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Evaluation of Katara Cultural Village Events and Services: A Visitors' Perspective

Short title: Evaluation of Katara Events and Services

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Abstract

Perceived value is understood to be a precursor of visitor satisfaction and loyalty and it is impacted by product quality. The relations between quality, value, and satisfaction have been gaining increasing attention in the marketing and tourism fields. Accordingly, this study examines visitors' evaluations of Katara Cultural Village events and services and their satisfaction. To achieve this aim, a questionnaire was conducted and distributed to 532 visitors in Katara. Results showed that Katara was a successful tourism destination in Doha, which attracts large numbers of visitors with different demographic characteristics. According to respondents, Katara has several social, economic, and environmental impacts, which are mainly positive. The social impacts of Katara seemed to be most noticeable since cultural events and activities represent the core of Katara's model. As mentioned, results showed a high level of visitors' satisfaction with Katara's events and services, with an overall assessment score of 78.6% and 71.3% respectively. Additionally, the results from One-way ANOVA and t-tests revealed that there are no significant differences in visitors' assessment of Katara's events and services between demographic groups in terms of gender, nationality and age. These results, however, contribute to the understanding of event attendee behavior, providing researchers, practitioners and policy makers in Katara with insights into how to effectively design and manage events.

Keywords: Katara Cultural Village; Events; Satisfaction; Cultural Tourism; Qatar.

Introduction

Recently, cultural tourism was defined by UNWTO as "a type of tourism activity in which the visitor's essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination" (UNWTO, 2017: 18). This new definition emphasizes that the field of cultural tourism has moved away from

focusing on classical western heritage towards a broader field of diverse cultural practices including ways of life and creativity (Richards, 2018). Cultural tourism has recently become a major segment of the tourism industry scoring more than 39% of tourism arrivals (UNWTO, 2018). Previous literature confirmed that there is a rise in the volume of tourists who seek adventure, culture, history, archaeology and interaction with the local people (Hughes & Allen, 2005).

People visit a tourist destination in order to fulfill and satisfy specific needs and desires for recreation and leisure time (Eagly & Chaiken, 1993). Silberberg (1995) reported that people visiting cultural tourism events and festivals are divided into four groups. First: visitors who are greatly motivated by culture involving those who travel to a city specifically because of its cultural attributes such as theatre, museums and cultural festivals. Second: persons motivated 'in part' by culture. That would involve persons who travel to the city both because of the cultural opportunities beside other purposes such as visiting friends or relatives. The third group involves people for whom culture is not the main motivation for their visit, but may be impartial to cultural experiences. The fourth group is called the 'accidental cultural tourist'.

The issue of tourist satisfaction has gained interest in cross-cultural studies (Christou et al., 2018; Kozak et al., 2004). Previous literature has assessed tourist satisfaction with destinations according to different theories. The expectation-confirmation/ disconfirmation theory is one of these paradigms. It assumes that satisfaction is a result of the discrepancy between expectations and perceived performance (Hu et al., 2019; Chen & Chen, 2010; Kozak, 2001). According to this model, satisfaction increases when the perceived performance is equal to or greater than the expected performance.

Tourists' satisfaction is a fundamental step for building destination-marketing strategy due to its influence on the choice of destination, spending, and recommendation to family and friends and the decision to repeat the visit (Christou et al., 2018; Kozak & Rimmington, 2000; Yoon & Uysal, 2005). Furthermore, it was indicated that delivering a satisfactory experience with a high level of service quality will produce number of benefits, including positive word-of-mouth; intention to become repeat visitors; long term customer and brand loyalty; market success; sustainability, and long-term profitability (Kruger, et al, 2013; March & Wilkinson 2009; O'Neill et al. 2002). Moreover, understanding visitors' experiences is imperative to event organizers because visitor satisfaction directly influences the future of the events. Thus, festival organizers are interested in understanding service quality and satisfaction because these variables are assumed to be predictors of consumer behavior (Backman, 2018; Baker & Crompton, 2000; Cole, & Chancellor, 2009; Cole, & Illum, 2006). Therefore, the main aim of this study is to examine visitors' satisfaction with regard to their experience at Katara Cultural Village and its events and facilities.

The tourism industry as a service-providing industry focuses mainly on tourists' satisfaction responding to competitiveness issues (Confente, 2015). The theory of satisfaction is derived from Oliver's (1980) cognitive model where consumer satisfaction is expressed as a function of expectation and expectancy disconfirmation. This is based on the constructs of expectations, perceived performance and disconfirmation of beliefs that may influence consumer satisfaction. Similarly, Aktas et al., (2009) defined satisfaction as "the outcome of the evaluation of consumer related to the service provided that is based on the perception of the consumer and the previous expectations of the consumer". In the context of tourism, tourism satisfaction was

defined as the extent of visitors' overall pleasure resulting from the ability of the trip experience to fulfill their desire, expectations and needs (Chen & Tsai, 2007).

The satisfaction level of visitors is influenced by many factors especially for heritage tourism where the marketing mix of product, price, promotion and place play a major role in determining the success or failure of the tourism product (Wang & Qu, 2007; Donohoe et al., 2011). This is corroborated by De Nisco et al. (2015), who found in his research a significant interaction between tourism satisfaction, expected loyalty, and positive word of mouth toward general country and destination images.

Satisfaction surveys are one of the most essential tools that are used in gathering information about tourist opinions of a destination. The first step is identifying the most important attributes of destination's attractions and, secondly, asking tourists to rate them on a symmetrical one-dimensional scale (Alegre, & Garau, 2010). However, a tool for measuring tourist satisfaction with a holiday destination was proposed by Tribe and Snaith (1998), named HOLSAT. In their model, satisfaction is defined as "the degree to which a tourist's evaluation of a destination's attributes exceeds his/ her expectations". In this model, tourists are allowed to express their satisfaction/ dissatisfaction by evaluating both positive and negative attributes. Thus, it is recommended to use two different dimensions in the evaluation of destination attributes. This is due to the fact that certain attributes can only be rated in terms of dissatisfaction as well as some attributes that can be rated in terms of satisfaction can also be interpreted negatively (i.e. satisfaction with the cleanliness of a destination vs. dissatisfaction with the destination's dirtiness), leading to different evaluations of the destination.

Regarding open spaces such as the case study of this research, Salama & Azzali (2015) indicated that the characteristics of urban open spaces could be categorized into three groups:

functional, social and perceptual attributes. Functional attributes include diversity of use; appropriateness of use; environmental responsiveness; contextual accessibility; diversity of gathering nodes; visibility and inclusion of iconic elements; quality of architectural and landscape elements; adaptability and opportunities for appropriation. While social attributes encompass promoting effective user experience; social inclusivity; engaging diverse social groups with space; accommodating social activities; promoting interaction among different social groups; serving different social groups in terms of food option and landscape elements; and social accessibility. Perceptual attributes include the issues of human experience; privacy; comfort and relaxation; safety and security; identity; memorable architectural character; signage system; navigation and movement; and attractiveness.

Katara Cultural Village

The name 'Katara' (Catara) dates back to the second century when Roman mapmakers used it to designate the Peninsula of Qatar (Salama & Wiedmann, 2013). Katara Cultural Village was officially opened as an open space in 2010, on a land area of 1.2 million square meters located north of Doha city, overlooking the Gulf. The vision of Katara according to its administration is "to become a global village of diverse identities". The design and architectural character of Katara simulates a traditional Qatari village with covered alleyways and narrow pedestrian streets. The mission of the Cultural Village is to "[promote] the cultural movement toward building a creative society". Katara effectively contributes to the achievement of the National Development Strategy and Qatar National Vision 2030. Moreover, it was established to be a suitable environment for culture and creativity and a forum for creative people as well as for promoting cultural awareness. According to Katara managers, the values they seek to achieve are: engaging people in exciting cultural experiences; making Qataris proud of their national

heritage and more open to all other cultures; delivering a generous hospitality for visitors; and building a strong relationship with local and international partners (Katara, 2017).

Katara has a theater, an amphitheater, libraries, art galleries, a heritage center, museums, and academic facilities surrounded by some other services such as retail outlets, coffee shops, museum facilities, and market areas (Al Suwaidi & Furlan, 2017). It is a favorable place for various visitors with different demographic characteristics, representing different socio-economic groups and cultural backgrounds including local community. In addition, educating visitors on culture and arts is the main goal of Katara. Furthermore, the place was designed to cater to different visitors' motivations including walking, sitting, relaxing, beach viewing, and eating.

Culture and arts represent the heart of Katara which offers unique and diverse facilities and open spaces for promoting culture activities including: large roman amphitheater, opera house, Drama Theater, art gallery, music academy, associations and cultural centers, and halls. For entertainment, Katara offers some facilities such as: Katara beach club (GSM), children play area, and water sports. In addition, Katara has the finest international restaurants, coffee shops, commercial malls, and accommodation, as well as wide range of services like mosque, veterinary clinic, falconry museum, Katara gardens and hills, and public toilets and other amenities. Therefore, Katara could be a favorable place for those interested in culture and arts, walking, sitting, eating, relaxing, and beach viewing representing people from different backgrounds.

Previous research indicates that Katara Cultural Village is rated the second most visited urban space after the Aspire Zone (Salama & Wiedmann, 2013). Visitors of Katara represent different socio-economic strata and cultural backgrounds with a substantial presence of Qataris,

who visit Katara for different purposes. Some visit Katara for its recreational facilities and coffee shops, or for free activities such as walking and sightseeing.

The number of visitors to Katara increased heavily from 4.3 million in 2011 to more than 15 million in 2017 in tandem with the number of events which increased also from 55 events in 2011 reaching to 400 events in 2017 (see table 1).

Table 1 here

Therefore, the main aim of this study is to examine the satisfaction of Katara's visitors toward its events and facilities. In order to successfully achieve this aim and to provide structure to this article, the following questions have been devised:

1. What are the events and facilities provided by Katara Cultural village?
2. What are the characteristics and motivation of Katara's visitors?
3. What are the socio-economic and environmental effects of Katara according to visitors?
4. What is the level of satisfaction with Katara's events and facilities?

Data Sources and Methods

Data Sources:

The required data of this research were collected from the following sources:

- *Secondary data:* which include data about Katara Cultural Village and its events, activities, and services statistics as well as the available data about visitors of Katara.
- *Primary data:* a questionnaire was designed (in Arabic language and translated to English) and distributed to Katara's visitors during the research period of October 2018 to February 2019 when the team conducted the survey at tourist attractions inside Katara. The

questionnaire was divided into six sections: socio-economic characteristics of visitors, type and characteristics of the visits, visitors' motivations, socio-economic and environmental effects of Katara and its events, level of satisfaction with Katara events and activities as well as its services. Visitors' motivation, satisfaction and visitors' evaluation of Katara events and services were rated using a five-point Likert scale, ranging from "1—strongly disagree" to "5—strongly agree." All 532 completed questionnaires were collected and analyzed, including both paper-based questionnaires and online questionnaires to ensure a representative sample.

Methods:

SPSS version 25 was used to analyze the data with a range of different methods of analysis, and descriptive statistics were used to develop the profiles of Katara's visitors. In addition, a set of statistical tests were used to examine the relationships between the characteristics of visitors and their level of satisfaction toward provided activities and services by Katara. A series of bivariate statistics were conducted including One-way ANOVA, and t-tests in order to identify significant differences at ($p < 0.05$) in visitors' assessment towards Katara events and services, between demographic groups in terms of age, gender, income, and nationality. Frequency analysis was employed to determine demographic characteristics; visitors' motivations, visits' characteristics, effects of Katara events and activities, and evaluation of Katara events and services. The pilot study ($N = 35$) was conducted to receive feedback on the language, format, and content of the different items of the questionnaire (Hair et al., 2010). Cronbach's alpha tests were used to measure the internal consistency (reliability) of items within each construct. Cronbach's alpha ranged from .844 to .956 exceeding the acceptable limits according to Hair et al., (2010).

Results and Discussion

Demographic Statistics

A total of 532 surveys were used in the analysis. The demographic characteristics of Katara's visitors are described in Table 2 below. As seen in Table 2, the gender composition of Katara's visitors was quite even, with 52.3% male respondents and 47.7% female respondents reflecting the nature of family visits. The dominant age group of respondents was 30-39 years (43%), followed by 40-49 years (23.8%), and most of them (71.8%) are married. With regard to respondents' nationality, more than half of the respondents were from Arab countries outside Gulf states (51.5%) reflecting the reach of Katara's influence, followed by Qatari citizens (41.7%). Most respondents (60.5%) reported that they live in the capital (Doha). The educational level was relatively high, since more than 70% of respondents hold a bachelor's degree and above. In terms of monthly household income, the largest group of respondents (37.4%) receives between QR10,000 and QR19,999, followed by 20,000 to 29,999 QR (14.3%), and 30,000 to 39,999 QR (8.5%), and 40,000 to 49,999 QR (5.3%), and 50,000 QR or more (7.5%).

Table 2 here

Motivations to visit Katara

It is considered that understanding visitors' characteristics and motivations is an essential step in events management and planning, therefore, this study aimed to explore the main motivations of visitors to visit Katara Cultural Village events and activities. It can be seen from Table 3, that the main motivation for participants to visit Katara is recreation and entertainment, followed by attending cultural events, attending free events and activities, breaking daily routine and spending leisure time. This result indicates that cultural events create a suitable environment

attracting different people with different backgrounds and motivations. Undoubtedly, the nature of activities and events hosted by Katara have approximately determined the purposes of visitors, and to gain a high level of visitor satisfaction, provided services should be consistent with their motivations.

Table 3 here

Patterns and Characteristics of visits to Katara

The nature of past visits and their characteristics are very important for the administration to apply the suitable policies and plans that address these characteristics in order to increase the level of satisfaction of visitors. Table 4 shows that the largest group of trips occur in the evening (70.4%), during weekends (49.8%) and national holidays (30.7%). Evening visits are likely to be most popular as the weather is coolest then, and because it is after working hours. The latter also applies to why weekends and national holidays are popular visiting times. The table also shows that most respondents visit Katara with their families (80.3%), which indicates that Katara meets the needs for families and therefore is a preferable destination for this demographic. In the category of visit frequency, 62.7% of respondents reported that they repeat their visit to Katara more than once a month. Furthermore, weather plays a vital role in the seasonality of visits to Katara since 95.7% of the visits occur between October and March, when temperatures are more acceptable.

Table 4 here

Socio-cultural, Economic and Environmental Effects of Katara Events and Activities

Katara's events and activities effect various socio-cultural and economic and environmental issues. It is clear from Table 5 (below) that Katara's events and activities have several positive socio-cultural effects based on the respondents' answers. According to the participants of this

study, conservation of Qatari heritage was the first positive socio-cultural effect of Katara events and activities with agreement level of 85%, followed by encouraging an appreciation for diversity of culture in Qatari society, making Qatar a suitable environment for culture and creativity, encouraging Qataris to be proud of their national heritage, providing new channels of entertainment. In addition, the effects include building strong relationships with local and international partners, promoting cultural awareness among Qatari citizens, providing needed cultural events for visitors and local community, preserving Qatari national folklore, and making Qatar a global cultural hub with agreement level of more than 80% for all aforementioned areas. However, Katara's events and activities also have made a considerable impact on changing image the Qatari community on an international scale, and improving the quality of life in Qatar. According to the respondents, Katara was the most effective public institution in improving the cultural aspect in Qatar (75.7%) followed by the Ministry of Culture (14.4%), and the Tourism Board (8.8%).

On the other hand, 70% of participants believe that overcrowding at Katara presented a negative aspect to their experience. From an economic aspect, participant responses indicated that Katara events and activities have had positive effects on the economy by creating more facilities and infrastructure for the state (75.2%), diversifying national economic sources for the state (74.8%), and also by investment and job opportunities Katara has created (73.2% and 71.4% respectively). Furthermore, Katara has had positive environmental effects that include increasing level of awareness toward national cultural heritage (80.8%) and by bringing trees and plants from different regions around the world (75.8%).

However, respondents suggested that the events and activities at Katara have had some negative environmental effects such as increased sound levels during some events, increased litter after events, and traffic jams in and around Katara during events.

[Table 5 here](#)

Katara's Regular Events and Activities

As mentioned before, more than 400 events take place in Katara every year. Table 6 shows the most favorable and attended events by respondents. Among them, Al-Mahamel Festival (10 days) is the most attended event by participants (51.1%), followed by Al-Mahaseel Festival and Halal Qatar (10 days) (44.4% and 40.4% respectively). Senyar Championship (4 days), Falconry Championship (30 days) and Sohail Exhibition are also preferred by more than 20% of participants. Prophet Poet Prize, Katara Prize for Arabic Novel, Katara Prize for Reciting Holy Qura'an, and Al-Qalayel Championship (30 days) are also common events to attend by respondents. These events are likely to be attended by visitors and the local community due to their reputation and because they run for many days.

[Table 6 here](#)

Visitors' Source of Information about Katara Events

Visitors receive their information about Katara's events from different sources as shown in Table 7. Based on 81.6% of respondents, social media (Facebook, Twitter) provides the main source of information about Katara's events for visitors. Word-of-mouth by friends and relatives is also an important source of information for around half of participants, alongside other sources such as television, Katara's website, and newspapers. This result confirms the effectiveness of social media as a free, wide spread, and accessible source of information which could be used effectively for advertising and promotional campaigns for Katara's events.

[Table 7 here](#)

Visitor Assessment for Katara's Events

Visitor satisfaction with Katara relies on their assessment of its events and services. As seen in Table 8, the level of visitor satisfaction was more than 80% for event organization, location, quality, and behavior of event staff. Participants were also satisfied with provided services during the events, the time of events, and the number of staff provided as well as the ample location signage and adequate promotion and advertising for the events. The overall assessment of events was 78.6%, indicating a high level of satisfaction among respondents.

[Table 8 here](#)

Visitor Assessment for Katara's Services and Facilities

Appraisal of services and facilities are also important aspects that affect visitor satisfaction. As seen in Table 9, the overall assessment of services and facilities by participants was 71.3%, showing a high level of satisfaction. This includes cleanliness levels, quality and quantity of public amenities, quality and diversity of food and beverage, the Katara phone application's ease of use, availability and quantity of restaurants and coffee shops, quantity of open spaces and wide streets, and the quality of the provided internet service. Visitor satisfaction with the availability of parking lots, valet service and adequate golf cars (small cars) was lower, ranging from 62.4% to 64%.

[Table 9 here](#)

The effect of gender and nationality on assessments of Katara events and services

As illustrated in Table 10, the results of t-tests showed that there are no significant effects of visitors' gender and nationality on their assessment of Katara's events and services. This may

due to the diversity of Katara's cultural events that take into consideration various visitors' needs.

Table 10 here

The effect of age on assessments of Katara events and services

As shown in Table 11, the results of One-way ANOVA Analysis revealed that there are no significant effects of visitors' age on their satisfaction with Katara's events and services. This result indicates that the level of agreement on Katara events and provided services among age groups is fairly equal.

Table 11 here

The effect of monthly income on assessment of Katara's events and services

As shown in Table 12, the results of One-way ANOVA Analysis revealed that there is no significant effect of visitors' monthly income on their satisfaction with Katara events. This may be attributed to the fact that Katara events are free of charge for all visitors. However, the results also show that there is a significant effect of visitors' monthly income level on visitors' perceptions of provided services inside Katara between the first and second categories. The reason could be that visitors who receive less than 10,000 QR are unable to experience services such as restaurants, cafes, or buy from art galleries, which means high prices of the provided services might affect the overall satisfaction of visitors and their visits' experience.

Table 12 here

These results indicate that the level of concurrence on Katara's events is almost equal among the variables of gender, age, income and nationality and does not affect the degree of satisfaction among participants.

Conclusion

This study examined the satisfaction of Katara's visitors toward its events and facilities. In order to achieve this objective, a self-administered questionnaire was distributed to Katara visitors during the period of October 2018 and February 2019. The results, however, depend on the answers of 532 valid questionnaires collected inside Katara from a representative sample. The results showed that Katara receives visitors with different characteristics in terms of gender, age, level of education, income, and nationality variables, and that respondents' main source of information about Katara's events was social media (Facebook & Twitter). Thus, it is suggested that Katara management increases reliance on online platforms when advertising events and activities. The study findings clearly show that Katara is an attractive destination for family tourism, which is in-keeping with the fact that visitor satisfaction relies on the extent to which events and services meet the nature of visitors. In this regard, Katara's planners and decision makers should consider utilizing visitor profiles when they plan events and activities. Katara is an urban open space and it can be concluded that weather conditions are responsible for the seasonality of visits to Katara, as most visits to Katara occur in the evening and between October and March. Hence, Katara's administration can use the low season (summer months) for maintenance and the planning of events.

Katara as a cultural hub and tourism destination has had numerous socio-cultural, economic and environmental effects since its establishment 9 years ago. Socio-cultural effects were the most noticed by Katara visitors, including the conservation and celebration of Qatari heritage, the diversification of local community and acceptance of other cultures, and making Qatar a suitable environment for culture and creativity. With regard to economic effects, participants noted that Katara's events and activities have had positive effects in creating more facilities and infrastructure for the state and providing investment and job opportunities.

Furthermore, the positive environmental effects of Katara are represented by increasing levels of awareness toward national cultural heritage while appreciating other nations by bringing trees and plants from different regions around the world. However, the negative effects Katara has had, according to the respondents, are overcrowding, noise, and traffic jams during the events.

The assessment of Katara's events and services by visitors represent the visitor satisfaction. The results showed a high level of satisfaction with Katara's events with an overall assessment score of 78.6%. This result clearly shows that the Katara administration succeeded in managing the events from all aspects including quality, time, and location of events. It also represents a call for Katara managers to formulate strategies to maintain and enhance their position on the cultural events map. The number of polite employees also helped in increasing the overall satisfaction of visitors, and in regards to services and facilities, the respondents declared their satisfaction at 71.3%. Furthermore, respondents were satisfied with the level of cleanliness, quality and quantity of public amenities, quality and diversity of provided food and beverage, and the availability of enough restaurants, coffee shops, and open spaces. The results from One-way ANOVA and t-tests revealed that there are no significant differences in visitors' assessment of events and services between demographic groups in terms of age, gender and nationality. Regarding income variable, the results indicated that there is a significant effect of visitors' monthly income level on visitors' perceptions of provided services only. These results, however, contribute to the understanding of event attendee behavior, providing researchers, practitioners and policy makers in Katara with insights into how to effectively design and manage events.

With regard to the theoretical contribution of this research, the paper confirms the Expectation-Confirmation theory since visitor satisfaction was a result of the comparison between the visitors' expectations and Katara's perceived performance. The high level of visitor satisfaction is therefore because the perceived performance was greater than the expected performance, which supports previous literature in this regard (Hu et al., 2019; Chen & Chen, 2010; Kozak, 2001). The main limitation of this research lies in data collection difficulties and in differentiating between locals and foreign visitors. Future research can focus upon the role of Katara's cultural events in branding the image of Katara and the state of Qatar as a global cultural hub.

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Table 1: Number of Visitors and Events in Katara (2011-2017)

Number	2011	2012	2013	2014	2015	2016	2017
Visitors (million)	4.3	5.2	6.7	8.1	9.2	11.8	15
Events	55	159	175	235	269	310	400

Source: Katara statistics

Table 2: Respondents profile (N= 532)

Variable	Respondent Characteristics	Frequency	(%)
Gender	Male	278	52.3
	Female	254	47.7
Age	Less than 20	22	4.1
	20 – 29	111	20.8
	30 – 39	228	43
	40 – 49	127	23.8
	50 – 59	37	6.9
	60 and above	7	1.3
Marital status	Single	130	24.4
	Married	382	71.8
	Other	20	3.8
Nationality	Qatari	222	41.7
	Gulf states' citizen	18	3.4
	Other Arab countries	275	51.7
	Other nationalities	17	3.2
Educational level	Less than secondary	13	2.4
	Secondary	84	15.7
	Diploma	60	11.2
	Bachelor	254	47.9
	Post graduate	121	22.7
Family income (monthly)	Less than 10,000 QR	144	27.1
	10,000 – 19,999 QR	199	37.4
	20,000 – 29,999 QR	76	14.3
	30,000 – 39,999 QR	45	8.5
	40,000 – 49,999 QR	28	5.3
	50,000 QR and above	40	7.5
Place of residence	Doha	322	60.5
	Alrayyan	105	19.7
	Alwakra	39	7.3
	Alkhor	4	0.8
	Alshamal	20	3.8
	Others	42	7.9

Table 3: Motivations to visit Katara (alpha=0.844)

Motivations	M	S.D
Recreation & entertainment	4.04	1.01
Attending cultural events	3.78	1.15
Attending free events & activities	3.63	1.23
Breaking daily routine	3.57	1.12
Spending leisure time	3.54	1.14
Visiting restaurants & cafes	3.50	1.25
Meeting with friends	3.39	1.20
Other	3.28	1.25

Table 4: Characteristics of visits to Katara

Domestic tourism characteristics		Frequency	(%)
Preferable visit time (during day)	Moring	27	5.1
	Afternoon	8	1.5
	Before sunset	123	23
	Evening	376	70.4
Preferable visit time (during vacation)	Working days	104	19.5
	Weekends	266	49.8
	National holidays	164	30.7
Nature of visit	Alone	19	3.6
	With friends	78	14.6
	With family	429	80.3
	Others	8	1.5
Frequency of visits (monthly)	Once	199	37.3
	Twice	109	20.4
	Three times	74	13.9
	Four times & more	152	28.5
Visit seasons	January – March	246	46.1
	April – June	13	2.4
	July – September	17	3.2
	October – December	258	48.3

Table 5: Effects of Katara events and activities

Items	M	S.D.	alpha
Positive socio-cultural effects			0.956
- Conservation of Qatari heritage	4.24	0.93	
- Making the community more open to all cultures	4.23	0.97	
- Making Qatar a suitable environment for culture and creativity	4.17	1.02	
- Being proud of Qatari national heritage	4.17	1.04	
- Providing new channels of entertainment	4.16	1.03	
- Building strong relationships with local and international partners	4.12	1.00	
- Promote cultural awareness among Qatari citizens	4.12	1.07	
- Providing needed cultural events for visitors and local community	4.10	1.01	
- Preserving Qatari national folklore	4.06	1.03	
- Making Qatar a global cultural hub	4.03	1.05	
- Change the image of Qatari community to others	3.93	1.08	
- Improving quality of life in Qatar	3.86	1.19	
- Changing traditional life style of Qatar community	3.32	1.15	
Negative Socio-cultural effects			-
- Crowdedness in all types of recreational facilities (place of events, amenities, parking, open spaces, restaurants, ...etc)	3.51	1.18	
Economic effects			0.904
- Creating more facilities and infrastructure for the state	3.76	1.07	
- Diversifying national economic sources for the state	3.74	1.03	
- Investment opportunities	3.66	1.08	
- Creating job opportunities	3.57	1.10	
Positive environmental effects			0.885
- Increasing level of awareness toward national cultural heritage	4.04	0.99	
- Bringing trees and plants from different regions around the world	3.79	1.06	
Negative environmental effects			0.870
- Increasing noise level during mega events	2.81	1.27	
- Increasing quantity of litter after events	2.70	1.22	
- Traffic jams in Katara during events	3.43	1.30	
- Traffic jams in surrounding area of Katara	3.36	1.31	

Table 6: Attended events by visitors

Events	Frequency	%
Al-Mahamel Festival (10 days)	273	51.1
Al-Mahaseel Festival	237	44.4
Halal Qatar (10 days)	216	40.4
Senyar Championship (4 days)	134	25.1
Falconry Championship (30 days)	118	22.1
Sohail Exhibition	116	21.7
Prophet Poet Prize	96	18.0
Katara Prize for Arabic Novel	91	17.0
Katara Prize for Reciting Holy Qura'an	79	14.8
Al-Qalayel Championship (30 days)	77	14.4
Other	154	28.8

Table 7: Visitors' source of information about Katara events

Events	Frequency	%
Social Media (Facebook, twitter)	436	81.6
Friends and relatives	259	48.5
Television	127	23.8
Katara website	105	19.7
Newspapers	77	14.4
Katara app.	72	13.5
Radio	48	9.0
Others	45	8.4

Table 8: Visitors' assessment for Katara events in general (alpha=0.952)

Items	M	S.D.
Event organization	4.07	1.00
Employees with good behavior	4.07	1.07
Suitable place for events	4.02	1.09
Quality of events	4.01	1.00
Quality of provided services	3.94	1.10
Suitable time for events	3.89	1.11
Adequate number of employees during events	3.85	1.15
Enough location signs	3.80	1.23
Adequate promotion and advertising for events	3.72	1.27

Table 9: Visitors' assessment of Katara services and facilities (alpha=0.915)

Items	M	S.D.
Cleanliness inside Katara	4.27	0.097
Public amenities	4.03	1.02
Quality and diversity of provided food and beverages	3.71	1.20
Katara app's ease of use	3.71	1.24
Enough restaurants and cafés	3.63	1.21
Enough open spaces and wide streets	3.50	1.30
Internet	3.33	1.36
Adequate parking lots	3.20	1.36
Valet service	3.13	1.35
Adequate golf cars (small cars)	3.12	1.36

Table 10: T-test results for the effect of visitors' gender and nationality on assessment of Katara events

	Variable		n	Mean	Std. Deviation	t	df	Sig.2-tailed
Events	Gender	Male	278	3.88	0.996	-1.129	530	0.259
		Female	254	3.98	0.899			
	Nationality	Qatari	222	3.93	0.932	0.076	530	0.939
		Non- Qatari	310	3.93	0.966			
Services	Gender	Male	278	3.56	0.993	-0.158	530	0.874
		Female	254	3.57	0.866			
	Nationality	Qatari	222	3.57	0.907	0.113	530	0.910
		Non- Qatari	310	3.56	0.954			

Table 11: One-way ANOVA - Effect of visitor age on assessment of Katara events and services

Age		n	Mean	Std. Deviation	Sum of Squares	df	Mean Square	F	Sig.
Events	< 20 years	22	3.77	1.12	5.482	5	1.096	1.215	.301
	20 - 29	111	3.95	0.76					
	30 - 39	228	3.94	1.00					
	40 - 49	127	3.95	0.94					
	50 - 59	37	3.71	1.14					
	≥ 60 years	7	4.59	0.71					
	Total	532	3.93	0.95					
Services	< 20 years	22	3.69	1.08	9.408	5	1.882	2.182	.055
	20 - 29	111	3.64	0.80					
	30 - 39	228	3.51	0.94					
	40 - 49	127	3.61	0.95					
	50 - 59	37	3.27	1.04					
	≥ 60 years	7	4.36	0.83					
	Total	532	3.56	0.93					

**Table 12. One-way ANOVA - Effect of visitor monthly income on assessment of
Katara events and services**

Monthly Income (QR)		n	Mean	Std. Deviation	Sum of Squares	df	Mean Square	F	Sig.
Events	< 10000	144	4.03	0.87	7.800	5	1.560	1.737	0.124
	10000 - 19999	199	3.78	1.03					
	20000 - 29999	76	4.03	0.81					
	30000 - 39999	45	3.93	1.01					
	40000 - 49999	28	3.97	0.85					
	≥ 50000	40	4.07	1.05					
	Total	532	3.93	0.95					
Services	< 10000 **	144	3.70	0.94	11.647	5	2.329	2.715	0.019*
	10000 - 19999 **	199	3.43	0.96					
	20000 - 29999	76	3.72	0.82					
	30000 - 39999	45	3.38	0.81					
	40000 - 49999	28	3.39	0.70					
	≥ 50000	40	3.75	1.12					
	Total	532	3.56	0.93					