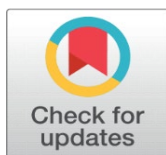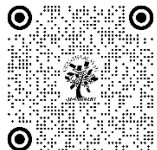# MEMORABLE CULTURAL EXPERIENCE AT CHEMBAI MUSIC FESTIVAL GURUVAYUR KERALA: SCALE DEVELOPMENT

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## ABSTRACT

WTTO has identified tourism as one of the major economic activities of the 21st Century. Experiences of the visitors at different purpose levels often result in multiple outcomes including revisit intention, word of mouth and so on. Memorable Cultural Experience shall dwell a new path to understand the emotional connections of the visitors with cultural events. The present study undertakes a scale development and validation of the same at the famous Chempai Music Festival held at Guruvayur Temple, Thrissur, Kerala. A sample of 530 visitors were made part of the study, and data collected were analysed using EFA, CFA and validity measures. Visitor's perceived authenticity, novelty, emotional connections, cultural learning and values contributes to the total experience. Thus, this research endeavors to provide insights into the intricate interplay between cultural heritage, emotional engagement, and tourism dynamics, thereby enriching our understanding of visitor experiences and informing strategic initiatives for sustainable tourism development.

**Keywords:** Chempai Music Festival, Memorable Cultural Experience, Guruvayur

## 1. INTRODUCTION

Nature and myths has always occupied a major stake in the spiritual and cerebral backdrop of Kerala Nambudiri (2022), Seth (2001) which is more known as God's Own Country in the tourism landscape Bandyopadhyay & Nair (2019). Religious tourism and pilgrimage tourism driven by faith reasons are more common in the present decades than before Rinschede (1992), Sharpley & Sundaram (2005). Mythical early stages onwards, Guruvayur turn out to be one of India's most imperative temples. Many thousands of pilgrims and visitors flight into the sacred surroundings of Guruvayur temple daily to worship lord Krishna (Avatar of Lord

Vishnu) more known as lord Guruvayurappan; the devotees spiritual experience attributes the place as Heaven on Earth for them Seth (2012).

The destination of guruvayoor temple in prominent in the cultural and pilgrimage tourism maps of South India. Rich cultural heritage of the Samoothiri Era (Rule of the King) in rituals and traditions and cultural forms could be found evident in the temple and surroundings. The temple is equally famous for the promotion of arts and culture and the domicile of Thrissur is rightly referred to as the Cultural Capital of Kerala. Chempai Music Festival is one of the most prominent cultural festival of the temple.

Chembai Music Festival *a.k.a.* "Chembai Sangeetholsavam" is one of the largest cultural and musical festival of South India where a massive number of musicians apply for their turn to perform among the invited performances by the veterans in memory of the Late Chempai Vaidyanatha Bhagavathar (An Unparalleled Veteran Karnatic Musician). The cultural event though offered as a musical worship too in front of Lord Guruvayoorappan is identified as one of the major cultural events to be witnessed and duly showcased by the Department of Tourism and Devaswom Guruvayur Devaswom (2023), Kerala Tourism. (2017), which is also well connected to the one of the most famous religious festival of the temple Guruvayur Ekadasi Kerala Tourism. (2007).

Guruvayur, a charming town nestled in the cultural heart of Kerala, India, is more than just a sacred destination with religious significance. At its core lies the famous Guruvayur Sri Krishna Temple, a beloved pilgrimage spot that calls out to devotees and tourists alike. Beyond the religious charm, Guruvayur offers a cultural journey that goes beyond the typical pilgrimage experience Chakravarty (2009), Seth (2012).

The town's cultural vibe is intricately woven with threads of history, mythology, and local customs, creating a unique tapestry that captures the senses of those who venture to Guruvayur. The air is filled with the echoes of temple bells, the sweet scent of incense, and the melodious chants that resonate through the sacred spaces, providing visitors with an all-encompassing experience that extends well beyond religious rituals. Guruvayur is steeped in the legendary tales of Lord Krishna, and every corner of the town echoes with stories from ancient scriptures Seth (2008), Seth (2012).

Pilgrims and culture enthusiasts are drawn to the temple's architectural marvels, adorned with detailed carvings, vibrant murals, and a divine aura that surrounds the premises. The traditional rituals and ceremonies offer a glimpse into Kerala's rich cultural heritage, allowing pilgrims to become a part of the spiritual fabric of the region. The cultural richness of Guruvayur doesn't stop at the temple gates. The lively bazaars in town showcase traditional handicrafts, intricately designed saris, and aromatic spices, reflecting Kerala's artistic and culinary excellence. Pilgrims become immersed in the daily life of Guruvayur, where rituals, festivals, and local customs seamlessly blend into the town's cultural identity. This exploration of Guruvayur's cultural tapestry isn't just about visiting religious landmarks; it's a deep dive into the soul of Kerala. Pilgrimage tourism, thus, becomes a gateway to a cultural adventure, inviting travelers to witness the harmonious blend of faith, art, and tradition. As we delve into Guruvayur's cultural experience, we uncover a timeless story, connecting modern travelers with the ancient roots of spirituality and culture that define this sacred town Anaya & Lehto (2023), Avel (2022), Bandyopadhyay & Nair (2019), Chakravarty (2009), Damodaran (2018), M.P & Keskar (2015), Nambudiri (2022), Olukole (2022), Paul (2016), Richmond (1971), Seth (2001), Seth (2012), Shyju et al. (2021), Vijayakrishnan & Sinha (2019).

Chembai Vaidyanatha Bhagavatar (1896-1974) is one of the most revered performers of classical music. The Chempai Music Festival in Guruvayur holds significant cultural importance as a promoter of cultural exchange, preserver of traditional music, celebrator of local identity, facilitator of music education, catalyst for community engagement, and guardian of intangible cultural heritage. Its multifaceted contributions not only enrich the cultural landscape of Kerala but also resonate with audience worldwide, fostering appreciation for the rich tapestry of global music traditions Carpenter (2023), Ghilgith (2020), Sriraman (2014). The official YouTube channel of Guruvayur Devaswom broadcasted this years' event live too providing a wider reach of the event.

The musical event attracts research interest as more than 3000 artists perform their talents each year at the venue and the audience to the same is beyond normal estimations. The live performance in varied styles at the spiritual ambience is a rare piece of experience for art lovers. Beyond music, the venue also offers the temple culture, Kerala's heritage avenues and a community gathering across demographics. Chempai Music Festival is more than just music and it is a cultural immersion for the visitors. Soulful classical music, spiritual energy and Kerala's traditions are catered to their experience. The festival reaches its peak on Guruvayur Ekadasi. On this day, musicians pay homage by singing favorite compositions of Chembai and the Pancharatna Kritis of Thyagaraja, the revered veteran in Carnatic music Guruvayur Devaswom (2023).

## 1.1. MEMORABLE TOURISM EXPERIENCE

Memorable tourism experiences in cultural events or festivals are formed through engagements, influencing evaluation and emotional connection, with visitor interaction regulating these effects Yin et al. (2023). Distinctiveness in cultural hallmark events positively influences memorable experiences, enhancing subjective well-being Chiengkul et al. (2023). Memorable cultural experiences are purposively reconstructed by visitors, influenced by quality, cultural interactions, authenticity, and engagement with attractions, enhancing overall travel memories Seyfi et al. (2020). Memorable tourism experiences are found to have a positive effect on visitors' satisfaction, increasing the intention to revisit and their willingness to recommend cultural and heritage destinations Riptiono et al. (2023).

## 1.2. MEMORABLE CULTURAL EXPERIENCE

Memorable Cultural Experience can contribute to Emotional Wellbeing Bellocchi et al. (2017) and Indian Cultural Diversity provide experiences that enrich our lives, creating positivity in terms of affect and cognition Khosla (2014). Thus, studies suggest that memorable cultural experiences contribute to emotional wellbeing by aligning with culturally normative emotions, fitting cultural emotion norms, and enriching lives through positive affect and cognition.

In this realm of exploration, every encounter is an opportunity to broaden your perspectives and forge connections that transcend borders. The allure of memorable cultural experiences lies not only in the destinations but in the profound impact they leave on the traveler. Picture yourself amidst the spirited festivities of a local cultural festival, where the air is charged with infectious energy and the streets come alive with traditional music and dance. Envision the moment when you stand in awe before architectural marvels that stand as testaments to the genius of bygone civilizations, each stone telling a story of triumphs and tribulations. This is

the magic of cultural immersion – a transformative journey that transcends the ordinary and elevates the act of travel into an art form.

Cultural influences play a significant role in shaping memorable tourism experiences Zare (2019). Factors such as engagement, attractions, authenticity, atmospherics, and quality of service are identified to be contributing to the memories of cultural tourism and related experiences Seyfi et al. (2020).Visitor engagement and cultural contact/connection are key in creating memorable experiences Chen & Rahman (2018). This signifies the prominence of exploring the memorable cultural experience at the '*Heaven on Earth*' Seth (2012) where cultural perfections in music meets the divine environment.

Understanding the elements that elevate an experience from ordinary to extraordinary is a key area of investigation. This may include analyzing the role of local communities, tour operators, and cultural institutions in crafting meaningful interactions. By identifying and enhancing these factors, destinations can curate experiences that resonate with travelers and contribute positively to their cultural understanding.

Unravelling the relationship between the quality of cultural engagements and visitor satisfaction can guide destination management strategies. Additionally, understanding how these experiences influence repeat visits and word-of-mouth recommendations provides valuable insights for sustainable destination development.

In the rapidly evolving landscape of tourism, exploring innovative ways to facilitate meaningful cultural interactions becomes paramount. Incorporating technology, such as virtual reality or interactive applications, can offer a bridge between traditional cultural experiences and modern preferences.

The emotional resonance created by Memorable Cultural Experiences is a hallmark of their essence. Beyond the mere acquisition of knowledge about a culture, these experiences evoke powerful emotions that linger in the memory of travelers. Whether it's the joy of participating in a traditional dance, the awe inspired by a historical monument, or the taste of local cuisine, these emotional connections become enduring narratives that define the richness of the travel experience. In essence, MCE becomes a catalyst for emotional bonding between the traveler and the destination.

Studies on memorable experiences would outline the dimensions of the experience and the policy/managerial implications of the destination and event marketers are huge herewith. The physical and social context in which a cultural experience unfolds shapes its memorability. Cultural events, festivals, and immersive environments provide a rich backdrop that enhances the overall experience. The role of context extends beyond the immediate setting, encompassing historical, political, and socio-economic factors that contribute to the nuanced understanding of a culture Abbasian et al. (2021), Agrusa (2013), Al-Azzam et al. (2022), Babu & Vineeth (2023), Kim (2014a), Kim (2022), Kim & Jang (2016), Lakshmi & Vineeth (2019), Narayanan et al. (2024), Neena & Vineeth (2018), Sreetha et al. (2018), Yin et al. (2023).

## 1.3. RESEARCH QUESTION

Multiple studies are found to assess the Memorable Tourism Experience; along with the antecedents or drivers or travel intentions and outcomes Akhshik et al. (2022), Babu & Vineeth (2023), Coudounaris & Sthapit (2017), Dagustani et al. (2017), Kim (2010), Kim (2014b), Kim (2018), Kim (2022), Merina & Vineeth

(2023), Narayanan et al. (2024), Seyfi et al. (2020), Tiwari et al. (2022), Vineeth (2014). Yet, question arises to the specific domain of cultural events as to "What are the dimensions of Memorable Cultural Experience?"

## 1.4. RESEARCH OBJECTIVE

The research aims to explore and identify the dimensions of Memorable Cultural Experience.

## 2. RESEARCH METHODOLOGY

The study employs a quantitative design with a survey questionnaire used against the population of visitors of Chempai Music Festival. As the Guruvayur temple is a premier tier pilgrimage destination, careful screening was done to identify the respondents who actually intended to attend the music festival too. The instrument contained mostly closed ended Likert scale items to explore and identify the dimensions of Memorable Cultural Experience measured in a 7 point scale. The initial pool of scale items were drawn from comprehensive literature review on memorable tourism experiences with special reference to cultural experience Baruca & Čivre (2022), Chandralal & Valenzuela (2015), Dede (2013), Efstathiou & Zippelius (2019), Jelincic & Senkic (2017), Kim (2010), Kim & Jang (2016), Tikhonova et al. (2018).

The respondents for the study were selected from the visitors of the festivals ensuring their interest in musical and cultural events. From the initial dataset generated of 586 responses, multivariate outliers were removed and a final sample (N = 530) respondents completely satisfying the data cleaning procedure is used for the study. Any sample above 384 is found to be adequate at 95% CI and 5% ME Bukhari (2020), Krejcie & Morgan (1970).

Sample characteristics like gender, education, occupation can be observed from Table 1. It could also be found that the average age of sample visitors was 38 and most of them (73.6%) have been visiting the Chempai Music Festival for more than two years/seasons. 57.3% spent more than two hours at the event in a single visit (See Table 1). The demographics are found eligible for a representative inference on the population under consideration.

## 2.1. CONTENT VALIDITY

Scale items to measure Memorable Cultural Experience was arrived at after extensive literature in the subfield of Memorable Tourism Experience with special reference to cultural experience. After a focus group interview with few regular visitors of different demographics, desirable modifications were made to the structuring of the items. The pool of items were thus referred to a panel of experts who suggested few modifications in the operationalization and linguistics of the measurement scale items. All the desirable modifications were carried out and a final pool of 11 items were asked to the visitors to respond in a 7 point Likert scale [7 for Strong Agreement to the statement and 1 for Strong Disagreement to the statement]. The resulting data is found to provide acumens to the dimensions of Memorable Cultural Experience.

## 3. DATA ANALYSIS

Scale development in tourism research is a multifaceted endeavor that demands meticulous attention to detail, statistical rigor, and a nuanced

understanding of the unique factors influencing tourist perceptions and behaviors. As we delve into the data analysis section, our primary objective is to unveil the intricate steps undertaken to refine and validate the measurement scales designed to capture the diverse facets of tourist experiences. This involves a judicious integration of qualitative insights and quantitative methodologies, synergizing the productivity of qualitative data with the accuracy of quantitative analysis and interpretations. Data analysis section serves as the crucible where the raw data, meticulously collected from diverse sources, undergoes a transformative process. This portion of a scale development paper serves as the empirical backbone of the study with rigorous statistical procedures, validating the soundness and utility of the measurement instrument. By systematically evaluating reliability and validity, researchers establish the foundation for confident and meaningful interpretation of the scale's outcomes, contributing to the knowledge within the domain. The analysis of the collected data has been conducted in a sequence of steps involving Content Validity, followed by Reliability Analysis which is then succeeded by Exploratory Factor Analysis and finally validated with Confirmatory Factor Analysis.

## 3.1. RELIABILITY ANALYSIS

Reliability refers to the consistency of a measure over time, across measurement scale items and across different researches (domains/populations); aims to assess whether the items measure what it is intended to measure. A Cronbach's Alpha above 0.70 (See Table 2) is obtained from the analysis and items are found to be eligible for further procedures Nunnally (1978).

## 3.2. EXPLORATORY FACTOR ANALYSIS

Exploratory factor analysis (EFA) aids in identifying the key factors that lead to the observed variance in a dataset. This method is particularly valuable in the developing stages of research of a domain or problem and when the structure of the underlying constructs is desired to be well-established Cudeck (2000), Hair et al. (2010). Among the methods, Principal Component Analysis being prominent, the same is applied here with varimax rotation and factor loadings that are found to be lesser than 0.40 are suppressed for convenience.

The KMO Measure of Sampling Adequacy is obtained as 0.801 (See Table 3) and found to be meritorious Kaiser (1970), Kaiser & Rice (1974). The Bartlett's test of Sphericity calculates the likelihood that there are statistically significant correlations among at least some of the variables studied in a dataset based on the correlation matrix generated therefrom and also multivariate normality of the set of distributions, a prerequisite for factor analysis to work and produced a p value < 0.001; affirming that there is no identity matrix and it would be eligible to proceed with Factor Analysis Bartlett (1951).

Principal Component Analysis is employed to extract the factors and 3 factors with Eigen values greater than 1 are extracted with 75.56% cumulative variance explained (See Table 4). The Communalities of the original measures ranged from 0.685 to 0.862. The Rotated Component Matrix identified three factors viz., Novelty & Authenticity, Emotional Connection and Cultural Learning & Value (See Table 5).

These three dimensions collectively form a robust foundation for our scale, encompassing the diverse facets of memorable cultural experiences. The identification of these dimensions not only advances our understanding of the underlying constructs but also provides a practical and parsimonious tool for researchers and practitioners alike. As we move forward, these dimensions will

serve as guiding pillars, informing the subsequent confirmatory factor analysis and contributing to the refinement and validation of our measurement scale for memorable cultural experiences in the context of tourism.

## 3.3. CONFIRMATORY FACTOR ANALYSIS

Confirmatory Factor Analysis (C.F.A.) is a multivariate statistical technique to evaluate how meritorious the measured variables represent the number of constructs identified Hair et al. (2010). The 3 identified factors in EFA are further validated through CFA (See Exhibit 1). Table 7 shows the Model Fit Measures of CFA for Construct Validity. The Root Mean Square Error of Approximation (R.M.S.E.A.) apprises the goodness of fit and a value lesser than 0.05 conveys good fit Browne & Cudeck (1992). The Root Mean Square Residual (R.M.R.) value is lesser for good models Tabachnick & Fidell (2006). Goodness of Fit Index (G.F.I.) and Adjusted Goodness of Fit Index (A.G.F.I.) shall be more than 0.95 Tanaka & Huba (2011). The Normed Fit Index (N.F.I.) shall be found good is more than 0.90 Bollen (1989). Comparative Fit Index (C.F.I.) shall be above 0.90 McDonald & Marsh (1990). Thus, the measures are proved to possess Construct Validity. The Model Validity Measures are depicted in Table 6. Convergent Validity shows the extent of consistency accomplished by the measurement instrument and is proved when the AVE values are greater than 0.50 Hair (2006). As seen in Table 6, the Variance Explained is greater than the squared correlations between constructs and hence the instruments is found to possess Discriminant Validity Fornell & Larcker (1981). All the constructs are found to possess Composite Reliability with a Cronbach's Alpha value above 0.70 Nunnally (1978). The CFA thus establishes the Memorable Cultural Experience Scale as a reliable and valid instrument which play a major role in understanding and advancing the behaviour studies of visitors' experience at cultural events. The overall model fit indices indicate a robust and reliable factor structure, bolstering the credibility of the scale.

## 3.4. FACTORS IDENTIFIED AS DIMENSIONS OF MEMORABLE CULTURAL EXPERIENCE

The first factor identified is named as "*Novelty & Authenticity*" consisting of 3 items (NA1, NA2 and NA3) such as: "The experience provided opportunities to engage with unique and novel aspects of the local culture and musical concerts" (0.828), "The experience provided an authentic representation of the music festival" (0.867) and "I felt a strong connection to the unique character and identity of the destination" (0.926). The highest factor loading was for NA3 and lowest was for NA1; and this factor explains 27.34% of the total variance.

The second factor identified is named as "*Emotional Connection*" consisting of 4 items (EC1, EC2, EC3 and EC4) such as: "I felt emotionally connected to the cultural aspects encountered during the trip" (0.861), "I actively participated in cultural activities and interactions with the veterans" (0.850), "The cultural experience left me with positive emotions and feelings" (0.844) and "The cultural experience was memorable and stands out in my memory" (0.858). The highest factor loading was for EC1 and lowest was for EC3; and this factor explains 27.24% of the total variance.

The third factor identified is named as "*Cultural Learning & Value*" consisting of 4 items (CLV1, CLV2, CLV3 and CLV4) such as: "The experience enhanced my understanding and knowledge regarding classical/carnatic music" (0.837), "I believe the cultural experience was worth the time and money invested" (0.826), "The cultural experience engaged my senses and added value" (0.872) and "I had

meaningful interactions and cultural experience" (0.882). The highest factor loading was for CLV4 and lowest was for CLV2; and this factor explains 20.96% of the total variance.

The final scale items used to measure the dimensions are reported in Table 8.

## 4. DISCUSSION

Afar its musical grandeur, the Chempai Music Festival surpasses the realm of mere auditory delight, weaving an intricate tapestry of memorable experiences for attendees. From the enchanting melodies that linger in the air to the camaraderie forged amidst the gathering throngs, each moment becomes a vignette etched in the collective memory of participants, resonating long after the final notes have faded into the night. Such events are found rare and the venue makes it divine. Rooted in the rich cultural soil of Kerala, the Chempai Music Festival serves as a vibrant canvas where tradition intertwines with musical expedition.

Recent acumen in tourism research in the cultural events urge for a shorter versions of measuring Memorable Cultural Experience, nevertheless to point out the methodological, evidence and population gaps addressed by the researcher Jacobs (2011), Kim & Kaewnuch (2018), Kim (2018), Miles (2017), Mueller-Bloch & Kranz (2015), Robinson et al. (2011). The measurement tool exhibits a significant advantage in its comprehensive nature, encompassing different aspects of the visitor's experience. By integrating elements like Novelty & Authenticity, Emotional Connection, and Cultural Learning & Value, the tool establishes a thorough framework for evaluating the depth of cultural interactions. This holistic strategy is crucial, recognizing that memorable cultural experiences are intricate and multifaceted occurrences that extend beyond simple visual cues or surface-level engagement.

Practitioners, including destination managers and cultural institutions, can utilize the scale as a valuable tool to assess and enhance the cultural tourism offerings, ultimately enriching the overall visitor experience. As the landscape of tourism research continues to evolve, there are promising avenues for future exploration. Researchers may delve deeper into the specific elements that contribute to an experience found memorable, considering factors such as cultural authenticity therein, interaction with locals, and the impact of technology. Cross-cultural validations of the scale on a later stage could offer insights into the universal and culturally specific aspects of Memorable Cultural Experiences (MCE).

The brevity of the scale does not compromise its precision; rather, it exemplifies a strategic and innovative approach to capturing the essence of MCE. The succinct nature of the scale is particularly noteworthy for its ability to reduce respondent burden without sacrificing the depth of measurement. This not only enhances the practicality of data collection in diverse tourism settings but also addresses the growing demand for efficient and respondent-friendly survey instruments. Furthermore, there is an ardent demand for smaller versions of measurement tools to dimensions of MCE.

One of the key breakthroughs lies in the scale's adept fusion of breadth and depth in measuring the multifaceted dimensions of memorable cultural experiences. By distilling the intricacies of cultural encounters into a concise set of items, the scale maintains a high level of sensitivity to the nuances inherent in these experiences. It surpasses the limitations of traditional lengthy scales by embracing a streamlined yet comprehensive approach, facilitating quicker data acquisition without sacrificing the richness of the information obtained.

The insights of the study is found to be aligned with relevant tourism experience studies related to cultural events Dede (2013), Kim & Jang (2016), Merina & Vineeth (2023), Seyfi et al. (2020), Zare (2019) though specific studies are found to be limited and the present celebrated event has not been studied at large at all. Novelty & Authenticity, Emotional Connection and Cultural Learning & Value as identified herein as the dimensions of memorable cultural experience provide a distinctive approach to learn and understand the same.

# 5. CONCLUSION AND THEORETICAL CONTRIBUTIONS

In the kaleidoscopic scenery of tourism, where each destination unfurls its own unique textile of experiences, the development and validation of the scale for Memorable Cultural Experience stand as a beacon illuminating the path towards deeper understanding and appreciation. Rooted in the vibrant milieu of the Chempai Music Festival at Guruvayur, the journey has been marked by moments of insight, discovery, and scholarly inquiry.

The theoretical contributions of the measurement tool lie in its adoption of a multidimensional framework, holistic approach to experience, acknowledgment of subjectivity, emphasis on authenticity and learning, and the integration of qualitative and quantitative methodologies. These contributions not only enhance the theoretical foundations of cultural tourism but also provide a framework for further exploration and refinement of concepts in this dynamic and evolving field.

The present research throws light to the dimensions of a much interesting concept in tourism viz., Memorable Cultural Experience (MCE) by integrating the elements of novelty, authenticity, emotional connection, cultural learning and value. This would further enrich the better conceptualization of future research Ravitch & Riggan (2016).

Contributing to the crescendo of discovery and delight defines tourism in a broad sense and cultural experiences could further be explored into accommodate cross cultural venues, regions and communities at large.

# 6. ETHICAL CONSIDERATIONS

Every participant has given their informed consent, ensuring the preservation of participants' anonymity. The generated data is solely academic, and the research adheres to all ethical standards applicable to human subjects.

# 7. LIMITATIONS

While the measurement tool has its merits, it is not exempt from shortcomings. Depending on self-reported data introduces the possibility of response bias, wherein participants may offer answers that align with social expectations or find it challenging to articulate their experiences accurately. Furthermore, the tool might not entirely grasp the dynamic and evolving essence of cultural experiences, given their inherently subjective and context-dependent nature.

## CONFLICT OF INTERESTS

None.

## ACKNOWLEDGMENTS

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## APPENDICES

**Table 1**

| Table 1 Sample Characteristics | | | |
|---|---|---|---|
| **Variable** | **Category** | **Count** | **Percentage** |
| Gender | Male | 278 | 52.5 |
| | Female | 252 | 47.5 |
| Education | Below Graduation | 154 | 29.1 |
| | Degree/ Graduation/Diploma | 149 | 28.1 |
| | Post-Graduation | 124 | 23.4 |
| | Professional Course | 103 | 19.4 |
| Occupation | Student | 71 | 13.4 |
| | Government Employee | 51 | 9.6 |
| | Private Sector Employee | 112 | 21.1 |
| | Agriculturist | 28 | 5.3 |
| | Business | 90 | 17.0 |
| | Professional | 77 | 14.5 |
| | Unemployed / Retired | 111 | 20.9 |
| Region of Residence | Urban | 264 | 49.8 |
| | Rural | 266 | 50.2 |
| Experience at Chempai Music Festival | Less than 2 year | 140 | 26.4 |
| | 2-5 Years | 146 | 27.5 |

| | | | |
|---|---|---|---|
| | 5-7 Years | 135 | 25.5 |
| | More than 7 years | 109 | 20.6 |
| Time Spent on Average on a Visit at Chempai Music Festival | Less than 1 hour | 116 | 21.9 |
| | 1-2 hours | 110 | 20.8 |
| | 2-3 Hours | 102 | 19.2 |
| | 3-4 Hours | 109 | 20.6 |
| | More than 4 hours | 93 | 17.5 |

**Source** Survey Data

**Table 2**

| Table 2 Reliability Analysis | |
|---|---|
| Cronbach's Alpha | Number of Items |
| 0.843 | 11 |

**Source** Computed from Survey Data

**Table 3**

| Table 3 KMO Barlett's Test | | |
|---|---|---|
| KMO Measure of Sampling Adequacy | | 0.801 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 3235.854 |
| | df | 55 |
| | Sig. | < 0.001** |

**Source** Computed from Survey Data   **Significant at 1%

**Table 4**

| Table 4 Total Variance Explained | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Component | Initial_Eigen_Values | | | Extraction Sums of Squared_Loadings | | | Rotation Sums of Squared_Loadings | | |
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 4.012 | 36.474 | 36.474 | 4.012 | 36.474 | 36.474 | 3.007 | 27.340 | 27.340 |
| 2 | 2.306 | 20.962 | 57.436 | 2.306 | 20.962 | 57.436 | 2.997 | 27.244 | 54.584 |
| 3 | 1.994 | 18.127 | 75.563 | 1.994 | 18.127 | 75.563 | 2.306 | 20.964 | 75.548 |
| 4 | 0.496 | 4.513 | 80.076 | | | | | | |
| 5 | 0.418 | 3.803 | 83.879 | | | | | | |
| 6 | 0.416 | 3.782 | 87.661 | | | | | | |
| 7 | 0.339 | 3.083 | 90.744 | | | | | | |
| 8 | 0.335 | 3.043 | 93.787 | | | | | | |
| 9 | 0.262 | 2.382 | 96.168 | | | | | | |
| 10 | 0.227 | 2.061 | 98.230 | | | | | | |
| 11 | 0.195 | 1.770 | 100.000 | | | | | | |

**Extraction Method** Principal Component Analysis

**Source** Computed from Survey Data

**Table 5**

| Table 5 Rotated Component Matrix | | | |
|---|---|---|---|
| Component | Cultural Learning and Value | Emotional Connection | Novelty and Authenticity |
| NA1 | | | 0.828 |
| NA2 | | | 0.867 |
| NA3 | | | 0.926 |
| EC1 | | 0.861 | |
| EC2 | | 0.850 | |
| EC3 | | 0.844 | |
| EC4 | | 0.858 | |
| CLV1 | 0.837 | | |
| CLV2 | 0.826 | | |
| CLV3 | 0.872 | | |
| CLV4 | 0.882 | | |

**Extraction Method** Principal_Component_Analysis.

**Rotation Method** Varimax with Kaiser Normalization. Rotation converged in 5 iterations.

**Source** Computed from Survey Data

**Table 6**

| Table 6 Model Validity Measures | | | | | | | |
|---|---|---|---|---|---|---|---|
| | CR | AVE | MSV | MaxR (H) | Novelty & Authenticity | Emotional Connection | Cultural Learning & Value |
| Novelty & Authenticity | 0.858 | 0.673 | 0.015 | 0.961 | 0.821 | | |
| Emotional Connection | 0.888 | 0.664 | 0.126 | 0.888 | 0.053 | 0.815 | |
| Cultural Learning & Value | 0.890 | 0.670 | 0.126 | 0.896 | -0.121 | -0.355 | 0.819 |

**Source** IBM AMOS Output using Master Validity Plugin Gaskin & Lim (2016a)

**Table 7**

| Table 7 Model Fit Measures of CFA | | | |
|---|---|---|---|
| Measure | Estimate | Threshold | Interpretation |
| C.M.I.N. | 93.826 | -- | -- |
| D.F. | 41 | -- | -- |
| C.M.I.N./D.F. | 2.288 | Between 1 and 3 | *** |
| C.F.I. | 0.984 | > 0.95 | *** |
| S.R.M.R. | 0.027 | < 0.08 | *** |
| R.M.S.E.A. | 0.049 | < 0.06 | *** |
| P.Close | 0.511 | > 0.05 | *** |
| G.F.I. | 0.971 | > 0.95 | *** |
| A.G.F.I. | 0.953 | > 0.95 | *** |
| N.F.I. | 0.971 | > 0.95 | *** |

**Source** IBM AMOS Output using Model Fit Measures plugin Gaskin & Lim (2016b)

***Excellent Fit

**Table 8**

| Table 8 Final Scale Items | | |
|---|---|---|
| Item Code | Item Label | Construct |
| NA1 | The experience provided opportunities to engage with unique and novel aspects of the local culture and musical concerts | Novelty & Authenticity |
| NA2 | The experience provided an authentic representation of the music festival | |
| NA3 | I felt a strong connection to the unique character and identity of the destination | |
| EC1 | I felt emotionally connected to the cultural aspects encountered during the trip | Emotional Connection |
| EC2 | I actively participated in cultural activities and interactions with the veterans | |
| EC3 | The cultural experience left me with positive emotions and feelings | |
| EC4 | The cultural experience was memorable and stands out in my memory | |
| CLV1 | The experience enhanced my understanding and knowledge regarding classical/carnatic music | Cultural Learning & Value |
| CLV2 | I believe the cultural experience was worth the time and money invested | |
| CLV3 | The cultural experience engaged my senses and added value | |
| CLV4 | I had meaningful interactions and cultural experience | |

**Exhibit 1**
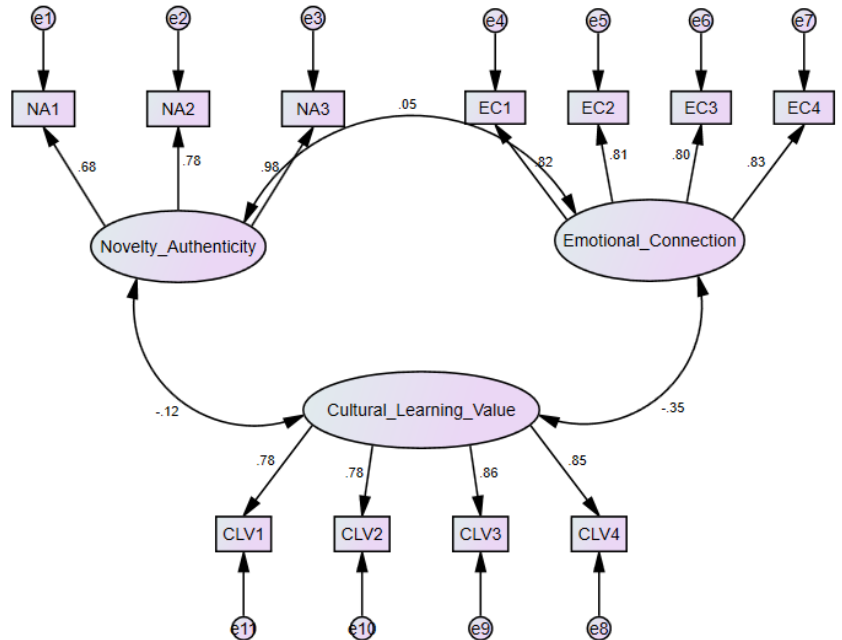


**Exhibit 1** CFA
**Source** IBM AMOS Output