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Cultural Festival Improves Quality of Life in the Community

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Introduction

Festivals are an important field within the event tourism industry and have increased tremendously in the past decades and become one of the fastest growing sectors that provide unique opportunities for visitors to participate in a distinct experience from everyday life (Getz et.al, 2010). There are different types of festivals, one type is the cultural festival. Cultural festivals are an essential category of festivals. Festivals that focus on culture or ethnicity typically seek to teach members or visitors about their traditions. Elders often share stories and provide experiences that bring families and communities together. A cultural festival may be described as a specific event within the cultural domain, which shares the cultural production, experience, and wealth of places where these events are organized with locals and visitors (Herrero al et. 2011; Yolal & Uysal, 2009).

The purpose of this study was to determine whether the cultural festival improves the quality of life in the community.

Results

Variables	Response	Mean
Activities of daily living such as volunteer activities	143	2.73
Community cohesion	143	2.57
Cultural experience and communication	143	2.57
Family relationship and friendship	143	2.37
Satisfaction and happiness with life	143	2.34
Recreational facilities and areas	143	2.32
Residential environment	143	2.28
Social status and network	143	2.22
Personal growth and development	143	2.08
Health and safety	142*	1.77

¹ n=143. 1 stands for "Not improved", 2 stands for "Somewhat improved", 3 stands for "Improved", and 4 stands for "Extremely improved".
* 142 responses due to one missing answer.

Conclusion

Being actively involved in the festival by volunteering in it could enhance the community cohesion and cultural experience (Jeannotte, 2003). Meanwhile, the festival provided opportunities for family reunion, socialization and entertainment which help to improve the family relationship and satisfaction with life. In addition, GermanFest increased police presence and supported preservation of public buildings and recreational facilities. All those phenomena indicated that the festival enhanced the quality of life in the community.

References

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