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THE IMPORTANCE OF SATISFACTION, WORD OF MOUTH AND RECOMMENDING BEHAVIOR IN BATTLEFIELD COMMEMORATIVE EVENT TOURISM: GALLIPOLI A CASE STUDY

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INTRODUCTION

Battlefield Tourism has been recognised as a fast growing component of national and international tourism (O'Bannon, 2006; Smith, 1998). The battlefields include various locations such as the Western Front in France and Belgium, Waterloo in Belgium, Culloden in Scotland, Pearl Harbour and Gettysburg in the U.S, (Gettysburg attracts over two million visitors a year) and Gallipoli in Turkey. While a continuous flow of tourists is evident, visitation to these sites is often bolstered by events associated with the commemoration of a specific event such as a particular battle or Armistice Day.

One such event is the commemoration of ANZAC Day by Australians and New Zealanders on the 25th of April at Gallipoli Turkey. This event attracts up to 20,000 attendees. The significance of this place and event is borne out of the involvement of the Anzac (Australian and New Zealand Army Corps) troops in the First World War (1915) and their battles against the Turkish on the Gallipoli Peninsula at Anzac Cove. This particular event falls under the umbrella of thanatourism or "dark" tourism (Foley and Lennon 1996), which is a form of cultural heritage tourism that comprises visits to battlefields, murder/atrocity locations, places where celebrities died, graveyards and internment sites, memorials, events, museums and exhibitions featuring relics and the reconstruction of death. Battlefield tourism, visiting and observing places where battles and conflicts were enacted, is a substantial focus area within thanatourism.

Managing visitor satisfaction in the context of events is becomingly increasingly important in light of recognition of the positive economic and social benefits that these one-off or infrequent occasions can generate (Allen, O'Toole, Harris and McDonnell 2005; Getz 1997; Getz 2008). Given visitation trends and the general growth of interest surrounding the Anzac Day commemorations at Gallipoli, the event has demonstrated obvious signs of formalisation in recent years. In particular, the provision of event infrastructure and management systems (staging, signage, live sites, and crowd control) and continuing changes to the event program (entertainment offered prior to the ceremonies, the ceremonies themselves), appear to provide some evidence of a systematic effort on the part of organisers to improve the event experience for participants.

The aim of this paper is to gain an understanding of the influence of external factors such as recommending behavior through word of mouth, the internet, travel agents and the media in influencing attendance at commemorative events and to follow the cycle through to gain an understanding of what factors influence satisfaction at event attendance and how this translates into recommending behaviour. The ANZAC Day commemorative event at Gallipoli, Turkey, will be used as a case study for this paper.
LITERATURE REVIEW

Events, Service Marketing, Word-of-Mouth Recommendation and Satisfaction

Marketing theory suggests that addressing the needs of customer ensures customer satisfaction and loyalty leading to organizational success. Consumer satisfaction can be regarded as the outcome state of a consumer after purchasing, when weighing up the costs and benefits of the purchase (Yi 1991). Oliver (1981: 42), defined satisfaction as “the emotional reaction following a disconfirmation experience”, which is incorporated with the “consumer’s prior feelings about the consumption experience (27)”. The creation and the delivery of superior customer value are pivotal in customer satisfaction (Kotler, 2003). Service quality, in this context, is acknowledged as a key performance measure for excellence with enduring effects and satisfaction is seen as the barometer of service quality. By addressing relevant service quality elements important to attendees, organizers are able to improve satisfaction, a key factor contributing to benefits such as positive word of mouth communication (Townley, 2001).

The application of customer satisfaction in the service industry is well documented. The growing interest has contributed positively to satisfaction research on services (Geall, 2000). In services marketing customer retention and positive Word of Mouth (WOM) Communication are direct effects of satisfaction (Harvis and Voyer, 2000). The analysis in this paper examines the relationship between the key service quality constructs and satisfaction scores to establish the importance of these constructs in explaining satisfaction.

Word-of-mouth recommendations are the outcome of experiential perceptions. Post-experience perceptions therefore play a vital role in creating good quality perceptions and satisfactions from consumers (Lin-Wei, 2005). The management and production of events also falls into the domain of services marketing where service performances are considered situation specific (Schoefer and Ennew, 2005). Two services can not be treated as identical if they are performed in different settings and by different individuals (Lovelock et al., 2003; Zeithaml and Bitner, 2000). In the field of services marketing in particular, maintaining quality standards is difficult because much of the production process takes place in the presence of the consumer. This simultaneous production and consumption, and a lack of standardisation can result in wide variations of performance quality (Gronroos, 2000). Furthermore, the fact that services have high levels of intangibility means that customers cannot trial the service in advance to reduce any anxiety that the service will not perform to their expectations. Given the diversity of attendees, previous life experiences and the variation in service facilities offered by event managers the overall service performance will be different, thus contributing a major challenge to event managers in terms of sustaining a uniform standard of service performance (Dawson, Conti-Bekkers, 2002).

Perceptions formed by attendees about service performance are the result of attitudes which will be expressed either as positive or negative (Keaveney, 1999). If a negative attitude is formed it will be difficult to achieve overall satisfaction and could result in complaints, decreasing loyalty and negative Word Of Mouth (WOM) promotion (Kau and Loh, 2006). It is critical therefore for event organisers to manage attendee perceptions of service performance in order to create positive attitudes towards the event (Bagozzi, 1992). Organisers will need to recognize the fact that attendees, almost all of whom have prior experience in attendance at commemorative events are
going to evaluate the service resulting in the formation of attitudes towards the service performance.

There is an increasing emphasis on word-of-mouth communication as an efficient means of attracting consumers in services contexts, rather than on other, more traditional means of promotion, such as advertising (McLean, 1994). McLean (1994) argued that post-purchase behaviours, such as word-of-mouth communication, were enhanced through a satisfactory service experience. Garbarino and Johnson (1999) used word-of-mouth recommendation as one of their key indicators of future intentions. Shemwell et al. (1998), Brown et al. (2005), and Bennett and Barkensjo (2005) all argued the benefits of a measure of word-of-mouth, along the lines of “I would recommend this service to others”, as a means of measuring behavioural intentions and commitment. The basic premise behind using word-of-mouth recommendation as a means of assessing behavioural intentions and commitment is that a recommendation from a friend or relative has a major influence on purchase probabilities (Swan and Oliver, 1989), and relative to mass media, is an important and trustworthy source of information (Gatignon and Robertson, 1985). This is particularly important for services that occur on an irregular basis such as special events, particularly with regard to battlefield commemorative events which undertake very little advertising.

Services marketing research has concentrated predominantly on ways in which perceived unpredictability could be identified and minimised (Koolemeijer and Vriens, 1998), as well as the possible repercussions of perceived risk. It is argued that in all purchase situations consumers attempt to minimise their degree of perceived uncertainty. It is accepted generally that in situations of risky choice, consumers will evaluate alternatives, and then make a quasi-statistical supposition based on the probability of outcomes (Tversky and Kahneman, 1980). In a sense, the decision is a best-guess gamble (Hansen, 1992), in which consumers are generally aware of the risk, but use their own acquired knowledge to make choices or reduce anxiety. This is particularly important as the decision making process and experience associated with battlefield tourism which is likely to be highly influenced by emotion, where emotions may assume the function of causes, effects, mediators and moderators (Bachara and Damasio, 2005; Bagozzi, Gopinath and Nyer, 1999). Therefore in attending the Gallipoli commemorative event in Turkey a great deal of perceived risk is evident. These risks include time, cost and effort, therefore access to information sources such as the internet, travel agents and the recommendation of experienced attendees can assist in dealing with the risk.

The visitors perspective on event success and attendee satisfaction has received limited research attention (Taylor and Shanka, 2002), whilst the organisers perspective highlights issues of management effectiveness (Getz and Frisby, 1988) and adoption of the marketing concept (Mehmetoglu and Ellingsen, 2005). Regardless, of which approach is taken to date the overwhelming focus of these studies on community run or rural festivals makes generalisation of the findings difficult and lends support to Getz’s (2000) call for case study based research on critical success factors. Getz (2000) identified the need to apply a range of management perspectives to examine critical success factors.

The need to evaluate the success of events on dimensions other than revenue and attendance has also been recognised (Getz and Frisby 1988). However, as Lade and Jackson (2004: 2) note there is a lack of “standard definitions of social or cultural success or simple measures of long-term tourism impacts”. Research focusing on the
adoption of the marketing concept by event organisations has shown evidence of limited uptake. Citing Getz (1993), Mayfield and Crompton (1995) noted that despite receiving limited research attention in the events sector such an orientation may provide an indicator of event success. Using an existing conceptualisation of marketing orientation (Ruekert, 1992), undertook a survey of 291 festival organisers in Texas found that marketing orientation consisted of three dimensions (revised from the original scales): visitor orientation, pre-experience assessment (market research conducted prior to the event) and post-experience evaluation. In this study visitor orientation, pre-experience assessment and post-experience evaluation are all undertaken for an event that has a non-profit market orientation.

Background to the Battlefield Commemorative Event and Battlefield Tourism

Visiting battlefields around the world has become one of the fastest growing tourism phenomena in recent decades. It began with the veterans and families wanting to visit sites that meant so much to them. After World War II, with the advent of affordable air travel, many soldiers had a desire to return to areas where they had fought to say goodbye to fallen comrades (O'Bannon, 2006).

Battlefields such as Waterloo, Gettysburg, Pearl Harbour, Iwo Jima, Normandy, The Western Front and Gallipoli have become the foci for mass tourism. Over two million visitors a year visit the site of the Battle of Gettysburg. According to Smith (1998) who researched the development of battlefield tourism in the USA, war stimulates promotional, emotional, military and political tourism. He also suggests that the war-related tourism attractions are the largest single category of tourism. What sets Gallipoli apart from other battlefield sites is that the overwhelming majority of visitors converge on Anzac Cove, in Turkey on 25 April to commemorate the Anzac Day.

With the declaration of a constitution, Australia became a federation of states and a nation in 1901. When the First World War began in 1914, Australians volunteered en-mass to join and their first united action was to conduct an 8.5-month campaign at Gallipoli Peninsula in the then Ottoman Empire. One million men from both sides fought each other and nearly half became casualties, almost equally shared by the Turks and the Allies which included British, French, Australians, New Zealanders, Indians and Canadians.

Australian soldiers were combined with New Zealanders to establish the Australian and New Zealand Army Corps (ANZAC) as a fighting force. The campaign started with a landing at a beach now known as Anzac Cove, on the 25 April 1915 and ended on the 20th of December the same year with all of the Anzac troops leaving the Peninsula, without reaching any of their objectives.

In terms of a military campaign, Gallipoli was a disaster, with around 25,000 casualties for Australians. Most Australian towns, villages and hamlets had sons buried at Gallipoli. The Turks who were fighting not only the Anzacs but also the British, French, Indians and others had ten times the casualty rate with similar devastation in the countryside.

According to Stanley (2005: 140), World War I was a pivotal event in Australia's history, as Gallipoli provided Australia with "its single most influential national myth". As a result, many Australians are drawn to visit World War I battle sites. Gallipoli, the site of one of the “bloodiest and hardest fought battles of all time” is a firm favourite with
tourists. The fascination with Gallipoli seems to be increasing along with the number of tourists.

Anzac Day was first commemorated on the 25th of April 1916, one year after the original landing, when church services were held in Melbourne, Brisbane and London. In 1923, encouraged by the newly formed Returned Servicemen’s Association (now the Returned Services League, or RSL) each Australian state gazetted the 25th of April as a public holiday. Anzac Day veteran marches first occurred in 1924, with the first official dawn service held at Sydney’s Cenotaph in 1927. While the Anzac Day beach service was first held at Gallipoli in 1925, these did not become very popular until the 1980s (Wahlert 2008). The first organized pilgrimage to Gallipoli took place in 1929, when 86 Australians sailed with the Burns Philp shipping company. The 75th anniversary of Anzac day was celebrated in 1990 when about 5,000 Australians attended the dawn service with the then Prime Minister Mr Hawke. In 2005, it was estimated that there were 20,000 Australians and New Zealanders at Anzac Cove on Anzac Day. The prediction for 2015 is that there will be 50,000 visitors. For an event that is not advertised, takes a considerable amount of time, money and effort to attend and takes place at a time and place that is often physically challenging, the participation rate is nothing less than amazing.

Tourists visit battlefields for a variety of reasons which include people who have an interest in history or a desire to reconnect with the past. Others are trying to recreate the drama of the event within the actual physical surroundings. While some want to pay respect and commemorate those who took part in the battle. With regard to Australians and New Zealanders visiting Gallipoli, Slade (2003: 792) suggests “In visiting the site, Australians and New Zealanders do visit a battlefield, but the area represents a time and place where their countries began. Their motives are concerned with nationhood. Generally, they come to see the place where their great nation building stories happened”. This is rather similar to the experience of Turkish visitors who want to see the lands, gullies and the hills where Mustafa Kemal, the commander of the Turkish forces who later became the inaugural President of The Republic of Turkey, defeated the Anzacs at great human cost.

Battle site pilgrimages have taken on a sense of holiness, with a sense of spiritual sanctity similar to that of religious rituals. Hannaford (2001: 140) believes pilgrims are vastly different from tourists, and describes pilgrimage as “a journey to the centre of the pilgrim’s most valued ideals, ideals that can be termed sacred”. People who have experienced the trip to Gallipoli often feel intrinsically changed. Pam Coogan visited in 2001 and reports “she came back from ANZAC Cove wanting “to spread the gospel of Gallipoli” (Van Reyk, 2005: 2).

Slade (2003) argues that the idea of Gallipoli was transformed into a more profound experience, which is different from a traditional battlefield visit; therefore, the reasons for the visit are also different. He claims that “Most of the Australians and New Zealanders who travel to Gallipoli are engaged in a journey of discovering themselves, their roots and the meanings of their nations in the modern world” (Slade, 2003: 792). Therefore, their motivation is related to national identity. ‘A trip to Gallipoli can be classified as a true spiritual pilgrimage, which describes a way of marking generational links and continuity through their families as well as being personal quests for casting and re-creating their self and national identities in a global era’ (Hannaford, 2001:128).
Van Reyk (2005: 2) places the motivation to visit in the following terms: “Perhaps this reconnection with a heritage site in a foreign country gives pilgrims a firm place to stand and feel pride in their Australian identity.”

RESEARCH AIM AND HYPOTHESES

The aim of this paper is to gain an understanding of the influence of external factors that have an effect on attendance and recommending behaviour with regard to the attendance of commemorative battlefield events. In order to investigate these propositions this paper draws upon two studies undertaken by the research. This research also aims to investigate the influence of participant satisfaction on recommending behaviour with regard to event attendance. In order to investigate this relationship, it was necessary to develop a model that would predict satisfaction adequately with various elements of the event. Stemming from these aims, the following hypotheses were tested:

H1: External factors including recommending behaviour are important influencing factors in attendance at battlefield commemorative events at Gallipoli.

H2: A positive evaluation of integral factors relating to the event including (a) transport conditions, (b) emotional experience, (c) ceremonies, (d) amenities, (e) meeting expectations are related positively to overall attendee satisfaction.

H3: Attendee satisfaction is related positively to recommending behaviour.

Method

This case study incorporates two studies undertaken by the authors as outlined below

Study One

A quantitative method was used to gather information from Australians partaking in Anzac Day commemorations at Gallipoli. Questionnaires were given to a convenience sample of respondents, aged 18 years and over, while in transit from Istanbul to Gallipoli by bus for the dawn service at Gallipoli in 2007. The questionnaire comprised a series of 10-point semantic differential scales. In total, 482 completed questionnaires were obtained.

RESULTS

Importance of Visiting Gallipoli

Table 1: Visit Gallipoli

<table>
<thead>
<tr>
<th>Visit Gallipoli</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Importance of visiting Gallipoli on Anzac Day</td>
<td>8.4</td>
</tr>
<tr>
<td>Should every Australian Visit Gallipoli</td>
<td>8.0</td>
</tr>
</tbody>
</table>
Respondents were asked “How important a visit to Gallipoli on Anzac Day is for you personally?” Where “Very Important” = 10, and “Not Important” = 0. Using the same scale, respondents were also asked “How important do you think it is that every Australian should visit Gallipoli at least once in their life?” Both questions were rated as being very important to respondents, emphasising the importance of this battlefield and the commemorative event is to attendees and to Australians in general.

Prior Attendance

Table 2: Prior Attendance at Anzac Commemorative Event

<table>
<thead>
<tr>
<th>Commemorative Event</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attended Gallipoli Ceremony on Anzac Day</td>
<td>4.6</td>
</tr>
<tr>
<td>Attended Anzac March on Anzac Day</td>
<td>45.2</td>
</tr>
<tr>
<td>Attended Anzac Day Football Match</td>
<td>19.5</td>
</tr>
</tbody>
</table>

Almost five percent of respondents had been to Gallipoli on Anzac Day previously and almost half of respondents had attended an Anzac Day march. All participants had attended some form of commemorative event on Anzac day previously, as shown in Table 2.

Battlefields Visited

Table 3: Battlefields Visited

<table>
<thead>
<tr>
<th>Battlefield</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Western Front</td>
<td>7.1</td>
</tr>
<tr>
<td>Kokoda Trail</td>
<td>1.0</td>
</tr>
<tr>
<td>Vietnam</td>
<td>4.4</td>
</tr>
<tr>
<td>Other</td>
<td>16.4</td>
</tr>
<tr>
<td>Not Visited</td>
<td>71.1</td>
</tr>
</tbody>
</table>

Table 3 highlights that almost 29% of respondents had visited another battlefield prior to visiting Gallipoli.

Decision Making

When investigating factors that participants to attend the commemorative event it was found that many of the respondents used a variety of means to arrive at their decisions in making their travel arrangements. Word of mouth recommendation has often been accepted as being very important in the travel industry and this is definitely the case with regard to attendance at Gallipoli commemorations. When respondents were asked; “How important were the following sources of information in assisting you to make your travel arrangements?” More than sixty percent of respondents regarded word of mouth recommendations as being very important in their decision to travel to Gallipoli. The fervour of enthusiasm was highlighted by Hall and Hede (2006) when highlighting the response of an attendee who said that as a result of their visit to Gallipoli, they would go back to Australia and spread the “Gospel of Gallipoli”.
Information Sources

The importance of the internet to the travel industry is also reflected in the use of the internet by attendees. The internet was viewed as a very important source of information by sixty-five percent of respondents while thirty-five percent of respondents also viewed travel agents websites as being very important. Other very important sources of information were travel guide books (50%), leaflets/brochures (35%) and magazines (35%). It is interesting to note that television and newspapers advertisements did not play an important role in the decision process.

Travel Agent

When choosing a travel agent for the Gallipoli expedition, only twenty percent of respondents chose the travel agent because it was one that they generally use. The level of information that they were able to provide was regarded as being very important to forty percent of respondents while convenience (39%), good service (33%) and competitive price (33%) were also very important influencing factors in using a particular travel agent.

Data Analysis

An exploratory factor analysis was used to develop constructs associated with attendance. A varimax factor analysis was undertaken which accounted for 63% of variance and obtained an acceptable KMO of .826 with a Bartlett's test score of .000, indicating the acceptability of the data for factor analysis.

The analysis produced five factors relating to the motivation to attend the commemorative event (See Table 4).

The first factor highlights the desire to honour or mourn a relative or friend and in so doing visit a particular gravesite. The second factor focuses on the affirmation of the values associated with those who took part in the battle. The third factor represents having a relationship to the site by either being a member of the armed force, accompanying a returned veteran or to accompany a relative.. The fourth factor highlights the influence of externalities such as the media, internet, prior attendees and education in the decision to travel to Gallipoli. The fifth factor highlights the motivating factors of visiting and experiencing a battlefield. While the factor analysis highlights a number of motivational and attitudinal constructs that influence attendance, the construct that is most pertinent for this paper relates to the importance of external factors which includes being persuaded by others who have previously visited.
Table 4: Factor analysis of motives for visiting Gallipoli

<table>
<thead>
<tr>
<th>Motive</th>
<th>Mourn</th>
<th>Affirm</th>
<th>Accompany</th>
<th>External Influences</th>
<th>Battlefield</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mourn</td>
<td>.804</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Honour</td>
<td>.749</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visit particular grave</td>
<td>.684</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visit friend or relatives grave</td>
<td>.613</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Relative at Gallipoli</td>
<td>.502</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gratitude</td>
<td></td>
<td>.679</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Affirmation</td>
<td></td>
<td>.671</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Remembrance</td>
<td></td>
<td>.609</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Duty</td>
<td></td>
<td>.503</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Attend commemorative service</td>
<td></td>
<td>.490</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Show death not in vain</td>
<td></td>
<td>.467</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accompany veteran</td>
<td></td>
<td></td>
<td>.815</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accompany Relative</td>
<td></td>
<td></td>
<td>.725</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Veteran</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>.683</td>
</tr>
<tr>
<td>Influence of television or movies</td>
<td></td>
<td></td>
<td></td>
<td>.706</td>
<td></td>
</tr>
<tr>
<td>Influence of internet</td>
<td></td>
<td></td>
<td></td>
<td>.697</td>
<td></td>
</tr>
<tr>
<td>Influence of previous attendees</td>
<td></td>
<td></td>
<td></td>
<td>.458</td>
<td></td>
</tr>
<tr>
<td>Influence of education</td>
<td></td>
<td></td>
<td></td>
<td>.428</td>
<td></td>
</tr>
<tr>
<td>Visit battlefield</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>.797</td>
</tr>
<tr>
<td>Experience battlefield</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>.471</td>
</tr>
<tr>
<td>Eigen value</td>
<td>4.807</td>
<td>2.763</td>
<td>1.848</td>
<td>1.323</td>
<td>1.082</td>
</tr>
<tr>
<td>% Cumulative variance explained</td>
<td>24.04</td>
<td>13.82</td>
<td>9.24</td>
<td>8.62</td>
<td>6.41</td>
</tr>
<tr>
<td>Alpha</td>
<td>.8830</td>
<td>.736</td>
<td>.852</td>
<td>.654</td>
<td>.63</td>
</tr>
</tbody>
</table>

Figure 1 summarises the key external influences identified in Study One, in particular the figure highlights the influence of previous attendees and the prior experience of participants with regard to attendance at commemorative events and battlefields. This is especially relevant for the Gallipoli commemorative event as few Australians are able to make numerous trips from Australia to Turkey to attend the ceremonies. In this study of the almost 500 respondents less than 5% had attended previously. Therefore information sources such as previous attendees, the internet, television and knowledgeable travel agents play an important role in providing information, motivation and in influencing potential attendees. Given this scenario it is important to gain an understanding of how satisfied attendees are with attendance at the commemorative event at Gallipoli and how well this translates into recommending behaviour. This will be developed further in Study Two.
Study Two

METHOD

A quantitative method was used to capture data from Australians visiting the Anzac Day commemorations. The data collection was based on exit questionnaires administered to a convenience sample of respondents, aged 18 years and over, returning from the dawn service at Gallipoli in 2007. The question framework, based on Getz (2000) and Chaplin and Costa (2000), was modified to refer to the following aspects of the event: type of event and program, physical setting, purpose of the commemoration, cultural importance, political implications, impact and performance evaluation, target markets, economic importance and educational importance. The questionnaire comprised a series of 10-point semantic differential scales. In total, 331 attendees completed the questionnaire while in transit from Gallipoli to Istanbul. The data was analysed using factor analysis and structural equation modelling (SEM).

This study utilised both exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) (Tabachnick and Fidell 2001). Exploratory factor analysis was used to extract five factors that provided reliable measures of the constructs under...
investigation. These factors, representing various elements of the event, included amenities, ceremonies, emotions, experiential impact and transport.

Structural Equation Modelling (SEM) was used to analyse the hypothesised relationships (see Figure 2). The model developed and estimated in this study investigates the influence of the various elements relating to overall visitor satisfaction and the influence of visitor satisfaction on recommending behaviour. One-factor congeneric models were developed for the constructs identified in the exploratory factor analysis. Unsuitable items, i.e., those that had low standardised factor loadings or a low level of explained variance, were removed when the one-factor models were fitted to the full measurement model.

The path model’s fit indices indicated a good fit of the model to the data (CMIN/DF= 2.23, DF = 80, P=.01, GFI=.93, AGFI=.91, TLI = .94, CFI = .95, RMSEA=.06).

<table>
<thead>
<tr>
<th>Table 5</th>
<th>Squared Multiple Correlations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Variable</td>
<td>Estimate</td>
</tr>
<tr>
<td>Life changing experience</td>
<td>0.47</td>
</tr>
<tr>
<td>Better than expected</td>
<td>0.62</td>
</tr>
<tr>
<td>Ease of travel</td>
<td>0.76</td>
</tr>
<tr>
<td>Return travel</td>
<td>0.37</td>
</tr>
<tr>
<td>Travel Lone Pine</td>
<td>0.58</td>
</tr>
<tr>
<td>Travel Anzac Cove</td>
<td>0.54</td>
</tr>
<tr>
<td>Ceremonies appropriate</td>
<td>0.47</td>
</tr>
<tr>
<td>Anzac Cove ceremony</td>
<td>0.70</td>
</tr>
<tr>
<td>Lone Pine ceremony</td>
<td>0.55</td>
</tr>
<tr>
<td>Solemnity of ceremony</td>
<td>0.46</td>
</tr>
<tr>
<td>Queues</td>
<td>0.57</td>
</tr>
<tr>
<td>Toilets</td>
<td>0.74</td>
</tr>
<tr>
<td>Intensity of emotional experience</td>
<td>0.62</td>
</tr>
<tr>
<td>Sadness</td>
<td>0.35</td>
</tr>
</tbody>
</table>

The structural model identified in Figure 2 shows that seven of the structural paths were significant (all p < 0.05). These were satisfaction-amenities, satisfaction-ceremony, satisfaction-transport, satisfaction-experience, satisfaction-emotions, recommend-ceremony and recommend-satisfaction. Of these factors, however, the model shows that the ceremonial aspect associated with the event is the most important factor associated with the satisfaction of event participants (Standardised Regression Weight [SRW] = .60). The ability of the event to meet or exceed expectations in terms of experience was also seen to be an important factor associated with satisfaction (SRW = .52). The emotional experience and transport factors were perceived as being the next most important factors driving visitor satisfaction. The structural paths between ceremony, satisfaction and recommending behaviour also had significant relationships. The overall variance accounted for by the model with the dependent variable of satisfaction was 72% and 41% for recommending behaviour.

To test the reliability of the model, the commonly accepted measure of model-based reliability, the item reliability coefficient, was applied. This is the correlation between a
single indicator variable and the construct it measures and is also referred to as the Squared Multiple Correlation (SMC). The results of the model estimation show that there is a wide range of SMC but these estimates confirmed that all measurements are within an acceptable range (Holmes-Smith et al., 2005). Convergent and discriminant validity were also identified in the constructs of the model through examination of the correlations of items and constructs and were found to be acceptable. Discriminant validity requires that a measure does not correlate too highly with measures from which it is supposed to differ (Churchill and Iacobucci, 2002). A measure is considered to have discriminant validity when it has low correlation with measures of dissimilar concepts. Further, when correlations are too high between theorised measures, this suggests that the measure is not actually capturing a distinct or isolated trait or construct.

All of the measurement models were tested by combining them into larger models and examining them for discriminant validity. In a model where the measurement models are thought to be related to one another, it would be expected that the individual measurement models would be correlated to some degree. However, large correlations between the latent constructs (greater than 0.80 or 0.90) suggest a lack of discriminant validity. In addition to this approach, Thompson (1997) recommended the use of pattern and structure coefficients to determine whether constructs in measurement models are distinguishable empirically. Pattern coefficients are the standardised factor loadings derived from the AMOS analysis. To determine the structure coefficients, the influence of each factor on items not hypothesised to comprise the factor is calculated by multiplying the latent factor correlation by the factor loadings of the Factor. Based on the tests described above, all of the antecedent constructs demonstrate discriminant validity from one another.

Convergent validity is focussed on the degree to which items of a trait or construct converge or "correlate" with other items that purport to measure the same trait or construct. When there is a high correlation between an item and other items that are believed to measure the same trait or construct, convergent evidence for validity is obtained (Shaugnessy and Zechmeister, 1990). In the case of this research, convergent validity was assessed through an analysis of the regression weights of each item in measurement models, and through examination of the fit indices during the measurement model testing, using exploratory and confirmatory factor analysis. The process identified that the model had convergent validity.
CONCLUSION

This paper aimed to gain an understanding of the influence of external factors that have an effect on attendance and recommending behaviour with regard to the attendance of commemorative battlefield events. Study One showed that of the almost 500 respondents less than 5% had attended previously and that information sources such as previous attendees, the internet, television and knowledgeable travel agents play an important role in providing knowledge, motivation and in influencing potential attendees. Study One also allowed for the development of a model that identified the influence of external factors on attendance. As a result of the Structural Equation Modelling undertaken in Study two, the constructs relating to transport, ceremonies, amenities, emotions, experience were found to be significant predictors of attendee satisfaction and satisfaction was shown to be a significant predictor of recommending behaviour. Given these results the following research hypotheses were accepted

H1: External factors including recommending behaviour are important influencing factors in attendance at battlefield commemorative events at Gallipoli.
H2: A positive evaluation of integral factors relating to the event including (a) transport conditions, (b) emotional experience, (c) ceremonies, (d) amenities, (e) meeting expectations are related positively to overall attendee satisfaction.

H3: Attendee satisfaction is related positively to recommending behaviour.

This paper has extended the contextual boundaries of tourism marketing relating to commemorative events and battlefield tourism as it relates to visitor satisfaction and recommending behaviour in a service environment, through consideration of the unique characteristics of a large-scale special event and in doing so, it has made a valuable contribution to the literature.

REFERENCES


Hall J, Hede AM. 2006. Evoked emotions: a textual analysis within the context of pilgrimage tourism to Gallipoli. Advances in Consumer Research Asia Pacific, Sydney


