

The Effect of Event Experience on Subjective Well-Being through Perceived Event Benefit in Neo-Tribes

Authors

Kubra Asan, Mahlagha Darvishmotevali, Levent Altinay, Medet Yolal

Abstract

Using the neo-tribe approach, this study investigates the mediatory effect of group activities' perceived individual and community benefits on the relationship between the experience economy and subjective well-being. Individuals who were both participants and residents of the annual event of a local cycling community known as a neo-tribe were examined. The data gathered through the survey were analysed using SmartPLS structural equation modelling. The study results reveal that educational and aesthetic experiences positively affect perceived community benefits. However, individual benefits are positively affected by educational and escape experiences. It was also observed that community benefits affect subjective well-being through perceived individual benefits. The study accordingly points out that community benefits would serve the subjective well-being of members in group events to the extent that they create individual benefits. From the practical perspective, it is suggested that the event policymakers should focus on developing all types of experience economy in the events to maximize both individual and community benefits.

Key words: Local event, Recreational community, Neo-tribe, Experience Economy, Subjective well-being, Perceived benefit.

1. Introduction

According to the literature, the event industry can have social, environmental, and economic (financial) effects on both participants and the host population (Pavlukovic, Armenski, & Alcantara-Pilar, 2017; Yürük, Akyol, & Şimşek, 2017). Besides their economic benefits (Ok, Park, Park, & Jeon, 2020), local events generate benefits for destinations, such as promoting

destinations' brand and identity, enhancing destinations' attributes, generating different scales of trade, and expanding both locals' and visitors' experiences (Kim & Cuskelly, 2017).

Local authorities, non-governmental organisations, and voluntary platforms or groups have been observed to organise local events (Kim & Cuskelly, 2017; Yolal, Gursoy, Uysal, Kim, & Karacaolu, 2016). Local recreational communities also host events for local residents and members of their groups. Even though they are referred to as "host communities" by industry professionals, recreational communities are social organisms with deeper meanings that should be investigated.

The neo-tribe approach is frequently used to explain how people who gather around certain fields of interests and consumption patterns can become communities by developing common values, rituals, and norms (Hardy, Bennett, & Robards, 2018; Hardy, Dolnicar, & Vorobjovas-Pinta, 2021; Maffesoli, 1996). According to the neo-tribe approach, participating in community events has positive effects such as creating bonds between people and developing a sense of belonging (Bauman, 2013; Maffesoli, 1996). Recreational activities have previously been reported to improve people's quality of life and pleasure (Hwang & Lee, 2019). Moreover, these communities put in significant effort to hold a variety of events owing to their rising appeal as tourist destinations and the benefits they receive on both the demand and supply sides (Ok et al., 2020).

The majority of the studies in event management literature focus on events' attributes, along with attendees' perceptions and attitudes (Gursoy, Ouyang, Nunkoo, & Wei, 2019; Yolal et al., 2016) or participant experience and satisfaction (Hwang & Lyu, 2015; Ok et al., 2020; Park, Oh, & Park, 2010; Yürük et al., 2017). In community events, however, it is difficult to distinguish between participants and residents; individuals can be both residents *and*

participants. From this point of view, the researchers believe that further research on local-scale community events is necessary and timely.

Participation in leisure and/or touristic events creates positive effects on the happiness levels of individuals, defined as subjective well-being (Mitas & Kroesen, 2020). It is also observed that there are referrals to event experiences in explaining the participants' well-being levels (Armbrecht & Andersson 2020; Sthapit & Coudounaris, 2018). Similarly, this study aims to examine the event experiences of individuals who are both community members *and* event participants, and the effects of these experiences on their subjective well-being. Pine and Gilmore's experience economy model (1998) was utilised to evaluate participants' experiences. The four dimensions of the experience economy are educational, entertainment, escape, and aesthetic. Event management literature has shown that scholars widely support this model of experience and frequently use it to evaluate attendees' experiences (Dieck, Jung, & Rauschnabel, 2018; Mehmetoglu & Engen, 2011; Park et al., 2010; Rivera, Semrad, & Croes, 2015). Literature has highlighted the importance of experience economy evaluation in tourism, which may improve people's well-being perception, their attitudes toward destinations, and revisit intentions, brands, and attachments (Darvishmotevali, Tajeddini & Altinay, 2023; Hwang & Lee, 2019).

Consumption experiences are closely related to benefits due to their nature. According to Prentice, Witt, and Hammer (1998), events, settings, experiences, and benefits are thought of as connected to one another and the variable of benefit creates a causality chain between these factors. In this context, the explanation power of event experiences increases with the benefit variable (Liu, Huang, & Li, 2018). From this point of view, perceived benefit's mediatory role in the relationship between event experience and subjective well-being is interrogated in the study. In determining the perceived effectiveness benefit, community benefit was tested as well as individual benefit. This way, the aim was to achieve more detailed findings on the

mediation role of perceived community benefit in neo-tribe events. Within this framework, the goal of the research is to examine the perceived individual and community benefits' mediatory role in the relationship between event experiences and subjective well-being in community events.

To achieve the study's aim, a survey was applied within the scope of *Eskişehir Bicycle Gatherings*, organised annually by a local recreational cycling community operating in Eskişehir, Turkey, which holds neo-tribe properties (Asan, Chi, & Yolal, 2022). The study is expected to make a significant contribution to the literature on both local event management and recreational communities and offer suggestions for event organisers and community leaders/managers based on the results.

2. Literature Review and Hypotheses Development

2.1. Recreational communities and the Neo-tribe approach

Community is a network of social relations in the form of mutual and emotional bonds (**Bender, 1978**). Within historical and social processes, community perspective has changed throughout time. Different organisations and/or types of communities can replace and/or augment more conventional religious, neighbourhood, familial, and occupational groupings in terms of integration and regulation in a post-industrial society, depending on the conditions (Delanty, 2003). Communities come to the fore of social life in the late modern era in a range of contexts, including the greater need for trust, more feelings of incompleteness and lack of belonging (Bauman, 2013), changing lifestyles (**Middlemiss, 2011**) and consumption patterns (Maffesoli, 1996), and changes in modes of communication (Delanty, 2003).

Individuals also congregate around certain fields of interests or hobbies to create event groups or communities in the field of leisure and tourism (Hardy et al., 2021; Weaver, 2011). Within the context of business management, communities may be seen as a reference group (**Kotler,**

102 **Bowen, Makens, & Baloglu, 2017** or an external factor **(Harrill, 2004)**, considering their
103 function of influencing the participants, who are in the position of consumers. However,
104 considering the increasing importance of communities which organise their own events in
105 social life, there is also need for a much more detailed view in terms of event management.

106 In this regard, sociology literature reveals several conceptualizations of late modern era
107 communities: the little community (Redfield, 1956), unavowable community by Blanchot
108 **(James, 2010)**, the virtual community **(Rheingold, 2000)**, and neo-tribes (Maffesoli, 1996).
109 Among these, the neo-tribe perspective is the most frequently applied and supported by
110 empirical studies in the field of tourism and recreation (Hannam & Halewood, 2006; Hardy et
111 al., 2021).

112 Neo-tribes have been defined as “people from different walks of life who come together in
113 fluid groupings, bound by common interests, similar lifestyles, rituals and language” (Hardy,
114 Gretzel, & Hanson, 2013, p. 48). In this context, communities are built on the basis of
115 members’ and outsiders’ conceptualizations and perceptions. This suggests that neo-tribe is a
116 state of mind shaped by members’ conceptualizations and experiences rather than a space
117 with strict borders (Delanty, 2003). Moreover, it is observed that members have reflexive,
118 flexible, fluid, and pieced identities (Hardy et al., 2021; Maffesoli, 1996). Another
119 characteristic specific to neo-tribes is the emotional component of these communities
120 (Maffesoli, 1996). Sharing occurs through rituals and symbols (Hardy et al., 2013). Rituals
121 emphasise actions that have symbolic meanings. Rituals and symbols denote the reasons for
122 and the results of the community’s existence (Maffesoli, 1996). Community members form
123 their own “little worlds” by the symbols they use, and they develop communal ethics within
124 (Hardy et al., 2013, p. 50). Moreover, communities expressed through lifestyles tend to prefer
125 to prioritise appearance and style (Hardy et al., 2021; Maffesolli, 1996).

In recent years, studies have begun to focus on neo-tribes in tourism and recreation. Various tourism communities have been defined as neo-tribes. These include, among others, recreational vehicle users (Hardy et al., 2013), cruise ship tourists (Weaver, 2011), clubbing (Goulding, Shankar & Canniford, 2013), drug tourists (Bingol, 2021), cycling neo-tribe (Volgger & Demetz, 2021), and Airbnb neo-tribe (Hardy et al., 2021).

It can be seen that various event/festival followers are examined as neo-tribes through ethnographic methods (Green, 2018; Hannam & Halewood, 2006). In their study on the participants of Viking Festivals held in several European countries, Hannam and Halewood (2006) reveal that the participants establish a voluntary bond with others and form an emotional community. Green (2018) investigates the Brisbane music scene in Australia and claims that, while peak music experiences might provide deeply autonomous moments, they can also produce an expressive communion, and belonging with music and audiences.

Consequently, these studies attest that communities not only organise recreational events but also provide new sociality for people. The participants interact with others during the events and become a part of this sociality. Continuous events, in particular, allow people to create bonds with one another. The bonds established this way are also maintained and strengthened in the virtual space provided by the new media platforms (Hannam & Halewood, 2006).

2.2. Event Experience in the context of the Experience Economy Approach

Experience is a structure frequently addressed in understanding participant behaviour in tourism and leisure research. Recreational experience basically defines a state of mind that develops as a result of the interaction between events, participants, and their surroundings. Morgan (2008, p.81) defines event experiences as “a space and time away from everyday life in which intense, extraordinary experiences can be created and shared”.

149 Experience is a variable commonly used in explaining consumer behaviour (Pine & Gilmore,
150 1998). Information formed with experiences may re-motivate the consumption behaviour,
151 personal experiences are considered more credible for the individual, and remembered
152 experiences have much greater effect on consumption decisions (Kim, Ritchie, &
153 McCormick, 2012). Customers also want to add variety to their lives by trying new things and
154 participating in activities that promote self-improvement, happiness, and renewal. In this
155 regard, adventure-seeking visitors seek for experiences that provide new skill gains and a
156 feeling of purpose, and are connected with aspirational worth (Yeoman & McMahon-Beattie,
157 2019).

158 According to the experience economy approach developed by Pine and Gilmore (1998),
159 experiences form a fourth type of economic offering that is as different from services as
160 services are different from goods. This model, which involves the systematic presentation of
161 experiences desired by the consumers, is defined as a “mega-trend” or “mainstream” since it
162 can be implemented in quite different contexts (Mehmetoglu & Engen, 2011; Yeoman &
163 McMahon-Beattie, 2019). Accordingly, the experience economy has become a theoretical
164 framework that is frequently referenced to explain the event experiences (Dieck et al., 2018).

165 Pine and Gilmore (1998) use the characteristics of participation and the participant-setting
166 connection to describe experience. The active or passive engagement of the participants
167 occurs in the model's participation dimension. The participants' interaction with the location,
168 on the other hand, is characterised by absorption or immersion. The individual is attracted into
169 the generated experience with a weaker association in the absorption dimension; however, the
170 individual experiences the thrill and sentiments inside the experience more in the immersion
171 dimension, building a stronger tie with the experience through being immersed in it. The four
172 realms of experience are created by connecting these dimensions on a matrix. These comprise
173 entertainment, education, aesthetic, and escape experiences.

174 First, the participants in the entertainment experiences are absorbed in their relationship with
 175 the surroundings and exhibit passive involvement (Oh, Fiore, & Jeoung, 2007). In
 176 entertainment experiences, it is assumed that attendees focus on the event's attractiveness
 177 (Hwang & Lee, 2019). Second, the educational experience occurs when participants actively
 178 participate in events and learn new skills (Oh et al., 2007). Participants gravitate toward
 179 events or performances with the goal to learn new things (Hwang & Lyu, 2015). Third,
 180 participants are in a passive position during the aesthetic experience, but their involvement
 181 with the setting is significantly stronger, resulting in immersion (Dieck et al., 2018).
 182 Therefore, aesthetic experiences are defined as the participants' overall assessment of the
 183 event's physical surroundings (Rivera et al., 2015). This concept is also defined in event
 184 tourism as “servicescape” or “festivalscape” (Manthiou, Lee, Tang, & Chiang, 2014). The
 185 festivalscape includes ambient conditions, spaces, and functions as well as signs, symbols,
 186 and artefacts (Chou, Huang, & Mair, 2018). Last, participants in escape experiences show
 187 active participation together with immersion. Participants are drawn from their daily life into
 188 a different realm by escape experiences (Park et al., 2010). Similarly, the participants’ desire
 189 to feel different than they do in their mundane lives and have different experiences finds its
 190 meaning with escape experiences in events (Rivera et al., 2015).

191 To explain event experiences, several studies on cultural, arts, science, and tourism festivals
 192 that utilised the experience economy were accessed (Aşan, Kaptangil, & Kınay, 2020; Dieck
 193 et al., 2018; Manthiou et al., 2014; Mehmetoğlu & Engen 2011; Park et al., 2010; Rivera et
 194 al., 2015). Mehmetoglu and Engen’s study on a music festival (2011) takes not only the music
 195 festival but also museum visits and draws a comparison by testing the experience economy
 196 model. The study shows that the preponderant dimensions of the experience vary depending
 197 on the field of application. According to the study, museum visitors enjoy entertainment and
 198 education, whereas music festival attendees enjoy aesthetic and escapist experiences with a

strong connection to the surroundings. On the other hand, in a study focusing on the mediation role of experiences, Park et al. (2010) conclude that escape experience mediates the relationship between other experience dimensions and behavioural tendencies. Dieck et al.'s (2018) research on the augmented reality experiences at a scientific event concludes that aesthetic experiences have an explanatory effect on other experiences.

Consequently, the studies that were examined show that the preponderant dimensions of the experience differ depending on the type of the event. On the other hand, experiences are mostly modelled as a predictor variable in the literature. Similarly, the predictor variable of this study is event experiences examined with the experience economy approach.

2.3. Perceived event benefit

Benefit is a frequently referenced variable in explaining the event participant behaviours. It is, in the simplest terms, the subjective perception of gain that the consumers acquire from goods or services (Forsythe, Liu, & Shannon, 2006). Events generate benefits for not only the participants, who are in the position of consumers, but also for the community which they are a part of, and the stakeholders (Boo & Kim, 2022; Ok et al., 2020).

Benefit can be examined in different categories such as functional, experiential, financial, communal, social, economic, or individual (Chen, Liu & Chiu, 2017; Delamere, Wankel & Hinch, 2001). Local authorities and event organisers generally focus on the economic benefits in events (Bagiran & Kurgun, 2016; Pavlukovic et al., 2017). There are also many studies which examine the social effects of events (Delamere et al., 2001; Yolal et al., 2016; Yürük et al., 2017).

The social effects of events on the local population can be measured with the Festival Social Impact Attitude Scale (FSIAS) developed by Delamere et al. (2001). The FSIAS, which includes the dimensions of benefits and costs, explains benefit as individual benefit and

community benefit. In fact, the basic aim of an event is to provide people with a means of celebration, commemoration, and entertainment. From community building to urban revitalisation, and from cultural development to developing communal identities, events play an important role (Getz, 2008). In this sense, the hosting communities of well-attended events, such as festivals, are observed to support these events with motivations like lifting the community spirit and pride, improving the community's image, or finding opportunities to culturally develop the community (Bagiran & Kurgun, 2016; Pavlukovic et al., 2017). Therefore, cultural events provide benefits to their hosting communities in creating a feeling of togetherness. Accordingly, individuals are expected to perceive both individual and community benefits since they are both residents *and* participants in local recreational community events.

Ok et al. (2020), who conducted research on local events, have also examined the perceived event benefits under the two types of personal and community. They discuss the effects of perceived benefit on event satisfaction, event affective commitment, and event advocacy relationships. The study concludes that perceived benefits to the community have stronger effects with their mediation role than perceived personal benefits on both event affective commitment and event advocacy. Thus, the current study also examines the community benefit in addition to individual benefit within the scope of the perceived benefit variable.

By their very nature, consumption experiences are closely related to benefit. Individuals perform certain activities in certain settings to live the experiences that they perceive as beneficial. In this context, benefit creates a chain of causality (Prentice et al., 1998) and the perceived benefit of individuals can influence their experiences. Various models developed in the fields of leisure and tourism examine benefit and experiences together (e.g., Liu et al., 2018). Liu et al.'s study (2018) is a prominent one due to its explanation of experiences on the basis of the experience economy. In this study, the researchers have performed an application

on bicycle-sharing systems to examine the effects of benefit on satisfaction through experiences. The findings show that education and escape experiences do not have a meaningful mediation effect, but aesthetic and entertainment experiences significantly mediate the relationship between benefit and satisfaction.

In addition, previous scholars have shown the importance of the four dimensions of the experience economy. For example, Hwang and Lee (2019) examine how the experience economy impacts tourist perceptions of well-being. Their study findings show that all four dimensions of the experience economy have a positive influence on well-being perception, which in turn positively affects destinations' brand attachment and loyalty. In another study by Hwang and Lyu (2015), four dimensions of the experience economy were examined to find their influence on forming positive perceptions and well-being. The results demonstrate that three dimensions of the experience economy—education, entertainment, and escapism—are essential in creating a good feeling, benefits, and well-being perception. Moreover, a recent study by Darvishmotevali et al. (2023) shows that the experience economy—all dimensions—positively correlated with festival attendees' perceived value. They believe that events could provide an opportunity to enable visitors to enjoy the events' attributes more by learning, being entertained, enjoying the aesthetic aspects of events, and also escaping from their daily life, which further enhances their value perception and impacts their health and well-being.

The current study also questions whether there is a relationship between event experiences and perceived benefits in local community events. It endeavours to explain what kind of perceived benefit individuals gain—*individual* (PIB) or *community* (PCB)—based on the type of event experience. Accordingly, the study develops the following hypotheses:

H1. Event experiences including a) experience, b) entertainment, c) escape, and d) aesthetic influence PCB.

272 *H2. Event experiences including a) experience, b) entertainment, c) escape, and d) aesthetic*
273 *influence PIB.*

274 **2.4. Subjective well-being**

275 In recent years, the concept of subjective well-being (SWB) has received attention, both
276 theoretically and practically. SWB has been defined as “the personal perception and
277 experience of positive and negative emotional responses and global and specific cognitive
278 evaluations of satisfaction with life” (Diener, Lucas, & Oishi, 2002, p. 63). SWB, often
279 described as happy, is a relatively new idea in consumer behaviour research, although it is
280 progressively gaining steam as an essential topic (Armbrrecht & Andersson, 2020). Tourism
281 and leisure studies show that subjective well-being is being included in study models as an
282 alternative to fundamental marketing topics such as satisfaction, revisit, and loyalty, and
283 increasing attempts are being made to explain the topic (Kim & Hall, 2023; Mitas & Kroesen,
284 2020).

285 Subjective well-being has many positive effects on individuals. It has an important role for
286 individuals to better use their capacities, have more confidence in achieving their goals, and
287 be more determined and energetic in overcoming the obstacles that they face (Yolal et al.,
288 2016). Similarly, it is stated that participating in recreational and touristic activities has
289 positive effects on individuals’ SWB (Hwang & Lyu, 2015; Mitas & Kroesen, 2020).

290 Individuals can engage with experiences such as entertainment, socialisation, and education
291 by participating in various cultural and social activities. In other words, participating in events
292 offers individuals opportunities to satisfy many different psychological needs such as
293 entertainment, socialisation, or soul-searching (Yolal et al., 2016). Thus, it is considered that
294 events have positive effects not only on the SWB of the participants but on the residents as
295 well. Chou et al. (2018) find that the festival environment positively influences local

residents' sense of place attachment, cocreation behaviour, and subjective well-being. Further, Chi, Cai and Li (2017) examine the factors influencing residents' SWB in the heritage tourism context. According to their studies, the perceived benefit is indicative of a positive event effect. Based on this, it can be conjectured that perceived community benefit will increase the SWB in local community events by developing the community feelings in addition to perceived individual benefit. In this context, the following research hypotheses were developed:

H3. PCB influences SWB.

H4. PIB influences SWB.

Event participation and having satisfactory experiences during these events have increasing effects on SWB. Sthapit and Coudounaris (2018) present empirical evidence for the relationship between unforgettable tourist experiences and SWB. The study points out that experience is a determinant for SWB. Similarly, in their study focusing on destination loyalty, Vada, Prentice and Hsiao (2019) show that experiences create a well-being state in the hedonic and eudemonic senses. Armbrrecht and Andersson (2020) carry out in-depth research into the event experience, hedonic and eudemonic satisfaction, and subjective well-being among participants in sporting events. They report that experiences indirectly affect the subjective well-being. Moreover, Saayman, Li, Uysal and Song (2018) suggest an index approach to studying the influence of tourist satisfaction on their sense of well-being. They find that the greater the trip impacts the tourist's sense of well-being, the higher the loyalty is towards the destination. Additionally, Hwang and Lyu (2015) examine the positive effect of education, entertainment, aesthetic, and escape experiences of the experience economy approach on SWB. As a result, it was seen that experiences have significant impacts on SWB, with education experience having the highest impact followed by entertainment, aesthetic, and escape experiences in that order.

As a result, the literature presents evidence that experiences act as an important determinant for subjective well-being. Furthermore, when examining the relationship between the experience and subjective well-being, very little information is available about the role of perceived benefit in this relationship. Moreover, in addition to focusing on local community events, unlike the literature, this study also questions the specific role of the community benefit within the perceived benefit. Thus, the following hypotheses were developed to be tested in the study:

H5. PCB mediates the relationship between event experiences and SWB.

H6. PIB mediates the relationship between event experiences and SWB.

It is possible to see more intense relationships in local-scale recreational communities. As mentioned above, according to the neo-tribe approach, recreational communities set the stage for intense emotionalities (Maffesoli, 1996). They develop a sense of community with collective sharing (Hannam & Halewood, 2006; Hardy et al., 2021). Community members develop their own ethical values and share a common lifestyle (Hardy et al., 2013; 2018). Events that the community members participate in are the product of a lifestyle and, so, are closely related to the rest of their lives; therefore, community experiences reflect on individuals' private lives. In other words, a factor that generates benefit for the community may also be beneficial for the individuals who form that community. Therefore, it is thought that perceived community benefit in community events would be influential on individual benefit as well. The final hypothesis developed in this context is below.

H7. PCB influences PIB.

The research model developed within the framework of the research hypotheses can be seen in Figure 1.

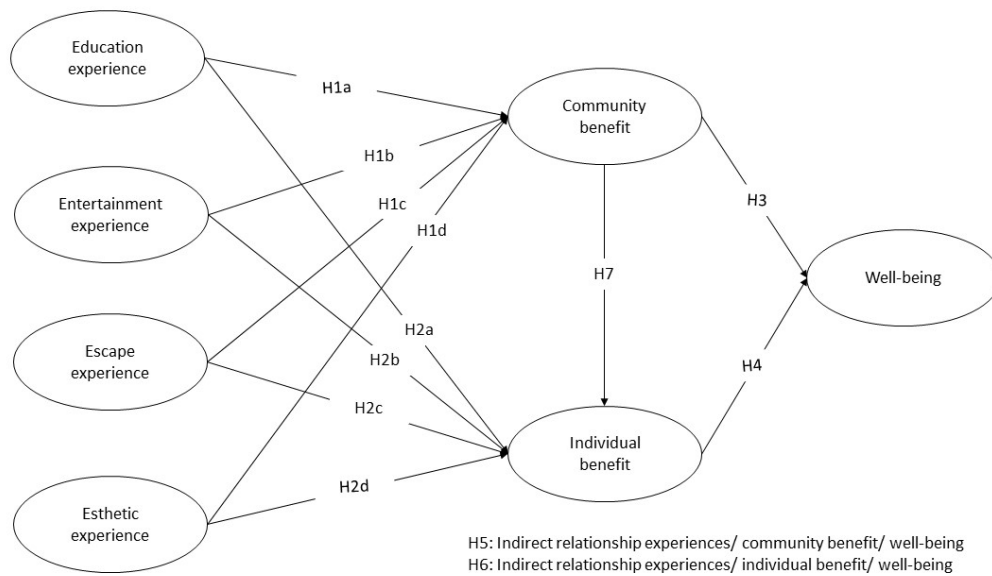


Figure 1. Research model

3. Methods

This study employs field research, a quantitative research method, to investigate the impact of event experiences on subjective well-being through the mediation of perceived event benefits. Field research was conducted within the scope of *Eskişehir Bicycle Gatherings*, targeting touristic and recreational cyclists from Eskişehir Cycling Association (Velesbid), which is a local recreational community.

3.1. Study context

Velesbid is a non-governmental organisation that has operated since 2014. The Association had 140 members by the end of 2019. The official Facebook page of the Association, which is its main communication channel, had 3,273 followers as of 2020. Identifying the active community population is difficult because individuals' bonds with the community may differ. For example, members in the tribe have different roles such as sympathizers, adherents, practitioners, or participants (Cova & Cova, 2001). According to field observations, the community population is nearly small based on the number of people actively participating in

the activities. At the local level, the Association organises evening tours, in-city and country day-tours, camping tours, workshops, talks, and social responsibility-themed activities. In their ethnographic study on the same Association, Asan, Chi, and Yolal (2022) define it as a cycling tribe after establishing that it embodies properties suitable for the neo-tribe approach. The results of the study show that this cycling group had certain characteristics as a form of special interest community: containing intense emotionality; creating meaning with symbols and rituals; developing ethics; members having the characteristics of late modern identities; and members sharing a common lifestyle (Asan, Chi, & Yolal, 2022). Moreover, similar studies suggest that cycling communities can be described as neo-tribes (O'Connor & Brown, 2007; Volgger & Demetz, 2021). According to Volgger and Demetz (2021), cycling is observed to construct identities, create bonding, signal social status, and represent lifestyles. Also, there is affective solidarity among the members, and the sense of belonging is of great importance for them.

Eskişehir Bicycle Gatherings is a yearly event organised by Velesbid aiming to develop the cycling culture. The event, the first of which was held in 2016, is held in October or November each year. The event lasts for three days and includes various activities such as interviews with cyclist travellers, workshops, and cycling tours. The voluntary event is open to the public and free to take part in. The main audience of the event are the members and followers of Velesbid. The number of participants of the Eskişehir Bicycle Gatherings varies for each year, and although the exact number is not known, it ranges between 60 and 100.

3.2. Measurements and data collection

The questionnaire developed as a result of the literature scan primarily uses the two-dimensional experience model developed by Oh et al. (2007) according to the experience

economy approach. The perceived benefit variable was tested with the benefit dimension of Delamere's (2001) Social Impact Attitude Scale, while Yolal et al.'s (2016) study was referenced for the subjective well-being variable (Appendix 1 "Questionnaire"). Prior to the main survey, four expert academics and one member of the study community were invited to ensure that there was no ambiguity in understanding the content and to guarantee the clarity and precision of the measurements. The language of the items was kept simple, specific, and conscious after making a few word corrections based on experts' comments.

The research data were gathered from the first, second, and third Eskişehir Bicycle Gatherings, organised between 2–5 November 2016, 1–4 November 2017, and 17–20 October 2018, respectively. Participants are locals, and the total number of events' participants is unknown. To gather the data, face-to-face and internet survey techniques were used together. While some of the participants volunteered to fill out the questionnaire during their site-experience, some of them wanted to fill in the questionnaire afterwards. For this reason, an online survey form was prepared and shared on the Association's Facebook event page. The rate of online surveys to the total survey is 57%. A total of 130 usable questionnaires were obtained by applying the convenience sampling technique. The sampling adequacy was assessed using Cohen's (1988) statistical power analysis, and a sample size of 130 corresponds to the requirements for an 80% statistical power at the 5% level of significance. The sample size is relatively small; however, this is not surprising in the event context, particularly in small-scale communities (e.g., Cook, Vreugdenhil & Macnish, 2018; Goncalves, Camprubí, Fons & Solonandrasana, 2022).

3.3. Data analysis

Descriptive analyses were undertaken to identify the characteristics of the participants. Principal Component Analysis (PCA) and confirmatory factor analysis (CFA) were carried

out to determine the underlying factor structure. Last, the structural model of the study was analysed using the partial least squares structural equation modelling (PLS) technique. Analyses of missing data, outliers, and normality were performed to purify the data. The mean values of the variables were used to replace missing data, which accounted for less than 1% of the data. For outliers' screening, each item was standardised using z-scores and resulting scores were examined to make sure they fell within the ± 4 cutoff suggested by **Hair, Ringle, and Sarstedt (2013)**. After discarding three questionnaires due to outliers, 127 questionnaires were used for analysis. All items in the model were screened for normality by examining skewness and kurtosis. The skewness and kurtosis readings after square-root transformation were of acceptable tolerance within the ± 2 interval, supporting univariate normality **(Cain, Zhang, & Yuan, 2017)**.

Partial least squares (PLS) structural equation modelling, a popular multivariate analytic tool in tourism and hospitality management research, was used to evaluate the study model. PLS has the ability to model latent constructs as either formative or reflective (Chin, 2010). PLS is also better for multiple regression and path analytic approaches because it can evaluate the measurement model within the context of its theoretical mediated model (Chin, 2010; Tiwana & Mclean, 2005). When the multivariate normality of the data cannot be established, PLS-SEM can be used to investigate structural models (Chin, 2010). Thus, PLS is a structural modelling approach that works well with small sample models. The measurement model was used to assess construct reliability and validity, and the structural model was used to explore the structural links between constructs, according to Chin's (2010) two-step strategy for presenting PLS-SEM results. The type of structural model is reflective-formative in that it plays a double explanatory role comprising of reflective and formative measurements **(Podsakoff, Shen, & Podsakoff, 2006)**. The data analyses were conducted using SPSS 21 and SmartPLS 2.0.

4. Results

4.1. Participants' descriptive statistics

First, descriptive statistical analysis was performed on the demographic information of the participants (Table 1). The majority of the participants were male. This finding is not surprising. Similarly, it is seen in previous studies that the rate of females participating in cycling activities is low (Buning, Cole & McNamee, 2016; Koçak, 2016). The marital status of the participants was generally single. The most significant finding was the high general education level; most of the participants had university degrees. On the other hand, many participants are in different groups in terms of employment, meaning that their employment status shows a heterogeneous pattern.

Table 1. Characteristics of the participants

Variable		Mean	n	%	Cumulative %
Age	Min:17/ Max:66	36.2			
Gender	Female		46	35.4	35.4
	Male		84	64.6	100.0
	Total		130	100.0	
Marital Status	Married		37	28.5	28.4
	Single		92	70.8	70.8
	Missing		1	0.8	100.0
	Total		130	100.0	
Education Status	Secondary school		1	0.8	0.8
	High school		25	19.2	20.8
	Graduate		73	56.2	77.0
	Higher education		31	23.8	100.0
	Total		130	100.0	
Occupation	Blue collar worker		25	19.2	19.2
	White collar worker		30	23.1	42.3
	Officer		21	16.2	58.5
	Retired		12	9.2	67.7
	Self-employed		26	20.0	87.7
	Student		13	10.0	97.7
	Unemployed		3	2.3	100.0
	Total		130	100.0	

4.2. Measurement Model

First, PCA (with varimax rotation and an eigenvalue of 1.00 or more for the identification of potential factors) was applied using SPSS to obtain latent variables. Then the Kaiser–Meyer–Olkin (KMO) measure of sampling adequacy was used, and all constructs exceeded the threshold value of 0.50 (event experiences = 0.76, benefit festival value = 0.85, well-being = 0.70) as suggested by Cerny, & Kaiser (1977). In addition, Bartlett's sphericity test was employed to evaluate whether the data were suitable for factor analysis ($p < .001$). Items that were cross-loaded on many factors were deleted (Hair et al., 2013). The correlation of each item score to the total scale score was also measured. The item total correlation values were found to be over 0.30, indicating that each item was contributing to the scale (Sternberg, 1997). Then CFA was conducted using SmartPLS to verify the factor structure. Cronbach's alpha (α), composite reliability (CR), and average variance extracted (AVE) values were employed to assess the reliability of the measurement scale. As shown in Table 2, the Cronbach's alpha values for the seven variables were greater than the 0.60 considered acceptable. Furthermore, the constructs' composite reliability values vary from 0.90 to 0.94, meaning they were all above (better than) the acceptable benchmark of 0.70 (Fornell & Larcker, 1981). All constructs had AVE values higher than the suggested value of 0.50 (Fornell & Larcker, 1981). Moreover, all loadings of items for each construct were above the reference value of 0.70.

The discriminant validity test of Fornell and Larcker (1981) was also used, and the square root of AVE for each construct is more than the levels of correlations involving the construct (Table 3). The findings were further supported by a more robust measure of discriminant validity, the heterotrait-monotrait ratio (HTMT), which showed that all reflective constructs had HTMT values below the 0.90 threshold in Table 3 (Gold, Malhotra, & Segars, 2001).

Multicollinearity is a well-known problem in regression analysis in that independent variables are highly correlated, at 0.90 or greater (Tabachnick & Fidell, 2011). To uncover multicollinearity, Pearson correlation analyses were conducted. The findings of Pearson correlation analyses in this study are shown in Table 3, which reveal that multicollinearity was not an issue with the magnitude coefficients. The variance inflation factor (VIF) values were also used to analyse multicollinearity. The results were all below the suggested cut-off value of 5, indicating that they were all within acceptable limits (Hair et al., 2013). The measurement model assessment confirmed that all of the construct measures were valid and reliable based on these findings.

Table 2. Scale items, reliabilities, and confirmatory factor analysis results

Scale items	Factor Loadings	CR	α	AVE
Education experience		0.940	0.914	0.797
The experience has made me more knowledgeable	0.919			
I learned a lot	0.921			
It stimulated my curiosity to learn new things	0.863			
It was a real learning experience	0.865			
Entertainment experience		0.907	0.863	0.709
Activities of others were amusing to watch	0.825			
Watching others perform was captivating	0.801			
I really enjoyed watching what others were doing	0.879			
Activities of others were fun to watch	0.861			
Escape experience		0.940	0.914	0.795
I felt that I played a different character	0.916			
I felt like I was living in a different time or place	0.879			
The experience here let me imagine I was someone else	0.920			
I completely escaped from reality	0.851			
Aesthetic experience		0.905	0.841	0.760
I felt a real sense of harmony	0.876			
Just being here was very pleasant	0.838			
The setting was very attractive	0.899			
Individual benefit		0.935	0.920	0.643
Variety of cultural experiences	0.716			
Meeting festival performers/workers	0.766			
Personal sense of pride and recognition through participating	0.807			
Personal health and well-being	0.819			

Scale items	Factor Loadings	CR	α	AVE
Opportunity to develop new cultural skills and talents	0.835			
Community benefit		0.942	0.929	0.670
Enhance image of community	0.834			
Community identity enhanced	0.855			
Ongoing positive cultural impact in the community	0.874			
Community is unique and special	0.757			
Sense of community well-being	0.866			
Community gains positive recognition	0.853			
Improved quality of life in the community	0.780			
Well-being		0.934	0.895	0.826
Overall, I believe this event has improved my life. I'm delighted I was able to take part in this event.	0.902			
In this event, I accomplished my purpose of the experience and this experience has enriched me in certain ways.	0.923			
This event was rewarding to me in many ways so that I feel much better about things and myself with this event.	0.901			
Note: All items are measured on five-point Likert scales ranging from 1=strongly disagree to 5=strongly agree. All loadings are significant at the 0.01 level or better.				

Table 3. Discriminant analysis

	Mean	Standard Deviation	Fornell-Larcker						
			1	2	3	4	5	6	7
Education experience	4.192	0.801	0.892	0.719	0.463	0.695	0.772	0.700	0.684
Entertainment experience	4.263	0.686	0.641*	0.842	0.724	0.890	0.795	0.722	0.711
Escape experience	3.533	1.101	0.425*	0.645*	0.892	0.556	0.553	0.439	0.643
Aesthetic experience	4.477	0.628	0.609*	0.761*	0.492*	0.872	0.799	0.789	0.604
Individual benefit	4.457	0.603	0.710*	0.709*	0.514*	0.705*	0.802	0.890	0.825
Community benefit	4.495	0.603	0.647*	0.650*	0.405*	0.699*	0.819*	0.863	0.724
Well-being	4.036	0.757	0.619*	0.627*	0.583*	0.526*	0.753*	0.660*	0.890
Notes: The diagonal elements (in bold) show the square roots of the AVE of each construct. *Correlation is significant at the 0.01 level. The off-diagonal elements' upper side shows the HTMT ratios. The off-diagonal elements' lower side shows the correlations.									

4.3. Structural model

The structural model was evaluated using the PLS method to examine the research hypotheses. A bootstrapping procedure (with 1000 samples) was used to evaluate the significance of the path coefficients (Edwards & Lambert, 2007). Figure 2 shows the path coefficients and R^2 values. The R^2 measures how much of the endogenous variables' variance is explained by the structural model. The R^2 values indicate that the model explains a good

amount of variance (Cohen, 1988). Experiences and perceived benefits jointly explain 56% of the variance in well-being.

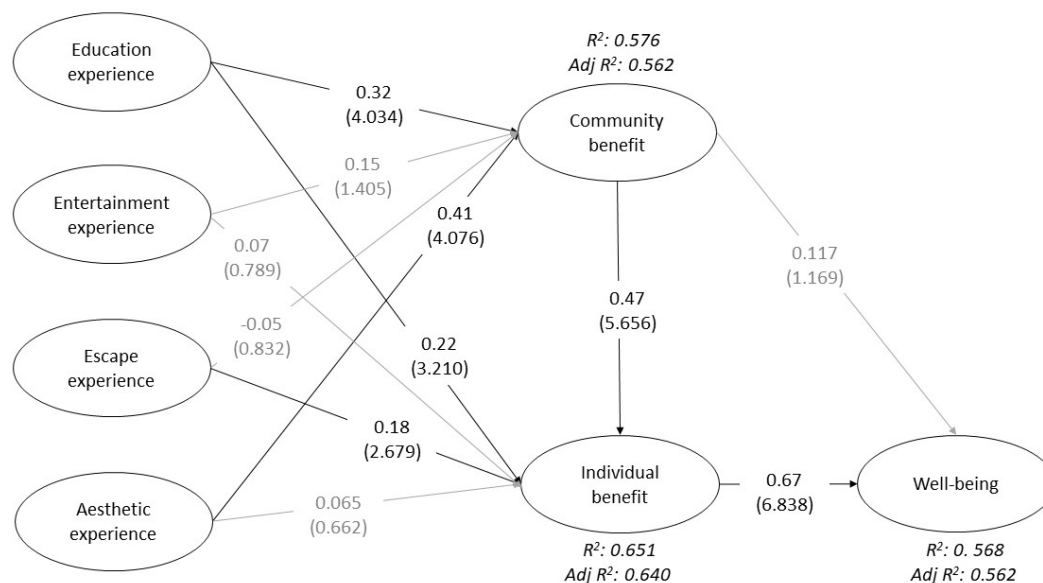


Figure 2. Structural model test results

Table 4 summarises the results of testing the hypotheses. Standard coefficient, standard error, t values, and the lower and upper values of bootstrap 95% confidence intervals (CI) are also shown in Table 4.

Table 4. Structural model test results

Hypothesised relationships		Path coefficient	S. Error	T value	Supported	95% CI	
					Not supported (not)	LL	UL
H1a	Education exp. → PCB	0.326	0.081	4.034*	Supported	0.161	0.482
H1b	Entertainment exp. → PCB	0.151	0.107	1.405	Not	-0.070	0.350
H1c	Escape exp. → PCB	-0.056	0.067	0.832	Not	-0.175	0.089
H1d	Aesthetic exp. → PCB	0.411	0.101	4.076*	Supported	0.198	0.594
H2a	Education exp. → PIB	0.227	0.071	3.210*	Supported	0.079	0.359
H2b	Entertainment exp. → PIB	0.078	0.099	0.789	Not	-0.101	0.270
H2c	Escape exp. → PIB	0.188	0.070	2.679*	Supported	0.065	0.332
H2d	Aesthetic exp. → PIB	0.065	0.098	0.662	Not	-0.131	0.254
H3	PCB → SWB	0.117	0.100	1.169	Not	-0.091	0.306
H4	PIB → SWB	0.675	0.099	6.838*	Supported	0.482	0.859
H5a	Education exp. → PCB → SWB	0.038	0.037	1.044	Not	-0.025	0.114

Hypothesised relationships		Path coefficient	S. Error	T value	Supported	95% CI	
					Not supported (not)	LL	UL
H5b	Entertainment exp. → PCB → SWB	0.018	0.022	0.800	Not	-0.014	0.074
H5c	Escape exp. → PCB → SWB	-0.007	0.011	0.615	Not	-0.028	0.019
H5d	Aesthetic exp. → PCB → SWB	0.048	0.042	1.154	Not	-0.036	0.127
H6a	Education exp. → PIB → SWB	0.153	0.056	2.725*	Supported	0.047	0.262
H6b	Entertainment exp. → PIB → SWB	0.053	0.070	0.750	Not	-0.067	0.210
H6c	Escape exp. → PIB → SWB	0.127	0.048	2.656*	Supported	0.037	0.227
H6d	Aesthetic exp. → PIB → SWB	0.044	0.066	0.667	Not	-0.092	0.166
H7	PCB → PIB	0.473	0.084	5.656*	Supported	0.304	0.637
Not hypothesised	PCB → PIB → SWB	0.320	0.073	4.387*	Supported	0.181	0.470
	Education exp. → PCB → PIB	0.154	0.051	3.026*	Supported	0.061	0.263
	Education exp. → PCB → PIB → SWB	0.104	0.036	2.875*	Supported	0.041	0.182
	Entertainment exp. → PCB → PIB	0.071	0.051	1.399	Not	-0.035	0.168
	Entertainment exp. → PCB → PIB → SWB	0.048	0.035	1.370	Not	-0.022	0.115
	Escape exp. → PCB → PIB	-0.026	0.031	0.855	Not	-0.083	0.042
	Escape exp. → PCB → PIB → SWB	-0.018	0.021	0.833	Not	-0.057	0.027
	Aesthetic exp. → PCB → PIB	0.194	0.061	3.166*	Supported	0.075	0.310
	Aesthetic exp. → PCB → PIB → SWB	0.131	0.050	2.652*	Supported	0.045	0.233

*p < .01

500

501 The first hypothesis was predicted for event experiences' dimensions to affect PCB. Results
502 showed that community benefit was significantly influenced by two out of four dimensions:
503 education ($\beta = .326$, $t = 4.034$, $p < .01$) and aesthetic ($\beta = .411$, $t = 4.076$, $p < .01$). H1a and
504 H1d were supported, while H1b (entertainment) and H1c (escape) were not supported ($p >$
505 $.01$). The second hypothesis was posited for event experiences dimensions to affect PIB.
506 Similarly, the results identified that individual benefit was significantly influenced by two out
507 of four dimensions: education ($\beta = .227$, $t = 3.210$, $p < .01$) and escape ($\beta = .188$, $t = 2.679$, p
508 $< .01$). H2a and H2c were supported, whereas H2b (entertainment) and H2d (aesthetic) were
509 not supported ($p > .01$).

510 The next research hypotheses, H3 and H4, postulated for perceived benefit dimensions to
511 SWB. Results showed that the perceived individual benefit significantly influenced SWB ($\beta =$
512 $.675$, $t = 6.838$, $p < .01$). However, SWB was not significantly influenced by perceived
513 community benefit ($p > .05$). Therefore, H4 was supported while H3 was not supported. As

illustrated in Figure 2, another direct effect was found between individual benefit and community benefit. Path analysis demonstrated a significant positive relationship between the two constructs ($\beta = .473$, $t = 5.656$, $p < .01$), which supported H7.

For the mediation analyses, the indirect effects were estimated via a bootstrapping method (Preacher & Hayes, 2008). Table 4 shows the indirect effects of experiences on SWB through perceived benefit. First, H5a, H5b, H5c, and H5d were predicted for event experiences' dimensions to affect SWB through PCB, but were not found to be significant ($p > .05$).

However, the results revealed that PIB mediates the relationship between some experience sub-dimensions and SWB. In this regard, the indirect effect of education experience on SWB through PIB was estimated as 0.15, with the 95% bias-corrected confidence as between 0.04 and 0.26. Because the bias-corrected confidence interval did not include zero, the indirect effect is considered statistically significant, providing additional support for H6a (Education exp. $\rightarrow$ PIB $\rightarrow$ SWB). The strength of the mediator can be examined through the use of total effect and variance accounted for (VAF). According to **Hair et al. (2013)**, partial mediation is demonstrated when VAF exceeds the 0.2 threshold level, and full mediation is demonstrated when it exceeds 0.8. In this regard, the magnitude of individual benefit as a mediator is considered to be partial (VAF= 51.8%). In addition, PIB significantly mediated the effects of escape experience on SWB ($\beta = .127$; 95% bootstrap CI= .037 L CI, .227 UL CI; $p < .01$).

Because the VAF exceeded 80%, full mediation effect was determined and H6c (Escape exp. $\rightarrow$ Individual benefit $\rightarrow$ well-being) was supported. However, H6b and H6d were not found to be significant ($p > .05$). Furthermore, the analysis of the structural model indicated that there is a significant relationship between PCB and SWB via PIB ($\beta = .320$; 95% bootstrap CI= .181 L CI, .470 UL CI; $p < .01$). According to the results, individual and community benefits mediate the relationship between aesthetic experience and SWB ($\beta = .131$; 95% bootstrap CI= .045 L

CI, .233 UL CI; $p < .01$). Table 4 also includes the path values which express the other indirect relationships in the structural model.

5. Conclusion

5.1. Discussion

The current study examined a model containing the variables of event experiences, perceived benefit, and SWB at the local scale of recreational cycling neo-tribe.

The results demonstrated the positive direct effect of educational experience on individual and community benefits. Education experiences also indirectly influence SWB through individual and community benefits. In education experiences, individuals actively participate in the event, acquiring new information and skills (Oh et al., 2007). Moreover, Goulding et al. (2013) explain being a member of a neo-tribe through learning experiences. Accordingly, learning experiences are among the important experiences offered by communities. The experience economy research shows that education is essential in determining participants' tourist satisfaction (e.g., Aşan et al., 2020; Mehmetoglu & Engen, 2011). The results are consistent with previous studies demonstrating that educational experience is vital in forming attendees' satisfaction, benefits, and well-being perceptions. These results support the earlier findings that people hope to learn about products and services from their experiences, and that this experience (educational) substantially impacts their benefits perceptions and SWB.

The results demonstrated the non-significant direct and indirect effects of entertainment experience on individual and community benefits and SWB. Unlike previous studies (e.g., Hwang & Lee, 2019; Hwang & Lyu, 2015), the results suggest that entertainment does not always play a significant role in the formation of people benefits and SWB. In this regard, these findings extend the literature by empirically indicating that the entertainment experience is not always involved in satisfying community and individual needs regarding their benefits,

which does not create a sense of happiness for them. Regarding the direct relationship between experiences and benefits, in a similar study, Mehmetoglu and Engen (2011) indicate that entertainment experiences do not influence visitor satisfaction with the Ice Music Festival in Geilo, Norway, or the Maihaugen Museum, Norway. This finding reveals that individual and community benefits and SWB are not necessarily dependent upon simultaneously existing in all four experience dimensions.

The results regarding escape experience demonstrated a positive impact on individual benefits but not community benefits. Pine and Gilmore (1998) characterise escape experience as a combination of immersion and active participation. Attendees can actively participate in and immerse themselves in an escape experience in an event. However, in the case of neo-tribe events, perhaps individuals have a sense of escaping from their daily life and experiencing different things. For instance, examining drug tourists as a neo-tribe Bingöl (2022) indicates that seeking an escape experience is an important motivation. Nevertheless, an escape experience is not as significant in its impact on community benefits in this study. However, at the community level, it could be that benefits are produced by various motivations and not necessarily escape but also other types of experiences at events in neo-tribe.

The results regarding aesthetic experience demonstrated only a positive impact on community benefits. Dieck et al. (2018) believe that participants with aesthetic experiences in events establish a much more robust communication with their setting and experience immersion. In the event experience literature, aesthetic experiences are associated with the term “festivalscape” (Manthiou et al., 2014). The festivalscape includes ambient conditions, spaces, and functions as well as signs, symbols, and artefacts (Chou et al., 2018). In community events, the setting holds many symbols and rituals which reflect the community and define the community’s identity (Hannam & Halewood, 2006). The neo-tribe approach

also states that communication within the community is established through symbols and rituals (Hardy et al., 2021; Maffesoli, 1996). Thus, the participants have an intense connection with the community's symbols and rituals and live a community experience in aesthetic experiences where they are immersed in the setting. This explains the strong effect of aesthetic experiences on the perceived community benefit rather than on perceived individual benefit.

The results show that individual benefits significantly affect SWB (supporting H4) but not community benefits (rejecting H3). Since individual and group benefits may differ, perceiving one is not a reason to perceive the other or that one depends on perceiving the other. The study reveals that perceived community benefits do not guarantee SWB directly. However, the results show an indirect positive impact of community benefits on SWB through individual benefits. Communal factors such as the sense of being a community, the ethical values of the community, symbols, and rituals are significant in the neo-tribe approach (Hardy et al., 2021; Maffesoli, 1996). On the other hand, neo-tribe members—who have reflexive and fluid identities—have been observed to act on individual needs such as trust and belonging (Bauman, 2013; Maffesoli, 1996). By examining a recreational community specified to incorporate neo-tribe properties (Aşan et al., 2020), this study postulates that community benefit serves the members' well-being by creating individual benefits in neo-tribes.

5.2. Theoretical Contributions

This study is among the first to examine an event of the local cycling community known as the neo-tribe. Through research on the new style of small-scale community, this study fills the gap in understanding different communities' attributes, characteristics, and attitudes regarding external elements. Findings regarding the critical constructs like the experience economy or well-being in neo-tribes are necessary and contribute to generalising the results and expanding the relevant literature (Asan, Chi, & Yolal, 2022).

In addition, this study is among the first to examine the impacts of four dimensions of the experience economy on perceived individual and community benefits in the context of events. It is critical to evaluate events' effects on residents from individual and group perspectives (Boo & Kim, 2022; Ok et al., 2020). Furthermore, in response to the call for more research about local residents' SWB (e.g., Chi, Cai & Li, 2017; Chou et al., 2018), the current study findings theoretically contribute to knowledge about the impacts of different types of perceived benefits on residents' SWB.

It is also theoretically significant to mention that using Neo-tribe and experience economy approaches adds new insights into the relevant literature. To the authors' knowledge, this is the first study to apply the experience economy approach in the tribal context. The findings are valuable and strengthen both approaches. The result supports the neo-tribe approach which asserts that community experiences reflect on individuals' private lives so that factors that generate benefits for the community may also benefit those who form that community. The result adds new information to the existing body of experience economy knowledge by strengthening the finding that perceiving one dimension of experience does not guarantee other dimensions of experience. Furthermore, community benefits of the experience economy could not be a strong antecedent for individuals' well-being.

5.3. Practical Contributions

In light of the study findings, certain suggestions can be made for local event organisers, recreational institutions, or community managers/leaders. First, the study points to the organisation role of locally active recreational communities. Communities serve the well-being of individuals by producing their own events at the local scale. Thus, recreational communities can be recognised in the event sector and attract more attention as stakeholders.

634 The study shows that the experiences create benefits with a chain of causality, and the
635 perceived benefit explains the well-being levels of individuals. According to this, experiences
636 are the determinant. Event organisers or community leaders would be influential over the
637 perceived benefit and SWB by presenting events in accordance with the experience economy
638 approach. According to the results of the study, education and escape experiences influence
639 the participants' individual benefit perceptions; therefore, it is suggested to the organisers or
640 leaders that they focus on the development of education and escape experiences in the events
641 that they organise to generate individual benefit.

642 To start with, to develop education experiences, activities which offer new information and
643 teaching and allow individuals to actively participate can be included in event programmes.
644 Informative materials that will stimulate the curiosity and interest of the participants can be
645 used. On the other hand, escape experiences can also be developed through various ways to
646 increase the perceived benefit of the event. For this, active roles should be offered to the
647 participants during events; for instance, participants can be included in the stage/presentation
648 components of the event. This way, participants can have active experiences that they will
649 feel are different than their ordinary life experiences.

650 According to the study results, development of education experiences also influences the
651 community benefit perception of the event; in community events, individuals can learn about
652 the community's norms, values, symbols, and rituals. In this sense, community leaders should
653 be informative and open to communication and allow participants to actively join in the
654 experience. In addition to education experiences, aesthetic experiences should also be focused
655 on to increase the perceived community benefit. This type of experience is frequently seen in
656 events and is related to the servicescape/festivalscape of the events; therefore, designated

festivalscape areas should be created to support the symbols and rituals of the community in communal events.

It is possible to develop new understandings on recreational communities through the neo-tribe approach. Events in recreational communities with neo-tribe properties are expected to support the characteristics of the tribe. The researchers suggest that event organisers get to know the tribes better and design events in accordance with their values, norms, symbols, and rituals. Tribe characteristics can vary depending on the recreation subject. Therefore, market surveys in light of qualitative methods can help organisers to know the tribes better.

5.4. Limitations and Future Directions

First, the study is limited to the events of a single recreational community. Future studies can focus on recreational communities on different subjects. Second, the convenience sampling method was used in the data-gathering phase with the assumption that the participants have homogenous properties. However, according to the neo-tribe approach, community members can be heterogeneous and individuals' position in the community can vary, such as sympathiser, committed, etc. Therefore, future studies should use methods suitable for heterogeneous sampling. The community member's role can also be added to research models as a variable.

The perceived benefit scale used to test the research model was adapted from the scale developed by Delamere et al. (2001). Although it offers good explanatory power within the model after establishing the validity of perceived benefit structures, new scales can be designed since individuals in local community events are both participants *and* residents.

Recreational community represents an important topic that demands further study in our age where the network relationships are prominent. Richer approaches on communities can be

developed in terms of leisure and tourism, and the neo-tribe approach is considered to offer a good framework in this regard. On the other hand, studies on the topic of neo-tribes are of an exploratory nature and conducted with an ethnographic pattern. Many studies examining the characteristics of neo-tribes present similar patterns. Therefore, in order to explain the behaviour of the member individuals, hypothetical studies can be conducted employing a multidisciplinary approach within the framework of neo-tribes.

Furthermore, due to cultural, social, and destination facilities' differences, events may provide different experiences for participants (Darvishmotevali et al., 2023). 'Experience' firmly refers to participants' perceptions of events' advantages and disadvantages. However, besides considering and assessing positive outcomes, the unpleasant effects of events should not be ignored as these may seriously impact local well-being. Therefore, it is suggested that future research focuses on both positive and negative consequences of events on locals to gain more insights related to the neo-tribal events and their management to generalise the study findings.

Moreover, given that the time frame of the investigation ended in 2018 (before the COVID-19 pandemic), for future investigations, it is suggested to include the carrying out of the same research in the community post the COVID-19 pandemic. A comparative study with up to date information would be significant to provide more insights about the study constructs and their causal relationships. In addition, since this study draws upon a relatively small sample of respondents, care should be taken when interpreting the results of this study. To cover the small sample size issue, which may create concern regarding the lack of adequate knowledge about the study constructs, qualitative data through interviews may add to and complete the findings. So, it is recommended that future studies apply a mixed method approach to similar populations.

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