderating role of place attachment on the relationship between attitudes toward fees and spending preferences. *Leisure Sciences*, 25(1), 33-50.
- Lee, J., Kyle, G., & Scott, D. (2012). The Mediating Effect of Place Attachment on the Relationship between Festival Satisfaction and Loyalty to the Festival Hosting Destination. *Journal of Travel Research*, 51(6), 754–767.
- Lee, J., Lee, C., & Yoon, Y. (2009). Investigating Differences in Antecedents to Value Between First-Time and Repeat Festival-Goers. *Journal of Travel & Tourism Marketing*, 26(7), 688–702.
- Lee, J.-S., Lee, C.-K., & Choi, Y. (2010). Examining the Role of Emotional and Functional Values in Festival Evaluation. *Journal of Travel Research*, 50(6), 685–696.
- Lee, T. H. (2011). How recreation involvement, place attachment and conservation commitment affect environmentally responsible behavior. *Journal of Sustainable Tourism*, 19(7), 895–915.
- Lee, Y. K., Lee, C. K., Lee, S. K., & Babin, B. J. (2008). Festivalscapes and patrons' emotions, satisfaction, and loyalty. *Journal of Business Research*, 61(1), 56–64.
- Lewicka, M. (2011). Place attachment: How far have we come in the last 40 years? *Journal of Environmental Psychology*, 31(3), 207–230.
- MacCannell, D. (1973). Staged authenticity: Arrangements of social space in tourist settings. *American Journal of sociology*, 79(3), 589.
- McClinchey, K. A., & Carmichael, B. A. (2010). The role and meaning of place in cultural festival visitor experiences. *The tourism and leisure experience. Consumer and managerial perspectives*, 59-80.
- Moore, R. L., & Graefe, A. R. (1994). Attachments to recreation settings: The case of rail-trail users. *Leisure Sciences*, 16(1), 17–31.
- Moore, R. L., & Scott, D. (2003). Place attachment and context: Comparing a park and a trail within. *Forest science*, 49(6), 877-884.
- Murphy, P., Pritchard, M. P., & Smith, B. (2000). The destination product and its impact on traveller perceptions. *Tourism Management*, 21(1), 43–52.
- Oh, H., Fiore, a. M., & Jeoung, M. (2007). Measuring Experience Economy Concepts: Tourism Applications. *Journal of Travel Research*, 46(2), 119–132.

- Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of marketing research*, 460-469.
- Pine, B. J., & Gilmore, J. H. (1998). Welcome to the experience economy. *Harvard business review*, 76, 97-105.
- Prayag, G., & Ryan, C. (2011). Antecedents of Tourists' Loyalty to Mauritius: The Role and Influence of Destination Image, Place Attachment, Personal Involvement, and Satisfaction. *Journal of Travel Research*, 51(3), 342-356.
- Proshansky, H. M., Fabian, A. K., & Kaminoff, R. (1983). Place-identity: Physical world socialization of the self. *Journal of environmental psychology*, 3(1), 57-83.
- Quan, S., & Wang, N. (2004). Towards a structural model of the tourist experience: an illustration from food experiences in tourism. *Tourism Management*, 25(3), 297-305.
- Swanson, K. K., & Timothy, D. J. (2012). Souvenirs: Icons of meaning, commercialization and commoditization. *Tourism Management*, 33(3), 489-499.
- Tian-Cole, S., Crompton, J. L., & Willson, V. L. (2002). An empirical investigation of the relationships between service quality, satisfaction and behavioral intentions among visitors to a wildlife refuge. *Journal of Leisure Research*, 34(1), 1-24.
- Tse, D. K., & Wilton, P. C. (1988). Models of Consumer Satisfaction Formation: An Extensive. *Journal of Marketing Research*, 25(2), 204-212
- Tuan, Y. F. (1974). *Topophilia: A study of environmental perception, attitudes, and values*. Columbia University Press.
- Williams, D. R., Patterson, M. E., Roggenbuck, J. W., & Watson, A. E. (1992). Beyond the commodity metaphor: Examining emotional and symbolic attachment to place. *Leisure Sciences*, 14(1), 29-46.
- Xing, X., & Chalip, L. (2006). Effects of hosting a sport event on destination brand: a test of co-branding and match-up models. *Sport Management Review*, 9(1), 49-78.
- Yildiz, S., & Kara, A. (2012). A re-examination and extension of measuring perceived service quality in Physical Activity and Sports Centres (PSC): QSport-14 scale. *International Journal of Sports Marketing & Sponsorship*, 13(3).
- Yuksel, A., Yuksel, F., & Bilim, Y. (2010). Destination attachment: Effects on customer satisfaction and cognitive, affective and conative loyalty. *Tourism Management*, 31(2), 274-284.

Žabkar, V., Brenčič, M. M., & Dmitrović, T. (2010). Modelling perceived quality, visitor satisfaction and behavioural intentions at the destination level. *Tourism Management*, 31(4), 537–546.

APPENDIX A: QUESTIONNAIRE FOR PARTICIPANTS OF THE SURVEY

Place Attachment and Alumni's Experience Quality during Homecoming Study

Dear friends,

This is a survey for a research project conducted for a master's thesis in the Department of Recreation, Sport and Tourism from University of Illinois at Urbana-Champaign. We want to explore the experience of alumni who travel back to the university during Homecoming weekend, 2013. We assure you that the information collected will only be used for academic research, and will not be used for any commercial purpose. No data will be associated with your identity. The survey will take about 3-5 minutes. Your participation in the survey is voluntary and you can skip any questions you feel uncomfortable answering or stop at any time.

We truly appreciate your help and cooperation! If you have any questions, please feel free to contact Hongping Zhang at hzhang76@illinois.edu. If you have any questions about your rights as a participant in this study, please contact the University of Illinois Institutional Review Board at 217-333-2670 or via email at irb@illinois.edu.

1. I am in the Class of _____.

2. Including this time, this is my _____ time to attend (University Name) Homecoming.

3. What would you say about yourself? (Choose all that apply)

I am a: (University Name) alumna (University Name) Homecoming attendee
 Tourist to (University Town)

4. Which activities did/will you do during the Homecoming weekend? (Choose all that apply)

- Parade Football game Tailgating Meet with old friends
 Go to restaurants that are memorable Go to bars that are memorable
 Others _____

5. Below are some statements about your experience during homecoming weekend. Please read each statement and rate to what extent you agree or disagree with them.

Statements	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
(University Town) is easy to access.					
There are many places at (University Town) that attract me back to visit.					
The hotels in (University Town) are good.					
Overall, (University Town) is clean.					
People in (University Town) are friendly.					

Statements	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
I have many activities to do when I come back to (University Town).					
I enjoy the shopping experience here.					
I enjoy visiting the restaurants of (University Town).					
The university kept me informed about Homecoming related events					
Signage for Homecoming is clear.					
The festival staff provided good guide services.					
The Homecoming program was varied.					
The Homecoming program reminded me of (University) spirit.					
The Homecoming program was well managed.					
There was a variety of souvenirs available.					
Homecoming souvenirs were high quality.					
The prices of the souvenirs were reasonable.					
Parking facilities were convenient.					
Rest areas were well prepared.					
Restrooms were clean.					
I enjoy the natural environment in (University Town).					
The campus in the fall is beautiful.					
(University Town) has beautiful parks.					

6. Below are some statements about how you feel about (University Name) and (University Town). Please read each statement and rate to what extent you agree or disagree with them.

Statements	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
Everything about (University Name) is a reflection of me.					
(University Name) says a lot about who I am.					
I feel that I can really be myself at (University Name).					
I identify strongly with (University Name).					
I feel relaxed when I'm at (University Town).					
I really miss (University Town) when I'm away from it for too long.					

Statements	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
I feel attached to (University Town).					
(University Town) means a lot to me.					
Coming back to (University Town) is very important to me.					
(University Town) is the best place for doing the things that I enjoy most.					
I wouldn't substitute any other university for the experience I had here.					
Here is the best place for spending ones' student life.					

7. Below are some statements about your overall satisfaction during the homecoming weekend, and what you would like to do after the event. Please read and rate each statement.

Statements	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
I'm pleased that I decided to visit (University Town) during Homecoming weekend.					
I'm happy with this trip.					
This visit to (University Town) during Homecoming weekend exceeded my expectations.					
I would like to revisit (University Town) during Homecoming weekend again.					
I will recommend (University Town) to others.					
I will speak highly of (University Town).					

8. Demographic questions

Gender: Male Female

Age: Less than 25 25-34 35-44 45-54 55-64 65 and over

Household annual income

- <\$20,000
 \$20,000-\$39,999
 \$40,000-\$59,999
 \$60,000-\$79,999
 \$80,000-\$99,999
 \$100,000-\$119,999
 \$120,000-\$139,999
 \$140,000-\$159,999
 \$160,000-\$179,999
 \$180,000-\$199,999
 \$200,000+

What degrees you received from (University Name)? (Choose all that apply)

- Bachelor
 Master
 Ph.D.
 MBA

Thank you for your time!