

CULTURAL EVENTS AND TOURIST MOTIVATIONS

The Festivity of End-of-Year in Madeira Island

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Cultural events promote the dialogue, create sentiments and mark an identity. Nowadays they have a great impact within the social, cultural, political and economic context of the communities. With globalization countries and regions develop more and more cultural events to celebrate their history and culture. Such events arouse in the tourist the desire to experiment a different culture. Motivations to participate in an event vary according to the destinations, the type of festival, the kind of tourists, the socio-demographic and cultural variables. This paper approaches the main motivation of the tourists to participate in the End-of-Year Celebration at the Madeira Island. To achieve the objective we opted for the application of a questionnaire survey using a convenience sample, and also we made direct and participant observation. The results showed that the main motivation for tourists visiting the event, for the first time, was associated with knowledge and experimentation by the event culture.

KEYWORDS: *Cultural events, tourism, tourist motivations, Madeira Island.*