

The importance of implementation of mobile applications within the music festivals

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Abstract: The present article deals with festival tourism, which is in recent decades more and more popular especially among the representatives of the young generation. Festival tourism is a form of tourism that is actually highly topical. As the festivals are frequented by young people, we need to find ways to give them information more accessible and we must find a way how to better reach them. As one of the ideal forms are shown social networks and mobile applications. The main objective is to determine the motivators that lead people to visit the event. To obtain the necessary data method was used in the questionnaire based on which we were able to evaluate the response and thus analyzed and selected important motivators.

Keywords: tourism; festival; music; young generation; social networks, mobile applications,

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1. Introduction

People always travel for a variety of reasons that are changing over time. During the last years is very popular, among other things, traveling for rest, recreation, or entertainment. There are no doubts that all of the above mentioned attributes can be fulfilled by event such as a festival. In general festivals are regularly recurring artistic feast. This type of cultural experience are searching primarily by the younger generation and that is why the festival tourism began rapidly increase especially in recent years.

As the the development of tourism in economic terms is very beneficial for each country, it is necessary to make an effort for the continued strengthening. As we mentioned, tourism festival is a part of it and therefore it is necessary that the organization of these types of events will go forward and improve. Despite the fact that this form of tourism is still little interest in the background, it should be noted that the music festivals are places where are at one time huge number of people.

2. Festivalový turizmus a jeho význam

The festival is in today's modern world are increasingly used term. It is possible to assume that everyone is conversant with meaning of this word and know that it expresses a kind of festival celebrations and performances associated with music, food, culture and so on. In order to gather the definition thereof are some definitions that we have collect from a number of literary sources.

The domestic author defines the term festival quite briefly. Examples include the definition of the festival from authors Brukker and Opatíková (2006), which defines the word festival as regularly recurring musical, cinema or other artistic feast. Another author (Petraš 1998), in his dictionary tells that festival is a periodic celebrations, which is associated with competitive exhibition performances.

From the foreign authors we consider as a comprehensive definition by Mayor (2006) who refers in his work about the festival in two senses. In the first sense he talks about the festival as an opportunity that will host performances of various movies, games, music and so on which is usually taking place every year in the same place. The festival can be seen as another way and it was explained in the same publication as a special occasion where people celebrate something like a religious event, which is part of a public holiday such as Christmas. Explanation of this expression can be we found also in the publication authored by Andersson (2012) who states that the concept of the festival can be defined also as a public thematic party with formal programs. It consists of the main activities and a variety of additional activities. The festival has a specific time frame in which are those activities carried out.

In an effort to unify the definitions obtained from the staged material festival could be defined as the concept of the mostly regular feast, which involves a wide range of actors. This event usually consists of one main activity or performance of a certain type of art. Of course, the main objective of the event is complemented by other activities, services or entertainment activities.

Festivals in contrast to other cultural events are characterized by a number of unique features which could be very specific. As this post is primarily focused on a subset of music festivals, these specific features will be apply to this type of event..

Time aspect: Music festivals are organized regularly with a pitch of a certain time, usually once a year, especially during the summer season (which is not the case). They regularly represent the culmination of efforts in the some thematic area. They are mostly time compacted. By this we can understand that during one or several days is collected countless entities that show off or offer their product or service.

Space aspect: music festivals should be held in those places which have appropriate conditions for this kind of cultural activities. Particularly, it is possible to give to the attention music festivals of various genres that needs for its implementation requires a large enough area and it is directly suitable to organize them in remote locations because of their considerable noise and potential pollution of the area. As an example we can mention Sziget Festival, which take place in a closed island on the Danube River.

Strural aspect: music festival are visited by different types of people (ie. music festivals are not restricted for a certain type of people), but there is significant effect to the structure of participants by the type of event. In case of music festival focuses to the modern music genre predominant part of visitors are young people. They are further subdivided according to the preferred music style and from the festivals offer are choosing precisely those that which are focuses on their favorite style of music. There is also big power of cultural experiences, which is unrepeatable and unique on the festivals. This is because it is a gathering masses of people bound together by the same interests and expectations (Mitchell, Ashley 2010).

At present is the concept of festivals slightly different than in the past. The main change is that nowadays it is not exclusively a celebration of holidays or traditions. Nowadays it is mainly about the cooperation of people who have some aim to gather at a certain place and at the same time have and they also have a vision to fulfill a common goals.

Festivals are usually conceived in one central theme which can be, for example, music, food, theater etc. This is what constitutes the main assumption that such an event can bring together people with the same expectations, priorities and demands. People can search this kind of tourism for different reasons. This may be a general rest and recreation, distraction from everyday life, to experience or learn something new, meet friends or to socialize and gain new contacts.

It should be noted that in these events depends not only on the actual performance. Performances of performers are complemented by different accompanying activities such as a variety of workshops in which each participant will find what interests him.

In recent years became an important tool to inform people about the festival and gives them the opportunity to better orient and choose what interests them social networks. Organizers uses them during the year to regularly informed people or fans about what next year will bring, give people the opportunity to decide themselves on of performers and last but not least they brought into public awareness. Also, almost all major festivals also offer the possibility of downloading your own mobile application that facilitates the orientation of visitors and brings them all the news and curiosities into their mobile phones.

2.1 Major music festivals

The most important music festivals are held abroad and many of them are known not only in Europe but throughout the world. Festivals of various kinds are in foreign countries a grand affair. Every year they are attended by tens of thousands of people, but in some cases it is up to unbelievable numbers reaching several hundred thousand guests.

Woodstock

For beginning the era of popularity "Open Air" festivals for young people could be considered legendary Woodstock in USA - New York, which started in 1969 (Kotiková 2013). In August 1969, the Woodstock Music & Art Fair took place on a dairy farm in Bethel, NY. Over half a million people came to a 600-acre farm to hear 32 acts (leading and emerging performers of the time) play over the course of four days (August 15-18). Woodstock is known as one of the greatest happenings of all time and –perhaps– the most pivotal moment in music history. Jefferson Airplane, Jimi Hendrix, the Grateful Dead, the Who, Janis Joplin and Crosby, Stills, Nash & Young were among the line-up.

By Wednesday, August 13, some 60,000 people had already arrived and set up camp. On Friday, the roads were so clogged with cars that performing artists had to arrive by helicopter. Though over 100,000 tickets were sold prior to the festival weekend, they became unnecessary as swarms of people descended on the concert grounds to take part in this historic and peaceful happening. Woodstock was, inter alia, a celebration of unbound life of hippies with the main idea of peace and resistance against (mainly to the ongoing Vietnam War) (www.woodstock.com).

For completeness, it should be added that in 1994 and 1999 (on the occasion of 25 resp. 30 year anniversary) two other festivals which bore the name of its predecessor took place. During the second there was mass violence and arson by referring movement flower children had nothing to do (Bálik 2004).

Sziget festival

The week-long festival has grown from a relatively low-profile student event in 1993 to become one of the prominent European rock festivals, with about half of all visitors coming from outside Hungary, especially from Western Europe. It also has a dedicated "party train" service (with resident DJs) that transports festivalgoers from all over Europe. The second event (1994), labeled Eurowoodstock, was headlined by performers from the original Woodstock festival. From 1996 to 2001 it was sponsored by Pepsi and renamed Pepsi Sziget. It has been called Sziget Fesztivál ("island festival") since 2002. By 1997 total attendance surpassed the 250,000 mark, reaching an all-time peak in 2016 with 496,000 visitors from more than one hundred countries (the daily capacity having been raised to 90,000).

„Island of Freedom“. The Sziget Festival, is one of the largest music and cultural festivals in Europe. It is held every August in northern Budapest, Hungary, on Óbudai-sziget ("Old Buda Island"), a leafy 108-hectare (266-acre) island on the Danube. More than 1,000 performances take place each year.

Sziget Festival is not aimed at any particular musical style. On its come almost everyone who likes rock, pop, electronic music, metal, folk, jazz, blues, and alternative. The line-up is very varied annually and everybody could find many world-famous artists who show off their skills on a number of stages (main and secondary). There are 6 or 7 stages which together with the side stages creates an indescribable atmosphere. Sziget has about 50 stages dotted around the island. It means an insane diversity of music. One minute you can be watching the Horrors on the main stage and the next swerving the pop bombast of the Killers by getting lost in the Roma tent watching a Romanian gypsy band that gets the whole room dancing to a folk music that sounds as timeless as most pop music sounds trapped in the moment. In addition of music Sziget Festival offers many various cultural and entertainment programs such as theater, exhibitions or circus. Since the festival is situated on an island, there is also a beach (www.szigetfestival.com).

Glastonbury festival

Glastonbury was heavily influenced by hippie ethics and the free festival movement in the early 1970s, beginning with the Isle of Wight Festival, which featured performances by The Who, amongst many other artists. Organiser Michael Eavis decided to host the first festival, then called Pilton Festival, after seeing an open-air concert headlined by Led Zeppelin at the 1970 Bath Festival of Blues and Progressive Music at the nearby Bath and West Showground in 1970. Glastonbury Festival was held intermittently from 1970 until 1981; since then, it has been held every year, except for "fallow years" taken mostly at five year intervals, intended to give the land, local population, and organisers a break.

Glastonbury Festival is a five-day festival of contemporary performing arts that takes place near Pilton, Somerset. In addition to contemporary music, the festival hosts dance, comedy, theatre, circus, cabaret, and other arts. Leading pop and rock artists have headlined, alongside thousands of others appearing on smaller stages and performance areas. Films and albums which are recorded at Glastonbury have been released, and the festival receives extensive television and newspaper coverage. Glastonbury is the largest greenfield festival in the world, and is now attended by around 175,000 people requiring extensive infrastructure in terms of security, transport, water, and electricity supply. The majority of staff are volunteers, helping the festival to raise millions of pounds for good causes.

When Glastonbury turned 40 in 2010, artists who played the first festival were invited back. Some, like DJ Mad Mick, hadn't returned in the intervening years. They all have fond memories, no doubt assisted by the fact that, as a member of Quintessence (who played again in 1971) says, "Everybody was high. We were all high, man! Everybody!" (www.glastonburyfestivals.co.uk).

Tomorrowland

The first edition of the festival took place on August 14, 2005. ID&T organized the festival. Performers included Push (M.I.K.E.), Armin van Buuren, Cor Fijneman, Yves Deruyter, Technoboy, Yoji Biomehanika and Coone. Since its inception in 2005, the growth of Tomorrowland has been nothing short of meteoric. In only 8 years, what began as a small, one day festival in the town of Boom, Belgium has quickly become the largest dance music event on planet Earth. For 2013, the festival has grown to over 180,000 visitors from 214 countries across the globe, with more nations in representation at the event than at the 2012 Summer Olympics.

All 360,000 tickets for the tenth edition of Tomorrowland sold out in less than an hour, as did the seats on over 150 Brussels Airlines, Lufthansa, Thai Airways and Air Canada flights into Brussels. Moreover, four Eurostar en two Thalys trains will also bring thousands of people to the festival.

Tomorrowland music festival follows a strict and extreme 'no drugs' policy. And before you enter the festival grounds, you are respectfully asked to be rid off all your illicit substances, without any consequence. But if you are caught using within the festival gates, well, you've got to pack your bags and leave the festival premises then and there.

Organizers believes in a commitment to create a reality that relates positively with Mother Nature and contributes to the well-being of the next generations. Let's engage with each other and do something good today, for which we will be grateful for tomorrow (www.tomorrowland.com).

Bážant Pohoda

The most famous festival, which takes place in the Slovak Republic, is the festival Pohoda, which was created in 1997 and the original intention was to organize a cool little festival as a counterweight to other big concerts. The first year, under the name Royal Pohoda, was held at a football stadium, as part of celebrations of the 585th anniversary of the granting of the City of Trenčín a status of free royal city. The turning point came in 1999, when the one-day festival has become a two-day, the program was expanded to include special events and attendance reached number 8000. Attendance has grown year after year until it reached a peak of 30,000 people. At the conference ILMC (International Live Music Conference) festival Pohoda was selected among the top five festivals in the world.

Pohoda is a music and arts festival with an international acclaim, where alternative, indie, electronica, world music & punk meet classical; alongside literature, dance, visual art, film and theatre. The festival creates a unique celebration of freedom and tolerance, where the beautiful and varied cultures of the world can meet, communicate and share ideas. In 2014 there were 387 performances in total, including 182 concerts across 20 stages. Amongst the artists at the festival, 29 countries were represented (www.pohodafestival.sk).

Music festival Pohoda traffic of 30,000 people is the largest in Slovakia and is an integral part of a network of major European music festivals. 21th will be held on 6th-8th 7th 2017 at the airport in Trenčín. Prvé potvrdené mená: Alt-J, Birdy, Jake Bugg, Ylvis, Dillon and Slaves.

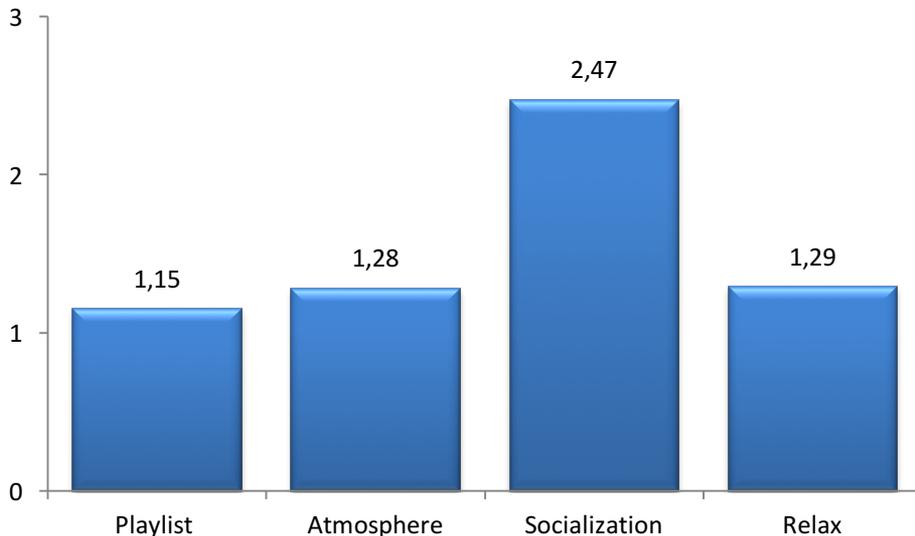
3. Data and Methodology

As the mainpart of the analytical part of our contribution we will focus on survey participants' motivation music festivals. To obtain the necessary data, we chose the form of a simple electronic questionnaire, which was shared through social networks (mainly Facebook). In total, we collected data from 150 respondents. After collecting the necessary data we accede to their subsequent coding, processing and evaluation.

For the sake of completeness we present that in the sample had a predominance of women 77.33% (N = 116). Male respondents was 22.67% (N = 34). We tried to reach especially the younger respondents. The youngest respondent was 19 years and the oldest was 44 years old. The average age of the respondents ranged at around 23 years and the mode was 21 years.

4. Results and discussion

As part of the research carried out, we concentrated mainly on the grounds that attract people to visit music festivals. To provided four reasons (playlist, socialization, relax and atmosphere) respondents were asked to assign a rating, where 1 = very important, 5 = totally unimportant). Answers of respondents were evaluated and now we presents them in the following graphic processing.

Figure 1. Dôležitosť dôvodov pre navštívenie festivalu

Source: own processing

The results suggest that there are three main reasons for which people visit the festival. The most important has proved "playlist" ie bands that perform on a particular music festival. Average rating of this option reached a level of 1.15. Other reasons are the "atmosphere" (average 1.28) and "relax" (average 1.29). Also those two reasons can be based on the findings results consider as very important. Average customer rating for option „socialization“ was 2.47. Možnosť „socializovať sa“ získala priemerné hodnotenie 2,47 which still is a neutral significance ie it is not a priority for people, but not negligible part.

Based on these results, it is possible to better understand what visitors actually look for and hence better adapt the product to their specific expectations. As the most important motive for visiting music festivals respondents identified playlist. That is exactly what the organizers of many festivals understood earlier and a number of them (eg. Sziget) allows the voting among fans which music band they want to see ply live in the festival.

The findings above it is also possible to implement into the festivals mobile applications to improve the package of services that are offered to the customers.

5. Conclusions

The research in the field of music festivals is an interesting topic that has still not been given much attention. Naturally we must continue in this direction in complex investigations. In our conditions it is also a great opportunity to attract people to our country and thereby increase the level of tourism. Within a few days meet in one place more people only a pilgrimage in Levoča.

In any case, it should be noted that the increased number of tourists and visitors should not only gave profit to organizers of the event, but also, for example. carriers, and the surrounding towns. Not forget the fact that this is a very good instrument, based on which it is possible to enhance the visibility Slovakia in the world. Knowledge as well as the subsequent offering such a product what people want is a basic marketing rules and the same is true in the examining issue.

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