

Research Article

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Demographic Data as a Factor of Differentiating the Effects of a Small-Scale Dance Event. The Case of the Fair in Vitsa, Zagori

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Import

The institution of the festival is the main reason for the villagers to return to their birthplace. Initially, the festival was a worship process that honored the Saint of each closed social group of relatives and through the forging of social cohesion, it gave way to broader festive events that concern the entire community. The above events have broader dimensions, which shape the phenomenon of the festival within a framework of a supra-kinship local community [1].

Nowadays, many festivals receive a large number of visitors and in this way the festival develops the tourism of each region where it is held. The type of tourism that is developed is cultural or cultural as it is directly linked to the culture of each community or country. In particular, the characteristics of people's everyday life depending on their cultural - religious elements and their geographical location shaped their way of life. A broader and more modern definition defines cultural tourism as a journey through which people learn the history and heritage of others, their modern ways of life and their thinking [2].

The festivals are held mainly in open spaces (e.g. squares) and are accompanied by a meal, folk songs and traditional dances. Furthermore, they strengthen the joint action of institutions and citizens, promote social integration and intercultural dialogue, promote reciprocity and social interaction, ensure social cohesion and increase knowledge about the culture of the region in which they are held [3].

The celebration of August 15th is celebrated with particular grandeur, with the organization of many festivals throughout Greece. The festival of Vitsa, Zagori, takes place over the three-day period of August 14-15-16, emphasizing traditional music, while also attracting a large crowd. It is worth noting that it has been included in the National Register of Intangible Cultural Heritage since July 2023, in accordance with a UNESCO convention [4].

The research problem posed in this study is that participants in similar types of dance festivals have a different demographic profile, which differentiates their choices and their mode of participation.

The research was conducted through a questionnaire, under the perspective of the Triple Bottom Line (TBL) first introduced by John Elkington (1997) and concerns the statistical analysis of social effects depending on the gender and place of residence of the participants. The research involved 100 people who attended the Vitsa festival and their selection was random.

Purpose of the Research

The research aims to investigate whether the social effects of the three-day festival of Vitsa, Zagori, differ by the gender and place of residence of the participants in it.

Practical Significance of The Research

This specific research provides information on the differentiation of social influences related to gender and place of residence and could be useful to scientists who are dealing or will be dealing with the characteristics of the people of Vitsa, as well as with the characteristics of people who take part in festivals and cultural events.

Research Hypotheses of The Study

Regarding the gender of the participants, the research hypothesis is formulated as to whether it can differentiate the social effects of a small-scale dance festival.

Regarding the place of residence, the research hypothesis is related to whether it is a factor in differentiating the social effects of a festival.

Research Limitations

A limitation of the research is the lack of honesty in the questionnaire responses during the completion process.

Operational Definitions of Research

The festival is a means of expression of folk culture, a living and contemporary tradition that connects the past with the present and the future.

Place of residence determines the exact place of residence of each person.

The social effects of an event are characterized as the set of factors that can shape a positive or negative impact on a specific event.

Methodology

Sample

The research sample consisted of 100 adults of both sexes, who participated in the three-day August 2023 Vitsa festival and were randomly selected.

Description of the Instruments

The research was conducted in the light of the Triple Bottom Line first introduced by John Elkington (1997) and concerns the analysis of sustainability, which was based on three main pillars: economic, social and environmental. The instrument used for data collection was the Dalla questionnaire (2018). The questions were 35 in total and were divided into four sections:

- Demographics (13 questions)
- Economic impacts (4 questions)
- Social influences (11 questions)
- Environmental impacts (7 questions)

The questions were mostly closed-ended, except for the age survey of the participants, where they freely filled in their age, as well as a few open-ended questions on social and environmental impacts.

Measurement Process

The questionnaires were completed only by participants of the fair, for a period from the completion of the three-day fair on August 14-15-16, 2023, until September 30, 2023. The 71 visitor questionnaires were completed via the “Google” platform. Forms “, while the 29 questionnaires of permanent residents were completed by hand as they were given to them after personal meetings with the researcher.

Participants’ gender and place of residence were measured in the demographics section of the questionnaire.

To measure social impacts, 6 questions were used with a 5-point Likert scale, measuring the degree of agreement or disagreement on issues of social impacts of an event. These questions concerned issues such as raising awareness about culture, suggesting the event to relatives and friends, providing recreational and educational opportunities, increasing social participation, whether there was a benefit to the community thanks to the festival and whether the specific event is a source of pride.

Then, statistical analyses were performed, including descriptive statistics and t-tests, using the SPSS statistical program. In this way, the differences or not of social influences were identified in terms of gender and place of residence.

Statistical Analyses

Independent variables are the gender and place of residence of the participants, while the dependent variable is the social effects of the festival.

Results

The results of this specific research were obtained through descriptive statistics and t - tests The demographic characteristics regarding gender and place of residence of the participants are presented below.

As can be seen from Table 1, the total sample was 100 people, of which the smallest percentage were men and the largest were women.

Table 1: Gender of Participants

Sex	N	(%)
Men	47	47.0%
Women	53	53.0%
Total	100	100.0%

Regarding the place of residence of the festival participants and based on Table 2, the vast majority live outside Vitsa and are considered visitors to the festival, while a smaller but significant number are permanent residents of Vitsa.

Table 2: Place of Residence of Participants

Locus	N	(%)
Vitsa	29	29.0%
Outside Vitsa	71	71.0%
Total	100	100.0%

To identify differences in social influences in relation to the gender of the participants, independent samples t -tests were performed for each social influences question. From the results, which are shown in Table 3, it appears that gender is not a factor in differentiating social influences.

Table 3: Differences in Social Influences in Relation to the Gender of the Participants

Social Impacts	The	P
Raising awareness of participants towards culture	t(98)= 1.46	.14
Proposal to relatives and friends for future participation in the festival	t(98)= 1.14	.25
Providing recreational-educational opportunities	t(98)= 1.66	.09
Benefit of the village from the festival	t(98)=.23	.81
Increased social participation	t(98)= 1.46	.14
A source of pride for Vitsa and Zagori	t(98)=.23	.81

*p<.05

To test whether there are statistically significant differences in social influences due to the place of residence of the participants, independent samples t -tests were performed for each social influence question. The results, which are shown in Table 4, show that place of residence differentiates five out of the six social influences.

Table 4: Differences in Social Influences in Relation to the Place of Residence of the Participants

Social Impacts	The	P
Raising awareness of participants towards culture	t(98)= 2.44	.01*
Proposal to relatives and friends for future participation in the festival	t(98)= 1.14	.05*
Providing recreational-educational opportunities	t(98)= 1.66	.27
Benefit of the village from the festival	t(98)=.23	.02*
Increased social participation	t(98)= 1.46	.01*
A source of pride for Vitsa and Zagori	t(98)=.23	.03*

*p<.05

More specifically, and after comparing the means and standard deviations, which appear in tables 5 and 6, the place of residence is a differentiating factor in terms of participants' awareness of culture, with permanent residents appearing to be more aware (MO=4.83, TA=.38) of the village's culture compared to visitors (MO=4.42, TA=.85). It is also a differentiating factor in terms of suggesting the festival to relatives and friends for future participation in it, with locals suggesting the festival more (MO=4.69, TA=.47) than visitors (MO=4.37, TA=.84). Furthermore, there is a difference in terms of the village's benefit from the festival, with visitors believing more that Vitsa benefited from the three-day festival (MO=4.68, TA=.58) compared to locals (MO=4.38, TA=.67). Regarding the increase in social participation, place of residence is a differentiating factor as permanent residents believe that the festival increases the participation of society and citizens to a greater extent (MO=4.83, TA=.38) than visitors (MO=4.42, TA=.85). Finally, there is a differentiation in the participants' opinion on whether the festival is a source of pride for Vitsa and Zagori, with visitors appreciating to a greater extent that the festival is a source of pride for Vitsa and Zagori more broadly (MO=4.68, TA=.58) compared to permanent residents (MO=4.38, TA=.67).

Table 5: Means and Standard Deviation of Social Effects in Relation to Permanent Residents

Social Impacts	M.O.	T.A.
Raising awareness of participants towards culture	4.83	.38
Proposal to relatives and friends for future participation in the festival	4.69	.47
Benefit of the village from the festival	4.38	.67
Increased social participation	4.83	.38
A source of pride for Vitsa and Zagori	4.38	.67

Table 6: Means and Standard Deviation of Social Impacts in Relation to Visitors

Social Impacts	M.O.	T.A.
Raising awareness of participants towards culture	4.42	.85
Proposal to relatives and friends for future participation in the festival	4.37	.84
Benefit of the village from the festival	4.68	.58
Increased social participation	4.42	.85
A source of pride for Vitsa and Zagori	4.68	.58

Discussion

The purpose of the research was to investigate whether the social effects of the three-day festival of Vitsa, Zagori, differ by the gender and place of residence of the participants in it. The results were measured quantitatively and analyzed with descriptive statistics and t-tests in order to draw correct conclusions regarding the differentiation or not of the social effects in relation to gender and place of residence.

Regarding the gender of the participants, it is clear based on the results that it does not differentiate the social effects according to the t - tests that were carried out. Therefore, answering the research hypothesis, we find that gender is not a factor in differentiating the social effects of the three-day festival of Vitsa, Zagori.

Regarding the place of residence of the participants and based on the t-tests performed, differences are identified in five out of the six social effects of the fair. In order to accurately identify the

differences, a comparison of the means and standard deviations of the social effects was made in relation to permanent residents and visitors. Permanent residents therefore appear to be more sensitive to the culture of the village in relation to visitors, they would recommend the fair to relatives and friends to a greater extent than visitors, while they believe that the fair increases the participation of society and citizens more than visitors. On the contrary, visitors appreciate to a greater extent that the fair is a source of pride for Vitsa and Zagori more broadly in relation to locals, while at the same time they believe to a greater extent that the village of Vitsa benefited from the fair than the permanent residents of the village. Therefore, in response to the research hypothesis, place of residence is a factor in differentiating the social effects of the Vitsa festival.

Conclusion

In conclusion, the social effects of the festival do not differ in relation to gender. On the contrary, place of residence is a differentiating factor, as there are differences in the opinions of locals and visitors on almost all social effects, which are perceived and produce specific results in the local community.

Suggestions

The suggestions for future research that arise through this study are linked to the analysis of other demographic data in order to draw safe conclusions regarding the extent to which demographic data influence the social effects of fairs, events and festivals. Also, future research would be good to have a larger sample of participants, to include a larger number of local residents and to proceed with inductive statistical analyses. Moreover, it would be positive to conduct future expanded research on the extent to which demographic data are capable of differentiating the social effects of small-scale events, with a view to generalizing or not the results of the present research effort.

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