

5-2014

An examination of cultural motives, festival motivator attributes, desired experiences and authenticity in tourists to Oktoberfest in Helen, Georgia

Janet Marie Gunnels
Clemson University, jmgunne@gmail.com

Follow this and additional works at: https://tigerprints.clemson.edu/all_theses

 Part of the [Geography Commons](#), and the [Recreation, Parks and Tourism Administration Commons](#)

Recommended Citation

Gunnels, Janet Marie, "An examination of cultural motives, festival motivator attributes, desired experiences and authenticity in tourists to Oktoberfest in Helen, Georgia" (2014). *All Theses*. 1945.
https://tigerprints.clemson.edu/all_theses/1945

This Thesis is brought to you for free and open access by the Theses at TigerPrints. It has been accepted for inclusion in All Theses by an authorized administrator of TigerPrints. For more information, please contact kokeefe@clemson.edu.

AN EXAMINATION OF CULTURAL MOTIVES, FESTIVAL MOTIVATOR
ATTRIBUTES, DESIRED EXPERIENCES AND AUTHENTICITY IN
TOURISTS TO OKTOBERFEST IN HELEN, GEORGIA

A Thesis
Presented to
the Graduate School of
Clemson University

In Partial Fulfillment
of the Requirements for the Degree
Master of Science

by
Janet Marie Gunnels
May 2014

Accepted by:
Dr. William C. Norman, Committee Chair
Dr. Gregory Ramshaw
Dr. William C. Terry

ABSTRACT

Helen, Georgia is nestled in a valley of the southern Blue Ridge Mountains along the Chattahoochee River in northeast Georgia. Originally a logging community serving as a stop for tourists to Anna Ruby Falls, Helen is now a faux-Bavarian town and the third largest tourist draw in the state. Research exists on “theme towns” paying tribute to their cultural background by hosting seasonal events to boost tourism. There are also studies on residents of a town with an Oktoberfest, but little research exists concerning places using a not-native history to accomplish similar goals of producing cultural events that tourists see as authentic. This is of special interest considering that the Helen Chamber of Commerce hosts an annual Oktoberfest to simulate the original festival in Munich, Germany at their festhalle, despite not being a historically German settlement. Originally, the Chamber of Commerce festhalle was the only Oktoberfest, but now the rest of Helen celebrates. The purpose of this study was to determine whether Oktoberfest tourists were culturally motivated to chose Helen’s 43rd Annual Oktoberfest, festival attributes and experiences were important to tourists, whether they viewed Helen as an authentic host, and finally if these differed between the Chamber of Commerce’s festhalle and the Konig Ludwig Biergarten. Tourist interviews were conducted at these two locations during October 2013. The study found that tourists valued the Oktoberfest experience shared with their group and placed equal importance on the festival having German beer and food, and dancing. Tourists to the Chamber of Commerce festhalle were more culturally motivated, placed more importance on German music and clothing, and found the festival to be more authentic than tourists at the Konig Ludwig Biergarten.

ACKNOWLEDGMENTS

There are many I would like to thank for helping me complete this thesis. First and foremost is my committee chair, Dr. William Norman, for pushing me and telling me like it is, but also showing great patience. I may not have ever finished writing without him. I would also like to thank my other committee members, Dr. Gregory Ramshaw and Dr. William Terry. Both of them were wonderfully insightful professors in the classroom, which served to direct me toward my thesis topic as well as how to approach my study. I thank all of you for teaching me so much and for guiding my research.

Jerry Brown with the White County Convention & Visitors Bureau and Renee Chacon with the Chamber of Commerce specifically went above and beyond for me by providing coupons for me to eat at local restaurants during my long survey days and for free admission to events. Thank you both for allowing me to use your fest to make my contribution to festival tourism literature.

I would also like to thank my friends in graduate school for helping me, be it with my work or providing necessary distractions. A huge thanks especially to my roommates Kate Tietzen, Amanda Seligman, and Caroline Couch. I have never been so lucky before as I was with them and may never be again. You three are absolutely amazing; I couldn't have made it without you.

Finally, I would like to thank my mother, Melinda Sherwood. Thank you for letting me know it's always ok to come home.

TABLE OF CONTENTS

	Page
TITLE PAGE.....	i
ABSTRACT	ii
ACKNOWLEDGMENTS	iii
LIST OF TABLES	vi
LIST OF FIGURES	vii
CHAPTER	
I. INTRODUCTION	1
History of Oktoberfest	1
German migration to the United States	2
History of Helen, Georgia	4
Problem statement	8
Statement of purpose	9
Research questions	10
Definition of terms	11
II. LITERATURE REVIEW	13
Festival history	13
Festival tourism	14
Authenticity	14
How tourists determine authenticity	18
Importance in understanding how tourists define authenticity	22
Festival management	23
III. METHODS	27
Study Site.....	27
Data analysis.....	31

Table of Contents (Continued)

	Page
IV.RESULTS AND CONCLUSIONS	36
Survey Results	36
Travel Characteristics and Tourist Behaviors	41
Research Questions	45
V. DISCUSSION.....	64
Research Implications	68
Recommendations	69
Limitations.....	71
Conclusion.....	72
APPENDICES	73
A: The History of Munich’s Oktoberfest	74
B: Press Release on Munich’s Oktoberfest.....	79
C: Helen, Georgia Zoning Law	84
D: Interview Questionnaire	88
E: Helen Chamber of Commerce Brochure	92
F: White County Convention & Visitors Bureau Brochure.....	93
REFERENCES	94

LIST OF TABLES

Table		Page
4.1	Demographic data from Oktoberfest 2013 in Helen	37
4.2	Difference in demographic data from the Chamber of Commerce festhalle and the Konig Ludwig Biergarten	39
4.3	Travel characteristics of Oktoberfest 2013 tourists	42
4.4	Intention to visit the Chamber of Commerce festhalle by Konig Ludwig Biergarten tourists	43
4.5	Difference in travel characteristics of Oktoberfest tourists between the Chamber of Commerce festhalle and the Konig Ludwig Biergarten	44
4.6	Cultural motives to attend Oktoberfest in Helen, Georgia	46
4.7	Difference in cultural motives between the Chamber of Commerce festhalle and the Konig Ludwig Biergarten during Oktoberfest	47
4.8	Important festival motivator attributes at Oktoberfest	50
4.9	Difference in importance of festival motivator attributes between the Chamber of Commerce festhalle and the Konig Ludwig Biergarten	51
4.10	Importance of experiences at Oktoberfest	55
4.11	Difference in importance of experiences between the Chamber of Commerce festhalle and the Konig Ludwig Biergarten	56
4.12	Opinions on authenticity of Helen’s Oktoberfest	59
4.13	Difference in opinions between the Chamber of Commerce festhalle and the Konig Ludwig Biergarten about authenticity at Helen’s Oktoberfest	61

LIST OF FIGURES

Figure	Page
1.1 U.S. Census Bureau’s (1890) Map of the Density of Distribution of the Germanic Nations	2
1.2 Jordan-Bychkov’s Map of human parameters in the Upland South in 1980	3
1.3 Google Map of Helen, Georgia’s location in the Blue Ridge Mountains	4
1.4 White County CVB Photo of Helen, GA in 1969	5
1.5 White County CVB Photo of Helen, GA in 1989	5
1.6 Festhalle attendee pouring beer into another’s beer tower	7
1.7 “Welcome to Oktoberfest” sign in downtown Helen, Ga	8
1.8 White County CVB Photo of the Konig Ludwig Biergarten in Helen, Ga	9
1.9 Photo of the Helen Chamber of Commerce festhalle	9
2.1 Crompton’s Model illustrating the relationship between maintenance attributes, motivator attributes, and social-psychological benefits	19
3.1 Black Forest Bed & Breakfast’s street map of Helen, Ga	28
3.2 Calendar of dates, times and locations of Oktoberfest interviews.....	29
3.3 Comment model for cultural motives.....	33
3.3 Comment model for festival motivator attributes.....	33
3.3 Comment model for festival experience.....	33
3.3 Comment model for authenticity.....	33

CHAPTER ONE

INTRODUCTION

History of Oktoberfest

The first Oktoberfest took place on October 12, 1810 to celebrate the marriage of the Crown Prince Ludwig of Bavaria and Princess Therese von Sachsen-Hildburghausen (see Appendix A for the history of Munich's Oktoberfest). The wedding festivities lasted for five days and culminated in a horse race on the fields now known as Theresien-Wiese, or the Wiesn, in honor of the bride. The horse race was so popular that it was repeated the next year and the Oktoberfest tradition began. In the beginning years the festival offered a carousel, swings and small beer stands, but 1896 brought larger beer tents backed by the proven traditional Munich breweries.

Oktoberfest is now a 16-day event, run by the City of Munich for the last 180 years, that began in 2013 on September 21 and ran until October 6. It is the largest folk festival in the world, attracting more than 6 million visitors each year from across the globe. The traditional Munich breweries; the Augustinerbrauerei, Hacker-Pschorrbrauerei, Lowenbrauerei, Paulanerbrauerei, Spatenbrauerei and Statliches Hofbrauhaus; are the only beer vendors to serve at the 16 fest halls because they satisfy purity standards that date back to 1487 in Munich (see Appendix B for the 2013 promotional press release). Bavarian food such as sausages and roast chicken, radishes, and Obatzda (specially garnished cream cheese) are sold along with a Weisn specialty, ox. Oktoberfest begins with a procession of The Lord Mayor of Munich on horseback, a 12-gun salute and the mayor tapping the first cask of beer at noon with the words

“O’zapft is!” which means “the barrel is tapped!” (see Appendix B for the history of Munich’s Oktoberfest).

German Migration to the United States

As Germans emigrated from Germany and to the United States, they took their traditions and the Oktoberfest celebration with them. The first wave of German immigrants to North America was in the late 1600s with the final large wave ending in the early 1900s (U.S. Census Bureau, 2010). Toward the end of this last wave, most German settlements in the United States were concentrated in the Northeast and Upper-Midwest portions of the United States as shown in Figure 1.1. The darkest-shaded portions of the map denote towns or areas where there were 20 more people per square mile who were of German ancestry.



Figure 1.1 U.S. Census Bureau’s (1890) Map of the Density of Distribution of the Natives of the Germanic Nations

Several of these cities capitalized on their heritage by maintaining a Bavarian façade and beginning their own Oktoberfest celebrations, such as Frankenmuth, Michigan, the only city outside Munich to be officially sanctioned by Lord Mayor Christian Ude of Germany (Frankenmuth, n.d.); Leavenworth, Washington, which boasts a German population of more than 25% (City of Leavenworth, n.d.); and Cincinnati, Ohio, hailed as host of the nation’s largest Oktoberfest (Cincinnati, 1996). German



Figure 1.2 Jordan-Bychkov’s (2003) The Upland South

immigrants did not settle further south into the Upland South than the Shenandoah Valley (Jordan-Bychkov, 2003), which is the valley between the Blue Ridge Mountains and the Allegheny Mountains that stretches from northern West Virginia to the middle of Virginia. As Figure 1.2 shows, the eastern portion of the Upland South spans from northern Alabama and Georgia to southern Ohio and Indiana, and includes the Southern

Appalachian Mountains. The shaded area of the map, which includes north Georgia, is the contiguous area in which people of German, African, French, or Hispanic ancestry do not constitute majorities or pluralities. If Germans did not migrate to this part of the country, why is there a small, Georgia town with Bavarian-style buildings and an Oktoberfest that attracts thousands of visitors each year?

History of Helen, Georgia

Helen, Georgia is a small town, population 518 (U.S. Census, 2012), located in a valley of the Blue Ridge Mountains along the Chattahoochee River in the northeast corner of Georgia near the South and North Carolina border. Established in 1857 and

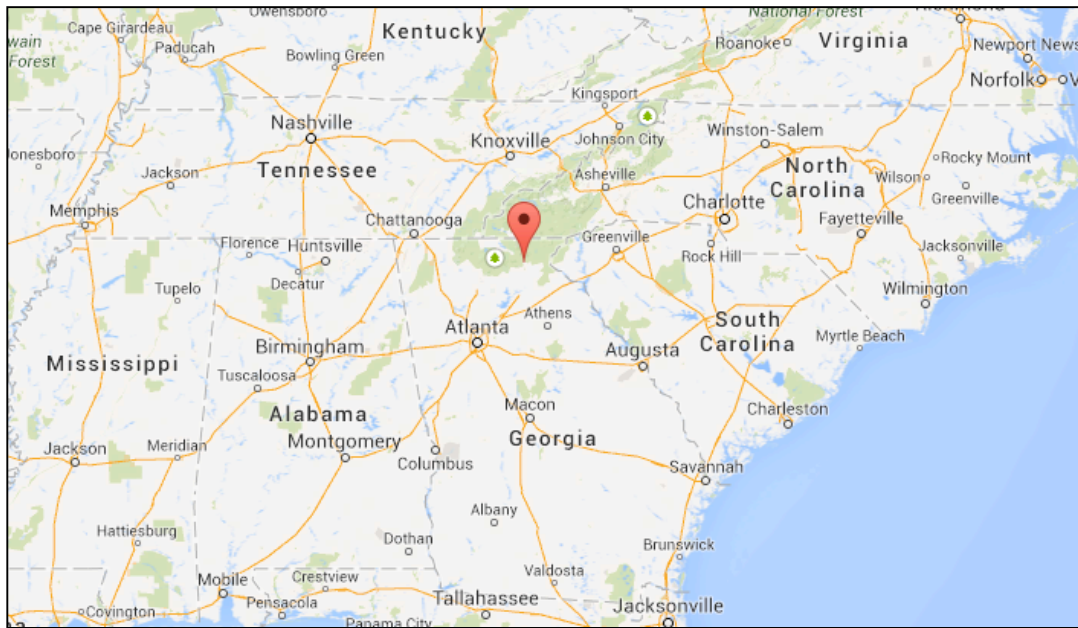


Figure 1.3 Google Map of Helen, Georgia’s location in the Blue Ridge Mountains known for its naturally beautiful attractions such as Anna Ruby Falls and Unicoi State Park, which was opened in 1952 by the Georgia State Park System (Townsend, n.d.), Helen was a quaint and quiet logging town that serving as a stop for campers, hikers, and

motorcyclists rather than a tourist destination. The city, suffering from a slow economy in the 1960s, wanted to find a way to boost their economy. Tourism seemed like a natural option to city officials, seeing as they already had natural attractions (Xiao & Smith, 2004), and in 1968 a friend of a Chamber of Commerce member, who was stationed in Germany during World War II, was hired to come up with a design to “spruce up their storefronts” (Martin, 2007, p. 116). He was inspired by a town he had seen in Southern Germany and sketched a mock-up of Helen’s buildings to look like “Little Bavaria,” complete with gingerbread trim and the entire town was redesigned, changing the small community into a faux Alpine Village (Helen, 2013).

Figures 1.4 and 1.5 White County Convention & Visitors Bureau photos of Helen,



Georgia in 1969 and 1989

Every building within city limits from the family-owned German restaurant to the Holiday Inn has a Bavarian-style exterior, per town zoning laws (see Appendix C for Helen’s zoning laws). There are shops with German-themed names (Martin, 2007) that sell chocolates, trinkets depicting the likeness of Hansel and Gretel, and paraphernalia with the German flag. To showcase the town’s new persona, Helen created their own version of Oktoberfest. The Chamber of Commerce hosted their event inside a “festhalle”

that provided entertainment, food, and beers from Munich for Chamber members and close friends (R. Chacon, personal communication, September 10, 2013). The festival has grown exponentially since, with fall 2013 being Helen's 43rd Annual Oktoberfest. Finally, every fall the Konig Ludwig Biergarten, located in the center of the town's main street, prepares for the influx of tourists by importing kegs of German beers.

Oktoberfest tourists from all over the country walk the streets in Trachten hats while some wear shirts with lederhosen straps screen-printed on the front, which can be bought at local souvenir shops. None of these things are originally German and it may not look exactly like Munich, yet tourists to Helen consume the culture offered and revel in Helen's faux-Bavarian atmosphere, which has evolved into an event that tourists believe is authentic in its own way.

The Chamber of Commerce's festhalle still provides German polka music, bratwursts, and beers from Munich, but the building has tripled in size. The original portion of the festhalle is now the stage, which plays host to a variety of polka artists during festival months. Past the small dance floor in front of the stage, there are long tables with benches on each side, intended to encourage strangers to become friends and celebrate together. There are two buffet-style lines where tourists can get a plate of bratwurst and sauerkraut and, the main event of Oktoberfest, a stein of beer. The festhalle sells beers than the German imports, though. The festhalle advertises Miller Lite via neon bar signs that are scattered throughout the building and served in a 72oz tower with a



Figure 1.6 Festhalle attendee pouring beer into another's beer tower

spout so the beer can be shared with a group. It could be argued that the festhalle is exploiting German culture as an excuse for fun and indulgence (Xiao & Smith, 2004). The festhalle is no longer the only place in Helen to celebrate Oktoberfest, though. Businesses throughout the town host their own versions of the festival, which is a point of contention with the Chamber of Commerce (R. Chacon, personal communication, September 10, 2013).

Jamal & Hill (2004) state that there must be a definitive quality that, when an entity has said quality, it can be said to be authentic. Until this quality exists, however, authenticity will be defined in different ways. MacCannell (1973) defines authenticity as the truth, which tourists seek from a host place to make their experience real. Culture is performed on the front stage, but tourists seek the back regions. Wang (1999) defines the authentic experience further by dividing it into two concepts: intrapersonal authenticity, which how the tourist experiences something with others as a collective unit; and

interpersonal authenticity, how an individual experiences something on his or her own. Authenticity is then broken down into dimensions of time (Jamal & Hill, 2004), built environment (Chhabra, Healy & Sills, 2003; Bruner, 2005; Lee, Lee & Choi, 2010) and festivalscape (Lee, Lee, Lee, & Babin, 2008), all of which have a place in Helen, Georgia's Oktoberfest today, though there have been many changes.

Problem Statement

Official websites and promotional materials showcased the Chamber of Commerce festhalle, but it is believed by the Chamber of Commerce (R. Chacon, personal communication, September 10, 2013) that many people who visit Helen each year for Oktoberfest may not know that the festhalle exists and instead spend their day enjoying beers and dancing at other Helen vendors, such as the Konig Ludwig Biergarten, and visiting surrounding shops and restaurants. Official flags and private bar and restaurant signs throughout town say "Welcome to Oktoberfest, Alpine Helen, Georgia," suggesting that the festival is everywhere, but the Chamber of Commerce



Figure 1.7 White County Convention & Visitors Bureau photo of a "Welcome to Oktoberfest" sign in downtown Helen, Georgia

makes a point to say that tourists are not attending the real Helen Oktoberfest unless they are at the Chamber of Commerce's official festhalle (R. Chacon, personal communication, September 10, 2013). While there are street signs on corners that direct traffic to the festhalle, if a tourists comes to Helen not knowing what the festhalle is, then it is possible that tourist would continue driving. He or she would then happen upon droves of people walking the streets of downtown Helen and an especially large, energetic crowd celebrating Oktoberfest at the Konig Ludwig Biergarten, which is in the center of town at the Helen Square.



Figure 1.8 (left) White County Convention & Visitors Bureau photo of the Konig Ludwig Biergarten in Helen, Georgia

Figure 1.9 (right) Helen Chamber of Commerce's festhalle

Statement of Purpose

It is possible that those who do not turn toward the festhalle do so because they prefer the attributes offered in town, but the Chamber of Commerce does not know if this is the reason or if people are just unaware of their venue (R. Chacon, personal

communication, September 10, 2013). The purpose of this research was to determine what attracted tourists to the Helen Oktoberfest and whether opinions differed between tourists at the Konig Ludwig Biergarten and the Chamber of Commerce festhalle. The researcher investigated what cultural motives enticed tourists to the festival, which festival motivator attributes and experiences were important and whether attendees believed Helen's event was authentic. Tourist answers from each of the two locations were then compared to determine differences.

Research Questions

Based on the research of McKercher, Mei, and Tse, 2006; Crompton, 2003; Baker and Draper, 2013; Wang, 1999; MacCannell, 1973; Bruner, 1994; and Rickly-Boyd, 2012, there were four research questions for this study:

1. What are the cultural motives to visit Helen, Georgia's Oktoberfest?
 - a. Do the cultural motives differ between Chamber of Commerce festhalle tourists and visitors to the Konig Ludwig Biergarten?
2. What are desired festival motivator attributes of Helen, Georgia's Oktoberfest?
 - a. Do the motivator attributes differ between Chamber of Commerce festhalle tourists and visitors to the Konig Ludwig Biergarten?
3. What are the experiences desired by tourists at Helen, Georgia's Oktoberfest?
 - a. Do the desired experiences differ between Chamber of Commerce festhalle tourists and visitors to the Konig Ludwig Biergarten?
4. What is the role of authenticity for attendees to Helen, Georgia's Oktoberfest?

- a. Does the role of authenticity differ between Chamber of Commerce festhalle tourists and visitors to the Konig Ludwig Biergarten?

A mixed methods design was employed to answer these questions. Data was analyzed quantitatively using Statistical Package for the Social Sciences (SPSS) and qualitatively by coding respondent comments and researcher observations.

Definition of Terms

Chamber of Commerce festhalle: Venue owned by the Helen, Georgia Chamber of Commerce that is the original location of Helen's Oktoberfest. Also referred to as the *festhalle*.

Konig Ludwig Biergarten: Open-air restaurant and bar located in Helen Square, which is in the middle of downtown Helen. Also referred to as the *Biergarten*.

Cultural Motives: Tourists desire to have cultural enrichment when attending festivals (McKercher, Mei, & Tse, 2006), and are motivated to attend Helen, Georgia's Oktoberfest by the desire to see history and understand heritage (Rickly-Boyd, 2012). They also visit Helen's festival because it represents the German culture and tourists can feel German while they are there.

Festival Motivator Attributes: Key program attractors that persuade visitors to go to a festival. They are distinctive and differentiating features of an event that satisfy tourists' experience (Crompton, 2003). These attractors and features are based on the culture of Oktoberfest and include food, beer, music, dancing and apparel (Baker & Draper, 2013).

Experience: Postmodern tourists are less concerned with the authenticity of the original and more concerned with being in a state of Being that is true to themselves. This state is

activated by tourist activities, such as Helen's Oktoberfest (Wang, 1999). When experience is mentioned in this study, it refers to what about Oktoberfest is important to tourists for them to have the real Oktoberfest experience.

Authenticity: Until a quality exists that, when an entity has it that entity can be considered authentic (Jamal & Hill, 2004), tourists will define it differently based on the way they experience something (Wang, 1999) or perceptions of how the culture is performed (MacCannell, 1973). For the purpose of this study, tourists to Helen are given the opportunity to define authenticity. These statements are based on Bruner's (1994) four definitions; historical verisimilitude, genuineness, original, and certified.

This thesis is presented in five chapters. Chapter two presents a review of the literature on festivals and festival tourism, authenticity and festival management. In chapter three, the quantitative and qualitative methods employed to analyze the research are described. Chapter four presents results of both quantitative statements and open-ended comments, along with researcher knowledge and observations. The final chapter discusses the conclusions of the research, how the results compare to past literature, practical implications of the research conclusions and limitations of the study. The researcher then offers recommendations for future research.

CHAPTER TWO

LITERATURE REVIEW

Festival History

Festivals are cultural events intended to be inclusive (Felsenstein & Fleischer, 2003) that attract the public to participate in rituals of the host culture (Crompton & McKay, 1997) while seeking novelty, socialization, and cultural enrichment (McKercher, et al., 2006). They date back to the Babylonian Akitu festival, which occurred approximately four thousand years ago (Preston, 2012) when festivals were agricultural and religious. These festivals also served a social function and were meant to represent the identity of the community. The end goal of serving a social function is still the same today, but now there is the added element of creating an appealing experience for tourists, done by focusing several activities around a theme within a specific time frame (McKercher et al., 2006).

The theme works to shape tourists' expectations of what will be offered by the host community during the festival (McKercher et al., 2006). Festival themes have become so vital to tourism, that theme towns became popular across North America in the 1960s in places such as the Bavarian Village in Leavenworth, Washington (Frenkel & Walton, 2000), Little Sweden in Lindsborg, Kansas (Schnell, 2003), and Kitchener-Waterloo in Ontario, Canada (Xiao & Smith, 2004). The concept has evolved from tourism aspects of ethnic districts in larger cities (Frenkel & Walton, 2000) and escapist tourism (Martin, 2007), which takes visitors away from reality.

Festival Tourism

Festival tourism is a recent concept in the literature (Getz, 2010), despite festivals being well-developed sociologically. Festival tourism plays a critical role in tourism development (Getz & Andersson, 2008) because it contributes to the promotion of the host community's cultural environment (Backman, Backman, Uysal, & Sunshine, 1995). Tourists benefit from finding the cultural enrichment in which they seek (Crompton & McKay, 1997; Lau & McKercher, 2004). Whether tourists believe a place to be authentic also affects whether a community's cultural environment is preserved (MacCannell, 1973), but theme towns have moved away from cultural tourism and toward escapist tourism (Martin, 2007). This sort of tourist site offers attractions, such as festivals, that are detached from the actual history of the region, so what affect do these attractions have on the economic goals on them towns? In the instance of Helen's Oktoberfest, the effect appears to have been positive; the White County Convention and Visitor's Bureau estimates 2 million people visit Helen each year to experience the culture Helen offers (J. Brown, personal communication, September 10, 2013). The town hosts Christkindlmarkt (Christmas) during December and Fasching (Mardi Gras) during the winter months in addition to Oktoberfest in the fall (R. Chacon, personal communication, September 10, 2013).

Authenticity

Authenticity of festivals emphasizes the culture rather than development goals of a city (McKercher et al., 2006), which is key to the sustainability of an event (Getz & Andersson, 2008). Helen makes no secret of its origins as a logging town and a place for

people to pass through on the way to visit the natural sites of North Georgia, as well as how it was redesigned to look like a Bavarian town (White County, 2013), but have managed to maintain the event for 43 years. Helen may be promoting the German culture for tourists (MacCannell, 1973), but Chamber of Commerce officials make public that Helen is not a German town rather than attempt to present a false history (Fowler, 1989). Authenticity is no longer a concept with a specific definition, it is a term with different meanings based on the context and tourist (DeLyser, 1999), and it is based on what an experience, such as a cultural festival, means to tourists (Wang, 1999). It is a “socially constructed concept” (DeLyser, 1999, p. 612), so Helen is able to employ various tactics to appeal to tourists’ desires to attend culturally oriented events that preserve authenticity (Derrett, 2003).

Ownership of heritage can affect a town’s ability to successfully perform culture for tourists. In the case of New Glarus, Wisconsin’s 90th Anniversary Celebration, the state government tried to get involved despite having no connection to the community or heritage, which was noticed by those attending the celebration (Hoelscher, 1999). A local businessman charged with chairing the celebration, however, was accepted when speaking about the town’s history. Ownership becomes an issue with authenticity (Bruner, 2005) because tourists are concerned that an entity, such as a place with a cultural festival, is the original and not a copy. If an authority declares said entity to be authentic though, does ownership matter? In Bodie, California, a ghost town in Bodie State Park, a staff member giving tours pointed out buildings and told stories about them that obviously could not have happened (DeLyser, 1999). Though this was not the image

Bodie owners, the state, wanted to portray, he felt that his authority on the subject would better guide tourists toward having an authentic experience. Bruner (2005) writes about New Salem, a town built entirely as a tourist attraction to promote their connection to an important part of the nation's history. He discusses the issues historians have with the tourism industry, because New Salem is successful despite said connection to history being, to historians, insignificant. Both of these places, like Helen, have become self-referentially authentic, an original of something that never actually existed (Baudrillard, as cited in Wang, 1999). Though they are not rooted in history, these places have been around so long they are authentic to themselves.

Jamal and Hill (2004) discuss three dimensions of authenticity: historic time, which is the period in time when an event originally took place in the real world; heritage time, where the event from historic time is used for social and economic interests; and visitor time, which is when the tourists experience the event of historic time through the heritage time lens. This study focused on visitor time to understand how tourists experienced Helen's Oktoberfest history. If tourists are motivated by the desire to have authenticity in cultural events (MacCannell, 1973) but a town can find success capitalizing on escapist attractions (Martin, 2007), then it begs the question, what do these tourists consider to be authentic? In order to say something is authentic, there has to be a definitive quality that, when an entity has that quality, it can be deemed authentic (Jamal & Hill, 2004).

Until this quality exists, however, authenticity will be defined as many different things in the literature when discussing festivals and events. The built environment

(Chhabra et al., 2003; Bruner, 2005) and festivalscape of a place or site (Lee et al., 2008) is part of what is considered to be authentic. Built environments, such as building design and festival set-up, are the most obvious way to display the heritage of a place (Chhabra et al., 2003), and Helen successfully does this by utilizing the three environmental dimensions of festivalscapes: space/facilities; signs, symbols, and artifacts; and ambient condition (Lee, et al., 2008).

Though it has been established that Helen's historic heritage is not German, the buildings in the town, as well as other public spaces were redesigned to look like an alpine village. Inside the festhalle, there were several long tables meant to provide the communitas of a German beer garden, and outside the festhalle there were benches a long-time tourist said were "brought over from Munich!" The town is in the Blue Ridge Mountains and this combined with the architecture presents visions of a quaint Bavarian town in the Alps. Ramshaw and Hinch (2006) wrote about climatic conditions and how they are vital to nostalgic imagery. Helen hosting their festival during the fall employs this tactic and these three lend themselves to the iconic authenticity of Helen's Oktoberfest, because tourists can imagine that it resembles the real thing (Rickly-Boyd, 2012).

The way the culture is performed during Oktoberfest, or the front stage performance (MacCannell, 1973) activities in Helen, such as polka bands performing and German beer being served in a beer garden, are also a part of how the festival is or is not seen as authentic. Tourism sites use objects, images, and people as signifiers for past events, and Helen is no different (Taylor, 2001; Apostolakis, 2003). Shop owners usually

wore dirndls or lederhosen, as did employees at the Chamber of Commerce festhalle, but other employees at the festhalle and those at the Konig Ludwig Biergarten were dressed in contemporary clothing. Tourists were encouraged to participate in the Oktoberfest performance by purchasing Helen's souvenir versions of the German outfits and dancing to the polka music, as if they had been given a back-stage pass (c.f. MacCannell, 1973). Tourists accepted the reproduction and chose instead to focus on the core values of the festival (Taylor, 2001; Bruner, 2005).

Wang (1999) discussed existential authenticity, the state in which the tourist participates in activities that are true to him or herself. Heritage and the cultural aspects of a festival celebration are seen more as an experiential process rather than a product (Ashworth 2008), and Helen's Oktoberfest is no different seeing as it continues to evolve in an effort to accommodate new tourists (Schouten, 1995). According to this definition of authenticity, it is about the present experience rather than the site's historical connection to the past (Ashworth, 2008), and though Helen uses motivator attributes that are based on the original (Crompton, 2003), the tourists relied on their own opinions (Rickly-Boyd, 2012) based on their experience during the festival. Helen Oktoberfest's tourists defined authentic in terms of looking like the original, being a historically accurate reconstruction of the original, and being declared authentic by an authority.

How Tourists Determine Authenticity

The way a tourist determines the authenticity of that experience depends on several factors. The first factor are attributes of the host site that have little to do with the culture being celebrated and more to do with how basic needs are met. Crompton (2003)

created a model (Figure 2.1) to show that tourists will not have the experience desired by festival programmers if certain attributes are not met first. High satisfaction in a festival setting is a result of event tourists experiencing the desired social-psychological benefits of cultural understanding, intellectual involvement, and social involvement, with the latter being one of the most important motivational dimensions in attending a cultural festival in the first place (Backman et al., 1995). The festival tourist needs to feel satisfied with the event motivator attributes, such as entertainment, cultural heritage exhibits, and activities, before reaching the social-psychological benefits, though. If these are of low quality, then event motivator attributes will not facilitate social-psychological benefits.

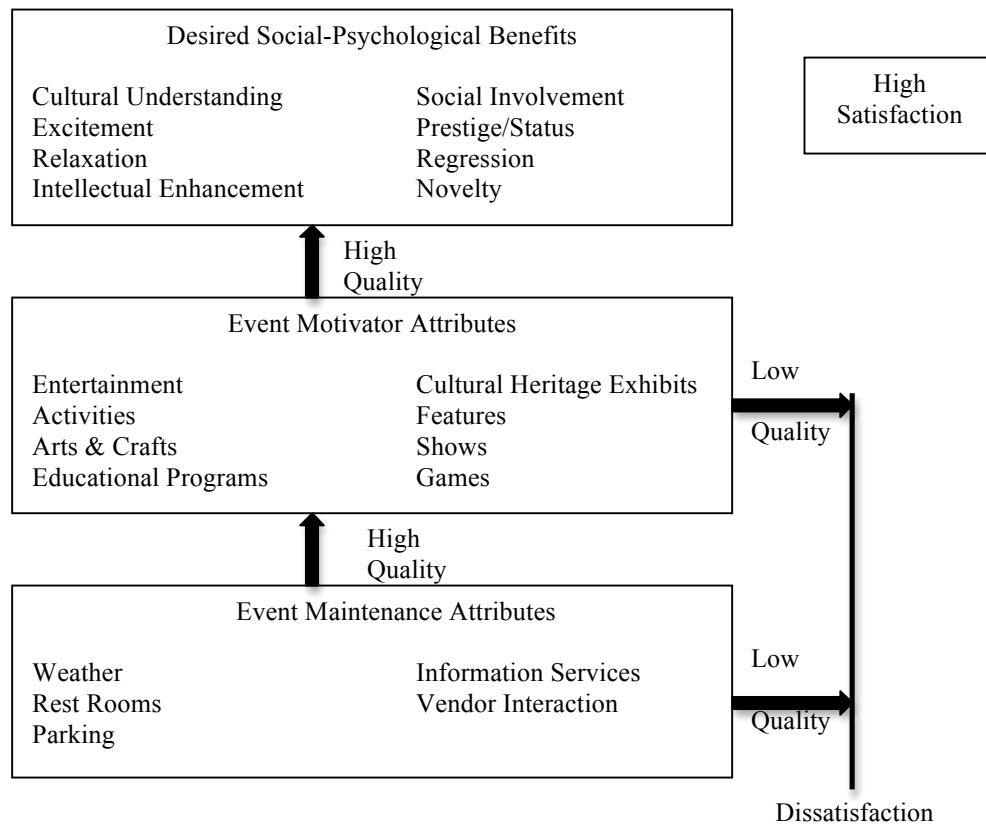


Figure 2.1 Crompton's (2003) Model Illustrating the Relationship Between Maintenance Attributes, Motivator Attributes, and Social-Psychological Benefits

Before festival tourists will begin to consider a festival as authentic, they will consider their environment and how that environment is beneficial to their experience. To satisfy this, festival programmers must design the festival to meet event maintenance attributes. These attributes are controllable, such as rest rooms, parking, and the wear and tear of the town (Bowitz & Ibenholt, 2009), as well as uncontrollable attributes, (Crompton, 2003) such as the weather. If these things are considered unsatisfactory and are of low quality, tourists will not be able to move past the maintenance attribute stage.

Once it is determined that the maintenance attributes are met with high quality, the focus can then turn to the entertainment, cultural exhibits, and activities that go on during a festival. Tourists expect certain things to be provided in a cultural festival, and a host city will be assessed by how well they appeal to the expectations of said tourists (Schouten, 1995). Marketing symbols are used by the Chamber of Commerce in Helen to promote their festhalle's Oktoberfest as well as by the town to promote the unofficial festival. These symbols, particularly German food and beer, are meant to inspire feelings of symbolic authenticity in festival tourists (Rickly-Boyd 2012). Visitors are encouraged to participate in the Oktoberfest activities by dressing in dirndls or lederhosen and dancing to the polka music (MacCannell, 1973). When tourists are satisfied with activities provided at the festival and in their ability to participate in the culture, they experience the social-psychological benefits necessary to understand the

cultural aspects of a festival and can determine their feelings on the festival's authenticity (MacCannell, 1973; Crompton, 2003).

The next factor in festival tourists determining if they are having an authentic experience is the ability for tourists to be in a special state where they are true to themselves. Wang's (1999) existential authenticity references the liminal process in which festival tourists find themselves seeking a state of Being that is activated by participation in, not just the observation of, festival activities (MacCannell, 1973). Festival tourists go through a change while participating that takes them from someone who had not had that experience to person who has authentically experienced a culture (Wang, 1999). While Oktoberfest tourists are dancing to the polka music or drinking German beer and yelling "Prost!" they are free to spontaneously consume the culture however they choose (Apostolakis, 2003).

Existential authenticity, which is split into two dimensions, involves the personal or intersubjective feelings about a toured experience that are triggered by the process of participating in activities that are offered by the tourist attraction (Wang, 1999). One way tourists can have this kind of experience is through social interaction, which is key in facilitating the relationship between a festival tourist and the host city (Hixson, Vivienne, McCabe, & Brown, 2011). Tourists feel pleasure in sharing the festival experience with other festival-goers and gaining a sense of group belongingness (Formica & Murrmann, 1998) because they are participating in an activity that is outside the constraints of everyday life (Wang, 1999). Wang (1999) refers to this as interpersonal authenticity, which is the first dimension of existential authenticity. This study focuses on the other

dimension, intrapersonal authenticity. This describes how the tourist feels during the cultural process of participating in a festival and then how said tourist can be true to him or herself in the process of experiencing the culture. This dimension was chosen because the researcher wanted to ask respondents about their own personal experience rather than how their group uses the festival and culture to enhance relationship ties.

The final factor in tourists determining the authenticity of a festival is how the festival aligns with values and expectations of the festival tourist (McKercher et al., 2006). Festival tourists are more likely to visit a festival that follow their emotional values than if the festival serves an economic function (Lee et al., 2010). Because values vary from person to person, authenticity is a concept that will vary among tourists and be based on the individual experience (Apostolaks, 2003).

Importance in Understanding How Tourists Define Authenticity

Understanding how tourists view a cultural festival's authenticity is important because tourists intensely seek authenticity when the event is seemingly removed from modernity (Cohen, 1988). Crompton & McKay (1997) offer three reasons as to why knowing attendance motivations is imperative. First, if there is awareness that tourists attended a festival because it is deemed authentic, then the festival programmer will be able to better design the festival to meet their authenticity standards. The tangible and intangible aspects of a cultural festival act as a glue that connects tourists to the host site of said festival by appealing to their desires for an authentic experience, and that connection further motivates their festival attendance (Derrett, 2003).

Even tourists who place high value on the authenticity of their experience will focus their judgment on one aspect of a festival and disregard others, so knowing the motives of festival tourists increases the host's ability to send them away at the end of the festival satisfied with their experience. Tourists are more likely to attend a festival that aligns with their values and identity (Crespi-Vallbona & Richards, 2007), and if the festival quality is satisfactory then the event is more enjoyable and the tourist is likely to exhibit return behaviors (Getz, 2008; Getz, 2012).

Crompton & McKay's (1997) final reason for why it is important to know what motivates event tourists is that the festival programmer, the Chamber of Commerce in the instance of Helen's Oktoberfest, will be able to understand the tourist decision-making process and market the festival accordingly. Culture tourists seek activities that will satisfy their curiosity about a culture (Lau & McKercher, 2004) and local festivals signal to these tourists that the host place offers desirable cultural amenities (Felsenstein & Fleischer, 2003). Authenticity has a significant role in marketing cultural attractions based on culture tourists' motivation patterns (Apostolakis, 2003). A benefit of promoting a festival well enough to affect culture tourists' decisions to attend a festival is that tourists are likely to stay overnight and spend money throughout the community. Festivals are considered a stable source of tourist revenue (DeBres & Davis, 2001), and the sustainability of an annual festival such as Oktoberfest in Helen depends on this stable revenue.

Festival Management

For a festival to be successful, it is important for management to be competent,

able to adapt and capitalize on resources, and ensure continuing support. Once a festival or event is successful, it is used in promotional materials to enhance the destination's image, but can only continue to be a tourism attraction if cultural roles are fulfilled (Getz & Andersson, 2008). Helen's Oktoberfest is the primary festival promoted to tourists in order to enhance the contrived Bavarian image. There are two different Oktoberfests in Helen: the Chamber of Commerce's "official" fest and the unofficial fest celebrated throughout the town, each of which is presenting a different Oktoberfest production. The Chamber of Commerce markets their festhalle's events via their website as well as the visitor's bureau's website, so in order to fill the festhalle each weekend (Lee et al., 2008). Conversely vendors throughout the town also experience success without having to market their respective establishments or receive support from the Chamber of Commerce (Getz & Andersson, 2008).

Shop and restaurant owners in Helen were members of the Chamber of Commerce, so one would assume a relationship would have been built around the marketing for Oktoberfest in order to promote all businesses (Getz, 1997; Preston, 2012). Heads of the Chamber of Commerce used very careful wording when talking about Oktoberfest, though, which they felt was the official festival at their festhalle versus the community celebration (R. Chacon, personal communication, September 10, 2013). The Chamber of Commerce's festhalle has stood in the same place for 43 years, so does competition exist between them and the town because they believe their building's timelessness is able to provide more nostalgia for "the way it was" (Ramshaw & Hinch, 2006) than the businesses in the middle of Helen?

It could be hypothesized that this is the case based on how other theme towns, such as “Little Sweden” in Lindsborg, Kansas, operate their day-to-day heritage and festival tourism. “Little Sweden” began when Swedish immigrants desired to revitalize the ways of the old country (Schnell, 2003). Local business owners pushed city officials for a greater focus on tourism to boost the economy, and the two entities collaborated together to attract heritage tourists looking to explore Lindsborg’s portrayal of their ancestors’ culture.

Schnell (2003) noticed that two definitions of Little Sweden’s authenticity developed during his research: “Old World” precedents acting as a standard to judge modern views and current motivations that determine how “real” the culture is. Like Helen, Little Sweden was designed in the 1960s and 1970s, and though authenticity was not an issue at the forefront initially (Danielson, as cited in Schnell, 2003), it became important in 1974 when a folk dancing group went to Sweden and realized things needed to be done differently. After that, competing ideas of authentic culture emerged, thought to be brought on by commercialization of the culture (Schnell, 2003).

Leavenworth, Washington is another theme town, calling itself a Bavarian Village in the Washington Alps (Frenkel & Walton, 2000), in which consumption of commercialized culture has effected the physical environment as well as the promotion of enticing images to tourists. Like Helen, Georgia, sawmill workers settled Leavenworth, but the latter’s population and work declined in the 1930s due to the Great Depression and had still not recovered in the 1950s. University of Washington consultants put forth the idea of adopting a theme, and a Bavarian village was chosen because of the area’s

topography. Today, though the town is not historically German, nearly 25% of its population claims to be German-American (City of Leavenworth, 2013). In a study conducted in 1980 by the Office of Community and Organizational Development at the University of Washington, two-thirds of the nearby residents were opposed to any more Bavarianization than was already there, and felt they didn't receive benefit from what was already there (Frenkel & Walton, 2000).

City residents having conflict with city councils and chambers of commerce seems to be a common trend in theme towns. Xiao & Smith (2004) studied residents' perceptions of the Kitchener-Waterloo Oktoberfest in Canada, is the second largest fest only to the original in Munich. They sought to obtain local views on the preservation of German heritage through hosting Oktoberfest and found four different categories of residents: Radical Opponents, who did not approve of the festival and the burden tourists put on their town; Mild Opponents, residents who indicated a lack of interest; Complaint Makers, people who supported Oktoberfest but felt some changes needed to be made; and Supporters, who saw the festival and an entertaining experience that would keep the local economy strong. There is no data in the study that tells the proportion of people in these categories, which makes it difficult to know how most residents in Kitchener-Waterloo feel about their city's Oktoberfest.

CHAPTER THREE

METHODS

This study took place during the 43rd Annual Oktoberfest in Helen, Georgia and was conducted with the approval of the White County Convention & Visitors Bureau and the Helen Chamber of Commerce. Helen, Georgia's 2013 Oktoberfest began the weekend of September 12-15 with kickoff events and a parade, and then ran daily September 19-October 27, 2013. A pretest was conducted to determine the optimum days, times and locations to intercept tourists. During the pretest, it was observed that locals were the majority attendees to Oktoberfest during September (White County, 2013). The survey population was tourists to Helen, Georgia during Oktoberfest, so interviews were only conducted during October 2013. Tourists were chosen because the town was redesigned to boost tourism and Helen's Oktoberfest is a tourist attraction (Corbin & Strauss, 1990).

Study Site

Helen Chamber of Commerce's official festhalle, marked by the star in the bottom-right corner of Figure 3.1, was open Monday-Thursday from 6:00-10:30 p.m., Fridays from 6:00 p.m.-midnight, Saturday from 1:00 p.m.-midnight and Sundays from 1:00-7:00 p.m. Interviews conducted during the week were at the festhalle, which is located two blocks east off the main highway through Helen (Figure 3.1), with street signs present to direct traffic but no promotional signage. The Konig Ludwig Biergarten, which is located in Helen Square in the middle of downtown Helen and marked by the other star in Figure 3.1, was not open during the week so interviews were only conducted at that location on weekends. The Biergarten's hours of operation on weekends was

1:00-10:00 p.m. on Fridays, 10:00 a.m.-10:00 p.m. on Saturdays, and 11:00 a.m.-9:00 p.m. on Sundays, though the researcher observed that they would stay open later on Fridays and Saturdays if there was still a large crowd. Interviews were also conducted at the festhalle on weekends. Interviews were conducted at both locations in order to sample opinions of different social groups (Bailey, 2007).

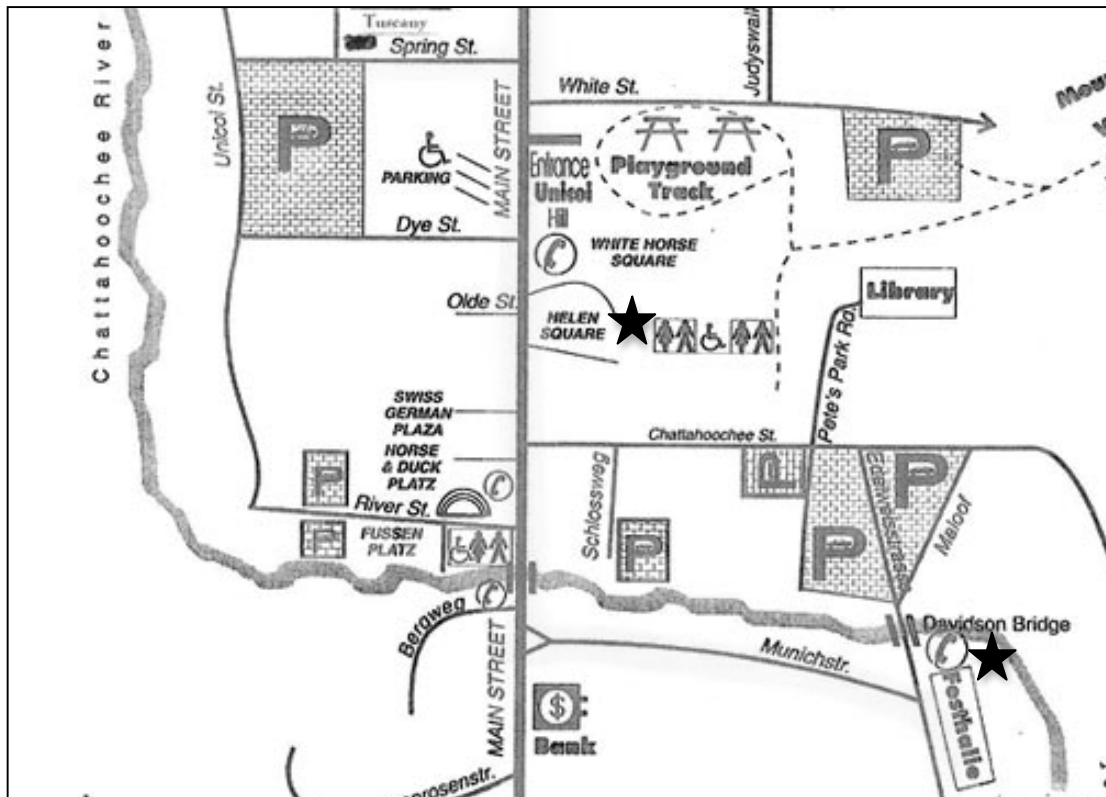


Figure 3.1 Black Forest Bed & Breakfast’s Street Map of Helen, Georgia

The Chamber of Commerce festhalle was chosen as a survey location because it is host to Helen’s original Oktoberfest. During the pretest, bars and restaurants in downtown Helen were analyzed to determine which would be best to compare tourists to those at the festhalle. The Konig Ludwig Biergarten was chosen because of its central

location, which worked to attract a large number of tourists. Pretests at both locations were also conducted to determine the optimum days, times of day and the best place to intercept tourists for interviews. Figure 3.2 shows the calendar of interview days and times at each location. During the pretest, pilot interviews were conducted so questions could be altered and improved.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	1	2	3	4 5:00-8:00 p.m. Biergarten (2) 8:30-11:00 p.m. festhalle (8)	5 12:30-5:00 p.m. Biergarten (11) 6:00-11:00 p.m. festhalle (18)	6 2:00-7:00 p.m. festhalle (26)
	8 6:30-10:30 p.m. festhalle (18)	9	10	11 7:30-11:00 p.m. Biergarten (20)	12 1:30-5:30 p.m. festhalle (22) 6:30-10:30 p.m. Biergarten (17)	13 11:30-3:00 p.m. Biergarten (14) 3:30-7:00 p.m. festhalle (18)
14 6:30-10:30 p.m. festhalle (20)	15	16 6:30-10:30 p.m. festhalle (20)	17	18 6:30-9:00 p.m. festhalle (22)	19 1:30-5:30 p.m. 6:00-10:00 p.m. festhalle (33)	20 2:00-7:00 p.m. festhalle (21)
21	22	23	24 6:30-10:30 p.m. festhalle (23)	25 5:00-11:00 p.m. Biergarten (25)	26 12:30-5:30 p.m. 6:30-10:00 p.m. Biergarten (38)	27 11:30-5:30 p.m. Biergarten (23)

Figure 3.2 Calendar of dates, times and locations of Oktoberfest interviews

The researcher used systematic, stratified sampling (Babbie, 2011) to choose respondents. Systematic sampling is a type of probability sampling in which every kth unit is eligible in the sample. Stratified sampling is grouping units of the population together before sampling to improve the representativeness of the sample. For this study, the units of the population were grouped by location. Every third person that approached the path of the researcher was eligible to be interviewed. Once the eligible person was chosen, he or she was asked first whether he or she would be willing to be interviewed.

Then he or she was asked if he or she was from White County or Habersham County, which was also considered local because the county line is less than 20 miles from Helen. If the respondent answered that he or she did not reside in White County, the researcher confirmed that he or she was over the age of 18 then began asking questions. Interviews were stratified by location, the Chamber of Commerce festhalle and the Konig Ludwig Biergarten, and by weekday versus weekend.

The questions (see Appendix D for the Oktoberfest questionnaire) used in interviews consisted of demographic and travel characteristic questions to gauge the Oktoberfest visitor profile for the Chamber of Commerce. Specifically, tourists were asked their age, gender, ethnicity, marital status, highest education level and whether they had German Ancestry. They were also asked whether they came to Helen for the festival, who was in their travel group, did their group travel together regularly, had the group attended Oktoberfest together before, did they meet new people and did they make new friends?

The core of the questionnaire was a series of 5-point Likert-type scale statements asking tourists about their cultural motives (McKercher, Mei, & Tse, 2006), festival motivator attributes (Crompton, 2003; Baker & Draper, 2013), tourist experience (Wang, 1999) and authenticity (MacCannell, 1973; Wang, 1999). The cultural motive statements were, “I came to Helen’s Oktoberfest to understand German culture,” “to see German history,” “because it represents the German culture in Munich,” “because it is an accurate representation of the Munich Oktoberfest,” and “being in Helen for Oktoberfest makes me feel like I’m in Germany.”

Festival motivator attribute statements were asked to determine the importance of tangible items such as German food, music, beer, clothing and dancing being present at Oktoberfest. The experience statements were “it is important that I’m in Helen, Georgia during Oktoberfest,” “it is important that I share my Oktoberfest experience with my group,” and “it is important that I see the town of Helen while I’m here for Oktoberfest.” Eligible tourists were also asked if it was important that the Chamber of Commerce endorsed the festhalle.

Finally, tourists were asked if they thought Helen was an authentic representation of the Munich Oktoberfest and whether they came to the festival because it was authentic. Three statements were also presented to determine how tourists define authenticity. These were “To me, authenticity means that ‘something looks like the original,’ ‘something was reconstructed using historically accurate methods’ and ‘a certified official declared it as authentic.’” The scale for all of these statements was 1 to 5 with 1=Strongly Disagree, 2=Agree, 3=Somewhat Agree, 4=Agree, and 5=Strongly Agree.

Data Analysis

Green, Caracelli, and Graham (1989) define mixed-method design as any study, which includes at least one quantitative method and one qualitative method, though neither needs to be linked to any specific part of the study. For this study, a mixed-method design was employed. Data was analyzed qualitatively using triangulation (Greene, et al., 1989) to determine the strength of evidence that supported or refuted findings (Bailey, 2006). Answers from open-ended questions as well as respondent

comments were simplified and a codebook was created to converge the data and look for recurring opinions (Guba, as cited in Patton, 2002)). It was not used to find “the truth” (p.77), but rather to verify or reject the quantitatively analyzed data. Data was broken down analytically to be interpreted and labeled (Corbin & Strauss, 1990). After this initial analysis, the researcher employed the strategy of divergence (Guba, as cited in Patton, 2002) to make connections between existing trends and categorized the initially coded data. Methods triangulation, which involves integrating qualitative and quantitative data and works to discover compatibility of said data (Patton, 2002), is then employed to relate categories and see relationships. Finally, all the categories were unified under core categories to represent the four research questions (Corbin & Strauss, 1990).

The first category was cultural motives, described in Figure 3.3. Comments were grouped by architecture, previous knowledge of German heritage, comparing Helen’s details to the original in Munich, participating in and enjoying German culture without being in Germany, celebrating German history, and knowledge of Helen’s history.

The second category was festival motivator attributes, for which comments were divided into groups of food, drinks, entertainment, and apparel (Figure 3.4). Comments were also put in a “festival experience” category, with comments split in groups of parking, tradition, feeling German, official endorsement, connecting with Helen and connecting with others (Figure 3.5). The final category was authenticity. Comments were grouped by architecture, atmosphere, venue, authority, existential and how they compared to the original (Figure 3.6).

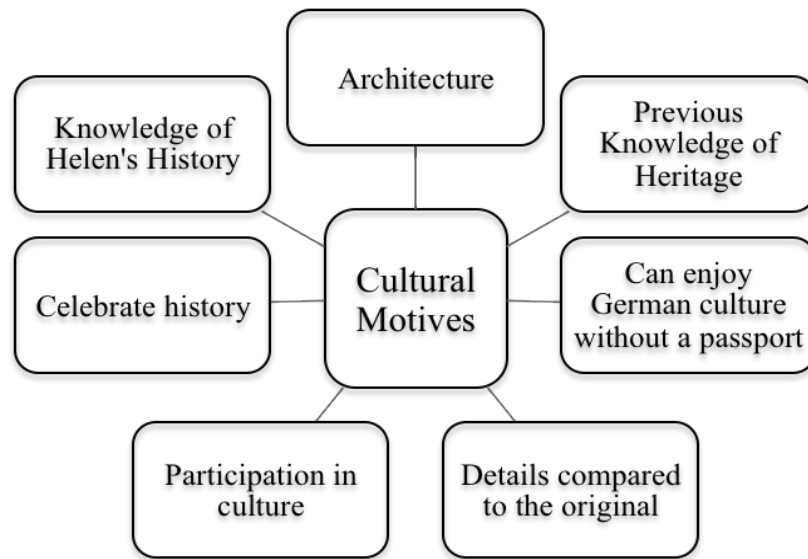


Figure 3.3 Comment model on cultural motives

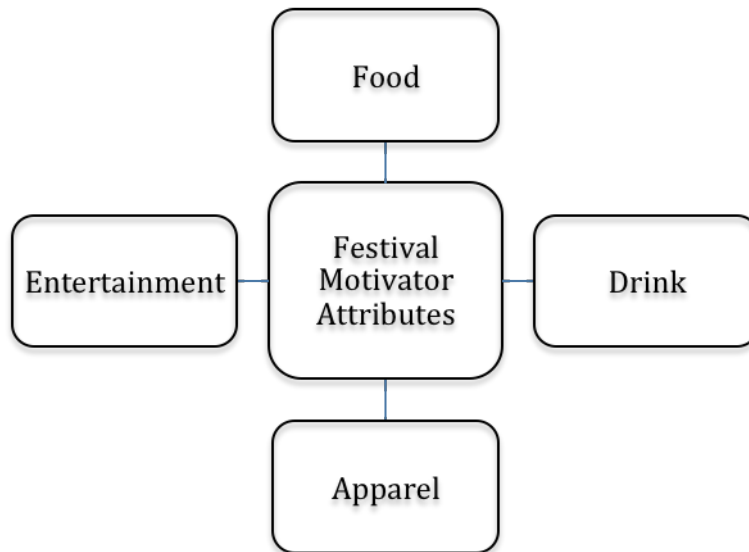


Figure 3.4 Comment model for festival motivator attributes

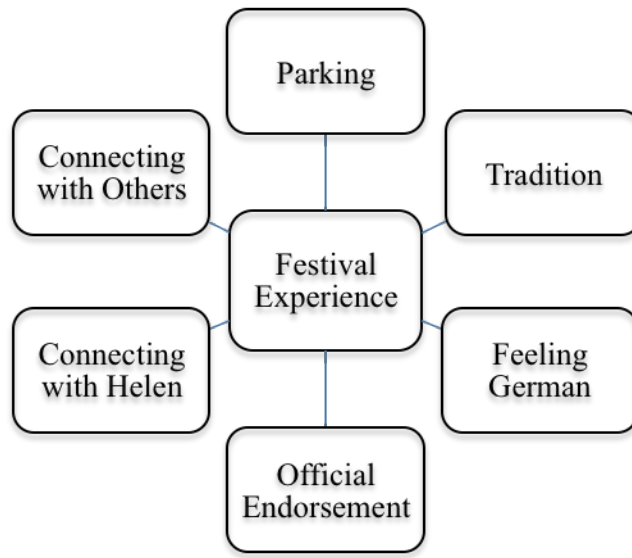


Figure 3.5 Comment model for festival experience

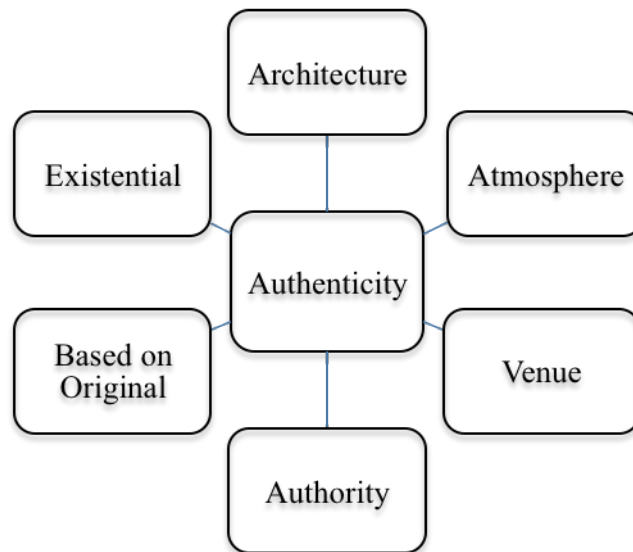


Figure 3.6 Comment model for authenticity

Another form of triangulation used in this research is comparing the researcher’s observations with the interviews conducted. Notes were taken after each day of interviews to catalog observations on what Helen was offering tourists to Oktoberfest and how said tourists were reacting to and interacting with what was offered. Observations

were also grouped to match the four research categories. Finally, evaluating tourist reactions to the interview questions will establish credibility with the results. Qualitative analyses are judged by substantive significance in presenting results, and readers will then make their own judgments about significance (Patton, 2002).

Survey data were coded and input into Microsoft Excel before being uploaded into the Statistical Package for the Social Sciences (SPSS) to statistically analyze. Frequencies and measures of central tendency such as mean, median and range were conducted on the demographic data and travel characteristics. Independent Sample t-tests were conducted on all data to look for differences in cultural motives, experiences, festival motivator attributes and authenticity between visitors to the Chamber of Commerce festhalle and Konig Ludwig Biergarten tourists. Chi-Squared (χ^2) analyses were also run on demographics and travel characteristics to examine the relationship between categorical variables; such as education level, ethnicity, German ancestry, marital status, and gender and survey location. A $p \leq 0.05$ level of significance was used in all Oktoberfest testing.

CHAPTER FOUR

RESULTS AND CONCLUSIONS

This chapter provides a detailed description of the Oktoberfest research results and is presented in three sections. The first section displays survey results with the visitor profile. The second section states the travel characteristics and behaviors of festival tourists. The final section addresses the research questions and presents the qualitative research categories that emerged from findings (Corbin & Strauss, 1990). Conclusion will be formed based on the data that results. Candid comments from respondents are also presented, as are researcher observations.

In total, 399 interviews were conducted throughout October 2013. Of the 631 people approached, 32 were under-age, 39 were local and 22 had already been interviewed. Of the 538 others who were eligible, 139 refused and 20 were incomplete, producing N=379 viable questionnaires for a total response rate of 70.5% (379/538). The response rate at the Konig Ludwig Biergarten (n=135) was 62.5% (135/216) and the response rate at the Chamber of Commerce's festhalle (n=244) was 75.3% (244/324). There were 113 interviews conducted during the week, all of which were at the festhalle because the Konig Ludwig Biergarten is not open during the week.

Survey Results

The average age of respondents was 44 years old (s.d. 16.848) and the median age was 42 years old. Though ages ranged 72 years, only 0.3% of the tourists were in their 90s, 1.7% in their 80s and 5.3% in their 70s. The largest age group of respondents was people in their 20s (27.6%), with 23 years old being the most common age.

Table 4.1

Demographic Data from Oktoberfest 2013 in Helen (N=379)

		Median	Mean	Standard Deviation	Percent %	Cumulative Percent %
Age	Range					
	20-29				27.6	27.6
	30-39				18.5	46.1
	40-49				14.9	61.0
	50-59	42.0	43.79	16.848	16.1	77.1
	60-69				15.6	92.7
	70-79				5.3	98.0
	80-89				1.7	99.7
	90-99				0.3	100.0
	Total				100.0	
Gender	Male				50.3	
	Female				49.7	
	Total				100.0	
Marital Status	Married				54.9	
	Not Married				45.1	
	Total				100.0	
German Ancestry	Yes				54.9	
	No				45.1	
	Total				100.0	
Ethnicity	Caucasian				91.3	
	Hispanic				3.9	
	Asian				2.1	
	Native American				1.1	
	African American				0.8	
	Other				0.8	
	Total				100.0	
Education Level	High School				13.5	13.5
	Some College				13.4	26.9
	Associates				1.6	28.5
	College				50.7	79.2
	Masters				15.0	94.2
	Doctorate				3.2	97.4
	Other				2.6	100.0
	Total				100.0	

Gender (male versus female) was divided 50.3% and 49.7%, respectively, and the percentage of respondents who were married was 54.9%. Also nearly equal in percentage were tourists who had German heritage, which was 54.9%. Nearly all of those

interviewed identified as Caucasian (91.3%), with the rest identifying as Hispanic (3.9%), Asian (2.1%), Native American (1.1%) and African American (0.8%). A small percentage (0.8%) identified as “other.” Of the 73.1% who had college degrees, 1.6% had an associate’s degree, 15.0% had a Master’s degree, 3.2% were Ph.D.’s, and half of those interviewed (50.7%) had an undergraduate degree. The rest of those interviewed had had some college (13.4%), whether they had taken time off or were currently in school, and 13.4% had a high school diploma. Finally, 2.6% of interviewees indicated “other,” which consisted of tourists who said they had specialist degrees or certifications.

The typical Helen Oktoberfest tourist; male or female, married or not married; was young-to-middle-age, well educated and white. When broken down between the Chamber of Commerce festhalle and Konig Ludwig Biergarten, the tourist profile looks different. Table 4.2 displays the mean and percentages of each of these demographics at both locations, along with the Chi-Squared values that indicate whether each category was statistically significant.

The mean age for tourists was statistically significant ($t = -8.106, p < .001$) between the Chamber of Commerce festhalle and the Konig Ludwig Biergarten. The festhalle’s mean age was 48.61 years (s.d. 17.200) while tourists at the Biergarten were 15 years younger with a mean age of 35.07 years (s.d. 12.061). The researcher observed tourists arriving on buses, from universities or bar tours in Atlanta and surrounding areas, and going to the Konig Ludwig Biergarten. The buses drove them up to enjoy the festivities for a day and the drove them back.

Table 4.2

Difference in demographic data from the Chamber of Commerce festhalle and the Konig Ludwig Biergarten (festhalle n=244, Biergarten n=135)

	Festhalle Mean	Festhalle Standard Deviation	Biergarten Mean	Biergarten Standard Deviation	
Age	48.61	17.200	35.07	12.061	t = -8.106 p < .001
Gender		Festhalle %	Biergarten %	x²	p-value
	Male	46.5	57.0	3.853	0.050
	Female	53.5	43.0		
	Total	100	100.0		
Marital Status					
	Married	63.5	39.3	20.667	< .001
	Not Married	36.5	60.7		
	Total	100.0	100.0		
German Ancestry					
	Yes	57.8	47.4	3.771	0.052
	No	42.2	52.6		
	Total	100.0	100.0		
Ethnicity					
	Caucasian	90.6	92.6	8.054	0.153
	Hispanic	4.5	3.0		
	Asian	2.9	0.7		
	Native American	1.2	0.7		
	African American	0.0	2.2		
	Other	0.8	0.7		
	Total	100.0	100.0		
Education Level					
	High School	18.0	5.2	17.768	0.007
	Some College	13.9	12.6		
	Associates	2.0	0.7		
	College	44.3	62.2		
	Masters	16.0	13.3		
	Doctorate	3.3	3.0		
	Other	2.5	3.0		
	Total	100.0	100.0		

The Chamber of Commerce festhalle also played host to busloads of people, but based on observation and interviews, they were tour groups from retirement communities with Golden-aged patrons. Gender ($x^2 = 3.853$, $p = .050$) and marital status ($x^2 = 20.667$,

$p < .001$) were also statistically significant between the festhalle and Biergarten. The festhalle had a smaller percentage of males (46.5%) than females while the Biergarten was mostly male (57.0%). Visitors to the Biergarten were also more likely to not be married (60.7%) rather than married, while those at the Chamber of Commerce festhalle tourists were 63.5% married.

Oktoberfest tourists who had German ancestry were not statistically significant ($\chi^2 = 3.771$, $p = .052$), but there appeared to the researcher to be some significance between locations. At the Chamber of Commerce festhalle, 57.8% of the tourists indicated they had German heritage while at the Biergarten, 47.4% of the visitors said they had German heritage. Also, some tourists to the Chamber of Commerce festhalle mentioned that the reason they were there was because of their German heritage, including one woman who said: “I heard about this place from a friend and wanted to try it out because I’m a first-generation American. I even brought my German mother to enjoy the festhalle...”

Another person said he was at the festhalle because his daughter brought him. She’d heard of the festival through friends and thought he would be interested because he rides in the parade for Leavenworth, Washington’s Oktoberfest. One member of a German-American club that attended said “This is one of the best...I’m happy to see that people practice German festivals.” The Helen Chamber of Commerce works to appeal to those with German heritage. The benches inside the festhalle are from Munich, and Chamber employees like to introduce patrons to the German couple who moved to Helen years ago because of the fest.

Ethnicity also was not statistically significant between the Chamber of Commerce festhalle and the Konig Ludwig Biergarten ($x^2 = 8.054$, $p = .153$). Nearly all of the tourists were Caucasian (90.6% at the festhalle and 92.6% at the Biergarten). Other ethnicities indicated were Hispanic (4.5% at the festhalle and 3.0% at the Biergarten), Asian (2.9% at the festhalle and 0.7% at the Biergarten), Native American (1.2% at the festhalle and 0.7% at the Biergarten) and other (0.8% at the festhalle and 0.7% at the Biergarten). Also indicated at the Konig Ludwig Biergarten was African American (2.2%), but no tourists at the festhalle (0.0%) identified themselves as such.

Education levels at the two survey locations were statistically significant ($x^2 = 17.768$, $p = .007$). High school graduates represented 18.0% of the population at the festhalle but only 5.2% at the Biergarten while 13.9% of festhalle visitors had attended some college versus 12.6% at the Biergarten. A small percentage (2.0% at the festhalle and 0.7% at the Biergarten) had an associate's degree, but the largest percentage at each location had an undergraduate college degree (44.3% at the festhalle and 62.2% at the Biergarten). The festhalle had a slightly larger percentage of tourists with a post-graduate degree (16.0% had a Master's degree and 3.3% were Ph.D.'s) than the Biergarten (13.3% had a Master's and 3.0% had Doctorate degrees). Some tourists (2.5% at the festhalle and 3.0% at the Biergarten) said they had a specialist degree or certification, which was classified as "other."

Travel Characteristics and Tourist Behaviors

This section presents individual and group travel characteristics, which provide insight into the behaviors of Helen Oktoberfest tourists. Table 4.3 shows that most of the

respondents enjoying the festivities (86.3%) traveled to Helen, Georgia for the purpose of attending Oktoberfest. Seven out of ten (72.1%) had been to Helen before the current Oktoberfest trip, and 52.1% had been to Helen’s Oktoberfest before. Three-fourths (74.5%) indicated that their group usually traveled together, yet a mere 37.8% of the respondents indicated that their group usually attended Helen’s Oktoberfest together.

Table 4.3

Travel characteristics of Oktoberfest 2013 tourists (N=379)

	Yes %	No %	Total %
Did you travel to Helen for Oktoberfest?	86.3	13.7	100.0
Have you been to Helen before?	72.1	27.9	100.0
Have you been to Helen's Oktoberfest before?	52.1	47.9	100.0
Does your group usually travel together?	74.5	25.5	100.0
Does your group usually attend Helen's Oktoberfest together?	37.8	62.2	100.0
Have you met any new people?	58.2	41.8	100.0
Have you made any new friends?	34.2	65.8	100.0

Nearly six out of 10 respondents (58.2%) said they had met new people and 34.2% said they had made new friends while at Oktoberfest.

Finally, because of the Chamber of Commerce’s concern that people were visiting Helen thinking they were going to Oktoberfest but not actually attending their “official” festhalle, respondents at the Konig Ludwig Biergarten were asked if they planned to visit the Chamber of Commerce’s festhalle. Nearly 30% (28.1%) indicated yes, but the

majority (63.0%) had no intention of going to the festhalle. Less than 10% of the respondents said they were considering it (0.7%), while 8.2% had never heard of the festhalle.

Table 4.4

Intention to visit the Chamber of Commerce festhalle by Konig Ludwig Biergarten tourists (n=135)

	%	Cumulative Percent
Do you plan to visit the Chamber of Commerce's festhalle?		
No	63.0	63.0
Yes	28.1	91.1
Never Heard of Festhalle	8.2	99.3
Maybe	0.7	100.0
Total	100	

The relationship of tourists who traveled to Helen for Oktoberfest was not statistically significant ($\chi^2 = 1.142, p = .285$) between the Chamber of Commerce festhalle and the Konig Ludwig Biergarten, with 87.7% of those at the festhalle saying they did and 83.7% of tourists at the Biergarten saying they did. There was no statistically significant difference in the relationship between those who had been to Helen before ($\chi^2 = .806, p = .369$), 70.5% of festhalle tourists had been and 74.8% of Biergarten tourists had. There was also no statistically significant difference ($\chi^2 = .217, p = .641$) in the relationship between those who had been to Helen's Oktoberfest before and those who had not, with 52.9% of those at the festhalle saying they had and 50.4% of the Biergarten tourists had.

Table 4.5

Difference in travel characteristics of Oktoberfest tourists between the Chamber of Commerce festhalle and the Konig Ludwig Biergarten (n=244, n=135)

	% Yes	% No	% Yes	% No	x²	p-value
	Festhalle	Festhalle	Biergarten	Biergarten		
Did you travel to Helen for Oktoberfest?	87.7	12.3	83.7	16.3	1.142	0.285
Have you been to Helen before?	70.5	29.5	74.8	25.2	0.806	0.369
Have you been to Helen's Oktoberfest before?	52.9	47.1	50.4	49.6	0.217	0.641
Does your group usually travel together?	75.3	24.7	73.7	26.3	0.120	0.729
Does your group usually attend Helen's Oktoberfest together?	40.7	59.3	32.1	67.9	2.698	0.100
Have you met any new people?	56.1	43.9	61.7	38.3	1.072	0.300
Have you made any new friends?	31.0	69.0	40.5	59.5	3.379	0.066

Respondents at both locations talked about visiting to camp in Unicoi State Park, while other tourists mentioned they come Helen year after year only for Oktoberfest. One woman said she and her husband return every year to celebrate their anniversary because they attended Helen's Oktoberfest on their honeymoon and "fell in love with the festival," while one older man said he'd been coming to the festival for 40 years. This was Helen's 43rd Annual Oktoberfest, so he has been around since the beginning. One of the reasons they love to return year after year is so they can see friends that they met at past fests, such as a couple of women at the festhalle who said they'd met at Oktoberfest 15 years prior, exchanged numbers, and meet up each fall in Helen to attend the festival together.

As previously mentioned, the percentages of those who had and had not been to Helen's Oktoberfest before compared to the percentage of those who usually traveled together and those who usually attended Helen's Oktoberfest together supports the belief that people who attend each year bring new people to experience the festival every time they go. This is once again supported by the percentages at the two survey locations. There was no statistically significant difference in the relationship between those whose groups usually traveled together ($\chi^2 = .120$, $p = .729$), with 75.3% of festhalle tourists saying they did and 73.7% of Biergarten tourists saying they usually traveled together. There also was no significant difference in the relationship between those whose groups usually attended Helen's Oktoberfest together ($\chi^2 = 2.698$, $p = .100$), though those numbers showed only 40.7% of festhalle tourists said their group usually attended the festival together and only 32.1% of Biergarten tourists said their group usually attended Oktoberfest together. One might think travel groups would make Helen's Oktoberfest a tradition if they liked to travel together generally, but this was not supported by the data collected.

Research Questions

This section addresses the research questions, which were the basis of this study. Candid qualitative responses and observational data will be provided in addition to the statistical analyses to ensure validation of answers, but also to discuss anomalies. Interpretations of means are based on observations and respondent comments. All of the questions were asked on a 5-point Likert scale with 1=Strongly Disagree, 2=Disagree, 3=Somewhat Agree, 4=Agree, and 5=Strongly Agree. If a mean can be rounded up to the

next number, then the researcher interpreted that mean score as that higher rank. For example, if a mean were 1.5 or higher, it was interpreted as respondents saying they disagreed rather than strongly disagreed. If a mean were 2.5 or higher, it was interpreted as respondents saying they somewhat agreed rather than disagreed. If a mean were 3.5 or higher, it was interpreted as respondents agreeing rather than somewhat agreeing, and finally, if a mean were 4.5 or higher, the researcher interpreted that as strongly agreeing rather than agreeing.

Research Question 1: Are people motivated to visit Helen, Georgia’s Oktoberfest for cultural reasons?

Respondents were asked to indicate how much they agreed with four cultural motive statements for attending Helen’s Oktoberfest.

Table 4.6

Cultural motives to attend Oktoberfest in Helen, Georgia (N=379)

	Mean ¹	Standard Deviation
I came to Helen's Oktoberfest because it represents the German culture found in Munich	3.21	1.315
Being in Helen for Oktoberfest makes me feel like I'm in Germany	3.08	1.286
I came to Helen's Oktoberfest to see German history	2.49	1.269
I came to Helen's Oktoberfest to understand German heritage	2.37	1.229

¹1=Strongly Disagree, 2=Disagree, 3=Somewhat Agree, 4=Agree, 5=Strongly Agree

The highest ranked motive was “I came to Helen’s Oktoberfest because it represents the German culture found in Munich” (mean = 3.21, s.d. = 1.315). The next-ranked statement was “Being in Helen for Oktoberfest makes me feel like I’m in Germany,” (mean = 3.08, s.d. = 1.286). The statement “I came to Helen’s Oktoberfest to see German history” scored a mean of 2.49 (s.d. = 1.269), and the statement “I came to Helen’s Oktoberfest to understand German heritage,” with a mean score of 2.37 (s.d. = 1.229).

Research Question 1a: Do the cultural motives differ between Chamber of Commerce festhalle tourists and visitors to the Konig Ludwig Biergarten?

Table 4.7

Difference in cultural motives between the Chamber of Commerce festhalle and the Konig Ludwig Biergarten during Oktoberfest (n=244, n=135)

	Festhalle Mean ¹	Festhalle Standard Deviation	Biergarten Mean ¹	Biergarten Standard Deviation	t-value	p-value
I came to Helen's Oktoberfest because it represents the German culture found in Munich	3.50	1.195	2.70	1.367	-5.951	< .001
Being in Helen for Oktoberfest makes me feel like I'm in Germany	3.33	1.210	2.64	1.307	-5.116	< .001
I came to Helen's Oktoberfest to see German history	2.68	1.269	2.16	1.202	-3.896	< .001
I came to Helen's Oktoberfest to understand German heritage	2.57	1.244	2.01	1.120	-4.439	< .001

¹1=Strongly Disagree, 2=Disagree, 3=Somewhat Agree, 4=Agree, 5=Strongly Agree

All cultural motives in attending Helen's Oktoberfest were statistically significant between locations, with respondents of the Chamber of Commerce's festhalle reporting a higher mean for every statement than the Konig Ludwig Biergarten. The highest ranked cultural motive statement was "I came to Helen's Oktoberfest because it represents German culture in Munich" ($t = -5.951, p < .001$), with a mean score of 3.50 at the festhalle (s.d. = 1.195) and 2.70 at the Biergarten (s.d. = 1.367).

Festhalle tourists, such as one woman who has attended Helen's Oktoberfest "at least 15 times," said the culture is "why I come, being here is the closest thing without an airport. I've been to the real [Munich] fest. Being outside with the music and beer and company...it's almost exactly like it." A man from the Biergarten, who had also been to Oktoberfest in Munich, shared the same sentiments saying, "[with the] beer and people, it's a similar atmosphere." There were some who disagreed and thought that Helen better-resembled a Swiss city rather than Bavarian, and one long-time tourist said "Helen mimics a specific town, so it's not really representing the culture in Munich."

The next ranked score was "Being in Helen for Oktoberfest makes me feel like I'm in Germany" ($t = -5.116, p < .001$), with the festhalle averaging a score of 3.33 (s.d. = 1.210) and the Biergarten averaging a score of 2.64 (s.d. = 1.307). A first-time Oktoberfest tourist and Helen visitor said "Yes [I feel like I'm in Germany]. The details and atmosphere and people dressed up...gives me a feel of what I've seen in photos." Another first-time tourist said, "Actually, yes, this is very familiar [to Germany]. It's more Americanized, but that's expected." One woman attending the fest at the Konig

Ludwig Biergarten, however, said “No one’s speaking German, so no, I do not feel like I’m in Germany.”

Tourists at both locations disagreed with the statement “I came to Helen’s Oktoberfest to see German history” ($t = -3.896, p < .001$), with a mean of 2.68 at the festhalle (s.d. = 1.269) and a mean of 2.16 at the Biergarten (s.d. = 1.202). The lowest scoring means from both locations were given to the statement “I came to Helen’s Oktoberfest to understand German culture” ($t = -4.439, p < .001$) with a mean score of 2.57 at the festhalle (s.d. = 1.244) and a mean of 2.01 at the Biergarten (s.d. = 1.120), which means tourists nearly strongly disagreed with that statement.

“There’s no German history here,” said one festhalle tourist, while another said, “I’m here to experience ‘The German.’ I wasn’t that interested in the culture before coming, but now I definitely am!” Some tourists commented next to those statements that they “came for the beer, [not the culture].” To quote one tourist from the Konig Ludwig Biergarten, though, “what’s Oktoberfest without beer? It’s part of the tradition!”

Research Question 2: What are important festival motivator attributes in attending Helen, Georgia’s Oktoberfest?

Respondents were asked to indicate their level of agreement with five festival motivator attributes. Tourists to Helen’s Oktoberfest agreed that the presence of German food and beer were important to them with an average score of 4.37 (s.d. = 1.151) and 4.18 (s.d. = 1.311) respectively. The researcher observed Oktoberfest attendees imbibing

alcohol, but not just the German beers. Heineken and Miller Lite were served at the festhalle and those two beers in addition to other American domestic beers, such as Budweiser and Coors, were served at the Biergarten.

Tourists also agreed that polka music was important at Oktoberfest, reporting a mean of 3.96 (s.d. 1.353). The importance of employees wearing Dirndls or Lederhosen scored a mean of 3.71 (s.d. 1.314) and dancing had a mean of 3.51 (s.d. 1.443).

Table 4.8

Important festival motivator attributes at Oktoberfest (N=379)

	Mean¹	Standard Deviation
It is important that there is German food at Oktoberfest	4.37	1.151
It is important that there is German beer at Oktoberfest	4.18	1.311
It is important that there is polka music at Oktoberfest	3.96	1.353
It is important that Oktoberfest employees are wearing Dirndls and Lederhosen	3.71	1.314
It is important that there is dancing at Oktoberfest	3.51	1.443

¹1=Strongly Disagree, 2=Disagree, 3=Somewhat Agree, 4=Agree, 5=Strongly Agree

Research Question 2a: Does the importance of motivator attributes differ between Chamber of Commerce festhalle tourists and visitors to the Konig Ludwig Biergarten?

There was no statistically significant difference between respondents at the Chamber of Commerce festhalle and the Konig Ludwig Biergarten in the importance of there being German food at Oktoberfest ($t = -1.467, p = .143$). Though tourists at both

locations agreed that having German food was important, the festhalle agreed with a mean of 4.43 (s.d. = 1.098) while the Biergarten agreed with a mean of 4.25 (s.d. = 1.238), there were mixed reviews from each location. Some were excited to have bratwurst and sauerkraut; one woman at the festhalle even said the red cabbage was better than her German grandmother's, while others were unimpressed. "Pretzels are German?" one man at the Biergarten said sarcastically.

Table 4.9

Difference in importance of festival motivator attributes between the Chamber of Commerce festhalle and the Konig Ludwig Biergarten (n=244, n=135)

	Festhalle Mean¹	Festhalle Standard Deviation	Biergarten Mean¹	Biergarten Standard Deviation	t-value	p-value
It is important that there is German food at Oktoberfest	4.43	1.098	4.25	1.238	-1.467	0.143
It is important that there is German beer at Oktoberfest	4.16	1.353	4.23	1.233	0.501	0.617
It is important that there is polka music at Oktoebrfest	4.24	1.115	3.43	1.577	-5.320	< .001
It is important that Oktoberfest employees are wearing Dirndls and Lederhosen	3.95	1.187	3.26	1.414	-4.848	< .001
It is important that there is dancing at Oktoberfest	3.55	1.446	3.44	1.439	-0.677	0.499

¹1=Strongly Disagree, 2=Disagree, 3=Somewhat Agree, 4=Agree, 5=Strongly Agree

Another Biergarten tourist said that they used to have good food, but now it "tastes store-bought, like hot dogs." A festhalle tourist mentioned that venue was missing some "famous German foods," though she did not specify. Both survey locations served the same type of food: pretzels with cheese, bratwursts, and sauerkraut. To get higher-end German food, tourists can visit one of the restaurants owned by German-Americans who have used their real heritage to capitalize on Helen's success.

There also was no statistical significance between respondents at the two survey locations in the importance of there being German beer at Oktoberfest ($t = 0.501$, $p = .617$). Once again, tourists to both the festhalle and Biergarten agreed that it was important to have German beer at Oktoberfest. One Biergarten tourist said, “This garden [Konig Ludwig Biergarten] has more authentic beer. You want German [beer] at Oktoberfest!” Another person at the same location who was stationed in Germany 10 years prior, however, was disappointed to find his favorite German beer wasn’t offered. A beer importer on-site had told him that particular brew is not exported to the United States. At the festhalle, a young woman new to Helen and the festival said, “I came here for the beer, but there needs to be more drinking games like in Germany. People drink and dance on the benches, this place needs to get ‘German!’” Both the Konig Ludwig Biergarten and the Chamber of Commerce festhalle serve the same German imports.

There was a statistically significant difference between tourists at both locations in whether it was important that polka music was being played during Oktoberfest ($t = -5.320$, $p < .001$). Chamber of Commerce festhalle tourists agreed that it was important, with a mean score of 4.24 (s.d. = 1.115), while visitors to the Konig Ludwig Biergarten somewhat agreed that polka music was important, with a mean score of 3.43 (s.d. = 1.577). Festhalle tourists placing higher importance on this attribute is supported by the fact that the music offered at each location was different.

The festhalle hired several polka bands throughout the 40 days to join their full-time, daily entertainer, Roland, in playing for patrons while the Biergarten had the same man each weekend playing popular songs on his guitar during the day and DJing popular

dancing songs in the evenings. One man at the Konig Ludwig Biergarten commented that he was sad to have to sit and listen to the same music that was on the radio when he was driving to Helen and said that he intended to go to the festhalle “for their music.” Some at the Biergarten enjoyed the popular music though; including a woman who said it was more fun to dance to and a young man who had not even heard of polka music. Festhalle tourists may disagree with them on that point. Polka bands there would lead tourists in waltzes and marches, throwing in a parade around the venue once every couple hours. People cheered and participated in the dancing skits put on by the band as well. There were a few complaints, however. One man, from Germany, said he wished they had a brass section in the band and more marches, and another said he thought polka was Polish, not German.

The importance of Oktoberfest employees wearing Dirndls or Lederhosen was also statistically significant between respondents at the Chamber of Commerce festhalle and the Konig Ludwig Biergarten ($t = -4.848, p < .001$). Tourists at the festhalle agreed, with a mean of 3.95 (s.d. = 1.187), that it was important for Oktoberfest employees to wear Dirndls or Lederhosen, and Biergarten tourists somewhat agree, with a mean score of 3.26 (s.d. = 1.414). Like the different music played, this is an attribute that differs at each location. Chamber of Commerce members attend the festhalle each day during the festival and are dressed in Dirndls or Lederhosen. Some shop owners in downtown Helen wear Dirndls or Lederhosen, but employees at the Konig Ludwig Biergarten wear modern, everyday clothing. One woman dressed in a German outfit even mentioned that

shop owners in town recommended her group to the festhalle because they were dressed up and Oktoberfest visitors to the Biergarten are also in modern clothing.

People at the festhalle welcomed the German outfits, though some didn't care either way. One man said, "It's fun to see, but it's not really a 'must' for coming [to Oktoberfest]." Others felt it necessary. "It adds to the festivities," a festhalle tourist said. "You need it for the atmosphere," said another. A common sentiment shared was that festhalle tourists were happy that security was dressed in dark shirts with "SECURITY" printed on the back, so they could be easily recognized as different from other employees. "It makes me feel safe knowing that I can find them, but everyone else should be dressed to try and support the tradition," one woman said.

The final attribute, the importance of there being dancing at Oktoberfest, was not statistically significant between tourists at the Chamber of Commerce festhalle and the Konig Ludwig Biergarten ($t = -0.677$, $p = .499$). While the type of dancing was different at the two locations, it was still present at the two locations. The festhalle, with their Bavarian waltzes and the chicken dance, agreed that it was important that there was dancing at Oktoberfest with a mean of 3.55 (s.d = 1.446). Tourists at the Biergarten, host to more modern dancing, somewhat agreed that dancing at Oktoberfest was important with a mean of 3.44 (s.d. = 1.439). Many people said they didn't want to dance, but enjoyed watching others participate. Based on the lack of statistical significance between locations, the researcher concludes that tourists enjoyed dancing at Oktoberfest, no matter what type of dancing was available to them.

Research Question 3: What are the experiences desired by tourists at Helen, Georgia’s Oktoberfest?

Respondents were asked to rank their agreement with four questions regarding their experience during Helen, Georgia’s Oktoberfest. Three out of the four experience statements were statistically non significant.

Table 4.10

Importance of experiences at Oktoberfest N=379

	Mean¹	Standard Deviation
It is important that I share my Oktoberfest experience with my travel group	4.60	0.785
It is important that I see the town of Helen while I'm here for Oktoberfest	3.80	1.192
It is important that the Chamber of Commerce officially endorses the festhalle's Oktoberfest	3.80	1.458
It is important that I be in Helen, Georgia for Oktoberfest	3.67	1.241

¹1=Strongly Disagree, 2=Disagree, 3=Somewhat Agree, 4=Agree, 5=Strongly Agree

Respondents strongly agreed that “It is important that I share my Oktoberfest experience with my travel group” with a mean of 4.60 (s.d. = .785) and agreed with the next statement, “It is important that I see the town of Helen while I’m here for Oktoberfest,” reporting a mean score of 3.80 (s.d. = 1.192). Tourists also agreed with the statement “It is important that the Chamber of Commerce officially endorses the festhalle’s Oktoberfest,” giving a mean score of 3.80 (s.d. = 1.458). The final statement

was, “It is important that I be in Helen, Georgia during Oktoberfest,” which tourists agreed with averaging a score of 3.67 (s.d. = 1.241).

Research Question 3a: Do the desired experiences differ between those who attended Oktoberfest at the Chamber of Commerce’s festhalle and those who did not?

Table 4.11

Difference in importance of experiences between the Chamber of Commerce festhalle and the Konig Ludwig Biergarten (n=244, n=135)

	Festhalle		Biergarten		t-value	p-value
	Festhalle Mean ¹	Standard Deviation	Biergarten Mean ¹	Standard Deviation		
It is important that I share my Oktoberfest experience with my travel group	4.64	0.733	4.54	0.872	-1.072	0.285
It is important that I see the town of Helen while I'm here for Oktoberfest	3.85	1.213	3.70	1.153	-1.152	0.250
It is important that I be in Helen, Georgia for Oktoberfest	3.76	1.188	3.50	1.321	-1.899	0.059
It is important that the Chamber of Commerce officially endorses the festhalle's Oktoberfest	4.01	1.359	3.43	1.558	-3.662	< .001

¹1=Strongly Disagree, 2=Disagree, 3=Somewhat Agree, 4=Agree, 5=Strongly Agree

There was no statistical significance among tourists at both locations; all tourists strongly agreed, “It is important that I share my Oktoberfest experience with my travel group” (t = -1.072, p = .285). The festhalle gave the statement a mean score of 4.64 (s.d. = .733) while the Biergarten gave it a mean score of 4.54 (s.d. = .872). A tourist to the Chamber of Commerce festhalle said “We’ve [their group of 20 people] been planning

this trip for two years. I'm so excited to finally be here with my family, we're trying to see every corner of this place!" Another festhalle tourist said, "I wouldn't want to do it alone...then it'd just be silly." There were five people that did attend the festival alone, though. One of the men that did said, "I always like coming and watching the people enjoy [Helen's] festival. I've been coming so long I know everyone running the place [the festhalle]...I feel like a local." Whether it was a couple celebrating a milestone, a small group, or a large tour, people were smiling, laughing and enjoying Oktoberfest with others.

Respondents at the two locations agreed with the statement "It is important that I see the town of Helen while I'm here for Oktoberfest" ($t = -1.152$, $p = .250$), with a mean of 3.85 (s.d. = 1.213) at the festhalle and 3.70 (s.d. = 1.153) at the Biergarten. Seeing the town was easier for some rather than others, depending on where the tourist wanted to go. One woman complained that she'd wanted to visit some of the area's natural landmarks, but couldn't because of the government shutdown. Another more-common complaint made was that traffic was terrible. There is one highway that goes into and out of downtown Helen, which is where the tourist district of the city is located (see Appendix C). On weekends, the researcher observed large numbers of tourists driving into Helen, Georgia, causing long waits in traffic. Traffic jams also happened because people couldn't find parking places. One man from the festhalle mentioned. "Well, I was able to see the whole town while looking for parking."

The statement "It is important that the Chamber of Commerce officially endorses the festhalle's Oktoberfest" was the only experience statement that was statistically

significant ($t = -3.662$, $p < .001$), with the festhalle reporting a mean of 4.01 (s.d. = 1.359) and the Biergarten reporting a mean of 3.43 (s.d. 1.588). A festhalle tourist said that it was important because “[Chamber of Commerce support] is good for the community...because they’re the ‘string-pullers,’” and a Konig Ludwig Biergarten tourist, who works with Chambers of Commerce in Florida, agreed saying “It is important [if you want to] have a successful event.” There were a few people who disagreed. One woman at the festhalle, who also said she works for a Chamber of Commerce, said the endorsement “means nothing. It’s just a way to get people to buy a ticket.” As a Biergarten tourist said, “the town seems to be doing well with [the festival] without their endorsement.”

“It is important that I be in Helen, Georgia for Oktoberfest ($t = -1.899$, $p = .059$), with festhalle tourists averaging a score of 3.76 (s.d. 1.188) and Biergarten tourists averaging 3.50 (s.d. 1.321). Some said that they wished they were at the original, or that they didn’t care that the festival was in Helen, they just wanted to celebrate, but others, such as a man who was at the Konig Ludwig Biergarten, found Helen to have “a great vibe. It’s stress-relieving to be here. The aesthetics of the town have a lot to do with why I’m enjoying myself!”

Research Question 4: Do tourists to Helen, Georgia’s Oktoberfest think the festival is authentic?

A series of statements were presented to respondents to assess their attitude toward authenticity and the role of authenticity in Helen, Georgia’s Oktoberfest, which they responded to with their level of agreement. The purpose of the first three statements was to determine how respondents defined the word authenticity. They were then asked about the authenticity of Helen, Georgia’s Oktoberfest and if that was a motive to attend.

Table 4.12

Opinions on authenticity of Helen’s Oktoberfest (N=379)

	Mean ¹	Standard Deviation
To me, the word authentic means something looks like the original	3.96	1.222
To me, the word authentic means something has been reconstructed using historically accurate methods	3.76	1.195
To me, the word authentic means a certified official declared it to be authentic	3.08	1.398
Helen is an authentic representation of the Munich Oktoberfest	3.13	1.165
I came to Helen's Oktoberfest because it is authentic	3.22	1.287

¹1=Strongly Disagree, 2=Disagree, 3=Somewhat Agree, 4=Agree, 5=Strongly Agree

When defining authenticity, Oktoberfest tourists agreed with some of the statements provided, though opposing viewpoints existed. “To me, the word authentic means something like the original” was given a mean score of 3.96 (s.d. = 1.222), the highest of the three definition statements. One tourist commented on the architecture of Helen to explain his rating, saying that “Helen has the look of it [Germany], so you can pretend like you’re really there,” while another tourist said “not LOOKS, IS,” implying that something is not authentic unless it is the original.

Tourists gave the statement “To me, the word authentic means something has been reconstructed using historically accurate methods” a mean score of 3.76 (s.d. = 1.195). In reference to how Helen constructed their town and their Oktoberfest, an tourist said “this is like an amusement park,” and another agreed saying, “it’s a Disneyland version [of Oktoberfest].” As previously mentioned by one Oktoberfest tourist, the Chamber of Commerce festhalle had benches from Munich. Because of this, that tourist strongly agreed with the statement, saying “having a piece of the real thing makes it authentic.”

The final definition statement was “To me, the word authentic means a certified official declared it to be authentic.” Oktoberfest tourists somewhat agreed with this statement as well, but gave it a lower mean score of 3.08 (s.d. = 1.398).

When asked if they thought Helen was an authentic representation of the Munich Oktoberfest, tourists indicated that they somewhat agreed, averaging a score of 3.13 (s.d. = 1.165). One tourist said, “the architecture is interesting, but I don’t know if the festival is big enough,” implying that if it’s not big like the one in Munich, then it is not authentic. Another tourist who had been to Munich’s Oktoberfest confirmed this opinion, saying that there weren’t enough beer tents and bands in Helen for it to represent Munich’s. Finally, tourists somewhat agreed with the statement “I came to Helen’s Oktoberfest because it is authentic,” giving a mean score of 3.22 (s.d. = 1.287).

Research Question 4a: Do tourists’ opinion on Helen, Georgia’s authenticity differ between those at the Chamber of Commerce’s festhalle and the Konig Ludwig Biergarten?

A series of t-tests were conducted between respondents at the Chamber of Commerce festhalle and the Konig Ludwig Biergarten with respect to the meaning of authenticity and the role of authenticity in Helen, Georgia’s Oktoberfest. All five of the statements were statistically significant with festhalle tourists reporting higher means on all items.

Table 4.13

Difference in opinions between the Chamber of Commerce festhalle and the Konig Ludwig Biergarten about authenticity at Helen’s Oktoberfest (n=244, n=135)

	Festhalle		Biergarten		t-value	p-value
	Festhalle Mean ¹	Standard Deviation	Biergarten Mean ¹	Standard Deviation		
To me, the word authentic means something looks like the original	4.09	1.107	3.73	1.379	-2.635	0.009
To me, the word authentic means something has been reconstructed using historically accurate methods	3.89	1.109	3.53	1.309	-2.698	0.007
To me, the word authentic means a certified official declared it to be authentic	3.24	1.347	2.79	1.446	-3.028	0.003
Helen is an authentic representation of the Munich Oktoberfest	3.36	1.091	2.73	1.187	-5.230	< 0.001
I came to Helen's Oktoberfest because it is authentic	3.36	1.258	2.96	1.304	-2.964	0.003

¹1=Strongly Disagree, 2=Disagree, 3=Somewhat Agree, 4=Agree, 5=Strongly Agree

The statement, “To me, the word authentic means something looks like the original,” was statistically significant (t = -2.635, p = .009) with festhalle tourists agreeing with the statement, giving it a mean of 4.09 (s.d. = 1.107), and Biergarten

tourists also agreeing, giving it a mean of 3.73 (s.d. = 1.379). The next definition of authenticity “To me, the word authentic means something has been reconstructed using historically accurate methods” was also significant ($t = -2.698$, $p = .007$). Tourists to the Chamber of Commerce festhalle agreed with the statement, with an average of 3.89 (s.d. = 1.109). Konig Ludwig Biergarten tourists also agreed, but with a slightly lesser mean of 3.53 (s.d. = 1.309). The final definition of authenticity was “To me, authenticity means a certified official declared it to be authentic,” and it was also statistically significant ($t = -3.028$, $p = .003$). Festhalle tourists somewhat agreed with this statement, averaging a mean of 3.24 (s.d. = 1.347), as did those at the Biergarten, with an average mean of 2.79 (s.d. = 1.446).

The belief that Helen was an authentic representation of the Munich Oktoberfest was statistically significant between tourists at the Chamber of Commerce festhalle and the Konig Ludwig Biergarten ($t = -5.230$, $p < .001$). Those who were at the festhalle somewhat agreed with this statement, averaging a mean of 3.36 (s.d. = 1.091), as did Biergarten tourists, averaging a mean of 2.73 (s.d. = 1.187). All the other statistically significant factors from the Helen Oktoberfest research support this significance because in the instance of cultural motives, experience, and motivator attributes, festhalle tourists scored higher means than Biergarten tourists.

Some didn't think the festhalle was an authentic representation at all. One man said, “The worst part about this experience is the festhalle. It's ugly and not authentic. They have beer tents in Germany. The experience is good but the design is bad!” This supports Wang's (1999) research on interpersonal authenticity, which concerns itself with

personal experience rather than depending on motivator attributes (Crompton, 2003) of the festival.

Festhalle tourists somewhat agreed with the statement “I came to Helen’s Oktoberfest because it is authentic” with a mean of 3.36 (s.d = 1.258) as did Biergarten tourists, with a mean of 2.96 (s.d. = 1.304), though there was statistical significance between locations ($t = -2.964$, $p = .003$). A young man interviewed at the Konig Ludwig Biergarten, while surrounded by some members in his group, loudly yelled, “We came to drink!” which the researcher observed was largely the consensus from younger tourists at that location. One woman at the festhalle sums the Chamber of Commerce’s feelings about their festhalle’s Oktoberfest: “a lot of people have [an Oktoberfest] at their local pub, but that’s not Oktoberfest. THIS is Oktoberfest!”

CHAPTER FIVE

DISCUSSION

The Chamber of Commerce does not know if tourists to Helen during Oktoberfest prefer the attributes offered at the Konig Ludwig Biergarten and that is why they do not attend their festhalle, or if people are just unaware the festhalle exists (R. Chacon, personal communication, September 10, 2013). The purpose of this research was to determine what attracted tourists to the Helen Oktoberfest and whether opinions differed between tourists at the Konig Ludwig Biergarten and the Chamber of Commerce festhalle. The researcher investigated what cultural motives enticed tourists to the festival, which festival motivator attributes and experiences were important and whether attendees believed Helen's event was authentic. Tourist answers from each of the two locations were then compared to determine differences.

The age of respondents was statistically significant between the Chamber of Commerce festhalle and the Konig Ludwig Biergarten. The researcher believes this is because the festhalle produces a more family-friendly event with polka bands, some of which have played there for decades, and Bavarian dance lesson provided by Chamber members who attend each day of the festival. The Konig Ludwig Biergarten, while tame during the day with light, acoustic music, picks up in the evenings and becomes a rowdier celebration with a DJ that attracts a more youthful crowd. Gender and marital status were also statistically significant, which the researcher attributes to the same phenomena that was attributed to age significance. Younger, single men preferred the wilder party with contemporary music while married women went to the Chamber of Commerce festival.

The number of respondents at the Konig Ludwig Biergarten who said they had not heard of the Chamber of Commerce festhalle was thought to be low by the researcher based on the interview with Helen's Chamber of Commerce (R. Chacon, personal communication, September 10, 2013). It may be possible that some that said "no" had also never heard of the festhalle, but they were enjoying their current experience and knew they did not want to leave.

Travel characteristics of respondents were not statistically significant. Nearly nine out of 10 people said they were in Helen for Oktoberfest, which the researcher attributes to the festival's popularity in the Southeast. The majority of respondents indicated they usually travel with their current group, though the percentage of respondents who indicated they do not usually attend Helen's Oktoberfest together was higher. The researcher deduced that this is because repeat attendees want to bring new people each year to spread the word and share the festival.

Tourists to festivals are motivated by the desire to have cultural enrichment (McKercher et al., 2006). Tourists at the Chamber of Commerce festhalle and the Konig Ludwig Biergarten did not rate statements about attending Helen's Oktoberfest for German heritage and history very high, though the researcher observed these tourists enjoying the consumable aspects of the German culture. Similar to what Rickly-Boyd (2012) found in her study on the Spring Mill Pioneer Village, tourists believe they are gaining insight in the culture being celebrated, in this case German, by escaping to a place that seems to have the past they imagine (DeLyser, 1999). Significantly higher means at the festhalle indicate that the Chamber of Commerce festival offers Oktoberfest

tourists a greater opportunity to participate in German culture. While tourists are not attending specifically to understand German culture or see German history, as they said they either somewhat agreed or disagreed with those statements, they are interested in being in a place that represents the culture and has German attributes. The data supports the Chamber of Commerce's belief that the official Oktoberfest at the festhalle better displays the culture, and tourists to that venue are more likely to feel like they are in Germany.

Tourists may have said they were not consciously attending Helen's Oktoberfest for German heritage, but tourists at both places agreed that it was important to have festival motivator attributes (Crompton, 2003), such as German food, beer and entertainment, available during the festival, which are part of performing the culture (Hoelscher, 1999). Food, beer, and dancing were not statistically significant while music and apparel were statistically significant. The researcher attributes this to the fact that these attributes, specifically food and beer, are two of the most commonly associated with this festival, so they are important to all attendees. It can also be attributed to what is offered at each venue. The two survey locations offered the same food and imported beers, and dancing was also present at both. German music and apparel were statistically significant, and these were the two things that different between locations. The researcher deduced that people who desired German entertainment chose the Chamber of Commerce festhalle, which offered polka music. Dirndls and Lederhosen are also more commonly seen at the festhalle because only shop owners in town are wearing them.

Festival experience was the most important thing to tourists at Helen, Georgia's Oktoberfest. Within this category, sharing the Oktoberfest experience with their travel group was the highest-ranked statement. This supports Crompton's (2003) model that states high satisfaction stems from social involvement that can only take place when the event's motivator attributes are of high quality. What also supports this model are the negative comments by respondents about parking, which is considered a maintenance attribute. People rated parking as low quality, and it affected them enough to lead to some dissatisfaction with Helen's Oktoberfest.

Festhalle tourists agreeing that the Chamber of Commerce's endorsement of the festhalle's Oktoberfest is important to the experience and Biergarten tourists only somewhat agreeing further support the belief that the Chamber of Commerce better represents preferred cultural aspects of the German festival. Tourists affirmed the Chamber of Commerce's authority, much like California's authority is acknowledged for the Bodie ghost town (DeLyser, 1999), because their festival had taken place for 43 years. Other factors were more important to tourists' Oktoberfest experience as well. Respondents thought it was important to actually be in Helen for the annual Oktoberfest, presumably because tourists can escape everyday life (Martin, 2007) and feel connected with culture (Wang, 1999) by immersing themselves in the German aspects of Oktoberfest.

Tourists at the Chamber of Commerce festhalle agreed that the word authentic meant something looks like the original, which was based on Bruner's (1994) historical verisimilitude. A site is considered authentic in that it is credible (Hoelscher, 1999), but it

is known that it is a reproduction rather than an original. Tourists also agreed that authentic meant something was reconstructed using historically accurate methods, recognizing that there authentic genuineness (Rickly-Boyd, 2012) in Helen attempting to exactly simulate (Bruner, 1994) the original Oktoberfest. The final definition statement was that authentic meant a certified official declared an entity as authentic (DeLyser, 1999). This authority authenticity (Bruner, 1994; Rickly-Boyd, 2012) was not scored as high as the others. Despite the Chamber of Commerce being the original host of Helen's Oktoberfest, only certifying their event, and only dispersing marketing materials that promote their fest, it was not important to tourists who just wanted to come to Helen and immerse themselves in the festival. Though festhalle tourists only somewhat agreed that Helen was an authentic representation, the researcher noticed, based on comments, that tourists at the Chamber of Commerce festhalle were more satisfied with the display of culture (MacCannell, 1973) than those at the Konig Ludwig Biergarten. Biergarten tourists' disagreement about Helen being an authentic representation supports this. Ultimately, the Chamber of Commerce knows that they are putting on a German show for tourists, but after 43 years, it's become a pretty good show that is authentic to and of itself (Baudrillard, as cited in Wang, 1999).

Research Implications

The data from this study fills a gap left by previous literature. Xaio & Smith (2004) studied Oktoberfest in Canada, but focused on residents' views on the festival. One of the questions asked in their study was "If you were describing the festival to a friend who has never attended, what would you tell him or her?" The researcher

improved upon this question by asking Helen Oktoberfest tourists' thoughts on each aspect of the festival; cultural motives, motivator attributes, experience, and authenticity; so the description of the festival would be broken down into categories and a richer view of the event could be developed and understood. Xaio & Smith (2004) developed a typology of residents in a theme town, and further research should be continued to develop and test the typology against participant roles in the same context.

Future research should compare temporal and age components at one location during this Oktoberfest. For instance, the researcher noticed that the festhalle age decreased during later hours on Friday and Saturday evenings and wondered if they were arriving because older attendees were leaving or if they were pushing the older attendees out. Future studies could also focus on Crompton's (2003) model by investigating maintenance and motivator attributes' qualities and how they influence social-psychological benefits of festivals. Finally, barriers exist to attend the Chamber of Commerce's Oktoberfest at their festhalle. It is possible the entrance fee discouraged younger tourists to Helen.

Recommendations

The problem faced by Helen's Chamber of Commerce is that people visit Helen, Georgia for Oktoberfest but do not go to their festhalle. They want people to know that you are not attending Helen's official Oktoberfest unless you are at their festhalle, but there were repeat Oktoberfest tourists at the Konig Ludwig Biergarten who had either never heard of the festhalle or did not care to go. Management at the Biergarten mentioned they did not feel there was a competition with the Chamber of Commerce, but

did not want to lose patrons by telling them about the festhalle. Based on findings, the researcher feels the two locations could collaborate to appeal to the types of tourists that visit each location, but both the Chamber of Commerce festhalle and the Konig Ludwig Biergarten host a successful event each year, so it's not necessary. The job of a Chamber of Commerce is to promote the local businesses that are members, which the Konig Ludwig Biergarten is not, for the benefit of the community (Chamber, n.d.). It is possible this is why the Chamber of Commerce feels threatened by that particular venue's participation in festival activities. The Konig Ludwig Biergarten is successful without the Chamber of Commerce's support.

The Chamber of Commerce should also focus on marketing and promotional materials. They have a presence on all of the websites connected to Helen, Georgia, but signs tourists see driving in to Helen do not portray the message the Chamber wishes to. Bars have banners that say, "Welcome to Helen's Oktoberfest" and the only visible signs that mention the festhalle are small, white signs with "FESTHALLE" written in black, block type stuck in the ground as you drive into town from the South. Point of purchase marketing refers to materials used to attract consumers, who already proved intention to purchase in a retail setting, to a specific brand (O'Guinn, Allen, & Semenik, 2011). If the Chamber of Commerce wants to direct tourists to their venue who have already chosen to visit Helen for Oktoberfest, they will need to produce larger, more effective signage.

Ultimately, the researcher wonders if the two Oktoberfests should just coexist, since both is successful and offers attributes desired by their respective attendees. Tourists to the Konig Ludwig Biergarten get to enjoy a contemporary Oktoberfest but

are still able to view the Bavarian chalet-style buildings, drink German beer, and eat German food while those who go to the Chamber of Commerce's festhalle can participate in the traditional rituals of Oktoberfest.

Limitations

The first limitation of this study is that it was at one festival and during one season. As previously mentioned, Helen hosts more German celebrations than just Oktoberfest. They have Christkindlmarkt, the celebration of St. Nicholas Day at the beginning of December, and Fasching in February, which is the German version of Mardi Gras. These celebrations are lesser known generally in the United States than Oktoberfest, but are also less publicized in Helen, Georgia's promotional materials. Statistical analysis conducted was based on assigning respondents to the location at the time of the interview. As a result, some bias may have been introduced by not comparing festhalle and Beirgarden visitors with individuals who had been to both locations.

Finally, there are hundreds of small and large Oktoberfests in the United States, several of them taking place in other Bavarian-designed towns. Some of these other towns have an actual history of German settlement, which is the basis for their celebration of the heritage, so it would be worth seeing if there is a significant difference in opinions of tourists to those festivals versus a festival such as Helen, Georgia's Oktoberfest.

Conclusion

This study gives practical insight to the Helen Chamber of Commerce on how to improve visibility and change perceptions of Oktoberfest in Helen, Georgia by showing what aspects of the festival are important to tourists. It also adds to the literature a study that focuses on a cultural festival in a place that has no ancestral connection to that culture and all of the management issues that arise because of that. The Chamber of Commerce is concerned that people are visiting the town of Helen but not their festhalle, which they emphatically say means that those people are not at Helen's Oktoberfest. There is the "official, authentic" fest, while the town is merely taking advantage of the influx of tourists to the area during that season. This is termed free-riding (Mak, 2006), which happens because a destination [such as the festhalle] underfunds their on-site, or point of purchase (O'Guinn, Allen, & Semenik, 2011), promotions and does not reach their full attendance potential. A thought to leave the reader with, though: according to some tourists, the current Oktoberfest in Munich has evolved with the times, as any original festival would. Because of this, the researcher feels that what may be more authentic is a combination of the two locations that would provide the unique "experiences" visitors to the different locations are seeking.

APPENDICES

Appendix A

The History of Munich's Oktoberfest



Landeshauptstadt
München
**Referat für Arbeit
und Wirtschaft**

Press Release

08.08.13

The history of the Oktoberfest

The origin

Four years after Bavaria was elevated to the status of a kingdom, the wedding of Crown Prince Ludwig, later to become King Ludwig I, to Princess Therese of Sachsen-Hildburghausen took place on 12th October 1810. The official celebrations of the wedding lasted five days and were mounted as a great ovation to the ruling house of the young kingdom. Both radiant and at the same time popular, the celebrations were performed on the stage which was the whole of Munich. The parade of the marksmen of the National Guard and of the civilian shooting societies, illuminations and music, eating and drinking, with kettle drums and trumpets– an enormous festive atmosphere filled the centre of the town. The dynasty of the Wittelsbachs demonstrated its closeness to the people and thereby at the same time thanked its subjects, who patience had been sorely tried through the ties with France and the wars resulting from it, by expanding territories and administrative reorganisation. A great festival as an attempt to establish an identity for the 'new' Bavarians and direct their attention to the capital and seat of the king and the Bavarian rulers' house came just at the right time.

Herausgeber: Landeshauptstadt München, Referat für Arbeit und Wirtschaft
Herzog-Wilhelm-Straße 15, 80331 München www.muenchen.de/arbeitsundwirtschaft
Kontakt: Wolfgang Nickl (Pressesprecher) Tel.: (089) 233-2 25 97, Fax: (089) 233-2 76 51
Email: wolfgang.nickl@muenchen.de





The celebrations even then referred to as a "popular festival" in the centre of town were concluded on the 17th October with a horse race on a meadow outside the gates of the town. The highest permission for this competition was obtained by "individuals classified in the Cavalry Division of the National Guard, third class," under Major Andreas von Dall'Armi. Children in Bavarian national dress paid homage to the Royal family that was present with poems, flowers and fruits of the land. In honour of the bride the festival grounds were called "Theresien-Wiese". And today the Oktoberfest venue is still called: "Theresienwiese" – in common Munich parlance "the Wiesn" for short. The subsequent horserace was won by the National Guard Cavalryman and hackney coachman Franz Baumgartner, who is alleged to have proposed this event. The 1810 horserace was meant to revive the famous "scarlet race", which was last held at the Munich Jacobi Dult in 1786.

A success with the public establishes itself

Through the decision to repeat the horserace, so popular with the public, in the following year at the same time, the traditions of the Oktoberfests emerged. In 1811 the horserace was augmented by the first Agriculture Festival as a specialised exhibition to improve the standards of Bavarian farming. While the horserace, as the oldest part of the event, disappeared from the Wiesn for organisational reasons after 1838, the Bavarian Central Agricultural Festival (ZLF) still takes place every four years in the southern section of the area during the Oktoberfest: in such a year the Oktoberfest is referred to as a "Little Wiesn".



From beer kiosks to beer castles

The visitors could provide themselves with beer at small kiosks, which increased rapidly in number. From 1896 the first large beer castles were set up by enterprising landlords in conjunction with the breweries; the Munich breweries have managed to keep their monopoly for the sale of beer at the Oktoberfest to this day. Soon proper snacks and substantial Munich specialities were offered for sale, and thus arose the landlords' street of stalls, which still offers everything for body and soul that the visitor needs to enjoy the Oktoberfest.

Popular amusements

The other part of the festival grounds were dominated by the fairground sideshows. In 1818 the first roundabout and two swings were set up – a modest offer of general amusements during the first decades. It was in the 1880s that the German showman's trade and roundabout industry began to flourish. This was the foundation stone for the Oktoberfest as we know it today: a broad selection of fairground attractions, entertainments, booths and much more besides enthralls young and old.

The Oktoberfest here and today

The Oktoberfest still remains the traditional Munich funfair with Munich hospitality and Munich beer. That is why – in accordance with the Oktoberfest's operating regulations – only Munich beer from the efficient and proven traditional Munich breweries (at the moment these are: the Augustinerbrauerei, Hacker-Pschorrbrauerei, Löwenbrauerei,



Paulanerbrauerei, Spatenbrauerei and Staatliches Hofbräuhaus) which satisfies the Munich purity standards of 1487 and the German purity standards of 1906 may be served.

For over 180 years organised by the City of Munich. At the suggestion of the responsible Head of Department, Dieter Reiter for Labour and Economic Development, the Economic Committee of the Munich Town Council makes all the major decisions. Each year some 1500 applications from showmen and market vendors have to be checked and evaluated according to a fixed key so that in the end around 650 applicants are accepted.

1810 to 2010 – 200 years of Oktoberfest

In 2010 the world-famous folk festival was properly commemorated with the anniversary celebration “200 Years of Oktoberfest”: A festive area was established on the southern part of Theresienwiese which included a racetrack for horses, a historical festive tent, a museum tent, an animal show, a velodrome and a theatre tent. It was the epitome of nostalgic charm and cozy atmosphere. The event was such a success with the visitors that in 2011 the Munich City Council decided to make the “Oide Wiesn” an ongoing attraction in honor of the Oktoberfest celebrations of the olden days.



Pictures:

We can provide you with free photographic material to professionally illustrate your reporting on Munich. Please visit:

www.muenchen.de/rathaus/home_en/Tourist-Office/Press/Film-Fotoservice_engl

For further press information please visit:

www.muenchen.de/rathaus/home_en/Tourist-Office/Press

Appendix B

Press Release for Munich's Oktoberfest



Landeshauptstadt
München
**Referat für Arbeit
und Wirtschaft**

Press Release

08.08.13

Come on to the Wiesn 2013!

From September 21 to October 6, 2013 staunch Oktoberfest aficionados and those who are aspiring to become Wiesn fans can enjoy the world's largest folk festival for 16 days.

The Oktoberfest is officially inaugurated when Munich's Lord Mayor Christian Ude exclaims "Ozapft is!" – "the barrel is tapped!" after traditionally broaching the first cask of beer at noon on September 21, 2013 in the Schottenhamel festive hall.

The Oktoberfest had its origin in 1810 when Crown Prince Ludwig – who later became King Ludwig I of Bavaria – and Princess Therese of Saxony-Hildburghausen celebrated their wedding. The festive grounds in the midst of town were named after her: "Theresienwiese" which the locals affectionately abbreviated to "Wiesn". So far 24 October festivals had to be cancelled -- during the war and post-war period and due to cholera epidemics in 1854 and 1873. This year joy of life and pure enjoyment will be experienced below the statue of Bavaria for the 180th time, when locals and guests again respond to the popular call "Come on to the Wiesn!"

Herausgeber: Landeshauptstadt München, Referat für Arbeit und Wirtschaft
Herzog-Wilhelm-Straße 15, 80331 München www.muenchen.de/arbeitundwirtschaft
Kontakt: Wolfgang Nickl (Pressesprecher) Tel.: (089) 233-2 25 97, Fax: (089) 233-2 76 51
Email: wolfgang.nickl@muenchen.de





The festive area

This year the festive area will extend over 34,5 acres.

613 companies have been admitted, including 141 caterers, 173 showmen, 300 marketers as well as several service providers (electric installation, tent construction, etc.) A total of about 13,000 persons work at the Oktoberfest.

Organization of the Wiesn

The City of Munich is the organizer and developer of the Oktoberfest. Dieter Reiter, Chief Executive and Governing Member of the Munich City Council, is the man responsible for the planning, management and execution of this world-renowned festival.

Wiesn News

The greatest mobile adventure ride "Odyssee" has its funfair premiere at the Wiesn as does "Sky Fall", the highest transportable free-fall tower which allows its passengers to plummet from the sky like a rock. This year the compact roller coaster "Cobra" has been put into operation. It also permits children over 1.30 meter of height to join in the ride. The high-tech funhouse "Pirates' Adventure" takes Wiesn visitors to the fantastic world of pirates and corsairs. Fish is king at "Fisch-Bäda", a culinary venue for those who like fish as well as at the "Flammlachs" booth where salmon is freshly smoked over beech wood. Those who enjoy pork sausages, Polish sausages and the like will get their money's worth at Burtscher's Wurstbraterei. At Martl's Herzmalerie, hearts made of gingerbread are lettered with tooth-curling sweetness. Caterpillar ride, bumper cars made



of wooden posts and a small Ferris wheel are the “new” old attractions at the Oide Wiesn.

The Wiesn Offer

Festive Beer and Delicacies

In the 16 festive halls with a total seating capacity for more than 115.000 guests the special Oktoberfest beer brewed by the six major Munich breweries (Augustiner, Hacker-Pschorr, Löwenbräu, Paulaner, Spaten and Staatliches Hofbräuhaus) with an original wort of about 13 percent is served. The beer is best accompanied by Bavarian delicacies such as radishes, Obatzda (specially garnished cream cheese), sausages and roast chicken or spicy fish grilled on a skewer. Another Wiesn specialty is the ox roasted on a spit at the Ochsenbraterei. A total of about 141 medium-size and small caterers invite their guests to enjoy and party.

Price of beer 2013:

€9,40 - €9,85

(2012: €9,10 – €9,50)

Alcohol-free beer is available at the same price.

Round and Round We Go Again

Almost 173 rides, displays and sideshows promise thrill and enjoyment. The distinct mix of high tec and nostalgia is typical for the Oktoberfest. In addition to spectacular large rides such as “Höllensblitz” (“Lightning from Hell”) and “Flip Fly” you will find funfair attractions with a long-standing fairground tradition that can only be found at the Wiesn, such as the “Teufelsrad” (“Devil's Wheel”), the “Krinoline” (old-fashioned merry-go-



round) and the Schichtl Variety Show, the latter being a true Oktoberfest institution. About 90 percent of the attractions have their roots in the 19th century, including swingboats, slides and mazes.

Die Oide Wiesn

At the Oide Wiesn in the southern part of Theresienwiese folk festival traditions, Bavarian customs, Munich hospitality, traditional and young folk music have been firmly established. The festive tent “Tradition” invites guests to have a swell time and enjoy old Munich delicacies. The Herzkasperl Tent provides a forum for young Bavarian folk and dance culture which presents itself in all of its diversity: vivacious, intercultural, cheeky and wild. At the velodrome daring souls can hit the track on joke bikes. A museum tent is dedicated to the history of showmanship. Entertaining plays are staged at the Puppet Theatre. Folk fest attractions and rides of the olden days can be explored at the special price of one Euro. The Oide Wiesn is open daily from 10 am to 10 pm. The admission fee is three Euro (children up to 14 years are free).

The Ecological Wiesn

In 1997 the Oktoberfest was awarded the federal project prize for environmental guidelines governing major events, the so-called “Eco-Oscar”. Also today the greatest popular festival in the world sets standards for implementing environmentally compatible and ecologically sound measures for major events: waste reduction, water recycling, utilization of green electricity and delicacies from certified organic agriculture and species-appropriate animal husbandry.



The “Budget” Wiesn

Two family days and the “Midday Oktoberfest” on week days provide the opportunity for an inexpensive stroll over the festive grounds. Here you will get discounts for fairground attractions, admissions and products:

Family Days 2013: Tuesday, September 24 and Tuesday, October 1
until 6 pm respectively

Midday Oktoberfest: Monday to Friday, from 10 a.m. to 3 p.m. (only where the sign “Mittagswiesn” is displayed)

Pictures:

We can provide you with free photographic material to professionally illustrate your reporting on Munich. Please visit:

www.muenchen.de/rathaus/home_en/Tourist-Office/Press/Film-Fotoservice_engl

For further press information please visit:

www.muenchen.de/rathaus/home_en/Tourist-Office/Presse

Appendix C

Helen, Georgia Zoning Law

PART II - CODE
Chapter 34 - LAND DEVELOPMENT CODE
ARTICLE III. - ZONING

DIVISION 3. ZONING DISTRICTS AND ZONING DISTRICT REGULATIONS

DIVISION 3. ZONING DISTRICTS AND ZONING DISTRICT REGULATIONS

- Sec. 34-176. Establishment of districts.
- Sec. 34-177. Low density residential (R-1).
- Sec. 34-178. Moderate density residential (R-2).
- Sec. 34-179. High density residential (R-3).
- Sec. 34-180. Multifamily residential (R-4).
- Sec. 34-180.1. Seasonal residential housing (R-5).
- Sec. 34-181. Planned unit development (PUD).
- Sec. 34-182. Hotel/motel district (H/M).
- Sec. 34-183. Pedestrian commercial (C-1).
- Sec. 34-184. Pedestrian/highway commercial (C-2).
- Sec. 34-185. Highway commercial (C-3).
- Sec. 34-186. Light industrial (I-1).
- Sec. 34-187. Floodplain (FP).
- Sec. 34-188. State park and national forest (SP/NF).
- Secs. 34-189—34-250. Reserved.

Sec. 34-176. Establishment of districts.

- (a) For the purposes of this article the property within the corporate limits of the city shall hereby be divided into specific zoning districts to provide both effective development of each parcel and to protect the health, needs and general welfare of the community.
- (b) Any use which is not provided for within a zoning district shall be placed within a zoning classification and officially added to this article by the city commission after review and upon the recommendation of the planning and design review board.
- (c) The zoning classifications as contained within this article are as follows:

R-1 low density residential.
R-2 moderate density residential.
R-3 high density residential.
R-4 multifamily residential.
PUD planned unit development.
H/M hotel/motel.
C-1 pedestrian commercial.
C-2 pedestrian/highway commercial.
C-3 highway commercial.
I-1 light industrial.
FP floodplain.
SPNF state park and national forest.
(Ord. No. 90-3, § 4, 6-19-90)

Sec. 34-182. Hotel/motel district (H/M).

- (a) Purpose: The intent of the hotel/motel classification is to establish an area which provides for the housing and service needs of vacationers and seasonal residents at a density which optimize land area.
- (b) All hotel-motel (H-M) district amendments of the official zoning map shall be conditional amendments. A concept plan showing the approximate location of all buildings, walls, fences, property lines, landscaping, parking areas, land uses, and other features deemed appropriate by the planning and design review board and the Helen City Commission as a result of the above concept plan review and public hearing shall be included as part of the amendments, and the use of the property for its zoned purposes shall be conditioned to said plan.
- (c) Concept plan review of the site plan is to encourage logic, imagination, and innovation in accordance with the design process and ensure the soundness of the proposed development and its compatibility with the surrounding area. The city's designated employee shall review plans for the compliance with the zoning regulations and for compliance with concept plan review criteria. The recommendations of the planning and design review board shall be transmitted to the Helen City Commissioners for final approval.
- (d) *Permitted uses:*
 - (1) Hotels.
 - (2) Motels.
 - (3) Motor courts.
 - (4) Related on-premises commercial uses (restaurants, etc.).

- (e) *Conditional uses:*
 - (1) Public or quasi-public buildings.
- (f) *Accessory uses:*
 - (1) Swimming pools.
 - (2) Tennis courts.
 - (3) Private detached greenhouses.
- (g) *Development standards:*
 - (1) Minimum lot area: Adequate lot size to accommodate development.
 - (2) Minimum lot width: 75 feet.
 - (3) Minimum road frontage: 75 feet.
 - (4) Front setback: 50 feet from state highway, 40 feet from all other streets.
 - (5) Rear setback: 15 feet.
 - (6) Side setback: 15 feet. Side setback along a street: 6 feet.
 - (7) Maximum top floor elevation: 50 feet.
- (h) *Yard requirements and buffers:* See division 4.
(Ord. No. 90-3, § 5, 6-19-90; Ord. No. 92-6, 9-15-92; Ord. No. 96-04-01, 5-21-96)

Sec. 34-183. Pedestrian commercial (C-1).

- (a) *Purpose.* The intent of the C-1 pedestrian commercial classification is to establish a commercial zone where the main mode of transportation is by walking; it is further intended that this zone assist in retaining and fostering the Alpine theme of the city.
- (b) *Permitted uses:*
 - (1) Restaurants, without drive-ins.
 - (2) Retail shops.
 - (3) Specialty shops.
 - (4) Clubs and taverns.
 - (5) Commercial entertainment and recreation.
- (c) *Conditional uses:*
 - (1) Hotels and motels.
 - (2) Seasonal housing on the second and higher floors of commercial buildings.
 - (3) Long term housing to the rear of the structure and/or on the second and higher floors of commercial buildings.
 - (4) Banking and financial offices.
 - (5) Barbershops and beauty shops.
 - (6) Laundry and drycleaning.
 - (7) Medical and dental offices/clinics.

- (8) General offices.
- (9) Public and quasi-public housing.
- (10) Parking, offstreet.
- (11) Business offices.
- (12) Museums, galleries and theatres.
- (d) *Development standards:*
 - (1) Minimum lot width: 40 feet.
 - (2) Minimum road frontage: 45 feet.
 - (3) Front setbacks: 10 feet from a state highway, 10 feet from all other streets.
 - (4) Rear setback: 6 feet.
 - (5) Side setback: 0 feet.
 - (6) Side setback along street: 10 feet.
 - (7) Maximum occupied floor height: 50 feet.
- (e) *Tree protection requirements:* See section 34-253
(Ord. No. 90-3, § 5, 6-19-90; Ord. No. 90-9, 1-22-91)

Appendix D

Oktoberfest Questionnaire

1. Did you travel to Helen for Oktoberfest? (Yes or No) _____
2. Have you been to Helen before this trip? (Yes or No) _____
3. Have you been to Helen's Oktoberfest before this trip? (Yes or No) _____
4. Who is in your travel group today? _____
 - a. How many people (including you) are in your travel group? _____
 - b. Does your travel group take trips together often? (Yes or No) _____
5. Has your travel group been to Oktoberfest together before this trip? (Yes or No)

6. Have you met new people at Oktoberfest? (Yes or No)
7. Have you made new friends at Oktoberfest? (Yes or No)

Rank the following statements on a scale of 1 to 5 with:

1=Strongly Disagree, 2=Disagree, 3=Somewhat Agree, 4=Agree, 5=Strongly Agree

8. It is important that I be in Helen for Oktoberfest
(Strongly Disagree) (Disagree) (Somewhat Agree) (Agree) (Strongly Agree)
1 2 3 4 5
9. It is important that there is German beer at Oktoberfest
(Strongly Disagree) (Disagree) (Somewhat Agree) (Agree) (Strongly Agree)
1 2 3 4 5
10. It is important that there is polka music at Oktoberfest
(Strongly Disagree) (Disagree) (Somewhat Agree) (Agree) (Strongly Agree)
1 2 3 4 5

11. It is important that there is dancing at Oktoberfest

(Strongly Disagree) (Disagree) (Somewhat Agree) (Agree) (Strongly Agree)
1 2 3 4 5

12. It is important that there is German food at Oktoberfest

(Strongly Disagree) (Disagree) (Somewhat Agree) (Agree) (Strongly Agree)
1 2 3 4 5

13. It is important that Oktoberfest employees are wearing Dirndls and Lederhosen

(Strongly Disagree) (Disagree) (Somewhat Agree) (Agree) (Strongly Agree)
1 2 3 4 5

14. It is important that I share my Oktoberfest experience with my travel group

(Strongly Disagree) (Disagree) (Somewhat Agree) (Agree) (Strongly Agree)
1 2 3 4 5

15. It is important that I see the town of Helen while I'm here for Oktoberfest

(Strongly Disagree) (Disagree) (Somewhat Agree) (Agree) (Strongly Agree)
1 2 3 4 5

16. I came to Helen's Oktoberfest to understand German heritage

(Strongly Disagree) (Disagree) (Somewhat Agree) (Agree) (Strongly Agree)
1 2 3 4 5

17. I came to Helen's Oktoberfest to see German history

(Strongly Disagree) (Disagree) (Somewhat Agree) (Agree) (Strongly Agree)
1 2 3 4 5

18. Being in Helen for Oktoberfest makes me feel like I'm in Germany

(Strongly Disagree) (Disagree) (Somewhat Agree) (Agree) (Strongly Agree)
1 2 3 4 5

19. I came to Helen's Oktoberfest because it represents the German culture found in
Munich

(Strongly Disagree) (Disagree) (Somewhat Agree) (Agree) (Strongly Agree)
1 2 3 4 5

20. Helen is an authentic representation of the Munich Oktoberfest

(Strongly Disagree) (Disagree) (Somewhat Agree) (Agree) (Strongly Agree)
1 2 3 4 5

21. To me, the word authentic means that something looks like the original

(Strongly Disagree) (Disagree) (Somewhat Agree) (Agree) (Strongly Agree)
1 2 3 4 5

22. To me, the word authentic means something has been reconstructed using
historically accurate methods

(Strongly Disagree) (Disagree) (Somewhat Agree) (Agree) (Strongly Agree)
1 2 3 4 5

23. To me, the word authentic means a certified official declared it to be authentic

(Strongly Disagree) (Disagree) (Somewhat Agree) (Agree) (Strongly Agree)
1 2 3 4 5

24. I came to Helen's Oktoberfest because it is authentic

(Strongly Disagree) (Disagree) (Somewhat Agree) (Agree) (Strongly Agree)
1 2 3 4 5

25. It is important that the Chamber of Commerce officially endorses the festhalle's
Oktoberfest

(Strongly Disagree) (Disagree) (Somewhat Agree) (Agree) (Strongly Agree)
1 2 3 4 5

26. Are you at the Konig Ludwig Biergarten? (Yes or No) _____

- a. If Yes, do you have plans to attend Oktoberfest at the Helen Chamber of Commerce's festhalle? (Yes, No, Maybe, Never Heard of It) _____
27. Are you at the Chamber of Commerce's festhalle? (Yes or No) _____
- a. If Yes, why did you choose to attend Oktoberfest at the Helen Chamber of Commerce's festhalle? _____
28. Age _____
29. Gender _____
30. Ethnicity
- a. Caucasian
 - b. African American
 - c. Hispanic
 - d. Asian
 - e. Hawaiian or Pacific Islander
 - f. Native American
31. Are you of German ancestry? (Yes or No) _____
32. Are you married? (Yes or No) _____
33. What is your highest education level? _____
34. Open Comments:

Appendix E

Helen Chamber of Commerce Brochure

*A year's worth of fun
in*
ALPINE HELEN, GA



Presented by:
CHAMBER OF COMMERCE

<p>February FASCHING CELEBRATIONS</p> <p>March 24TH ANNUAL HELEN TROUT TOURNAMENT</p> <p>April SPRINGFEST</p> <p>May BAVARIANFEST</p> <p>April - September BINGO</p>	<p>November & December 6TH ANNUAL CHRISTKINDLMARKT</p> <p>ANNUAL LIGHTING OF THE VILLAGE</p> <p>ANNUAL CHRISTMAS PARADE</p> <p>CHILDREN'S ACTIVITIES</p>
--	---

September
**ALPINE HELEN GEORGIA'S 43RD
ANNUAL OKTOBERFEST**

~43rd Annual~
OKTOBERFEST




Sept. 12-15 • Sept. 19 - Oct. 27

The traditional Oktoberfest parade will be Saturday, September 14th, at 12 noon. The tapping of the first keg for Oktoberfest will follow in the Fussen Biergarten at the Festhalle.

Oktoberfest features traditional and contemporary Bavarian style music performed by authentic Bavarian and some of America's premier artists. Bands include: Lorelei und Schatzi, Spitze, Terry Cavanagh and Alpine Express, The Chardon Polka Band, Dan Witucki and Heimatland Musikanten, Roland Kurz, Alpenmuskanten, The Alex Meixner Band, and others.

*Please check our website at www.helenchamber.com for the complete schedule and changes that may occur.





**6th Annual
Christkindlmarkt**
**Nov. 29 - Dec. 1
and Dec. 7 - 8**

Located in the Downtown
Marktplatz Alpine Helen, GA

The Christkindlmarkt is a traditional German event that offers everything from unique gifts and decorations to an assortment of savory and sweet foods, drinks and candied treats.

Friday, Nov. 29 11 am-6 pm • Saturday, Nov. 30 11 am-6 pm
Sunday, Dec. 1 11 am-5 pm • Saturday, Dec. 7 11 am-6 pm
Sunday, Dec. 8 11 am-5 pm

Annual Lighting of the Village
Nov. 29 at 6:00 pm

Annual Christmas Parade
Dec. 7 at 2:00 pm

Children's Activities

Lantern Decorating - Saturday, Dec. 7 - 4:00 pm Children may decorate a paper lantern and join us in the lantern parade from downtown Helen to the Festhalle where they can enjoy a bonfire and s'mores. Lantern Parade - Saturday, Dec. 7 - 5:00 pm

Appendix F

White County Convention and Visitors Bureau Brochure

ALPINE HELEN GEORGIA

MOUNTAIN BEAUTY
WITH A TOUCH OF
Bavaria

**NO
PASSPORT
REQUIRED**



Oktoberfest
HELEN ♦ GEORGIA



2013 Oktoberfest Events
Helen Festhalle, 1074 Edelweiss Strasse

February 2	Fasching (German Mardi Gras)
March 30	24th Annual Trout Tournament
April 2 - Sept 6	Bingo Every Tuesday & Friday
April 6	Springfest 2013
May 25	Bavarianfest 2013
Sept 12 - 15	43rd Annual Oktoberfest
Sept 14	Oktoberfest Parade
Sept 19 - 22	43rd Annual Oktoberfest
Sept 26 - Oct 27	43rd Annual Oktoberfest
Nov 29 - Dec 1	5th Annual Christkindlmarkt
Dec 7 - 8	5th Annual Christkindlmarkt

For more information on the 2013 Oktoberfest Band Schedule, please call 800.858.8027 after February 1, 2013. To book the Festhalle for meetings, parties, picnics, call 706.878.1908.
www.helenchamber.com • office@helenchamber.com

Oktoberfest 2013
COUPON GOOD FOR \$1 OFF
Per Paid Adult Admission
Monday - Thursday Only
Available at Helen Welcome Center



61

REFERENCES

- Apostolakis, A. (2003). The convergence process in heritage tourism. *Annals of Tourism Research, 30*(4), 795-812.
- Ashworth, G.J. (2008). Paradigms and paradoxes in planning the past. In M. Smith & L. Onderwater (Eds.), *Selling or Telling? Paradoxes in tourism, culture and heritage* (23-43). Arnhem: ATLAS.
- Babbie, E. (2011). *The Basics of Social Research*. Belmont, CA: Wadsworth, Cengage Learning.
- Backman, K.F., Backman, S.J., Uysal, M., & Sunshine, K.M. (1995). Event tourism: An Examination of motivations and activities. *Festival Management & Event Tourism, 3*, 15-24.
- Bailey, C.A. (2007). Methodology. *A Guide to Qualitative Field Research* (2nd ed.). Thousand Oaks, CA: Pine Forge Press.
- Baker, K.L. & Draper, J. (2013). Importance-Performance analysis of the attributes of a cultural festival. *Journal of Convention & Event Tourism, 14*(2), 104-123.
- Bowitz, E. & Ibenholt, K. (2009). Economic impact of cultural heritage – Research and perspectives. *Journal of Cultural Heritage, 10*, 1-8.
- Bruner, E.M. (1994). Abraham Lincoln as authentic reproduction: A critique of postmodernism. *American Anthropologist, 96*(2), 397-415.
- Bruner, E.M. (2005). *Culture on tour: Ethnographies of travel*. Chicago: University of Chicago Press.
- Chamber of Commerce (n.d.) In *Merriam-Webster online*. Retrived from <http://www.merriam-webster.com/dictionary/chamber%20of%20commerce>.
- Chhabra, D., Healy, R., & Sills, E. (2003). Staged authenticity and heritage tourism. *Annals of Tourism Research, 30*(3), 702-719.
- Cincinnati USA Regional Chamber. (1996). What is Oktoberfest Zinzinnati? Retrieved from http://www.oktoberfestzinzinnati.com/okt.aspx?menu_id=256&id=8468.
- City of Leavenworth, Washington. (n.d.). Population. Retrieved from <http://www.cityofleavenworth.com/about-leavenworth/community-information/population/>

- Cohen, E. (1988). Authenticity and commoditization in tourism. *Annals of Tourism Research*, 15(3), 371-386.
- Corbin, J. & Strauss, A. (1990). Grounded Theory research: Procedures, canons, and evaluative criteria. *Qualitative Sociology*, 13(1), 3-21.
- Crespi-Vallbona, M. & Richards, G. (2007). The meaning of cultural festivals. *International Journal of Cultural Policy*, 13(1), 103-122.
- Crompton, J. (2003). Adaptin Herzberg: A conceptualization of the effects of hygiene and motivator attributes on perceptions of event quality. *Journal of Travel Research*, 41, 305-310.
- Crompton, J. & McKay, S. (1997). Motives of visitors attending festival events. *Annals of Tourism Research*, 24(2), 425-439.
- DeBres, K. & Davis, J. (2001). Celebrating group and place identity: A case study of a new regional festival. *Tourism Geographies*, 3(3), 326-337.
- Derrett, R. (2003). Making sense of how festivals demonstrate a community's sense of place. *Event Management*, 8(1), 49-58.
- DeLyser, D. (1999). Authenticity on the ground: Engaging the past in a California ghost town. *Annals of the Association of American Geographers*, 89(4), 602-632.
- Felsenstein, D. & Fleischer, A. (2003). Local festivals and tourism promotion: The role of public assistance. *Journal of Travel Research*, 41, 385-392.
- Formica, S. & Murrmann, S. (1998). The effects of group membership and motivation on attendance: An international festival case. *Tourism Analysis*, 3, 197-207.
- Fowler, P. (1989). Heritage: A post-modernist perspective. In David L. Uzzal (Ed.) *Heritage Interpretation Volume I: The Natural and Built Environment* (57-63).
- Frankenmuth Festivals. (n.d.) The Frankenmuth Oktoberfest. Retrieved from <http://www.frankenmuthfestivals.com/index.php/Okttoberfest>.
- Frenkel, S. & Walton, J. (2000). Bavarian Leavenworth and the symbolic economy of a theme town. *The Geographical Review*, 90(4), 559-584.
- Getz, D. (1997). *Event Management & Event Tourism*. Pennsylvania: Cognizant Communication Corp.

- Getz, D. (2008). Event tourism: Definition, evolution, and research. *Tourism Management*, 29(3), 403-428.
- Getz, D. (2010). The nature and scope of festival studies. *International Journal of Event Management Research*, 5(1), 171-187.
- Getz, D. (2012). Event studies: Discourses and future directions. *Event Management*, 16, 171-187.
- Getz, D. & Andersson, T. (2008). Sustainable festivals: On becoming an institution. *Event Management*, 12, 1-17.
- Getz, D. & Frisby, W. (1998). Evaluating management effectiveness in community-run festivals. *Journal of Travel Research*, 27(1), 22-27.
- Green, J.C., Caracelli, V.J., & Graham, W.F. (1989). Toward a conceptual framework for mixed-method evaluation designs. *Educational Evaluation and Policy Analysis*, 11(3), 255-274.
- Helen Chamber of Commerce. (2013). 2013 Oktoberfest. Retrieved from www.helenchamber.com/Helen/Helen_Chamber.html.
- Hixson, E.J., Vivienne, S., McCabe, S., & Brown, G. (2011). Event attendance motivation and place attachment: An exploratory study of young residents in Adelaide, South Australia. *Event Management*, 15(3), 233-243.
- Hoelscher, S. (1999). From sedition to patriotism: Performance, place, and the reinterpretation of American ethnic identity. *Journal of Historical Geography*, 24(4), 534-558.
- Jamal, T. & Hill, S. (2004). Developing a framework for indicators of authenticity: The place and space of cultural and heritage tourism. *Asia Pacific Journal of Tourism Research*, 9(4), 353-372.
- Jordan-Bychkov, T.G. (2003). *The Upland South*. Santa Fe, NM: Center for American Places, Inc.
- Lau, A.L.S. & McKercher, B. (2004). Exploration versus acquisition: A comparison of first-time and repeat visitors. *Journal of Travel Research*, 42(3), 279-285.
- 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, 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.
- MacCannell, D. (1973). Staged authenticity: Arrangements of social space in tourist settings. *The American Journal of Sociology*, 79(3), 589-603.
- Mak, J. (2006). Taxation of travel and tourism. In L. Dwyer & P. Forsyth (Eds.), *International Handbook on the Economics of Tourism* (251-265). Cheltenham, UK: Edward Elgar Publishing Limited.
- Map of the Southeastern United States, retrieved on Apr 18, 2014 from www.maps.google.com
- Martin, C.B. (2007). "It's a whole lot easier to pick tourists than to pick cotton." *Tourism in the Mountain South: A Double-Edged Sword*. Knoxville, TN: The University of Tennessee Press.
- Mckercher, B., Mei, W., & Tse, T. (2006). Are short duration cultural festivals tourist attractions? *Journal of Sustainable Tourism*, 13(1), 55-66.
- O'Giunn, T., Allen, C., & Semenik, R.J. (2011). *Advertising and Integrated Brand Promotion*. Mason, OH: Cengage Learning
- Patton, M.Q. (2002). *Qualitative Research & Evaluation Methods* (3rd ed.). Thousand Oaks, CA: Sage Publications, Inc.
- Preston, C.A. (2012). *Event Marketing: How to Successfully Promote Events, Festivals, Conventions and Expositions* (2nd ed.). Hoboken, NJ: John Wiley Publishing
- Ramshaw, G. & Hinch, T. (2006). Place identity and sport tourism: The case of the Heritage Classic ice hockey event. *Current Issues in Tourism*, 9(4&5), 399-418.
- Rickly-Boyd, J.M. (2012). Through the magic of authentic reproduction: Tourists' perceptions of authenticity in a pioneer village. *Journal of Heritage Tourism*, 7(2), 127-144.
- Schnell, S.M. (2003). Creating narratives of place and identity in "Little Sweden, U.S.A." *Geographical Review*, 93(1), 1-29.
- Schouten, F. (1995) Improving visitor care in heritage attractions. *Tourism Management*, 16(4), 259-261.
- Taylor, J.P. (2001). Authenticity and sincerity in tourism. *Annals of Tourism Research*, 28(1), 7-26.

- Townsend, B. (n.d.). *History of the Georgia state parks and historic sites division*. Retrieved from http://gastateparks.org/content/georgia/parks/75th_Anniv/parks_history.pdf
- U.S. Census Bureau. (2010). *1890 Population Distribution*. Retrieved December 9, 2013 from http://www.census.gov/history/www/reference/maps/1890_population_distribution.html
- U.S. Census Bureau. (2012). *Population Estimate*. Retrieved April, 28, 2014 from <http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?sr=bkmk>
- Wang, N. (1999). Rethinking authenticity in tourism experience. *Annals of Tourism Research*, 26(2), 349-370.
- White County Convention & Visitors Bureau. (2013). Welcome to Alpine Helen. Retrieved from www.helenga.org
- Xiao, H. & Smith, S.L.J. (2004). Residents' perceptions of Kitchener-Waterloo Oktoberfests: An inductive analysis. *Event Management*, 8, 161-175.