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Residents' perceptions of social benefits and costs of the Oktoberfest festival in Munich.

Marisol Ley Lozano

Master in Tourism Development and Culture
Erasmus Mundus Joint Master's Degree

Supervisor:

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Department, ISCTE Business School.

George Cassar, Associate Professor Institute for Tourism, Travel and Culture, University of Malta.

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Resumo

O festival *Oktoberfest* é um evento que atrai todos os anos milhares de visitantes. Residentes locais, visitantes nacionais e internacionais desfrutam anualmente do maior festival folclórico do mundo. Este estudo analisa a percepção dos residentes da cidade anfitriã na relação entre os benefícios e custos sociais e o seu bem-estar subjetivo, considerando a ligação afetiva tanto ao local como ao festival, bem como a idade, a frequência e a distância de ida ao festival.

Seguindo uma metodologia quantitativa, foi submetido um inquérito, tanto online, como pessoal, aos habitantes de Munique. A análise dos dados obtidos de 426 respondentes utiliza o modelo de regressão linear múltipla com efeitos de mediação para testar o modelo de investigação proposto.

Os resultados evidenciam que a idade dos visitantes ao festival *Oktoberfest* se relaciona com o bem-estar subjetivo. Todavia, para os residentes locais, a sua percepção das desvantagens sociais do festival *Oktoberfest*, relaciona-se negativamente com o seu bem-estar subjetivo. Verifica-se um papel mediador crucial da ligação afetiva ao festival, na relação entre os benefícios sociais percebidos para a comunidade e o bem-estar subjetivo e entre as preocupações com a qualidade de vida e o bem-estar subjectivo dos residentes. O estudo não identificou influência significativa na relação entre a frequência de participar no festival, a distância a que residem face ao local do festival e o seu bem-estar subjetivo.

Palavras-chave: Festival, *Oktoberfest* festival, bem-estar subjetivo, benefícios sociais, custos sociais.

JEL Classification system: M31-Marketing / Z32-Turismo e desenvolvimento.

Abstract

The Oktoberfest festival is an event that attracts, every year, millions of visitors. Local residents, domestic and international visitors gather to enjoy the world's largest folk festival. This study intends to analyse how the host city residents' perceptions regarding the social benefits and costs that the festival brings are related to their subjective well-being, framed by both the place and the festival attachment, as well as the age, frequency of attendance and the distance from the venue.

Following a quantitative method approach, Munich's inhabitants have been addressed through online and face-to-face surveys. Multiple linear regression analysis with mediating effects has been used to test the research model through data collected from 426 respondents.

The results conclude that the age of the visitors to the Oktoberfest festival is linked to their subjective well-being. Nevertheless, the connection of the Oktoberfest festival's social drawbacks to locals and their subjective well-being is negatively related. It also revealed the significant role of the festival attachment as a mediator between the festival's social benefits for the community and the inhabitants' subjective well-being and between the quality-of-life concerns and the residents' subjective well-being. Lastly, the study did not detect significant relationships between the residents' frequency of attending the festival, their distance from the venue, and their subjective well-being.

Key words: Festival, Oktoberfest festival, subjective well-being, social benefits, social costs.

JEL Classification system: M31-Marketing / Z32-Tourism and development.

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1. Introduction

1.1. Relevance and problem.

In many places, events and festivals are essential components of the tourism offering ([Getz & Page, 2016](#)). The relevance of festivals and events in numerous tourism programs and initiatives may be attributed to their capacity to draw tourists to a host region and contribute to its economic and social well-being ([Mair & Whitford, 2013](#)). Around this developing sector, a new industry has developed, and political leaders and businesspeople have seen its potential ([Yeoman et al., 2015](#)). However, the amount of research done to study the events/festival industry has only sometimes kept pace with its dramatic expansion over the past few decades ([Mair & Weber, 2019](#)). Focusing on folk festivals, their atmosphere is a well-planned traditional cultural setting. Studies have revealed that environments with a strong sense of culture and history can aid restoration ([Dai & Tang, 2023](#)).

This study investigates the internationally popular Oktoberfest festival. In the literature, relevant research documents emphasize the favourable economic outcomes that hosting this event festival brings to the residents of Munich and companies that provide services to visitors during the development of the festivities. ([Herrmann & Herrmann, 2014](#); [Süssmuth & Woitek, 2013](#)). These studies mainly focus on the economic repercussions of hosting the event. Even when some researchers have identified other benefits for the festival's host community, such as the promotional, social, environmental, and emotional ones, the just mentioned repercussions have not been applied to the Oktoberfest festival in any study, bringing consequently a gap in the analysis of its advantages.

One article by [Harrington et al. \(2020\)](#) examined the connection between the life satisfaction of the attendees and this festival. However, their research is applied to the festival visitors in general, including participants from the Munich region, but also from the rest of Bavaria, other German states, and other countries, inside and outside the European continent. Another gap is the need for studies on the adverse consequences of the festival; some authors, for example, [Ghada et al. \(2021\)](#), have researched the health and environmental non-positive effects of the Oktoberfest festival. However, the negative social impacts of the event represent a field of opportunity to investigate.

While this dissertation introduces the social benefits and costs that the Oktoberfest provoke and their relationship with the subjective well-being of the local community members and so, adding value to the

existing literature, which focuses primarily on exploring the economic benefits of the event, the visitor's satisfaction, and the motivation to attend the event ([Yang et al., 2011](#); [Süssmuth & Woitek, 2013](#) and [Herrmann & Herrmann, 2014](#)).

1.2. Objectives and goals

This study uses preceding research about the social impacts of festivals on the residents as a starting point ([Gursoy et al., 2004](#); [Ballantyne et al., 2013](#); [Han et al., 2017](#); [Pavluković et al., 2017](#)). As well as other studies that link these social impacts with the subjective well-being of festivals attendees and local residents. ([Packer & Ballantyne, 2010](#); [Yolal et al., 2016](#)). Past research examined the remunerative benefits of the Oktoberfest festival ([Süssmuth & Woitek, 2013](#); [Herrmann & Herrmann, 2014](#)), leaving out the advantages and disadvantages of the event for the inhabitants from the societal perspective. Therefore, this dissertation aims to contribute with the existing research of festivals impacts in host communities that consider the subjective well-being as relevant variable.

The findings are expected to help comprehend the host community's perceptions of social benefits, social costs, and well-being after the internationally famous event. The relevance of this investigation is explained by [Gursoy et al. \(2004\)](#), who claim that for any festival or special event to be successful, organizers must be aware of how these events affect the local community.

Thus, taking the research from [Yolal et al. \(2016\)](#) as a reference, it is intended to discover if the perception of social benefits, social costs, and subjective well-being that a festival in Turkey brings to their community members also apply to Munich's inhabitants; these authors claim that the community and cultural/educational benefits and the quality of life and community source concerns impact the subjective well-being of the inhabitants of Adana after the Altin Koza Film Festivali.

However, the study should have considered other possible variables that might affect these correlations. For that reason, and alternatively, the present dissertation will examine if factors like place and festival attachment, taken from the work of other authors ([Alonso-Vazquez et al., 2019](#); [Li et al., \(2021\)](#) or the local's age, frequency of attendance and distance from the venue, use by in previous research ([Han et al., 2017](#); [Yolal et al., 2016](#); [Chi et al., \(2022\)](#) can influence this relationship between the social benefits and costs relationship and the subjective well-being of the community residents.

There are two research questions addressed in this study:

RQ1: What is the relationship between the perception of the residents of Munich about the social benefits that the Oktoberfest brings them and their subjective well-being?

RQ2: What is the relationship between the perception of the residents of Munich about the social costs that the Oktoberfest brings them and their subjective well-being?

The specific goals of this dissertation are:

1. To identify if other variables of place and festival attachment, age, frequency of attendance and distance from the venue affect the relationship between the resident's perception of social benefits and costs of the Oktoberfest festival and their subjective well-being.
2. To turn the results gathered after this work into actions that may be suggested to be applied by the government office in charge of the festival's organization, the city of Munich's Tourism Board and the companies participating in the event as expositors.

2. Literature review

The following literature review shows the theoretical background of this dissertation. In the present chapter, the study is contextualized, essential concepts are discussed, and significant research strings are identified.

Initially, the concepts of festivals and festivals tourism will be introduced to develop a shared knowledge of their definitions, characteristics, and role in the experience economy industry. Following this, different types of festivals will be presented with pertinent examples from different countries. In addition, significant events' impacts on the community will be displayed, focusing on the economic, promotional, social, environmental, and emotional positive repercussions, followed by the adverse consequences that these events can also bring, for example, economic, social, and environmental outcomes.

Lastly, for a better understanding of the Oktoberfest festival and its context, the concepts of beer tourism, beer and folk festivals will be introduced, along with a detailed description of the event, the context of the city, the favourable and non-favourable outcomes of hosting the festival for the locals, and an analysis of Munich city inhabitant's types.

2.1. Festivals and festival tourism

For an event to be considered a festival, according to [Cudny et al. \(2012\)](#), it is determinant that some characteristics are met, such as the relevant components belonging to the patrimony. For instance, it should be diverse, out of the ordinary, unrelated to daily tasks, and showcase relevant components belonging to the patrimony of the local community, especially highlighting various aspects of their heritage and faith. Also, different festivities integrate the event linked to the artistic expression and the legacy of the community. Highlighting different elements of an event [Getz \(2008, p. 404\)](#) describes it as a "spatial-temporal phenomenon, and each is unique because of interactions among the setting, people, and management systems—including design elements and the program". Following this concept, [Gibson and Stewart \(2009\)](#) identify essential attributes a festival must hold. For example, it must have a particular frequency, like annual or bi-annual events; it must have the goal to celebrate, promote or explore different components of the culture, have a heritage in common or have a cultural distinguishing. The

three authors agree that the event should be exceptional and noteworthy and that the local community's unique characteristics must be included.

After understanding which kind of events can be considered a festival, it is also relevant to explain that two of the main reasons to organize them are to celebrate the cultural background of the local community and provide them with entertainment alternatives ([Cudny et al., 2012](#)). However, according to these authors, in the last years, they have also become an attraction for cultural travellers worldwide and a tool to boost the destination's brand, bringing financial growth to the community.

Moreover, festivals are considered one of the most suitable examples of the experience economy ([Jung et al., 2015](#)). These authors claim that festival organizers must provide a unique experience to encourage visitors to return to the event. In the same line, [De Geus et al. \(2016\)](#) also catalogue them as demonstrations of the experience economy. The concept of the experience economy is defined by [Pine \(2020, p.2\)](#) as "where businesses must form unique connections in order to secure their customers' affections—and ensure their economic vitality". For instance, a study by [Cole and Chancellor \(2009\)](#) reveals that the festival's entertainment quality significantly influenced attendees' overall experience, contentment, and intent to return. Since the event industry around the globe has extended considerably, according to [Getz \(2008\)](#), the distinctive characteristics that the event can offer are decisive for differentiation.

Particularly, [Dychkovskyy and Ivanov \(2020\)](#) consider that visitors' interest in experiencing festivals arises from the curiosity of knowledge about the heritage the host community offers, which derives from developing a wide assortment of cultural products. Consequently, this interest plays a part in the expansion of tourism, particularly cultural tourism, which has contributed to the current rapid rise of festivals ([Cudny, 2014](#)).

Festival tourism is where individuals outside the host area visit during the festival season ([O'Sullivan & Jackson, 2002](#)). Another definition of festival tourism that is pertinent to highlight is given by [Cudny et al. \(2012\)](#), who describe it as the predilection of travellers to attend events. The authors' definitions coincide in two elements: the foreign visitors and the interest in a particular occurrence. Lastly, another critical point is that festivals must satisfy specific requirements to attract guests. Aligned with this point, [Ma and Lew \(2012, p.15\)](#) highlight "local identity, uniqueness, authenticity and liminality" as the fundamental characteristics to reach that goal.

2.2. Festival's typologies

Festivals display the immaterial heritage of the local community culture that their members are proud to show visitors ([Finkel & Platt, 2020](#)). In literature, there are different festival typologies. For instance, [Cudny \(2014\)](#) categorizes them by their religious character, venue, social relations, life's pivotal events, seasonality, size, and theme. An example of a successful event with faith roots is The Las Fallas Festivals, which occur every Spring in Valencia, Spain, and is especially famous for showcasing processions of ninot figures ([Popescu & Corbos, 2012](#)). Other examples of festivals born during the winter are the Hogmanay festival in Edinburgh, Scotland and the Focara festival in Novoli, Italy. Both attract visitors to enjoy the events' experiences ([Baum & Hagen, 1999](#)).

Similarly, [O'Sullivan and Jackson \(2002\)](#) divide festivals according to scale, location, theme, organizers and aims. One of the most popular dimensions used by different authors is their prime theme. For instance, in the theme events and typology, [Popescu and Corbos \(2012\)](#) consider the snow festivals popular since there are different ones hosted by countries like China, Japan, Canada and Norway; all are devoted to snow and ice figures.

Additionally, [Ratkowska, 2010, as cited in Cudny, 2014](#) explains that these events can be assorted as theatre, music, film, literature, multimedia, new technology and visual arts festivals. Lastly, [Ma and Lew \(2012, p.16\)](#) classify these events as "local heritage, local modern, national, and modern global festivals". The internationally well-known Land of Dreams festival is held in Ukraine annually. It is considered the "largest ethnic festival in Ukraine" and a relevant example of a big event celebrating the local community's heritage" ([Dychkovskyy & Ivanov, 2020, p. 79](#)).

Other subjects also famous for these events celebrate local or international cuisines and other gastronomy elements, [Cudny, \(2014\)](#). Their importance lies in their strong link with the community and the city's representation ([Yang et al., 2020](#)). Additionally, food festivals provide genuine encounters to inhabitants and visitors ([Mariani & Giorgio, 2017](#)). However, [Blichfeldt and Halkier's \(2014, p. 1588\)](#) divide festivals into other categories, such as: "special dishes, specific vegetables, meat products, seafood, beer, and wine". Recently, and with the same purpose, [Kesgin et al. \(2021, p. 531-532\)](#) divided food festivals into "traditional, immigrant cuisines (ethnic), wild foods, iconic foods or the local speciality, competitions, special purpose or beverage".

In the US, folk festivals are one of the most famous kinds of festivals, also called in American continent "street fairs or fiestas" ([Dychkovskyy & Ivanov, 2020, p. 74](#)). These authors also point out that street

festivals are well-established in countries that hold Spanish as their first language and have been adopted by nations located in the Mediterranean.

2.3. The impacts of festivals on the communities and subjective well-being

As [Vergori \(2017\)](#) highlights, seasonality in tourism is a determinant factor when travellers book a trip and impacts the cities to attract tourists. For this reason, destinations must create strategies to reduce their dependence on the high peak season, and festivals are an appropriate way to minimize that impact ([Allock, 1994](#)). Agreeing with this, [Vergori \(2017\)](#) explains that events can motivate tourists' enthusiasm to visit particular places.

According to other studies ([O'Sullivan & Jackson, 2002](#); [Gursoy et al., 2004](#); [Yolal et al., 2009](#); [Saayman et al., 2012](#); [Yolal et al., 2016](#); [Zhang et al., 2019](#); [Dychkovskyy & Ivanov, 2020](#)), there are different outcomes, favourable and adverse, that festivals bring to the host community, such as the economic, promotional, social, environmental and emotional effects.

2.3.1. Positive impacts of festivals

2.3.1.1. Economic

One of the positive repercussions linked to organising festivals is the economic one. As [Yolal et al. \(2009\)](#) describe, the authors explain that the host city earns profits after the events that can be invested in urban projects. Furthermore, [Dychkovskyy and Ivanov \(2020\)](#) believe that festivals bring a rise in the external financing sector and collaborate with a good ambience for commercial activities. On top of that, hosting these events does not require much of financing. It usually uses the existing facilities, which also benefits the hosts' economy ([Litvin & Fetter, 2006](#)). Some other remunerative assets that festival tourism produces for the receptor community are the rise in salaries, the growth of the demand for new jobs, and infrastructure development ([Dychkovskyy & Ivanov, 2020](#)). Differently, the same authors claim that cultural and festival tourism are considered deliverers of capital funds to advanced nations, and these monetary assets collaborate with the overall development culture.

2.3.1.2. Promotional

Another significant benefit for the destination is the promotion by the press covering the event; because information about the city arrives efficiently to potential future visitors ([Yolal et al., 2009](#)). This affirmation is supported by [Dychkovskyy and Ivanov \(2020\)](#), who explain that these events bring the destination to

the spotlight, at least temporarily; some discover the destination through the organization of an event, while others see it as an opportunity to explore it and attend the event.

2.3.1.3. Social

Other effects that the host destination receives after organizing a big festival are social ones:

- Their sense of community becomes more robust. ([Popescu & Corbos, 2012](#)).
- They tie more profound relationships, improving how the community faces issues and becoming more unified. ([Popescu & Corbos, 2012](#)).
- The festival's organization collaborates with the development of unity feeling by the inhabitants. ([Yolal et al., 2009](#)).
- Festivals bring better-quality interaction between community members. ([O'Sullivan & Jackson, 2002](#)).
- Social connections made amongst locals as a result of organizing an event. ([Saayman et al., 2012](#)).
- Festivals give a chance for hosts and guests for cultural interaction. ([Arcodia & Whitford, 2006](#)).
- The festivities also entertain the members of the host destination ([Gursoy et al., 2004](#); [Arcodia & Whitford, 2006](#); [Báez & Devesa, 2014](#)).

As a result of the mentioned advantages, and according to [Yolal et al. \(2016\)](#), there is a beneficial impact on the well-being of the local community. The same authors also state that when locals enjoy a festival, they are more likely to have favourable feelings about it.

For a better comprehension of the impacts that the local community experience after massive events, the concepts of social benefits, social costs and well-being will be introduced. According to the [International Public Sector Accounting Standards Board \(2016, p.3\)](#), *social benefits* are "benefits payable to individuals and households, in cash or kind, to mitigate the effect of social risks". On the other hand, the same source describes *social costs* as "events or circumstances that may adversely affect the welfare of individuals and households either by imposing additional demands on their resources or by reducing their income". The third impact expressed by [Yolal et al. \(2016\)](#) is *well-being*, which concept is releveled by [Rohde et al. \(2019, p.1133\)](#) as the "introduction of positive stimuli leading to positive emotions, improving mental coping and promoting occupant happiness".

2.3.1.4. Environmental

Additionally, another beneficial outcome of holding an event is environmental [\(O'Sullivan & Jackson, 2002\)](#). These authors explain that when it is time to receive the visitors, the festival's organization, in collaboration with the local community, work to make the destination look tidy and welcoming; in the long term, these actions can become improvements to the city's infrastructure. Additionally, a different aspect of the community's advantages is the cities' structural improvements and the facilities created for these events [\(Popescu & Corbos, 2012\)](#).

2.3.1.5. Emotional

Additionally, even when they are more complex to quantify, there are favourable emotional repercussions that events can bring to the local inhabitants after hosting a festival, for instance:

- Preserving the national identity [\(Zhang et al., 2019\)](#).
- Developing community pride among the residents is an advantage of hosting a big event. [\(Gursoy et al., 2004\)](#).
- Personal satisfaction, well-being and improving their quality of life as constructive outcomes for the locals. [\(Yolal et al., 2016\)](#).

2.3.2. Negative impacts of festivals

Only some aspects of hosting a big event are favourable for the local community. The following examples explain different adverse effects:

- An economic consequence is that festivals raise the prices of services and products for the locals. [\(Arcodia & Whitford, 2006\)](#).
- Social implications were also identified, like "crowding, crime, traffic congestion, community displacement, and commodification of culture" [\(Yolal et al., 2009, p. 281\)](#). The over-congestion of visitors in some regions of the city, vehicle bottlenecks, delinquency, and changes in different aspects of the local culture are made to please the visitors. [\(Presbury & Edwards, 2005\)](#). The increase of violence in the host city. Big events can even elevate the violence cases, mainly affecting the locals. [\(Arcodia & Whitford, 2006\)](#).
- Environmental repercussions, significant events like festivals can cause a rise in the pollution of the environment. [\(Arcodia & Whitford, 2006\)](#).

It is vital to avoid the alteration of the local costumes and traditions to please the visitors, to maintain the essence and legacy of the local community and to avert these repercussions combined, leading to feelings of discontent and unhappiness in the inhabitants and the travellers. To sum up, the festival's organisers should minimise the negative impacts when they design suitable strategies that fight possible feelings of frustration among the involved players.

2.3.3. Subjective well-being

As Diener and Suh (1997, p.191) explain, subjective well-being is "a person's cognitive and affective evaluations of his or her life". According to a study by [Morgan et al. \(2015\)](#), engagement with tourism can positively impact well-being. Adding to this and analysing the connection between an event and the visitor's subjective well-being, [Yolal et al. \(2016\)](#) explain that affective assessments consider the emotions, moods, and sentiments an event could stimulate, while cognitive evaluations focus on how much an event might alter a person's level of life satisfaction. The just mentioned theory was demonstrated by a study that evaluated the link of a music festival on the east coast of Australia with individuals' mental and community well-being, having a considerable positive effect. ([Packer & Ballantyne, 2010](#)).

2.4. Beer and folk festivals

Specifically, *beer tourism* is defined as a visitor's intention to take on a journey to enjoy the beer traditions of a destination ([Bradley et al., 2017](#)). [Rogerson and Collins \(2015\)](#) bring out the example of South Africa, known for its wine industry, and explain that beer tourism represents a window for expansion and offers more variety in its tourist attractions. In a sub-typology, beer festivals focus on providing visitors with the experience of local craft beer combined with traditional regional food ([Vesci & Botti, 2019](#)). To justify the exponential increase of beer events hosted in the UK during the last years, ([Cabras, 2017](#)) explains that there has been a multiplication of small and specialized breweries. Local authorities have detected this tendency in Europe's North and Western parts. Usually, they pick beer as their main product for events organization and as a form of destination promotion ([Richards & Wilson, 2004](#)). To illustrate beer events, [Vesci and Botti \(2019\)](#) mention the Okdoriafest and Terzigno beer festivals in Italy, and [Cabras \(2017\)](#) presents the Knavesmire Beer Festival in York. Lastly, [Rogerson and Collins \(2015\)](#) introduce beer festivals in South Africa, such as the Cape Town Festival of Beer, Sandton Craft Beer Fair (Johannesburg), SA on Tap (Johannesburg), and Clarens Craft Beer Festival.

Another example of a beer festival is the Oktoberfest festival in Munich, Germany, which [Süssmuth and Woitek \(2013\)](#) describe as one of the most significant worldwide demonstrations and well-known beer festivals. Differently, the event's official website catalogue the event as a folk festival, [Oktoberfest.de \(2022\)](#). As [Dai and Tang \(2023, p.1959\)](#) describe, folk festivals are loaded with intricate ceremonies, games, entertainment, and unique decorations, foods, and costumes meant to represent this event. The same authors also explain that these events regularly possess four attributes "being away, fascination, compatibility, and extent".

Other famous folk festivals in different countries include the Qinhuai Lantern Festival Event in China, the Big Tent Festival in Scotland, The Cambridge Folk Festival in England, and the Woodford Folk Festival in Australia. ([Dominiczak, 2008](#); [Holmes et al., 2018](#); [Dai & Tang, 2023](#)).

2.5. The Oktoberfest festival

Among the most famous events worldwide is the Oktoberfest festival, which dates from 1810 when the first edition took place. It has been considered a traditional festival and a cultural symbol ([Süssmuth & Woitek, 2013](#)). Alternatively, some other authors describe it as a beer-garden festival. ([Travis, 2011](#)). Lastly, [Ritchie and Crouch \(2003\)](#) consider it for their inventory of hallmark events worldwide.

The event takes place in the Theresienwiese ground, situated close to the centre of the city, according to [Namberger et al. \(2019\)](#), in the Ludwigsvorstadt-Isarvorstadt neighbourhoods ([Oktoberfest.de, 2022](#)). It encompasses 16 beer tents ([Harrington et al., 2020](#)). Considered one of the main attributes of the event, it offers a vast amount of classic Bavarian beer. There is, as well, available regional food like roasted chicken, and sausages, according to [Süssmuth and Woitek \(2013\)](#) and "radishes, Obatzda (Bavarian cheese spread), sausages, grilled fish, roasted ox and Wiesnbrezn, a large Bavarian pretzel". ([Harrington et al., 2020, p. 297](#)). However, food and drinks are not the only elements that the visitors can enjoy when they visit the festival. For instance, they also have sales booths with merchandise, performers, a museum displaying Oktoberfest's old days and a fair area with rides that all family members, despite their age, can enjoy ([Oktoberfest.de, 2022](#)). It is a tradition that the celebration starts with the city manager hitting the first keg of beer ([Harrington et al., 2020](#)).

The event happens yearly in September and October, as their official website explains ([Oktoberfest.de, 2022](#)). The organizers clarify that the tents open from 9-10 hrs. in the morning and are

closed by 23:00 hrs. Equally essential and to preserve the event's regional essence, the beer tents can only belong to manufacturers located inside Munich's city perimeter. Another critical aspect that [Oktoberfest.de \(2022\)](#) highlights is that there is no admission fee; however, some popular tents require a booking fee. Another essential point of the event, as the [Federal Ministry of Education and Research \(2023\)](#) explains, is that the visitors regularly wear traditional Bavarian attires, Dirndl for the girls and Lederhosen for the boys.

Nowadays, Oktoberfest has become a symbol for the city, but even before, the festival attracted tourists or entertained the locals. In 1810, the intention was to commemorate the wedding of Princess Therese of Saxe-Hildburghausen and Crown Prince Ludwig. ([Süssmuth & Woitek, 2013](#)). They also describe that the festivities consisted of a horse competition, which was replicated in the following years with the collaboration of the agrarian fair Central-landwirtschaftsfest. The same authors claim that due to the event's popularity, only wars and epidemics have been able to cancel it throughout the years. The festival, as we know it today, started in 1949, marking the beginning of its contemporary era. The horse competitions from the ancient editions stopped in 1913, came back in 1934 and then stopped again in 1960 to return in 2010 for the 200th celebrations ([Süssmuth & Woitek, 2013](#)).

[Süssmuth and Woitek \(2013\)](#) express that the popularity of the event has increased in the last years because travelling has become more accessible to everyone, and since the attendees see the festival as an opportunity of enjoying the consumption of drinks freely in a place where they will not be judged because they are away from home. After all, a possible alcohol intoxication will not ruin their reputation, and it is attractive due to the low fees that consumers must pay for beer, especially for visitors from Nordic countries where these contributions are enormous. Adding to this, [Allock \(1994\)](#) uses the Oktoberfest festival as an example of a big event establishing its own peak season.

The event is financially successful due to its "oligopolistic structure, making tents gain high rents by exploiting the comparatively low marginal cost of producing food and beer and serving a massive demand" ([Süssmuth & Woitek, 2013, p.655](#)).

The 187th edition of the festival in 2022 received 5.7 million visitors, with a slight decrease in attendees compared to the last edition in 2019, which received 6.3 million people before the COVID-19 pandemic, as [Oktoberfest.de \(2022\)](#) explains. Complementing this, [Harrington et al. \(2020\)](#) assure that around 7 million litres of this beverage are consumed annually in the event.

2.5.1. Munich's context

Munich, the capital of the Federated State of Bavaria in Southern Germany, held a population of approximately 1487708 inhabitants in 2021 ([DESTATIS Statistisches Bundesamt, 2022](#)), and it is considered the third biggest city in the country.

The [Federal Ministry of Education and Research \(2023\)](#) describes the city as a significant financial and commercial hotspot with some essential companies from different industries calling it home, such as BMW, Siemens, Infineon, Allianz and Munich Re Group. Other successful businesses' main offices are also located here, for example, Audi, Knorr Bremse, MAN and Linde ([Evans & Karecha, 2013](#)). The just mentioned source highlights the city's relevance in the education and investigation fields, concentrating on two prestigious graduate schools, Ludwig Maximilian University and the Technical University of Munich, as well as in the sports extend, as the place of origin of the successful football team Bayern Munich. Summarizing this, Munich stands out in the financial, research and societal areas ([BBSR, 2011](#)).

The capital of Bavaria is attractive to visitors because it combines relevant, tangible heritage in the form of buildings and is home to significant events. It offers recreation, entertainment activities and commercial centres. Munich's major tourist attractions are the Deutsche Museum and the Pinakothek der Moderne, as the biggest and the most important museums in their fields, respectively ([Federal Ministry of Education and Research, 2023](#)). Complementing this, [Travis \(2011\)](#) highlights the over 100 museums and galleries in the destination and considers Olympia Park as one of its main sites of interest, constructed for the Munich 1972 Olympic Games. The author also contemplates the two significant events in the city as magnets for visitors, the Oktoberfest festival during the Fall and the famous Christmas Markets installed throughout the Christmas holidays.

[Travis \(2011, p.22\)](#) states, "In 2007, around 9.5 million nights were spent in Munich by domestic and foreign tourists". These numbers can be explained by the growth in interest in city tourism, making travellers take fewer trips during the year but extending the number of nights each ([Losada et al., 2016](#)). At the same time, [Horner and Swarbrooke \(2016\)](#) explain that urban tourism is connected to the visitors' curiosity about the heritage, the commercial offer, and the aim to explore the most famous points of the destination. Finally, [Getz and Page \(2016\)](#) highlight events as a powerful reason to travel to some urban areas.

2.5.2. Benefits of the Oktoberfest

In financial terms, holding the festival bring positive numbers to the tourist service providers in the city; for instance, [Nicolai \(2012\)](#) explains that in 2012, the prices for accommodation, specifically in hotels, increased to 850%. To explore this fact more deeply, [Herrmann and Herrmann \(2014\)](#) conducted a study analysing the cost per night of hotels within a 10km distance of the festival's venue during the period of the festival, which in the edition of 2012 lasted from September 22 to October 7. Their investigation found that the highest prices per night are Fridays and Saturdays, all explained by travellers booking accommodation in advance for those nights and reducing the availability of hotel rooms. The authors conclude that the prices of hotel nights during the event are affected by the demand for rooms in Munich and its surroundings.

Additionally, [Thees et al. \(2020\)](#) state that events like Oktoberfest play a determinant role in stimulating the interest of investors to start their businesses at the destination, together with other factors like the standard of living and the cultural richness of the city can influence this decision. In the promotion regard, [Harrington et al. \(2020\)](#) consider that the event's valuable reputation can make the visitors remember the brand name when they think about festivals worldwide. Agreeing with this, [Manthiou et al. \(2014\)](#) explain that reaching this level of recognition is challenging because festival tourism is a fierce industry sector.

2.5.3. Adverse effects of Oktoberfest

Hosting this massive event has some consequences, in the eyes of the local community, they feel affected by vehicle congestion and at the same time, they disagree about sharing some areas of the city with the visitors, for instance, the Theresienwiese area (where Oktoberfest occurs) or the famous Englischer Garten ([Namberger et al., 2019](#)). The mentioned authors also highlight that the residents of Munich feel bothered by the overpopulated streets around the city during the festival's duration; this phenomenon brings the consequence that the locals skip visiting certain areas during specific times.

However, Oktoberfest also has other social repercussions ([Dirmaier, 2019](#)), explaining that female festival goers and personnel are subjected to sexual harassment there; this author also points out that in 2018 the local police reported 45 cases of sexual violence.

From a different perspective, the festival harms the attendee's health; [Ghada et al. \(2021\)](#) conclude that the alcohol intake patterns during the festival's season are directly linked to a rise of male patients visiting the Emergency Department of hospitals in Munich.

Finally, there are non-positive consequences of the festival related to the environment; after research by [Chen et al. \(2020\)](#), it was found that there was an increase in the emissions of methane during the event, which collaborated with the climate change problem that the world experiences nowadays.

To counter the adverse effects, [Gursoy & Kendall, 2006](#); [Postma & Schmuecker, 2017](#)) suggest that the organisms in charge, like the organizer's committee, governmental administrations, and legislators, should work together to create appropriate strategies considering the local community's demands and recommendations to minimize the negative impacts.

2.5.4. Local community and attendees' profiles.

Those who reside in the same area and have comparative philosophies are referred to be members of a community ([Lo et al., 2019](#)). The mentioned authors also explain the concept of community support as communities' strong desire to promote local tourism development and their genuine efforts and contributions to enhancing destination performance and competitiveness.

[Jurowski and Gursoy \(2004\)](#) claim that the tourism support of the residents is highly influenced by their perception of the positive and negative impacts. However, the perception of the inhabitants is challenging to generalize; for this reason, [Postma and Schmuecker \(2017\)](#) identify different potential residents' attributes that could impact their attitude towards visitors:

- Socio-demographic: stage of life and level of instruction.
- Social class: profession situation and salary range.
- Anthropological and ethnic: the way of living and birthplace.
- Travel industry knowledge level: how often they visit places where tourists concentrate and the degree of proximity to them.

[Postma and Schmuecker \(2017\)](#) and [Zhang et al. \(2022\)](#) consider that individual characteristics, such as age, influence how people perceive information. For this reason, [Yolal et al. \(2016\)](#) identify different age levels as part of the respondent's demographic profile in their study related to the impacts of festivals on the well-being of the inhabitants.

Another of the factors that [Postma and Schmuecker \(2017\)](#) consider is the degree of proximity. In the case of festivals, it is the distance between where the locals live and the event's venue; this was studied by [Han et al. \(2017\)](#) based on the theories of [Harrill and Potts \(2003\)](#) and [Haley et al. \(2005\)](#). The first one claims those who live near tourist areas and concentrations of tourist activity are likely to have more unfavourable attitudes regarding the effects of tourism. On the other hand, the second one explains that locals who live close to tourist hotspots or places with a high population of visitors are likely to be happier.

Differently, another factor affecting the resident's perception of the impacts of significant events is the frequency of attendance, included as part of the demographic information and travel characteristics by [Chi et al. \(2022\)](#) in a study where they tried to understand the visitor's image of the Qingdao International Beer Festival in China. Another example from China is a study by [Li et al. \(2021\)](#) which analysed how the place attachment of the residents of two different villages in China can impact their insights into tourism development. Additionally, [Alonso-Vazquez et al. \(2019\)](#) examined the festival attachment of the visitors to music festivals in Australia as an element to understand some of their attitudes and behaviours.

To sum up, the local community is one of the most crucial tourism stakeholders. The sector depends on its assets and requires support to guarantee visitors pleasant experiences ([Ghasemi et al., 2019](#)). In Munich's case of the Oktoberfest festival, some residents have rejection feelings for the event, as [Namberger et al. \(2019\)](#) explain. Some locals consider the festivity season the worst time of the year ([Lokoschat, 2015](#)). Furthermore, considering the negative opinions of the locals towards the arrival of tourists for the event, [Namberger et al. \(2019, p.454\)](#) conclude that in Munich, there are two kinds of inhabitants, "the mass tourism avoider" and "tourism sympathizer". Further investigation is required to build a more specific profile of the locals in Munich, considering the attributes proposed by [Postma and Schmuecker \(2017\)](#).

A starting point is to determine if the inhabitants of Munich are also participants in the event. Using [Harrington et al. \(2020\)](#) as a reference, after holding a study at Oktoberfest 2015, these researchers found that 59,7% of their interviewees were Germans, which makes possible to say that the festival welcomes mainly domestic visitors.

Agreeing with this, [Süssmuth and Woitek, \(2013\)](#) claim that the results of a survey held by Munich's tourism office in 2000 delivered results saying that 44.7% of the people joining the celebration were inhabitants of Munich, while another 14.7% lived in its surroundings, and 12% were from other regions in

the state. After this, it is feasible to conclude that the festival represents a relevant opportunity for the locals to gather and display their traditions and confirms that the local community participates in the event. Although, in recent years, overseas travellers have taken almost 50% of the booking reservations for the festival. Now, the event is considered global since it welcomes citizens worldwide and from different generations ([Papke, 2015](#)).

Finally, and looking deeply at the description of the event's attendees, [Harrington et al., \(2020\)](#) explain that they are regularly older than 30 years and evenly divided between men and women. In the age regard, [Süssmuth and Woitek \(2013\)](#) explain that the age group with the significant number of respondents were visitors between 30-44 years old, with 27% of the total of interviews.

The literature review provides a solid foundation for developing a conceptual framework that can be used to research the perceptions of social benefits and costs of the local inhabitants towards the Oktoberfest festival, which is the chapter's conclusion. The purpose of the next chapter is to introduce the theories needed to create a conceptual framework.

3. Conceptual model and research hypothesis

This research aims to understand how the perceptions of the social benefits and costs of the Oktoberfest festival of the residents of Munich city affect their subjective well-being. Additional variables will be tested to determine if they influence this relationship, since it is believed that place and festival attachment might act as mediators impacting the dependent variable.

In the next section, the studies that present the variables will be addressed in the same sequence as they were covered in the literature review chapter:

- a) [Yolal et al. \(2016\)](#)
- b) [Han et al. \(2017\)](#)
- c) [Chi et al. \(2022\)](#)
- d) [Li et al. \(2021\)](#)
- d) [Alonso-Vazquez et al. \(2019\)](#)

The first set of variables was taken from [Yolal et al. \(2016\)](#) investigation; these authors identified that the social benefits (community and cultural/educational) and social costs (quality of life concerns and community resource concerns) have a direct relationship with the subjective well-being of the host community.

Moreover, distance from the venue of the festival from the visitors who live in the host city is another variable taken from the research of [Han et al. \(2017\)](#), where they identify three different distance zones from the location where the event occurs, the core, transitional and peripheral zones. This model was adapted to the city of Munich, also having; as a result, three zones: up to 5 kilometres, 5.1-10 kilometres and more than 10 kilometres from Theresienwiese. For a better understanding of these zones by the residents in the data collecting tool, the 25 official neighbourhoods of the city were used to delimitate the zones in the following way:

- **Up to 5 km:** Altstadt-Lehel, Ludwigvorstadt-Isarvorstadt, Schwabing-West, Au-Haidhausen, Maxvorstadt, Sendling, Sendling-WestPark, Schwanthalerhöhe, Neuhausen-Nymphenburg, Obergiesing, Untergiesing-Harlaching, and Laim.

- **5.1-10 km:** Bogenhausen, München-Moosach, Milbertshofen-Am Hart, Schwabing-Freimann, Berg am Laim, Trudering-Riem, Ramersdorf-Perlach, Thalkirchen-Obersendling-Forstenried-Fürstenried-Solln, Hadern, Pasing-Obermenzing, and Allach-Untermenzing.
- **More than 10 km:** Aubing-Lochhausen-Langwied, and Feldmoching-Hasenberg.

The frequency of attendance at the festival variable was taken from the research of [Chi et al. \(2022\)](#) and adjusted for this study. It is an ordinal variable measured from every year, every two years, every three years, up to 3 years in the last ten years, once to never.

Regarding the mediator variable, place attachment, taken from [Li et al. \(2021\)](#), it has been extensively researched across disciplines, as stated by [Dwyer et al. \(2019\)](#). The same authors explain its relevance better to understand the emotional connections between people and places and manage and advertise tourist attractions.

Another study considered for the conceptual framework design was the research from [Alonso-Vazquez et al. \(2019\)](#); their items were taken to measure the mediator variable of festival attachment of the residents of Munich to the Oktoberfest festival. This work includes the variable because the emotional bond between the visitor and the event itself can create a deep relationship ([Olivier et al., 2022](#)).

Lastly, place and festival attachments are considered mediators between social benefits and costs and the residents' subjective well-being. Furthermore, three variables will have the role of control variables: the age of the respondents and two categorical variables, namely, frequency of attendance and distance from the festival venue of the visitors who live in Munich. The reason for this is that previous research on the topic has yet to consider that these two last variables might affect the subjective well-being of the community members.

Summing up, the following variables will be tested to determine if they influence the subjective well-being of the inhabitants of Munich:

- 1. Social benefits: Community benefits and cultural/educational benefits**
- 2. Social costs: Quality of life concerns and community resources concerns**
- 3. Age**
- 4. Distance from the venue of festival visitors that live in Munich.**

5. Frequency of attendance

6. Place attachment

7. Festival attachment

Since this work focuses on detecting the relationships between the relevant variables and the subjective well-being of Munich's residents, the links between these variables and the subjective well-being of Munich's residents are hypothesized. In the next section, the conceptual model is presented, and the hypotheses will be established:

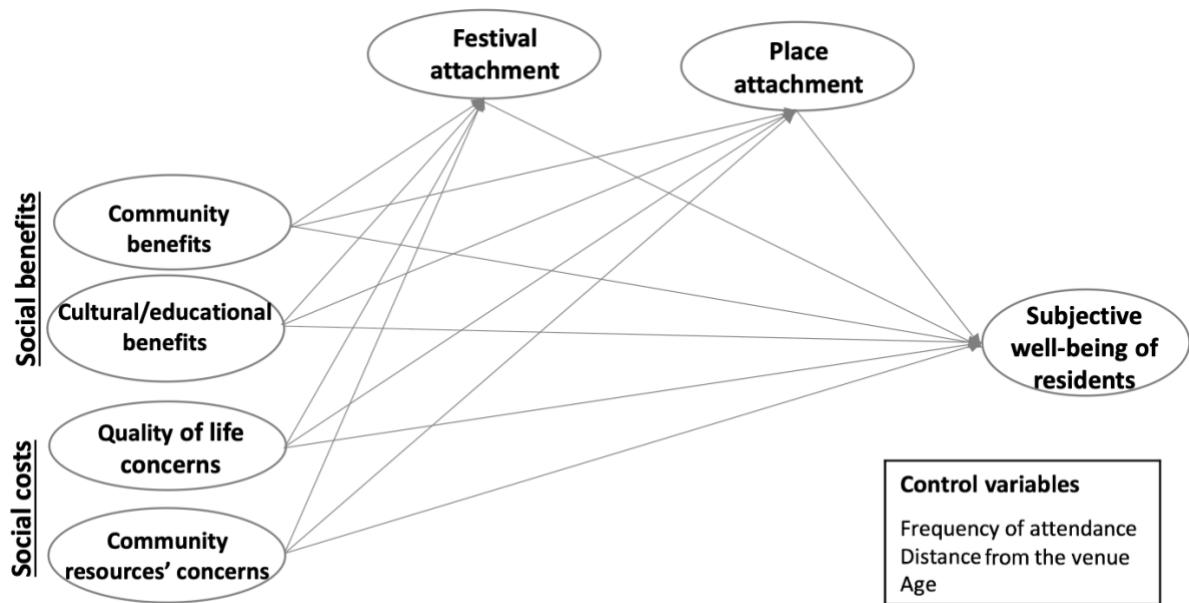


Figure 1: Conceptual model

The hypotheses will be defined using the above literature review. A research hypothesis is a precise claim that foretells the character and course of a study's findings ([Connelly, 2015](#)). As [Ross \(1998\)](#) explains, a hypothesis typically describes the exact association or cause-and-effect relationship between two or more variables; it can also reflect an association between them. Hypotheses' testing will help the author determine the link between the social advantages and disadvantages of the Oktoberfest event regarding the citizens' subjective well-being.

It has been stated that the frequency of attendance at musical festivals is directly linked with the visitors' well-being; the more they come to the events, the higher their degree of well-being ([Packer & Ballantyne, 2010](#)). It is relevant for this study to confirm if those findings related to music festivals can also apply to other kinds of festivals. For this reason, the first hypothesis arises:

H1: There is a significant relationship between the resident's frequency of attendance at the Oktoberfest festival and their subjective well-being.

It has been confirmed by [Han et al. \(2017\)](#) that it is pertinent to consider the separation that exists between the areas where the inhabitants live in a city and the location where the event takes place; in their research, they found out that residents living closer to the festival are more exposed to the negative impacts that come along with it, which affects their subjective feeling of well-being. After these findings, the second hypothesis comes to light:

H2: There is a negative and significant relationship between the resident's distance from the venue for visitors living up to 5 km from the Oktoberfest festival and their subjective well-being.

A study by [Ballantyne et al. \(2013\)](#) confirms that the age of the attendees to a festival influences their overall experience, reporting that under 30 attendees perceive a more positive experience in the event. The third hypothesis aims to find out if the age of the visitors to the Oktoberfest and that live in Munich is also linked to their subjective feeling of well-being:

H3: There is a negative relationship between the resident's age at the Oktoberfest festival and their subjective well-being.

It has been explained by [Jeong and Faulkner \(1996\)](#) and [Gursoy and Kendall \(2006\)](#) and that there is an unfavourable connection between issues with the quality of life, such as vandalism, traffic, and noise level during a festival, which may lower residents' subjective well-being and, as a result, the quality of life in their neighbourhood. The research from [Yolal et al. \(2016\)](#) shows that the perception of the social costs brought on by festival visitors can seriously harm local inhabitants' well-being. The following hypothesis is:

H4: There is a negative relationship between residents' perception of the Oktoberfest festival's social costs (quality of life concerns and community resources concerns) and their subjective well-being.

[Dwyer et al. \(2019\)](#) argue the role of place attachment in assessing local inhabitants' attitudes and perceptions towards the development of the tourism industry in their towns as a mediator in the relationship between the perception of the social benefits and costs of the festival and their subjective well-being. The more significant the emotional bond that the residents have with the festival, the more likely they will feel that the event collaborates with their well-being. So, the fifth hypothesis is presented:

H5: The residents' place attachment mediates the relationship between their perception of the social benefits (community and cultural/educational benefits) and social costs (quality of life concerns and community resources concerns) of the Oktoberfest festival and their subjective well-being.

[Alonso-Vazquez et al. \(2019\)](#) used the concept of festival attachment as a predictor of environmentally responsible behaviours in festival attendees, and the authors recommend the application of the festival attachment concept as a mediator of other conducts in future research. Thus, the sixth hypothesis is presented:

H6: The residents' festival attachment mediates the relationship between their perception of the social benefits (community and cultural/educational benefits) and social costs (quality of life concerns and community resources concerns) of the Oktoberfest festival and their subjective well-being.

4. Methodology

This chapter will provide a research approach to demonstrate the study's relevance and identify its limitations. The decisions on the data type, the research approach, and the data-collecting strategy will be discussed first. After that, the elaboration of the questionnaire, the selection process, and its operationalization are emphasized.

4.1. Methodology approach

This research will examine the connection between the perception of social benefits and costs and the subjective well-being of Munich's residents after hosting the Oktoberfest festival. Therefore, it falls within the psychology/social psychology discipline and will have an exploratory research design. This dissertation examines how one variable explains another (the causality between the perception of social benefits and costs of hosting the Oktoberfest festival and the subjective well-being of the residents of Munich) using the method of partial least squares regression analysis. Moreover, this dissertation will take a regulatory ontological stance (we build on current knowledge). The researcher will only measure certain variables well understood in literature so that the objective epistemological principle will be used.

Furthermore, the research will be done from a neo-positivist theoretical perspective as it will improve current knowledge regarding the perception of the social benefits, costs, and subjective well-being of the Oktoberfest festival for the residents of Munich. The researcher will not be immersed in the research but will instead collect data utilizing a questionnaire as a data collection method; quantitative research will be done. The procedure for gathering data is described in the next chapter to verify its reliability and validity.

4.2. Data collection

For this dissertation, two research methods will be used for the data collection: online and face-to-face surveys. The accessibility of residents from 25 different neighbourhoods in the Munich region can be challenging, so a combined method has been selected. Snowball and convenience sampling will be used to gather the data, which makes it simpler for the researcher to locate individuals who are residents of the city of Munich and who are connected with other inhabitants, which can help to spread the questionnaire throughout social media channels like WhatsApp, Facebook and Instagram and also to select respondents who are easily accessible in public spaces (universities and commercial centres) of the

different neighbourhoods of the city. The time available to complete the data collection was the primary factor in choosing snowball and convenience sampling.

Along with the advantages of online surveys, [Lefever et al. \(2007\)](#) claim they can gather massive volumes of data quickly and affordably. Respondents can complete the survey whenever and wherever it is most convenient. However, the same authors highlight the importance of the survey's design, as they require it to be easy to complete to be effective. On the other hand, there are limitations to using this method, such as the need for more ability to use new technologies from some parts of the population (the older ones). [\(Lefever et al., 2007\)](#).

Regarding face-to-face surveys and as part of their benefits, [Holbrook et al. \(2003\)](#) argue that respondents who are questioned in person may be more likely to invest the necessary cognitive effort to provide thoughtful answers, resulting in a commitment to a better-quality answer. On the side of the weaknesses of face-to-face surveys, [Duffy et al. \(2005\)](#) explain that because of the interviewer's presence, face-to-face respondents are, nonetheless, more vulnerable to social desirability bias.

To sum up, online surveys and face-to-face surveys have advantages and disadvantages. Nonetheless, they were chosen to meet the time and financial resources of the researcher.

4.3. Design of questionnaire

The questionnaire starts with a small introduction of the researcher and the study's objective: this is Section 1. In Section 2, the data collection tool was designed using one screening question regarding how long the respondent has lived in Munich, assuming if they have lived there for at least one year, they have already experienced the festival from the residents' perspective.

The intention of Section 3 is to describe a personal profile of the respondents with three demographic questions; each question refers to the considered control variables (frequency of attendance, distance from the venue and age) in the model to be estimated.

Additionally, the following sections, 4, 5 and 6, which are the main body of the survey, are constituted by twenty statements related to social benefits, social costs, and the subjective well-being of the residents, measured by an ordinal scale of agreement (from 1: strongly disagree to 5: strongly agree), an extra possible response option was added for those respondents unsure of their answers (don't know/don't want to answer). Finally, section 7 aims to determine the role of another two possible mediators, place,

and festival attachment, also measured by an ordinal scale of agreement (from 1: strongly disagree to 5: strongly agree), with an extra response option included for hesitant respondents, eight more statements are presented. The questionnaire is displayed in Annex C of this work in English and Annex D in German.

4.4. The research sample

The two methods selected for the data collection are a non-probability snowball sampling for the online surveys and a non-probability convenience sample for the in-person approaches. The target population of this dissertation is the residents of Munich, approximately 1487708 inhabitants by 2021, [DESTATIS Statistisches Bundesamt, \(2022\)](#), who live in 25 different neighbourhoods of the city (Altstadt-Lehel, Ludwigsvorstadt-Isarvorstadt, Schwabing-West, Au-Haidhausen, Maxvorstadt, Sendling, Sendling-WestPark, Schwanthalerhöhe, Neuhausen-Nymphenburg, Obergiesing, Untergiesing-Harlaching, Laim, Bogenhausen, München-Moosach, Milbertshofen-Am Hart, Schwabing-Freimann, Berg am Laim, Trudering-Riem, Ramersdorf-Perlach, Thalkirchen-Obersendling-Forstenried-Fürstenried-Solln, Hadern, Pasing-Obermenzing, Allach-Untermenzing, Aubing-Lochhausen-Langwied and Feldmoching-Hasenberg!). It is also relevant for this study to consider only residents of Munich that have lived in the city for over a year. The reason for this is that if they just moved into the area a few months ago, then it is very likely that they have not experienced the festival from a community member's perspective.

This study aims to determine how the subjective well-being of the inquired residents of Munich is affected by their perception of the social benefits and costs generated by the Oktoberfest festival. To guarantee that the survey's respondents have experienced the Oktoberfest season as residents at least once, a screening question at the beginning asks: How long have you lived in Munich? The possible answers are Less than one year, between 1-2 years, between 2-5 years and five years or more. If they select the first option, they will be redirected to the end of the survey, which thanks them for their participation; if they pick any other of the possible answers, then they can continue responding to the questionnaire. To target the residents of Munich, the distribution plan for the questionnaire is designed by looking for the following networks, such as:

- Facebook groups of different communities living in Munich.
- Instagram.
- Asking friends living in Munich to share the questionnaire with co-workers and neighbours.

- Public spaces in different neighbourhoods of the city.

The sample size was determined based on the table called "Table for Determining Sample Size from a Given Population" presented in the study from [Krejcie and Morgan \(1970\)](#); since the population of the city of Munich was constituted by approximately 1487708 inhabitants in 2021 ([DESTATIS Statistisches Bundesamt, 2022](#)) the minimum required of responded questionnaires are 384. For the convenience of Munich's inhabitants, the questionnaire will be available in English and German; the German translation was executed using the software DeepL and was reviewed by three different native speakers. To determine if the respondents comprehend the questionnaire's format and contents, a pre-test with 11 participants is administered under comparable conditions. In the event of ambiguity, the questions were amended and/or adjusted or modified. Question 3 was rephrased by changing "the festival" to "the Oktoberfest festival". The items on questions 5, 6, 7, 8, 9 and 11 were rephrased by changing the words "the festival" or "this festival" to "the Oktoberfest festival". In question 8, the third item was rephrased by changing from "Power is not equally distributed among groups in my community" to "The benefits or costs resulting from the Oktoberfest festival in Munich are not perceived as fairly distributed among community groups". Equally, in question 10, the third item was rephrased by changing from "I identify strongly with living in this city" to "I feel a strong identification with living in this city" because the respondents of the pre-tests pointed out that those items were difficult to understand.

The process by which the variables under research were turned into pertinent questions to be used in the questionnaire is covered in the next chapter.

4.5. Operationalization of the constructs

It is necessary to operationalise the framework's variables before using them in the online survey. To guarantee validity, the scales for the variables were mainly adopted from literature contributions on the impacts of festivals on the host community. The subject of this work is the perception of social benefits and costs connected to the subjective well-being of the residents of Munich. Annex B shows how the items used by several authors were adapted for this study.

The first dimension to be identified belongs to the dependable variable, the residents' subjective well-being. The scale was taken from [Yolal et al. \(2016\)](#), who used the studies of [Diener et al. \(1985\)](#) and [Sirgy](#)

[\(2002\)](#) as references. The reason for selecting this dimension in the study is that it is especially suitable for measuring emotions.

Social benefits and costs variables were operationalised into different items using the study from [Yolal et al. \(2016\)](#) as a reference and using the same scale as before.

For the age of the respondents, it was determined to present an open-ended question, and later during the data analysis, the responses will be recoded into different age levels, also in line with [Yolal et al. \(2016\)](#) with a slight modification.

The variable distance from the venue of the festival visitors who live in Munich was operationalised using a study by [Han et al. \(2017\)](#). The original variable consisted of three city areas: core, transitional and peripheral. In this study, it was kept three city areas by using the concept of distance measured by kilometres: up to 5 km, between 5.1 and 10 km and more than 10 km and the 25 neighbourhoods were assigned to one of the three city areas using Google Maps as a reference.

The measurement scale for the variable frequency of attendance variable is in line with the research from [Chi et al. \(2022\)](#), changing the original version from "number of times" to "frequency in a specific period". Finally, the measurement of the last two variables, place and festival attachment, in line with [Li et al. \(2021\)](#) and [Alonso-Vazquez et al. \(2019\)](#), respectively, went from a seven-point ordinal to a five-point one scale.

Annex B lists the source, original and modified items for each dimension as a summary of these studies. The data collected from the questionnaire will be analysed, and the findings will be presented and discussed in the following chapter.

5. Data analysis and results

The online questionnaire was released on Thursday 11th of May and closed on Tuesday 30th of May. The face-to-face questionnaires were collected from Monday, 22nd of May, to Friday, 26th of May. During this time, 705 answers were collected. However, only 426 were valid answers. Qualtrics was the software utilized for launching the online survey. The multiple linear regression models with mediating effects were conducted with the software SmartPLS, version 4. It was intended to exclude any survey participants who did not complete all the questions, did not disclose their age in the survey and did not live in Munich for at least one year or were at least 18 years old. There were 426 still valid responses once these filters were applied.

Additionally, the instruments' reliability was evaluated. To do that, the reliability analysis of the items related to each construct is examined by computing Cronbach's Alpha coefficient.

5.1. The characterization of the sample

The sample size, equal to 426, shows in Table 1 that more than two-thirds of the respondents lived in Munich for five or more years (72.8%). The most frequent age level of the respondents is between 25 years old and 34 years old (25.8%), and the level with fewer respondents is the level with respondents 55 years old or more. In the frequency of attendance to the festival, the participants showed that almost half of them attended Oktoberfest every year; on the contrary, 7% never attended the festival. Finally, almost half of the respondents live close to the festival's venue (44.4%). As Munich is the second-best city in the world for students ([QS World University Rankings, 2023](#)), this profile highlights the significance of young people (up to 34 years old) in Munich (40.7%) living close enough to the festival (up to 5 km)¹.

¹ See the crosstab Table in Annex E

Time living in Munich	Between 1-2 years	13.1%
	Between 2-5 years	14%
	> 5 years	72.8%
Age levels	18-24	19.5%
	25-34	25.8%
	35-44	20.9%
	45-54	18.3%
	≥ 55 years	15.5%
Frequency of attendance to the festival	Every year	45.8%
	Every 2 years	12.2%
	Every 3 years	4.5%
	Up to 3 years in the last 10 years	15%
	Once	15.5%
	Never	7%
Resident's distance to the venue	Up to 5km	44.4%
	5.1-10 km	32.6%
	More than 10 km	23%

Table 1: Profile of respondents

Source: Own elaboration from IBM SPSS Statistics

5.2. Reliability of the constructs

In order to know the consistency of each construct, the coefficients of Cronbach's Alpha were computed. Table 2 shows that the item's coefficients are reliable with each one for each construct.

Constructs	Items	Cronbach's alpha coefficients
Community benefits		
	P5.1 P5.2 P5.3 P5.4 P5.5	0.804
Cultural & educational benefits		
	P6.1 P6.2 P6.3 P6.4	0.735
Quality of life concerns		
	P7.1 P7.2 P7.3 P7.4	0.807
Community resources' concerns		
	P8.1 P8.2 P8.3 P8.4	0.668
Place attachment		
	P10.3 P10.3 P10.3 P10.4*	0.905
Festival attachment		
	P11.1 P11.2 P11.3 P11.4*	0.955
Subjective well-being of residents		
	P9.1 P9.2 P9.3	0.916

Note: (*) – omitted item once it lowers the value of Cronbach's alpha coefficient.

Table 2: The Cronbach's alpha coefficients

If $\hat{\beta}_4$ is significantly equal to zero, there is no interaction effect due to the presence of the Dummy_1_i = 0 (when compared with the reference level, Dummy_3).

The variable Frequency of attendance to the festival is another categorical variable measured from (1) every year, (2) every two years, (3) every three years, (4) up to three years in the past ten years, and (5) never. This variable was recoded into three categories: every year, sometimes and rarely. The dummies are viewed in Table 4; the last category is the reference level.

	<i>Label</i>	<i>D_Freq1</i>	<i>D_Freq2</i>	<i>D_Freq3</i>
D_Freq1	Freq = Every year	1	0	0
D_Freq2	Freq = Sometimes	0	1	0
D_Freq3	Freq = Rarely	0	0	1

Table 4: The dummies associated to the variable Frequency of attendance.

5.4. The estimations

The empirical model in Figure 2 identifies mediating effects between variables.

There is a mediating variable, M_i , when there is an independent variable (X) that significantly explains it and, at the same time, it explains the dependent variable (Y). This relationship is viewed in the following figure.

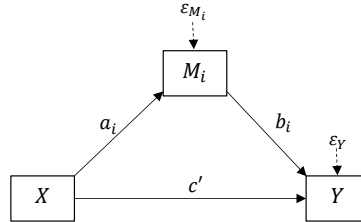


Figure 2: Statistical diagram of a mediating effect

where (1) the direct effect of X on Y is c'

(2) the indirect effect of X on Y through M_i is $a_i b_i$

(3) the total effect of X on Y is $c = c' + a_i b_i$

(4) ε_{M_i} and ε_Y are the corresponding error terms

When the direct effect of X on Y is not significant, but the total effect is significant, the mediation is designated as full mediation; when the direct effect of X on Y is significant, the mediation is called partial mediation. Full mediation occurs when the independent variable no longer affects the dependent variable in the mediator's presence. Partial mediation is when the relationship between the independent and

dependent variables is reduced in total size but is still significant when the mediator is introduced in the estimation.

In mathematical annotation, the model is described by a set of three related equations:

$$\begin{aligned} Y_{1i} &= \beta_{01} + \beta X_i + \varepsilon_{1i} \\ Y_{2i} &= \beta_{02} + c'X_{1i} + b_iM_i + \varepsilon_{2i} \\ M_i &= \beta_{03} + a_iX_i + \varepsilon_{3i} \end{aligned} \quad (\text{Eq. 3})$$

To estimate this model, the Partial Least Squares Structural Equation Modelling (PLS-SEM) with bootstrapping technique is used from the software SmartPLS, version 4 ([Ringle et al., 2015](#)). The PLS is a good approach to be applied in the presence of a causal relationship. Predicting a dependent variable is achieved by maximising the explained variance of the dependent variables. Therefore, the parameter estimates are obtained by minimising the dependent. PLS-SEM relies on a nonparametric bootstrap procedure since it does not assume that the data is usually distributed ([Davison & Hinkley, 1997](#)) to test if the estimated path coefficients are significant ([Hair et al., 2017](#)). The PLS-SEM algorithm uses a maximum number of iterations equal to 3000 and the stop criterion is set at 10^{-7} ; to decide the significance of the estimates, 5000 samples are generated, and it is assumed that the significance level is equal to 0.05.

5.4.1. Multicollinearity problem

One measure to detect this problem is the variance inflation factor (VIF) coefficient. Values for this coefficient greater than three can reveal that problem ([Becker et al., 2015](#)). It is a problem since the independent variables are correlated among themselves. Multicollinearity generates a high variance of the estimated coefficients and, thus, inferring the significance of these estimations is not accurate; also, the interpretation of each estimated coefficient does not longer prevail since we cannot assume that 'keep all other independent variables constant, for a unit change in the independent variable' since the effects among independent variables are mixed.

Since the dummies concerning the variables frequency of attendance and distance from the venue are considered to exert a direct effect on the dependent variable, it is not expected multicollinearity problems from these independent variables.

	VIF
Age -> SWB	1.074
Community benefits -> Festival attachment	1.671
Community benefits -> Place attachment	1.671
Community benefits -> SWB	2.428
Community resources concerns -> Festival attachment	1.220
Community resources concerns -> Place attachment	1.220
Community resources concerns -> SWB	1.282
Cultural/educational benefits -> Festival attachment	1.472
Cultural/educational benefits -> Place attachment	1.472
Cultural/educational benefits -> SWB	1.511
D_Frequency_1 -> SWB	1.622
D_Frequency_2 -> SWB	1.251
Dummy_Distance_1 -> SWB	1.685
Dummy_Distance_2 -> SWB	1.662
Festival attachment -> SWB	2.238
Place attachment -> SWB	1.234
Quality life concerns -> Festival attachment	1.306
Quality life concerns -> Place attachment	1.306
Quality life concerns -> SWB	1.340

Table 5: The VIF coefficients

It is viewed that there is not a multicollinearity problem (Table 5).

5.4.2. Estimations

There are several significant relationships between the variables (Table 6).

<i>Dependent variables</i>	<i>Independent variables</i>	<i>Direct effects</i>	<i>P values</i>	<i>Total effects</i>	<i>P values</i>
Festival attachment	Community benefits	0.592	0.000	0.592	0.000
	Cultural/educational benefits	0.058	0.189	0.058	0.189
	Quality life concerns	-0.084	0.036	-0.084	0.036
	Community resources concerns	-0.106	0.004	-0.106	0.004
Festival attachment -> Subjective well-being		0.387	0.000	0.387	0.000
Place attachment	Community benefits	0.297	0.000	0.297	0.000
	Cultural/educational benefits	0.073	0.180	0.073	0.180
	Quality life concerns	0.067	0.233	0.067	0.233
	Community resources concerns	-0.169	0.001	-0.169	0.001
Place attachment -> Subjective well-being		0.056	0.132	0.056	0.132
Subjective well-being	Community benefits	0.295	0.000	0.540	0.000
	Cultural/educational benefits	0.116	0.007	0.143	0.002
	Quality life concerns	-0.066	0.113	-0.095	0.042
	Community resources concerns	0.056	0.154	0.006	0.894
	Age	-0.101	0.006	-0.101	0.006
	D_Frequency_1	-0.016	0.850	-0.016	0.850
	D_Frequency_2	0.020	0.847	0.020	0.847
	Dummy_Distance_1	0.081	0.396	0.081	0.396
	Dummy_Distance_2	0.074	0.444	0.074	0.444

Table 6: Model's estimations

(1) Concerning festival attachment:

- Festival attachment is a mediating variable between community benefits, CB, and the subjective well-being of the residents (SWB), and the mediation is partial.

$$\left\{ \begin{array}{l} \text{CB significantly explain Festival attachment } (\hat{\beta} = 0.592; \text{Sig} < 0.001) \\ \text{CB significantly explain the SWB } (\hat{\beta} = 0.295; \text{Sig} < 0.001) \\ \text{Festival attachment significantly explains the SWB } (\hat{\beta} = 0.387; \text{Sig} < 0.001) \end{array} \right\}$$

- Festival attachment is also a mediating variable between quality-of-life concerns, QLC, and the residents' subjective well-being, and the mediation is designated by full mediation.

$$\left\{ \begin{array}{l} \text{QLC significantly explain Festival attachment } (\hat{\beta} = -0.084; \text{Sig} = 0.036) \\ \text{QLC significantly explain the SWB in terms of total effects } (\text{Sig}_{\text{DE}} = 0.113; \text{Sig}_{\text{TE}} = 0.042) \\ \text{Festival attachment explains significantly the SWB } (\hat{\beta} = 0.387; \text{Sig} < 0.001) \end{array} \right\}$$

The most important variable explaining variations in festival attachment and the residents' subjective well-being is the variable community benefits ($\hat{\beta}_{CB \rightarrow FA} = 0.592$; $\hat{\beta}_{CB \rightarrow WB} = 0.387$).

(2) Concerning place attachment, this variable cannot be a mediator since it does not significantly explain the resident's subjective well-being ($\hat{\beta} = 0.056$; Sig = 0.132).

(3) Concerning direct effects towards the resident's subjective well-being:

- Age is the only control variable to significantly explain the resident's well-being ($\hat{\beta} = -0.101$; Sig = 0.006), meaning that older participants tend to evaluate their subjective well-being negatively.
- Cultural and educational benefits are significant in positively explaining the resident's well-being ($\hat{\beta} = 0.116$; Sig = 0.007).

In sum, festival attachment is a mediator from the relationship between the independent variables/constructs, CB or QLC and the dependent variable.

5.4.3. Adjustment's quality

The Adjusted R-square measures the adjustment quality of the models after correcting the R-square for the number of independent variables and the sample size. Thus, 52.1% of the total variations in the subjective well-being of residents are explained by this model (Table 7).

	<i>R-square</i>	<i>Adjusted R-square</i>
Festival attachment	0.483	0.478
Place attachment	0.152	0.144
Subjective well-being	0.533	0.521

Table 7: The quality of the models' fit

5.5. Validation of the hypotheses

From the estimations, the validations of the hypotheses are summarized in Table 8.

<i>Hypotheses</i>	<i>Validation</i>
H1: There is a significant relationship between the resident's frequency of attendance at the Oktoberfest festival and their subjective well-being.	Not validated
H2: There is a negative and significant relationship between the resident's distance from the venue for visitors living up to 5 km from the Oktoberfest festival and their subjective well-being.	Not validated
H3: There is a negative relationship between the resident's age at the Oktoberfest festival and their subjective well-being.	Validated [$\hat{\beta}_{Age} = -0.101; Sig = 0.006$]
H4: There is a negative and significant relationship between residents' perception of the Oktoberfest festival's social costs (quality of life concerns and community resources concerns) and their subjective well-being.	Validated [$\hat{\beta}_{QLC} = -.095; Sig_{TE} = .042$] for QLC
H5: The residents' place attachment mediates the relationship between their perception of the social benefits (community and cultural/educational benefits) and social costs (quality of life concerns and community resources concerns) of the Oktoberfest festival and their subjective well-being.	Not validated
H6: The residents' festival attachment mediates the relationship between their perception of the social benefits (community and cultural/educational benefits) and social costs (quality of life concerns and community resources concerns) of the Oktoberfest festival and their subjective well-being.	Validated [for CB for QLC]

Note: (1) Total effects=TE.

Table 8: Validation of the hypotheses

5.6. Results and discussion

Multiple regression analysis was carried out, using partial least squares, and the findings will be reviewed and contrasted.

The perception of the social benefits and costs that the Oktoberfest festival brings to the host city residents was incorporated into the model to provide an understanding of how they influence their subjective well-being. At the same time, the mediator outcomes of place and festival attachment and the repercussions of the control variables, frequency of attendance, distance from the venue and age, were evaluated. While some of these findings coincide with earlier studies, others do not.

First, there is no a significant relationship between residents' frequency of attendance at the Oktoberfest festival and their subjective well-being, meaning that this finding is not in line with the study

of [Packer and Ballantyne \(2010\)](#), which states that the level of well-being of the event's participants increases due to their rise in attendance. A possible reason for the difference in the results of both studies could be explained by the subjects of the study and their age; [Packer and Ballantyne's \(2010\)](#) research analysed the festival-goers between 18-29 years old, and this work focused on the residents of the festival destination with age from 18 years old.

Secondly, it cannot be said that there is a negative and significant relationship between the residents' distance to the Oktoberfest festival's venue up to 5km and their subjective well-being. This finding contrasts with the research of [Han et al. \(2017\)](#), suggesting that inhabitants living closer to the festival's venue are more exposed to the unpleasant consequences of the event, and their subjective well-being is affected. Most probably, the way to measure "distance from the venue" could be hypothesized differently to get more variation in the subjective well-being, such as the residents of the neighbourhood areas from the location of the festival, residents living in further neighbourhood areas, and the distance of living outside the limits of the city of Munich.

The third hypothesis states the negative relationship between the age of the residents' festival goers and their subjective well-being, meaning that the locals' subjective well-being would decrease with the increase of additional years of visitors, assuming all other independent variables remain unchanged. This finding is validated in this study, and it can be said that their subjective well-being is inversely related to the age of the visitors and supports the postulation from [Ballantyne et al. \(2013\)](#), who verified in their study about a music festival in the UK that the participants' age affects how they perceive the event as a whole and that those attendees who are under 30 years old feel had a more meaningful experience.

Hypothesis number four, which assumes the negative and significant relationship between residents' perception of the social costs of the Oktoberfest festival (quality of life concerns) and their subjective well-being, is supported in this study, and it is in line with the results of [Jeong and Faulkner \(1996\)](#), [Gursoy and Kendall \(2006\)](#) and [Yolal et al. \(2016\)](#) who believe that the feelings of well-being among locals might be substantially harmed when the festival attendees detect the social disadvantages that the event brings.

Then, on the fifth hypothesis, it cannot be confirmed in this study that the place attachment of Munich's residents mediates their perception of social benefits and costs and their subjective well-being, differing with the principles of [Dwyer et al. \(2019\)](#), which suggests that place attachment plays a mediator role in determining how locals feel about the advantages and disadvantages of tourism growth and the

way their quality of life is affected. Place attachment does not play a significant role in explaining the resident's subjective well-being, most probably because it was designed with festival attachment. This result shows that the respondents possibly did not well separate the concept of attachment in place attachment and festival attachment.

The final hypothesis is supported in this study in harmony with [Alonso-Vazquez et al. \(2019\)](#), who utilized the concept of festival attachment as a mediator and predictor of certain behaviours and suggested applying it in other research contexts. Thus, in this context, the attachment of the residents of the capital of Bavaria to the Oktoberfest festival also mediates the relationship between their perception of social benefits (community benefits) and costs (quality of life concerns) and their subjective well-being.

6. Conclusion

The purpose of this study was to comprehend how a major event affects the subjective well-being of the host community's citizens, specifically how these citizens perceive social benefits and costs and how these factors affect their overall subjective well-being. The study was applied to the population in Munich, home of the Oktoberfest festival, the largest folk festival in the world and a well-known annual event (<https://www.oktoberfest.de/en/information/when-is-oktoberfest>). To sum up, results from this research confirm that the residents' frequency of attendance and distance from the venue (up to 5km) do not explain their subjective well-being. On the other hand, the study displays a negative relationship between the visitor's age with their subjective well-being. At the same time, another significant connection that was identified was the link between the Oktoberfest festival's social drawbacks to locals and their subjective well-being, which is negatively correlated, specifically with their quality-of-life concerns.

This dichotomy is related to the concept of attachment. It is believed that the respondents did not well understand these two concepts of attachment. The objects of these attachments are different, a place for one and a festival for the other. As it was not found that place attachment plays a mediator role between the already mentioned variables, and, on the contrary, it was possible to determine that the festival attachment is considered a mediator in that same relationship, concluding that the closeness of the residents with its own city does not affect the perception of advantages and disadvantages that the event bring them, on the other hand, the fondness that they feel towards the event itself affects the just mentioned connection. It looks like that this dichotomy is related with the concept of attachment: these two latent variables are positively correlated in the sample with an intensity that is not very weak which reinforces the believe that these two concepts of attachment were not well understood by the respondents.

After analysing the just presented results that this research reached, it is determined that the festival's organiser, the City of Munich's Department of Labour and Economic Affairs (RAW), should maintain the current strategies and create new ones that satisfy the requirements of the festival's visitors and that, at the same time, protects the interests of the locals. The main objective of this plan should be focused on minimising the negative impact that the event has on the daily lives of the residents. For example, they should implement additional transportation options offered exclusively for the use of the event's visitors in order to encourage them not to drive their car to the venue, reducing the traffic flow and this way, the

regular public transportation systems could be used as usually by the locals to run their daily activities. Another strategy to minimise the disturbance of the festival comes from the festival's barometer, which indicates that during the first week of the festival, in the weekdays' mornings the expected affluence of visitors is low, and the same situation is predicted from Monday to Wednesday on the second week, for this reason, it is suggested to reduce the hours of operation of the festival during the predicted slow times. (Oktoberfest.de, 2022).

As proved by hypothesis number six, the degree to which locals are attached to the Oktoberfest event is correlated with how well they see the festival's social advantages and costs and with their general well-being; for this reason, it is essential to motivate locals to participate in the festivities, strategies like the already existing family days can be implemented focusing in visitors that by proving that live in the city can enjoy perks as preferred table locations in the tents and benefits like discounts to enjoy the rides that the festival offers. The relevance of this suggestion is explained by [Harrington et al. \(2020\)](#) who claim that visitors who have a connection to the Oktoberfest experience and who value high-quality essential service components are more likely to transfer them into memorable, one-of-a-kind interaction that increase life happiness.

6.1. Theoretical contributions

The social impacts of different significant events have been extensively analysed by other researchers ([Gursoy et al., 2004](#); [Packer & Ballantyne, 2010](#); [Ballantyne et al., 2013](#); [Yolal et al., 2016](#); [Han et al., 2017](#); [Pavluković et al., 2017](#)). However, there was a lack of information specifically about the folk festival celebrated for 200 years in the capital of Bavaria. For that reason, this study attempted to start a theoretical discussion about the variables that can influence the subjective well-being of Munich's residents. The current literature related to the impacts of the Oktoberfest festival focuses mainly on the financial outcomes ([Süssmuth & Woitek, 2013](#) and [Herrmann & Herrmann, 2014](#)), making this study's contributions more significant.

The first relevant result in this research is that the relationship between the resident's frequency of attendance at the Oktoberfest festival and their subjective well-being is not significant, which makes the regularity to attend this event irrelevant to the subjective well-being of the visitors. In the same way, also,

it was found that the inhabitant's distance to the Theresienwiese venue (up to 5km) is not relevant or negative to their subjective well-being.

The results of this study also indicate that there are postulations that were confirmed, for example the one that explains the negative link between the age of the Oktoberfest festival visitors and their subjective well-being, in other words the older the visitors are, the lower is their perception of well-being after the festival. Another assumption that was possible to validate is the one expressing the negative and important relationship between the perceived quality of life concerns that the event brings with the subjective well-being of the residents, more focus should be placed in verifying if the just mentioned results also apply to the community resources concerns of the residents.

The most significant finding contributing to the research field is the discovery of festival attachment as a mediator in the relationship between the social benefits and costs of this big event and the subjective well-being of Munich's residents. Lastly, the two most important independent variables explaining the dependent variable are, by descending order, festival attachment and community benefits (their f squares are equal to 0.125 and 0.102, respectively).

6.2. Managerial implications

The findings of this research are relevant since, as stated in a study by [Harrington et al. \(2020\)](#) that took place inside one of the festival's tents, 38.9% of the respondents were from the Munich region, which concludes that the event's insights from the inhabitants of the city are essential because they are also participants during the festivities. This study contributes valuable information for the festival's organiser, the City of Munich's Department of Labour and Economic Affairs (RAW), following [Gursoy et al. \(2004\)](#), who claim that organisers must be conscious of the impact they have on the host neighbourhood. With the collected information in this study and to collaborate in a positive way with the residents' subjective well-being, organisers should minimise the disturbance of their daily lives during and after the festival.

It is suggested that the entity on charge of the event's organization (City of Munich's Department of Labour and Economic Affairs (RAW) design communication plan of actions to explain to the inhabitants the advantages that the event bring for the community and their actions to reduce unfavourable repercussions on their lives. It is important to provide the event's organisers with more tools to make informed decisions for the subsequent editions of the festival.

Another governmental entity that can be interested in the outcomes of this study is Munich's Tourism Board, which is the organisation in charge of promoting the festival to domestic and international tourists. If they comprehend more about the resident's impressions of the festival, they can design more suitable strategies to promote the event to both residents and other visitors, such as foreigners.

In the same way, the data gathered is relevant for the companies that join the event as expositors selling their products or services in the 16 beer tents, stalls, or rides because. These participant companies make a big financial investment to take part of the event, for this reason it is essential for them to analyse carefully how their products and services can have a positive impact in the visitors, which bring as consequence a good effect in their subjective well-being. As revealed by, [Harrington et al. \(2020, p.751\)](#), who state that "in the context of Oktoberfest, consumers that are connected to aspects of the experience and perceive key service aspects as high quality are more likely to translate these into unique encounters that are memorable and enhance the sense of life satisfaction".

6.3. Limitations and suggestions for future research.

Despite efforts to avoid bias and include all pertinent data, every study has limitations. However, these limitations may also suggest new directions for future studies and aid other researchers in taking these issues into account and finding solutions.

First of all, subjective well-being is an abstract concept that is hard to measure, to be understood and to be answered. Also, the concepts of place and festival attachment are different in spite of looking similar. Thus, this investigation suggests an introduction of each section of the questionnaire explaining these concepts.

The second limitation encountered in a face-to-face interview was the language barrier, as the researcher is not fluent in German to maintain conversations with native speakers. Therefore, one of the suggestions for future research on the topic is that at least one person in the group of researchers should be a native speaker to avoid biasedness in the answers collected. Additionally, it was more convenient to approach younger generations since they have a good understanding of English while the data gather from older generations were mainly collected through social media channels which increase this gap. Future studies should consider adopting a multimethod approach, like in-depth interviews and focus groups that will provide more extensive insights into the residents' perception of the Oktoberfest festival.

Another suggestion for future researchers in the data analysis stage is to use age levels (at least two different age levels) as a grouping variable that would result in, at least, two equations to be estimated and allow the comparison of relevant estimated coefficients from both groups that allow to identify differences estimates with different conclusions, instead of getting just one regression equation.

And finally, it is necessary to replicate this work analysing the effects of other relevant independent variables (promotional, environmental, or promotional impacts) to explain the dependent variable. These outcomes should be studied deeply in future studies.

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8. Annexes

A. Summary of studies in impacts of festivals for the local community

<i>Work</i>	<i>Context</i>	<i>Study</i>	<i>Variable</i>
Yolal et al. (2016)	Resident's perceptions towards the 21st Adana Golden Boll Film Festival.	Perceptions of the host destination as a result of attendance at a special event: A post-consumption analysis.	1.-Subjective feeling of well-being 2.-Social benefits (community, cultural/educational benefits) 3.-Social costs (quality of life and community resource concerns) 4.-Age
Han et al. (2017)	Resident's perceptions of the Beijing Strawberry Music Festival.	Host perceptions of music festival impacts: timeand space matter?	5.-Distance from the venue of the festival visitors who live in Munich
Chi et al. (2022)	Traveller's experience quality evaluation of the Qingdao International Beer Festival.	Cultivating and disseminating a festival image: the case of the Qingdao International Beer Festival.	6-Frequency of attendance
Li et al. (2021)	Cultural involvement on residents' attitudes toward tourism development in two Chinese villages: Xitang and Wuzhen.	Cultural involvement and attitudes toward tourism: Examining serial mediation effects of residents' spiritual wellbeing and place attachment.	7.-Place attachment
Alonso-Vazquez et al. (2019)	Place attachment feelings in Australian Music festivals.	The role of place attachment and festival attachment in influencing attendees' environmentally responsible behaviours at music festivals.	8.-Festival attachment

B. Scales of operationalization of concepts

Source	Variable	Original Items used by other authors	Original scale type	Modifications	New items used for questionnaire	New scale type
Yolal et al. (2016)	1.- Subjective feeling of well-being	Overall, I feel this festival has enriched my life. I'm really glad that I participated in this festival. In this festival, I accomplished my purpose of the experience, and this experience has enriched me in some ways. This festival was rewarding to me in many ways that I feel much better about things and myself with this festival.	Five-point Likert-type scale with "strongly agree" at the high end and "strongly disagree" at the low end.	The items were taken from Yolal et al. (2016) study. The items were adapted to include the name of the festival in all of them, also some words were adapted in the second and third items better understanding of the survey by the respondents. The scale was adapted from a seven point to a five Likert-type scale and the option "I don't know" was also added .	Overall, I feel the Oktoberfest festival has enriched my life. I'm really glad that I went on this festival. On the Oktoberfest festival, I accomplished my purpose of the experience, and this experience has enriched me in some ways. The Oktoberfest festival was rewarding to me in many ways, and I feel much better about things and myself with this festival.	Five-point Likert-type scale (from 1= strongly disagree to 5 = strongly agree and a new option (I don't know) was added.
	2.-Social benefits	Community benefits The festival enhances the image of the community. The festival helps me to show others why my community is unique and special. The festival contributes to my personal well-being. Assisting in organizing the festival helps to build leaders within my community. The festival allows for the sharing of ideas among community		The items were taken from Yolal et al. (2016) study. The items were adapted to include the name of the festival in all of them for a better understanding of the survey by the respondents. The third and last item from the cultural/educational benefits were also adapted to fit the type of festival analyzed by this study, eliminating the word community and instead of asking the residents if they enjoy meeting performers and workers the question focuses on people from around the world which fits better in an international festival context, respectively. The scale was adapted from a seven point to a	Community benefits The Oktoberfest festival enhances the image of the community. The Oktoberfest festival helps me to show others why my community is unique and special. The Oktoberfest festival contributes to my personal well-being. Assisting in organizing the Oktoberfest festival helps to build leaders within my community. The Oktoberfest festival allows for the sharing of ideas among community groups. Cultural educational benefits	

	groups. Cultural educational benefits Local residents who participate in the festival have the opportunity to learn new things. The festival acts as a showcase for new ideas. I am exposed to a variety of cultural experiences through the community festival. I enjoy meeting at the festival performers/workers.	five Likert-type scale and the option "I don't know" was also added.	Local residents who participate in the Oktoberfest festival have the opportunity to learn new things. The Oktoberfest festival acts as a showcase for new ideas. I am exposed to a variety of cultural experiences through the Oktoberfest festival. I enjoy meeting at the Oktoberfest festival people from around the world.
3.-Social costs	Quality of life concerns Vandalism in my community increases during the festival. Car/bus/truck/RV traffic increases to unacceptable levels during the festival. Pedestrian traffic increases to unacceptable levels during the festival. Noise levels are increased to an unacceptable point during the festival. Community resource concerns The festival is a source of negative competition between my community and neighbouring	The items were taken from Yolal et al. (2016) study. The items were adapted to include the name of the festival in all of them for a better understanding of the survey by the respondents. The third item of the community source concerns section was rephrased it, after the pre-tests results showed it was difficult to understand. The scale was adapted from a seven point to a five Likert-type scale and the option "I don't know" was also added.	Quality of life concerns Vandalism in my community increases during the Oktoberfest festival. Car/bus/truck/RV traffic increases to unacceptable levels during the Oktoberfest festival. Pedestrian traffic increases to unacceptable levels during the Oktoberfest festival. Noise levels are increased to an unacceptable point during the Oktoberfest festival. Community resource concerns The Oktoberfest festival is a source of negative competition between my community and neighbouring

		communities. Some people and/or groups in the community receive more of the benefits of the festival than do others. Power is not equally distributed among groups in my community. The festival overtaxes available community financial resources.	Question is not displayed in the study.	Four different scales: Between 18 and 24 years old, between 25 and 34 years old, between 35 and 44 years old and older than 45 years old.		communities. Some people and/or groups in the community receive more of the benefits of the Oktoberfest festival than do others. The benefits or costs resulting from the Oktoberfest festival in Munich are not perceived as fairly distributed among community groups. The Oktoberfest festival overtaxes available community financial resources.	Open ended response.
Han et al. (2017)	5.-Distance from the venue of the festival visitors who live in Munich	Question is not displayed in the study.	Three different options: Core, transitiona l and periphery zones.	Three different scales (distance from the venue) were taken from Han et al. (2017) study. However, for a better understanding of the city of Munich the scales were adapted to up to 5km, 5.1-10 km and more than 10 km using the city neighbourhood's as reference.	Up to 5 km (Altstadt-Lehel, Ludwigvorstadt-Isarvorstadt,Schwabin g-West, Au-Haidhausen, Maxvorstadt, Sendling, Sendling-WestPark, Schwanthalerhöhe, Neuhausen-Nyphenburg, Obergiesing, Untergiesing-Harlaching,Laim) 5.1-10 km (Bogenhausen, München-Moosach, Milbertshofen-Am	Three different options: Up to 5km, 5.1-10 km and more than 10km.	

					Hart, Schwabing-Freimann, Berg am Laim, Trudering-Riem, Ramersdorf-Perlach, Thalkirchen-Obersendling-Forstenried-Fürstenried-Solln, Hadern, Pasing-Obermenzing, Allach-Untermenzing) More than 10 km (Aubing-Lochhausen-Langwied, Feldmoching-Hasenbergl).	
Chi et al. (2022)	6.- Frequency of attendance	Question is not displayed in the study.	Three different options: 1 time, 2-4 times and more than 4 times	All the scales were adapted from Chi et al. (2022) for a better understanding by the respondents.	Every year. Every 2 years. Every 3 years. Up to 3 years in the last 10 years Once Never	Six different options: every year, every two years, every three years, up to three years in the last ten years, once and never.
Li et al. (2021)	7.-Place attachment	Living in this village is meaningful to me. I feel a strong sense of belonging to this village. I identify strongly with living in this village. I get more satisfaction living in this village than living in any other place.	Seven-point Likert-type scale (from 1= strongly disagree to 7= strongly agree)	Items were taken from Li et al. (2021) . The items were adapted by changing the word "village" to the word "city", because fits better for a place like Munich. The third item of the community source concerns section was rephrased it, after the pre-tests results showed it was difficult to understand. The scale was adapted from a seven point to a five Likert-type scale and the option "I don't know" was also added .	Living in this city is meaningful to me. I feel a strong sense of belonging to this city . I feel a strong identification with living in this city. I get more satisfaction living in this city than living in any other place.	Five-point Likert-type scale (from 1= strongly disagree to 5 = strongly agree and a new option (I don't know) was added.

Alonso-Vazquez et al. (2019)	8.- Festival attachment	I am very attached to this festival. This festival means a lot to me. I feel a strong sense of belonging to this festival. I feel my personal values are reflected in this festival. Attending this festival says a lot about who I am. I identify strongly with the place where this festival is held. I have a special connection to the individuals who visit this festival. If I were to stop visiting this festival, I would lose contact with a number of friends. Many of my friends/family prefer this festival over other places. I prefer this festival over other places. For what I like to do, I could not imagine anything better than the settings and facilities provided by this festival. For the festival activities that I enjoy, this festival is the best.	Seven-point Likert-type scale (from 1= strongly disagree to 7 = strongly agree)	Items were taken from Alonso-Vazquez et al. (2019), these authors tested a total of 12 items, the 4 more relevant for this study were selected. The items were adapted to include the name of the festival in all of them for a better understanding of the survey by the respondents. The scale was adapted from a seven point to a five Likert-type scale and the option "I don't know" was also added.	I am very attached to the Oktoberfest festival. The Oktoberfest festival means a lot to me. I feel a strong sense of belonging to the Oktoberfest festival. I feel my personal values are reflected in the Oktoberfest festival.	Five-point Likert-type scale (from 1= strongly disagree to 5 = strongly agree and a new option (I don't know) was added.
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C. Questionnaire in English

Residents' perceptions of the Oktoberfest festival

Section 1: Introduction

My name is Marisol Ley Lozano, and I am a Master student on Tourism in a tri-Universities degree (UK, Malta, and Portugal). This survey is very important to conclude my master's thesis. The valuable information collected from this questionnaire will let me to study the social benefits and costs of the Oktoberfest festival for Munich's residents. To answer this questionnaire will take no more than 5 minutes. Thank you for your time. I appreciate it!

Section 2: Screening question

1. How long have you lived in the city of Munich?

- Less than 1 year
- Between 1-2 years
- Between 2-5 years
- 5 years or more

Section 3: Profile questions

2. How old are you?

3. How often have you visited the Oktoberfest festival in the last ten years?

- Every year
- Every 2 years
- Every 3 years
- Up to 3 years in the last 10 years
- Once
- Never

4. How far do you live from Oktoberfest's festival venue (Theresienwiese)?

- Up to 5 km (Altstadt-Lehel, Ludwigvorstadt-Isarvorstadt, Schwabing-West, Au-Haidhausen, Maxvorstadt, Sendling, Sendling-WestPark, Schwanthalerhöhe, Neuhausen-Nymphenburg, Obergiesing, Untergiesing-Harlaching, Laim)

- 5.1-10 km (Bogenhausen, München-Moosach, Milbertshofen-Am Hart, Schwabing-Freimann, Berg am Laim, Trudering-Riem, Ramersdorf-Perlach, Thalkirchen-Obersendling-Forstenried-Fürstenried-Solln, Hadern, Pasing-Obermenzing, Allach-Untermenzing)
- More than 10 km (Aubing-Lochhausen-Langwied, Feldmoching-Hasenberg)

Section 4: Social benefits

Community benefits

5. Please rate the following statements in terms of how much you agree or disagree with each statement in an ordinal scale from 1 – strongly disagree to 5 – strongly agree.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Don't know
The Oktoberfest festival enhances the image of the community.	☐	☐	☐	☐	☐	☐
The Oktoberfest festival helps me to show others why my community is unique and special.	☐	☐	☐	☐	☐	☐
The Oktoberfest festival contributes to my personal well-being.	☐	☐	☐	☐	☐	☐
Assisting in organizing the Oktoberfest festival helps to build leaders within my community.	☐	☐	☐	☐	☐	☐
The Oktoberfest festival allows for the sharing of ideas among community groups.	☐	☐	☐	☐	☐	☐

Cultural/educational benefits

6. Please rate the following statements in terms of how much you agree or disagree with each statement in an ordinal scale from 1 – strongly disagree to 5 – strongly agree.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Don't know
Local residents who participate in the Oktoberfest festival have the opportunity to learn new things.	☐	☐	☐	☐	☐	☐

The Oktoberfest festival acts as a showcase for new ideas.	☐	☐	☐	☐	☐	☐
I am exposed to a variety of cultural experiences through the Oktoberfest festival.	☐	☐	☐	☐	☐	☐
I enjoy meeting at the Oktoberfest festival people from around the world.	☐	☐	☐	☐	☐	☐

Section 5: Social costs

Quality life concerns

7. Please rate the following statements in terms of how much you agree or disagree with each statement in an ordinal scale from 1 – strongly disagree to 5 – strongly agree.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Don't know
Vandalism in my community increases during the Oktoberfest festival.	☐	☐	☐	☐	☐	☐
Car/bus/truck/RV traffic increases to unacceptable levels during the Oktoberfest festival.	☐	☐	☐	☐	☐	☐
Pedestrian traffic increases to unacceptable levels during the Oktoberfest festival.	☐	☐	☐	☐	☐	☐
Noise levels are increased to an unacceptable point during the Oktoberfest festival.	☐	☐	☐	☐	☐	☐

Community resources concerns

8. Please rate the following statements in terms of how much you agree or disagree with each statement in an ordinal scale from 1 – strongly disagree to 5 – strongly agree.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Don't know
The Oktoberfest festival is a source of negative competition between my community and neighbouring communities.	☐	☐	☐	☐	☐	☐

Some people and/or groups in the community receive more of the benefits of the Oktoberfest festival than do others.	☐	☐	☐	☐	☐	☐
The benefits or costs resulting from the Oktoberfest festival in Munich are not perceived as fairly distributed among community groups.	☐	☐	☐	☐	☐	☐
The Oktoberfest festival overtaxes available community financial resources.	☐	☐	☐	☐	☐	☐

Section 6: Subjective feeling of well-being of residents

9. Please rate the following statements in terms of how much you agree or disagree with each statement in an ordinal scale from 1 – strongly disagree to 5 – strongly agree.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Don't know
Overall, I feel the Oktoberfest festival has enriched my life. I'm really glad that I went on this festival.	☐	☐	☐	☐	☐	☐
On the Oktoberfest festival, I accomplished my purpose of the experience, and this experience has enriched me in some ways.	☐	☐	☐	☐	☐	☐
The Oktoberfest festival was rewarding to me in many ways, and I feel much better about things and myself with this festival.	☐	☐	☐	☐	☐	☐

Section 7: Attachment

Place attachment

10. Please rate the following statements in terms of how much you agree or disagree with each statement in an ordinal scale from 1 – strongly disagree to 5 – strongly agree

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Don't know
Living in this city is meaningful to me.	☐	☐	☐	☐	☐	☐
I feel a strong sense of belonging to this city.	☐	☐	☐	☐	☐	☐
I feel a strong identification with living in this city.	☐	☐	☐	☐	☐	☐
I get more satisfaction living in this city than living in any other place.	☐	☐	☐	☐	☐	☐

Festival attachment

11. Please rate the following statements in terms of how much you agree or disagree with each statement in an ordinal scale from 1 – strongly disagree to 5 – strongly agree

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Don't know
I am very attached to the Oktoberfest festival.	☐	☐	☐	☐	☐	☐
The Oktoberfest festival means a lot to me.	☐	☐	☐	☐	☐	☐
I feel a strong sense of belonging to the Oktoberfest festival.	☐	☐	☐	☐	☐	☐
I feel my personal values are reflected in the Oktoberfest festival.	☐	☐	☐	☐	☐	☐

Farewell message:

We thank you for your time spent taking this survey. Your response has been recorded.

D. Questionnaire in German

Die Perspektiven der Bewohner des Oktoberfestes

Abschnitt 1: Einleitung

Mein Name ist Marisol Ley Lozano, und ich bin Masterstudentin im Fachbereich Tourismus an drei kooperierenden Universitäten (Großbritannien, Malta und Portugal). Diese Umfrage ist sehr wichtig für den Abschluss meiner Masterarbeit. Mit den wertvollen Informationen aus diesem Fragebogen kann ich den sozialen Nutzen und die Kosten des Oktoberfestes für die Münchner Bevölkerung untersuchen. Die Beantwortung dieses Fragebogens wird nicht mehr als 5 Minuten in Anspruch nehmen. Vielen Dank für Ihre Zeit. Ich weiß das zu schätzen!

Abschnitt 2: Frage zum Screening

1. Wie lange leben Sie schon in der Stadt München?

- Weniger als ein Jahr lang
- Zwischen 1-2 Jahre
- Zwischen 2-5 Jahre
- 5 Jahre oder länger

Section 3: Profile questions

2. Wie alt sind Sie?

3. Wie oft haben Sie in den letzten zehn Jahren das Oktoberfest besucht?

- Jedes Jahr
- Alle 2 Jahre
- Alle 3 Jahre
- Bis zu 3 Mal in den letzten 10 Jahren
- Einmal
- Niemals

4. Wie weit wohnen Sie vom Oktoberfestgelände (Theresienwiese) entfernt?

- bis zu 5 km (Altstadt-Lehel, Ludwigsvorstadt-Isarvorstadt, Schwabing-West, Au-Haidhausen, Maxvorstadt, Sendling, Sendling-WestPark, Schwanthalerhöhe, Neuhausen-Nymphenburg, Obergiesing, Untergiesing-Harlaching, Laim).

- 5,1-10 km (Bogenhausen, München-Moosach, Milbertshofen-Am Hart, Schwabing-Freimann, Berg am Laim, Trudering-Riem, Ramersdorf-Perlach, Thalkirchen-Obersendling-Forstenried-Fürstenried-Solln, Hadern, Pasing-Obermenzing, Allach-Untermenzing).
- Mehr als 10 km (Aubing-Lochhausen-Langwied, Feldmoching-Hasenberg).

Abschnitt 4: Sozialleistungen

Gemeinschaftliche Vorteile

5. Bitte bewerten Sie die folgenden Aussagen auf einer Ordinalskala von 1 - stimme überhaupt nicht zu bis 5 - stimme voll und ganz zu - wie sehr Sie der jeweiligen Aussage zustimmen oder nicht zustimmen

	Stimmt überhaupt nicht zu	Stimme nicht zu	Weder noch	Stimme zu	Stimme voll und ganz zu	Ich weiß es nicht
Das Oktoberfest trägt zur Aufwertung des Images der Gemeinschaft bei.	☐	☐	☐	☐	☐	☐
Das Oktoberfest hilft mir, anderen zu zeigen, warum meine Gemeinschaft einzigartig und besonders ist.	☐	☐	☐	☐	☐	☐
Das Oktoberfest trägt zu meinem persönlichen Wohlbefinden bei.	☐	☐	☐	☐	☐	☐
Die Mithilfe bei der Organisation des Oktoberfestes trägt dazu bei, Führungspersönlichkeiten in meiner Gemeinschaft aufzubauen.	☐	☐	☐	☐	☐	☐
Das Oktoberfest ermöglicht den Austausch von Ideen zwischen den Gruppen der Gemeinschaft.	☐	☐	☐	☐	☐	☐

Kulturelle/bildnerische Vorteile

6. Bitte bewerten Sie die folgenden Aussagen auf einer Ordinalskala von 1 - stimme überhaupt nicht zu bis 5 - stimme voll und ganz zu - wie sehr Sie der jeweiligen Aussage zustimmen oder nicht zustimmen

	Stimmt überhaupt nicht zu	Stimme nicht zu	Weder noch	Stimme zu	Stimme voll und ganz zu	Ich weiß es nicht
Anwohner, die am Oktoberfest teilnehmen, haben die Möglichkeit, neue Dinge zu lernen.	☐	☐	☐	☐	☐	☐
Das Oktoberfest ist ein Schaufenster für neue Ideen.	☐	☐	☐	☐	☐	☐
Durch das Oktoberfest bin ich einer Vielzahl von kulturellen Erfahrungen ausgesetzt.	☐	☐	☐	☐	☐	☐
Ich genieße es, auf dem Oktoberfest Menschen aus der ganzen Welt zu treffen.	☐	☐	☐	☐	☐	☐

Abschnitt 5: Soziale Kosten

Anliegen der Lebensqualität

7. Bitte bewerten Sie die folgenden Aussagen auf einer Ordinalskala von 1 - stimme überhaupt nicht zu bis 5 - stimme voll und ganz zu - wie sehr Sie der jeweiligen Aussage zustimmen oder nicht zustimmen

	Stimmt überhaupt nicht zu	Stimme nicht zu	Weder noch	Stimme zu	Stimme voll und ganz zu	Ich weiß es nicht
Der Vandalismus in meiner Gemeinde nimmt während des Oktoberfestes zu.	☐	☐	☐	☐	☐	☐
Der Pkw-/Bus-/Lkw-/Wohnmobil-Verkehr nimmt während des Oktoberfestes auf ein unannehmbares Maß zu.	☐	☐	☐	☐	☐	☐
Der Fußgängerverkehr nimmt während des Oktoberfestes in unzumutbarem Maße zu.	☐	☐	☐	☐	☐	☐
Während des Oktoberfestes wird der Lärmpegel auf ein unzumutbares Maß erhöht.	☐	☐	☐	☐	☐	☐

Anliegen der Gemeinschaftsressourcen

8. Bitte bewerten Sie die folgenden Aussagen auf einer Ordinalskala von 1 - stimme überhaupt nicht zu bis 5 - stimme voll und ganz zu - wie sehr Sie der jeweiligen Aussage zustimmen oder nicht zustimmen

	Stimmt überhaupt nicht zu	Stimme nicht zu	Weder noch	Stimme zu	Stimme voll und ganz zu	Ich weiß es nicht
Das Oktoberfest ist eine Quelle des negativen Wettbewerbs zwischen meiner Gemeinde und den Nachbargemeinden.	☐	☐	☐	☐	☐	☐
Einige Personen und/oder Gruppen in der Gemeinschaft profitieren mehr vom Oktoberfest als andere.	☐	☐	☐	☐	☐	☐
Der Nutzen oder die Kosten des Oktoberfestes in München werden nicht als gerecht unter den gesellschaftlichen Gruppen verteilt empfunden.	☐	☐	☐	☐	☐	☐
Das Oktoberfest überfordert die verfügbaren finanziellen Ressourcen der Gemeinschaft.	☐	☐	☐	☐	☐	☐

Abschnitt 6: Subjektives Wohlbefinden

9. Bitte bewerten Sie die folgenden Aussagen auf einer Ordinalskala von 1 - stimme überhaupt nicht zu bis 5 - stimme voll und ganz zu - wie sehr Sie der jeweiligen Aussage zustimmen oder nicht zustimmen

	Stimmt überhaupt nicht zu	Stimme nicht zu	Weder noch	Stimme zu	Stimme voll und ganz zu	Ich weiß es nicht
Insgesamt habe ich das Gefühl, dass das Oktoberfest mein Leben bereichert hat.	☐	☐	☐	☐	☐	☐

Ich bin wirklich froh, dass ich auf dieses Fest gegangen bin.

Auf dem Oktoberfest habe ich mein Ziel erreicht, und diese Erfahrung hat mich in mancher Hinsicht bereichert.

☐☐☐☐☐☐

Das Oktoberfest hat sich für mich in vielerlei Hinsicht gelohnt, und ich fühle mich dank dieses Festes viel wohler.

☐☐☐☐☐☐

Abschnitt 7: Anhänge

Ort der Anbringung

- 10.** Bitte bewerten Sie die folgenden Aussagen auf einer Ordinalskala von 1 - stimme überhaupt nicht zu bis 5 - stimme voll und ganz zu - wie sehr Sie der jeweiligen Aussage zustimmen oder nicht zustimmen

	Stimmt überhaupt nicht zu	Stimme nicht zu	Weder noch	Stimme zu	Stimme voll und ganz zu	Ich weiß es nicht
Das Leben in dieser Stadt ist für mich von Bedeutung.	☐	☐	☐	☐	☐	☐
Ich fühle mich dieser Stadt sehr verbunden.	☐	☐	☐	☐	☐	☐
Ich identifiziere mich stark mit dem Leben in dieser Stadt.	☐	☐	☐	☐	☐	☐
Das Leben in dieser Stadt erfüllt mich mehr als das Leben an jedem anderen Ort.	☐	☐	☐	☐	☐	☐

Festival-Anhang

- 11.** Bitte bewerten Sie die folgenden Aussagen auf einer Ordinalskala von 1 - stimme überhaupt nicht zu bis 5 - stimme voll und ganz zu - wie sehr Sie der jeweiligen Aussage zustimmen oder nicht zustimmen

	Stimmt überhaupt nicht zu	Stimme nicht zu	Weder noch	Stimme zu	Stimme voll und ganz zu	Ich weiß
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						es nicht
Ich bin dem Oktoberfest sehr verbunden.	☐	☐	☐	☐	☐	☐
Das Oktoberfest bedeutet mir sehr viel.	☐	☐	☐	☐	☐	☐
Ich fühle mich dem Oktoberfest sehr verbunden.	☐	☐	☐	☐	☐	☐
Ich habe das Gefühl, dass sich meine persönlichen Werte auf dem Oktoberfest widerspiegeln.	☐	☐	☐	☐	☐	☐

Abschiedsnachricht:

Wir danken Ihnen, dass Sie sich die Zeit genommen haben, an dieser Umfrage teilzunehmen.

Ihre Antwort wurde aufgezeichnet.

E. Respondent's profile

		Resident's distance from the venue			Total
		Up to 5 km	5.1 - 10 km	More than 10 km	
Age levels	18 - 24	30	32	21	83
	25 - 34	47	43	20	110
	35 - 44	40	29	20	89
	45 - 54	44	18	16	78
	>= 55 years	28	17	21	66
Total		189	139	98	426