



The impact of the Folk-Dance Festivals as a cultural experience on the development of cultural tourism. The International Folk Festival of Dance & Music in Gefyra.

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Abstract

The purpose of this study was to investigate the impact of traditional dance festivals as a cultural experience in the development of cultural tourism studying the case of the International Festival of Traditional Dances and Music in Gefyra in Thessaloniki. Its goal is the traditional dance festivals, through cultural experience, to be a new lever for the development of cultural tourism. The research sample consisted of 54 participants of the specific festival; the sample size is explained later in the survey. The Unforgettable Experiences measuring instrument was based on Kim et al., (2012) and the Scale of Measuring Factors of an Event was by the Hall et al., (2010). In conclusion, according to the findings, the traditional dance festival seems to have positive consequences for visitors and the local community. It is also noted that the cultural experience formed during the festival contributes positively to the attitude of individuals to participate and attend again at the festival or any other similar event and to visit the area of Gefyra or even to promote it as a destination. It is also found that traditional dances, through the clubs, can be a cultural product and contribute to the development of the place.

Key words: Traditional dances, Festival, Tourist experience, Cultural tourism