

Place attachment and Festive Events in the Village of Norg

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Source: Knol (2018); Horse market in Norg

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Abstract

This research takes place in Norg. Norg is a village in northern Drenthe, which attracts many tourists and where festive events are organised at a regular basis. The paper describes a quantitative research used answer the research question: “How do festive events taking place in Norg contribute to residents’ place attachment to the village?” It does this by answering the sub-questions: “What is meant with these festive events, and what kind of festive events are there in Norg?”; “In what ways do residents of Norg participate in festive events in their village?”; and “What are factors that influence place attachment?”. Empirical data was collected with the use of questionnaires, which was then analysed and compared to the existing literature. According to this research, residents of Norg who often go to festive events in Norg have a significant higher place attachment to the village, compared to respondents who answered ‘neutral’ to the question on whether they often go to these festive events. This paper contributes to creating a wider knowledge on the influence of festive events in rural communities on place attachment.

Introduction

Norg is a touristic rural village in northern Drenthe. In 2019, it had 3.305 residents (AlleCijfers.nl, 2020). The village has many authentic old farmhouses, which contribute to the picturesque look of it. In addition to this, there is a lot of greenery within and around Norg. This adds to the attractiveness of the village. Moreover, there are various other factors that play a role in the touristic attractivity of the Norg and its surrounding areas. The open-air theatre group *Peer Group* is located in Donderen, a village close to Norg. Westervelde is also in close proximity, which is a typical ‘esdorp’, a characteristic landscape type in the region. The village of Veenhuizen is located close to Norg, which is famous for its history of being a prison-village. Veenhuizen was completely isolated from the outside world for over a century (Actief Veenhuizen, 2020). Today, there is a prison museum in Veenhuizen. Furthermore, Norg is known because of its now-closed amusement park and zoo *De Vluchtheuvel* which existed until 2008 (Natuurlijk Norg, 2020). The market in Norg *Norgermarkt* has existed since 1576, and until 1985 it was the largest and best-known horse market in Western Europe (Natuurlijk Norg, 2020).

Figure 1 - Motor-cross competition in Langeloërduinen in the 1960s



Source: *Natuurlijk Norg* (2020)

The area Langeloërduinen, in Norg, used to have a course for the national and world championships motor cross (fig. 1) (Natuurlijk Norg, 2020). However, this moved to Assen in 1996. The area is now a popular location for other sport activities such as mountain biking and horse riding (Natuurlijk Norg, 2020). There is a dolmen between Norg and Westerveelde, which also attracts visitors and contributes to the touristic attractiveness of Norg. Norg is part of an Esdorpen landscape (Dit is Norg, 2019b), nature areas are in close proximity. Among these nature areas are the heat landscape Fochteloërveen and the forest landscape Norgerholt (Dit is Norg, 2019b). The organised festive events in Norg can likewise attract tourists. Figure 2 shows the village of Norg and its surrounding areas.

Figure 2- Norg and its surrounding areas



Source: Apple maps (2020), adapted by author

The village has many festive events throughout the year, mainly in summer. Events that take place are: multiple 4-days-cycle events; markets; an Easter parade, King's Day, the arrival of Sinterklaas (similar to what in some countries is Santa Claus); national and regional horse harness competitions; arts festivals; and a small-scale theatre festival (Dit is Norg, 2019a). This all contributes to Norg being a popular holiday location. There are four campsites in Norg, and several more in the surrounding areas. There is also a hotel, a bungalow-park, and there are several bed and breakfasts in Norg. Comparing it to Norg having only 3.305 residents, this indicates the popularity of the village and the area in terms of tourism.

The aim of this research is to investigate how festive events can have an influence on the place attachment in a village. The main research question is:
How do festive events taking place in Norg contribute to residents' place attachment to the village?

The sub-questions are:

- What is meant with these festive events, and what kind of festive events are there in Norg?
- In what ways do residents of Norg participate in festive events in their village?
- What are factors that influence place attachment?

A quantitative research was done to investigate the relationship between place attachment and attendance of festive events in the village of Norg. The research aims to create a wider understanding of what effect the festive events have on residents' place attachment in a rural village. This is useful in policy and governance, as organising events can be used as a tool to achieve a societal outcome.

The paper will start with a theoretical framework, where literature on the topic will be discussed. Then, the expectations of the research will be explained. The way in which the research is carried out will be described in the methodology. Finally, the results will be given, followed by a conclusion and a reflection of the research.

Theoretical framework

Place attachment has multiple definitions (Scannell & Gifford, 2009). According to Scannell and Gifford (2009), the definitions can be placed in a three-dimensional framework. The three dimensions in this framework are: person, process and place.

Various definitions of place attachment can be found in academic literature. “Place attachment is a multidimensional concept about bonds people have for the places with which they interact” (Plunkett et al, 2018, p 471). Place attachment is also described as the connection that can arise between people and environments meaningful to them (Scannell & Gifford 2009). According to Hixson et al (2011), place attachment “is considered to be shaped by the experiences that one has within a place” (Hixson et al, 2011 pp. 234-235). Place attachment is also said to be formed by the experiences one has in a place, and the meanings they attach to it (Tuan 1974, cited by Zhang et al 2018). This suggests that attending events in Norg, can influence the place attachment of the person to Norg.

An exploratory research by Hixson et al (2011) investigated the influence of event attendance by young residents on their place attachment to the location of the event in Adelaide, Australia. In the research, no correlation was found between place attachment and the attending of events (Hixson et al, 2011). The same research also looked into place identity, meaning the attachment to place in an affective or symbolic way (Gross & Brown 2006). The length of residence had an effect on place identity, which correlated with the motivation to attend events (Hixson et al, 2011). This motivation to attend events can, in turn, be affected by pull and push factors (Hixson et al, 2011). Individuals have many different reasons to attend events. Looking for social interaction, novelty, and escaping everyday life can be push factors that can make people leave the house (Hixson et al, 2011). Those things that draw people to a place are labelled ‘pull factors’ (Kim et al 2003, cited by Hixson 2011). For events, this can be the tourist infrastructure, social opportunities, and cultural experiences of a place (Hixson et al, 2011). This is interesting, as the influence of experiences on place attachment is important for this research, as well as what makes people attend events.

The research of Dinnie and Fisher (2019) investigates different experiences of community in two rural communities in Scotland and looks at the sense of community in these places. Sense of community meaning here how community is experienced in a place, and the way in which a community is maintained and created (Dinnie and Fisher, 2019). Dinnie and Fisher (2019) found differences in sense of community in the two communities, and this had implications on civil actors’ participation in community-based policy interventions. Therefore, a question on whether the respondent participates in the events, works in the organisation or is a volunteer connected to an event in Norg is included in the questionnaire for this research.

In an article by McMillan and Chavis from 1986 was the concept of ‘sense of community’ in detail formally theorised for the first time (Buts, 2020). A Sense of Community Scale (SCS) was introduced by Doolittle and MacDonald in 1978 (McMillan and Chavis, 1986). Neighbourhoods were classified by this SCS based on five factors: anonymity and privacy (called pro-urbanism); having interaction with neighbours in an informal way; wanting to participate in affairs concerning the neighbourhood and having opinions about it (called localism); having a safe and good place to live; and wanting neighbour interaction on a frequent manner (Doolittle and MacDonald, 1978, by McMillan and Chavis, 1986). McMillan and Chavis (1986) investigated several researches on sense of community. They identified a few important aspects of the concepts: (anticipated or planned) length of residency; satisfaction level with the community; ownership of a home; and neighbouring (contact with neighbours) (McMillan and Chavis, 1986). According to a research done by Bow and Buys (2003), sense of community is related to the connection that people have developed with their natural environment. This connection to the natural environment can be conceptualised as place attachment.

An article by Buts (2020) investigates the virtual creation of a sense of community through a magazine and an online platform. The article states that sense of community is linked to identity formation. The magazine is dependent on crowdfunding. The success of this crowdfunding depends on the sense of community between the readers (Buts, 2020). Buts (2020) argues that this type of financing here builds on an integrated narrative, which supports the feeling of community and the identity of the publication (Buts, 2020). Therefore, a shared narrative can have a positive influence on the sense of community and the creation of a shared identity. The image of a picturesque rural village in Drenthe can also bring up such a shared narrative in Norg, which can positively influence the sense of community among residents.

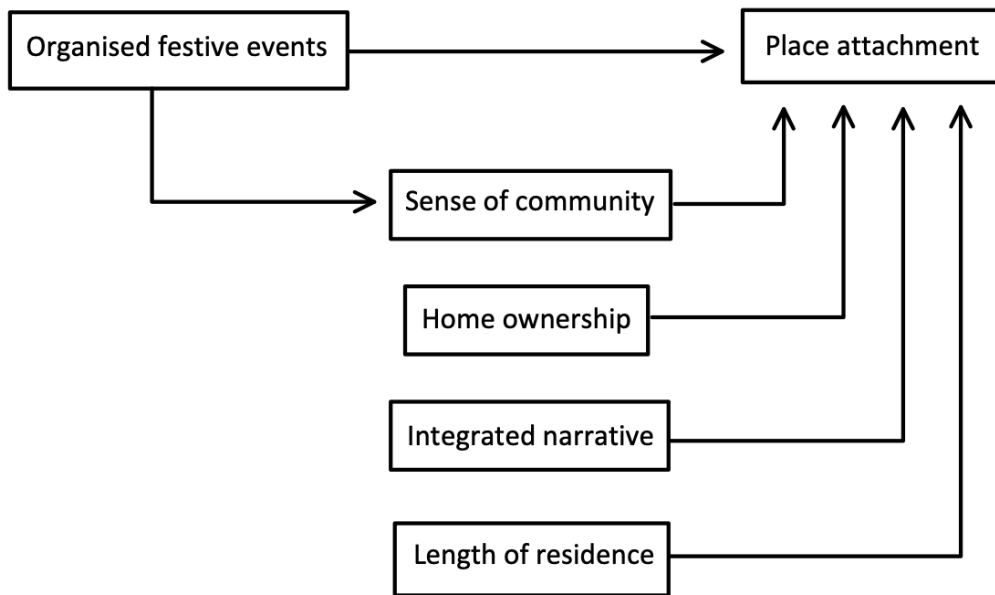
The differences in perception of the rural between different age groups is researched by Haartsen et al (2003). A quantitative research was conducted by means of a questionnaire. What people said that came to mind when they thought of the countryside, was divided into three categories: socio-cultural, economic-social and visual-figurative aspects. The research of Haartsen et al (2003) showed that the seniors in the population had on average more socio-cultural images connected to the rural than the younger people in the population. This is interesting for this research, as the motivations for attending events might differ between different age groups.

Bijker and Haartsen (2012) researched the migration patterns and motivations for moving to the rural area in the north of the Netherlands. They investigated whether there are differences in this between the less-popular rural areas, average popular rural areas and popular rural areas. The area of Norg is in the research (Bijker and Haartsen, 2012) classified as a popular rural area. What their research shows is that the popular areas attract more older people, and people from urban areas. An attractive landscape characteristic is a mix of open-land and forest, topographical variation, water area and relatively little cropland (McGranahan 2008, cited by Bijker & Haartsen 2012). The movers to the more popular rural areas are more often drawn to the countryside because of the image of the rural idyll, compared to movers to less-popular rural areas (Bijker & Haartsen, 2012). This pull towards the rural because of the rural idyll can be called counter-urbanisation (Bijker & Haartsen, 2012). Movers to less-popular regions have more often personal reasons to move there (Bijker & Haartsen, 2012). When comparing it with the research conducted by Haartsen et al (2003), it can be seen that the older people in their research connect more socio-cultural values to the countryside than younger people. This can be part of the reason why older people move to the popular rural area, as looking for the rural idyll. The rural idyll is an image people can have that portrays the rural lifestyle, landscape and community in a very positive way (Ilbery 1998, by Bijker & Haartsen 2012). As older people connect more socio-cultural values to the countryside, they might have more interest in participating in festive events within the village. These festive events can be seen as part of the rural idyll.

For investigating how different age groups or cohorts can experience rural areas, the research of Haartsen et al (2003) is very helpful. It creates awareness of how the perception of the rural can differ among age groups. This is good to take into account when creating a population sample. The research of Bijker and Haartsen (2012) classifies the area of Norg as a popular rural area. The popularity of a rural area can have consequences for the motivations of people to move there. There might be a relatively large share of migrants from urban areas, compared to migrants from rural areas. This is good to keep in mind when drawing conclusions in this research.

Figure 3 shows the conceptual framework, displaying the research in a schematic way.

Figure 3 - Conceptual framework



Source: Author (2020)

Hypothesis

The expectation of the research is that participating in the event has a positive relationship with place attachment. Possibly, people who already feel more attached to the village are more likely to participate in the events. However, they might also start to feel more attached as a result of the events. In addition to this, it is expected that there are more older people than younger people participating in the events. Older people tend to connect more socio-cultural values to rural areas than younger people. These socio-cultural values are reflected in the sense of community and the place attachment in a rural village.

Methodology

This quantitative research works with empirical data, which was collected through questionnaires. A questionnaire was made with the programme *Qualtrics*. The questionnaire was made in Dutch, as most residents of Norg speak Dutch. A quantitative research was chosen since it can capture the general feeling and perception of the population of Norg on festive events in the village. Importantly, this information should be obtained from a representative sample of many residents. A qualitative research by interviews would also have been possible, but this is less fitting, as the data that is needed does not have to be as in-depth as the information that interviews provide. Nevertheless, some additional interviews with organizers of the events and the municipality would have been interesting, since it would provide an insight in the purposes of organizing these festive events. However, this is outside of the scope of this research, especially considering the fact that the current corona crisis would make interviews more difficult. Since this research was conducted during this crisis, all data had to be gathered without personal contact.

Norg is a familiar place to the researcher, and the researcher knows a few residents of the village. This had advantages as well as disadvantages. An advantage was that the researcher has connections within the village and therefore had more knowledge on where to start the research. A disadvantage was that it creates a bias, since the research was conducted with already a pre-existing image of the village in mind. An attempt has been made to minimise this, by staying as objective as possible.

Questionnaires were distributed via a message in the local newspaper: *Norger Courant* (see appendix 2 on page 23), which included a QR-code and a link to the questionnaire. Furthermore, a contact of the researcher in Norg was asked to fill in the questionnaire and sent it to people he knew in the village. Through him, a message and a link to the questionnaire were published on two online platforms of the village: a Facebook group for residents of Norg, and on *Nextdoor*. *Nextdoor* is a platform to stay in touch with people living in close proximity to you. Although asking a friend to fill in a questionnaire and sent it to others is an advantage, it can, again, create a bias. Since the researcher knows this person, and this person sends it to others he knows, it can make the sample less representative. The decision to contact this friend living in Norg was made due to the fact that the data collection method had to change suddenly as a result of the corona crisis and would consequently, become more difficult. The three media platforms that were used to gather data were all connected to Norg. Residents who feel more connected to the village are presumably more likely to read the *Norger Courant*, check the Facebook group of the village, or take a look at the *Nextdoor* of Norg.

Another way in which respondents were sought, was by asking clubs and associations to send a message to their members, hang up a poster, or place a message on their websites or social media about the research. No responses were received from these clubs and associations.

One final attempt to reach respondents was made by putting leaflets in mailboxes of houses in Norg. A total of 370 leaflets were distributed, with information about the research, and a request to fill in the questionnaire via the link or QR-code on the leaflet (see appendix 3 at page 24). Norg has 116 streets in total (Postcode.site, 2020). Through a random number generator 22 numbers were selected, which corresponded to streets in Norg, attributed by listing all streets in alphabetical order. In those streets that were randomly selected, a leaflet was dropped at every mailbox. A simple random sample was created. A characteristic of a simple random sample is that for every possible sample case, there is a same chance to be included in the sample (Burt et al, 2009). This sample type was chosen, as it was seemingly the best method to create a representative sample here, since each street had the same chance to be in the sample. By then posting a leaflet in every mailbox in the street, a simple random sample was in place, but it still had the efficiency of sampling whole streets.

Despite the use of both digital and manual means of distributing the questionnaire, the questionnaire was only available online. As a result, it excluded those residents that are not digitally literate enough to fill in the questionnaire. Since this is mostly the case with the older generation, a bias was created. Moreover, the fact that the questionnaire was only accessible online, could make people less eager to fill in the questionnaire due to privacy considerations. People might feel more comfortable giving information about themselves on paper, compared to online.

After the data collection, the data was downloaded and analysed in SPSS. The choice was made to perform a multiple linear regression, as the dependent variable is a ratio variable, and the independent variables are nominal, ratio, and ordinal variables. To be able to perform a multiple linear regression, the data needed to be checked for three things: normality, homoscedasticity, and multicollinearity. The data passed the normality and homoscedasticity check without any adaptations (appendix 4 on page 25). To pass the multicollinearity check, a few categories of dummy variables needed to be combined. Therefore, from the variable of question 6 two dummies were created: agreeing with the statement compared to being neutral or disagreeing, and disagreeing, compared to being neutral or agreeing. Being neutral was chosen to be the reference group here, as it is the middle value, and a distinction can therefore be made between agreeing and disagreeing. Dummy variables were also created from the nominal variable of question 4, with the reference group being those who bought the house they lived in. The choice was made to have this as the reference group, as it is the largest category. The variable of question 3 (time lived in Norg) was also made into a dummy variable, with the largest group being the reference group, which was the group 'longer than 10 years'. As a result of the creation of these dummies, no problem with multicollinearity remained.

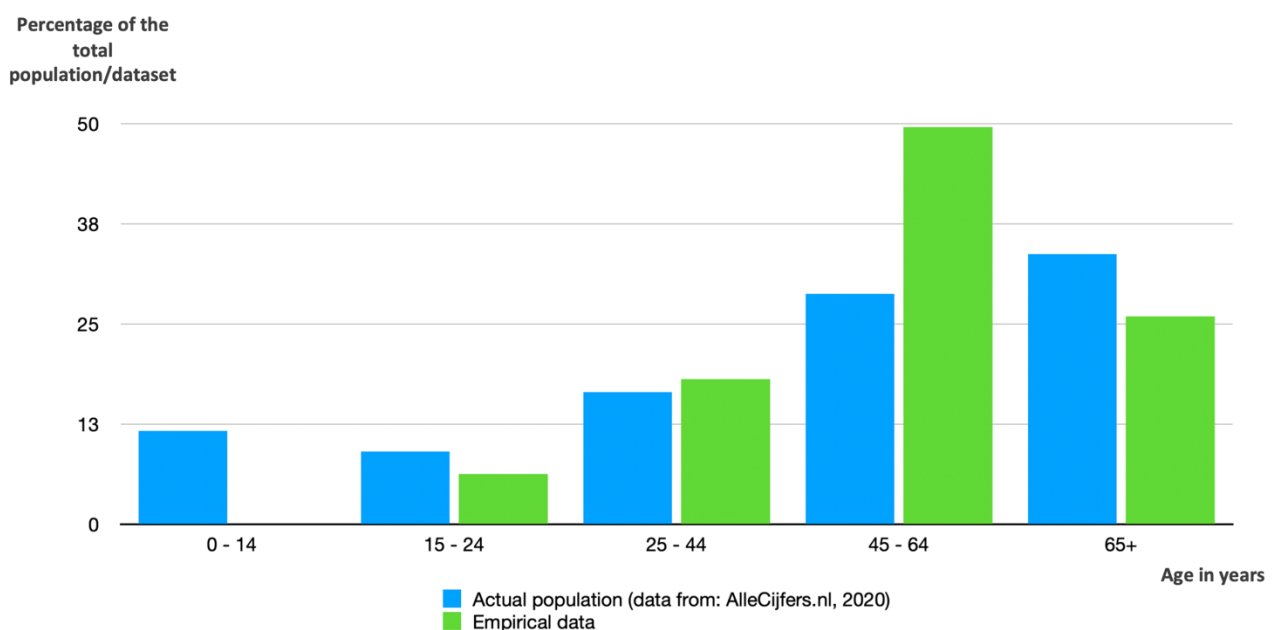
As the research by Hixson et al (2011) stated, the length of residence affects place identity, and place identity in turn has an effect on place attachment. The research by McMillan and Chavis (1986) also identified that length of residence has an influence on the sense of community. For this reason, a question was included in the questionnaire asking how long the respondent had lived in Norg. Additionally, McMillan and Chavis (1986) identified homeownership as a characteristic that can influence sense of community. It was chosen to include two questions regarding this in the questionnaire. One question asking whether the person thinks that the events contribute to the sense of community among residents of Norg, and another asking whether the person feels like the events contribute to how connected they feel with other residents of Norg. This distinction was made, as it would be interesting to compare the perception on the influence of the events on sense of community, on the influence it actually has on it.

Results

After removing respondents who do not live in Norg from the dataset, the dataset was made up of 143 useful cases. Of this dataset 39.9 percent is male (57 cases), and 60.1 percent is female (86 cases). In the village of Norg is 48.3 percent is male and 51.7 percent female (AlleCijfers.nl, 2020). This means that the male-female distribution in the dataset is not completely representative. The mean age of respondents in the dataset is 54 years, which is quite high. As mentioned before, the research by Haartsen et al (2003) showed that older people connect more socio-cultural values to the countryside than younger generations. Therefore, the age distribution can influence the results of the research. The mean age of those respondents who said that they go often to festive events in Norg, is 53, which does not differ much. The hypothesis assumed that these ages would differ more, and older people would more often to the festive events. This was expected because of the socio-cultural values that the older generation more often than the younger generations attaches to rural areas. It might be because of the high average age in Norg, that the mean ages of the sample and of respondents going to the festive events only differs by one year.

34 percent of the population in Norg is 65 years or older, while in the Netherlands as a whole this is 19 percent (AlleCijfers.nl, 2020). Norg has a population with a high mean age, which also shows in the dataset of this research. The age groups in the dataset compared to the actual population of Norg is shown in figure 4. 17 respondents did not fill in their age in the questionnaire and are therefore not included in the graph. People of the age group 25 to 45 might be more likely to read the local newspaper or look on the social media of Norg and fill in the questionnaire. Young children are possibly less likely to visit these platforms and fill in the questionnaire, and therefore they might be underrepresented. Really young children and older people can face more difficulties when filling in the questionnaire, which could also cause them to be underrepresented. There are no respondents in the dataset younger than 18 years, which drives the mean age up. Furthermore, people who are connected to Norg are possibly more likely to look on platforms about the village and read the local newspaper. These residents might also be more likely to attend the events in the village. This can create a bias and make the sample less representative. However, this bias might have been faded out, as there were also leaflets posted in mailboxes.

Figure 4 - Age respondents compared to actual population of Norg

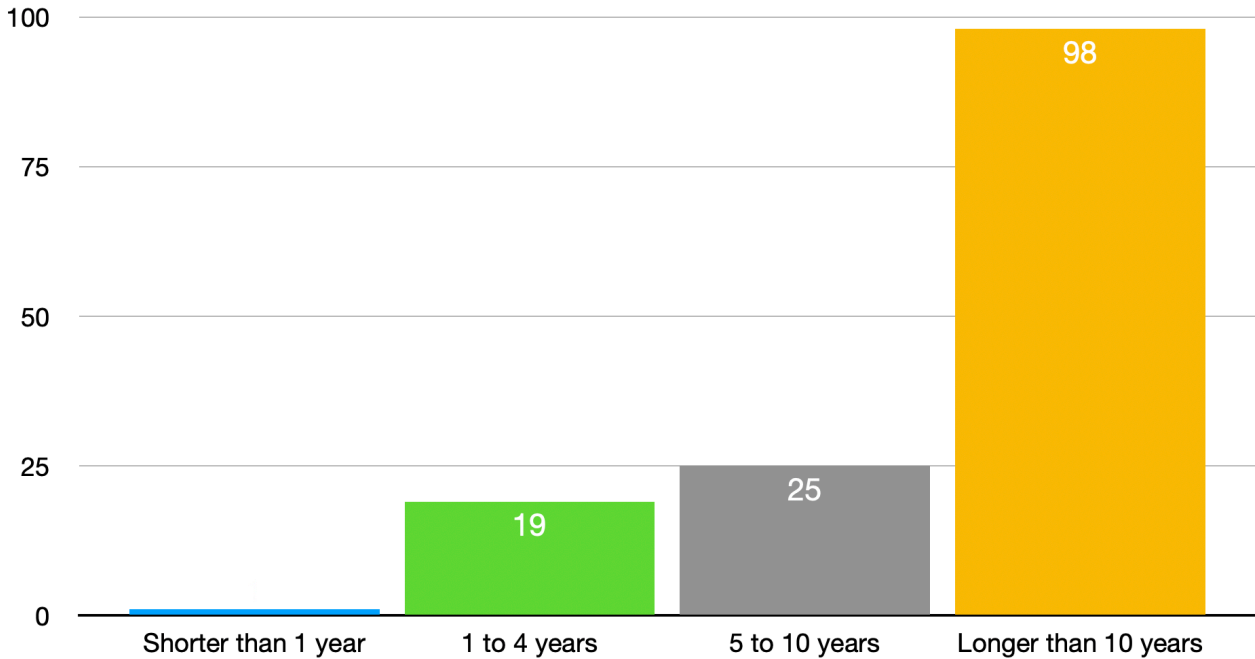


Source: Graph created by author (2020), data from AlleCijfers.nl (2020) and author's empirical data

In the dataset, 80 of the respondents said that they go to festive events in Norg, 63 respondents said they do not go there. Noticeably, 68.1 percent of the respondents has lived in Norg for longer than

10 years (figure 5). This is quite high. However, no data could be found on what this percentage is for the actual population.

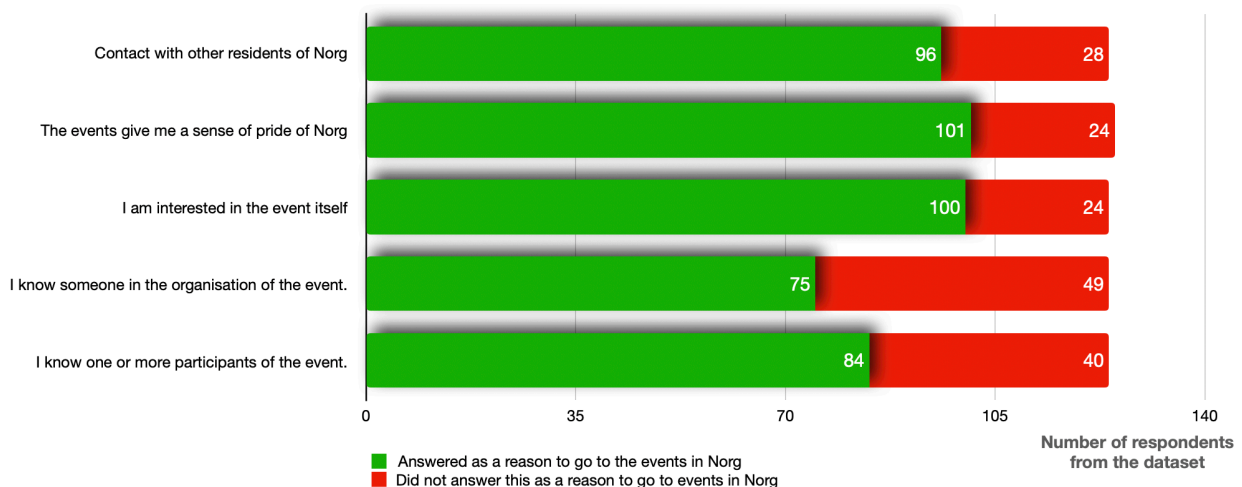
Figure 5 – Respondents’ length of residence in Norg



Source: Author (2020), based on empirical data

The graph in figure 6 shows the questionnaire results for five reasons to attend festive events in Norg. Each reason could be agreed or disagreed with on a scale from 0 to 10. Zero being totally disagree, 10 being totally agree. To create this graph, everything graded with a six or higher is marked in green, and everything below six is coloured in red. It can be seen that all reasons included in the questionnaire are common reasons for residents of Norg to go to festive events in the village.

Figure 6 – Reasons to go to organised festive events in Norg for residents of the village



Source: Author (2020), based on empirical data

A multiple linear regression was performed on survey data collected among residents of Norg, to investigate whether there is a linear relationship between place attachment and attendance of festive events in the village. An alpha level of 0.05 was used for a relationship to be statistically significant. The model is significant with a significance level of 0.000. The R square is 0.433, (table 1), meaning that 43.3 percent of the variability of the place attachment to Norg can be explained by the independent variables in the model. 43.3 percent is not very high, however also not really low. To find out whether there is a positive or negative relationship between variables, there is looked at the regression coefficient (unstandardized coefficient B).

Table 1 – Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.658	0.433	0.357	1.235

Source: Author (2020)

Table 2 shows the most important numbers of the coefficients table from the output in SPSS. The full coefficients table and the ANOVA test results from SPSS can be found in appendix 5, at page 26).

The variable about whether the residents' feel their attachment to Norg is influenced by the festive events in the village (table 2, question 11), has a p-value of 0.000 and is therefore significant. It has a regression coefficient of 0.312, meaning that it can be said that there is a positive linear relationship between the place attachment of residents of Norg, and the extent to which they feel that festive events in the village contribute to the connection they feel to other residents of Norg.

The variable of question 6 (I go often to festive events in Norg) was asked as a five-point Likert scale, 1 being 'totally disagree' and 5 being 'totally agree'. Two dummy variables were created out of this variable. Point 3 'neutral' was used as a reference group. Points one and two were combined and labelled as disagreeing with the statement, and points four and five were combined and labelled as agreeing with the statement. The dummy variable 'agreeing with the statement' (table 2, constant 6.b.) turned out to be statistically significant. The regression coefficient is 0.894 (table 2). This means that compared to 'neutral' residents who (very much) agree with this statement have a significant higher place attachment to Norg. What is surprising, is that the dummy variable of the question 7 (are you participating in one or more festive events in Norg? As volunteer, participant, or in the organization for example) is not statistically significant. This is surprising, as it can be said that residents of Norg who take up a more passive role in the festive events in the village, feel more connected to Norg than residents who participate more actively (as a participant or volunteer for example).

The variable of question 10 (to what extend do you think that festive events in Norg contribute to the sense of community among residents of Norg?) is insignificant. This question is similar to question 11, however question 11 focusses on the respondent self, instead of what they think about the effect on other residents of Norg.

This is interesting, as based on these two variables it can be concluded that the participants' feeling of the festive events contributing to the connection they feel with other residents of Norg, is positively statistically significant with place attachment. However, the participants feeling of the festive events contributing to the sense of community in the village in general, is not significant with place attachment.

Table 2 – Coefficients data analysis

	Unstandardize d coefficient	Unstandardized coefficient	Standardize d Coefficients			
	B	Std. Error	Beta	t	Sig.	VIF
3.a. How long do you already live in Norg? (dummy: 1 to 4 years)	-0.829	0.359	-0.184	-2.327	0.022	1.152
6.a. I go often to festive events in Norg. (dummy: do not agree)	-0.154	0.348	-0.041	-0.443	0.658	1.619
6.b. I go often to festive events in Norg. (dummy: agree)	0.894	0.285	0.291	3.138	0.002	1.594
7. Are you participating in one or more festive events in Norg? (As participant, volunteer, or in the organization for example.) (yes/no)	-0.016	0.244	-0.005	-0.067	0.946	1.135
9. To what extend do you feel like you have influence on the events that are organised in Norg?	-0.040	0.050	-0.70	-0.792	0.430	1.446
10. To what extend do you think that festive events in Norg contribute to the sense of community among residents of Norg?	-0.117	0.095	-0.135	-1.226	0.223	2.254
11. To what extend do the festive events in Norg contribute to the connection you feel with other residents of Norg?	0.312	0.078	0.496	3.979	0.000	2.878

Source: Author (2020)

The nominal variable of question 3 (how long do you already live in Norg?) was turned into three dummy variables, with the category ‘10 years or longer’ as a reference group. The category ‘1 to 4 years’ is significant (table 2). Based on the regression coefficient and the significance level, it can be stated that respondents who have lived in Norg between 1 and 4 years have a significant lower place attachment than residents having lived in Norg for more than 10 years. Place attachment is

influenced by the experiences one has in a place (Tuan 1974, cited by Zhang et al 2018). People who have lived in a place for a longer period, are more likely to have more experiences in the place. The length of residence has influence on one's sense of community (McMillan and Chavis, 1986) and one's place identity (Hixson et al, 2011). In the research of Hixson et al (2011), place identity showed a correlation with motivations to attend events.

All the dummy variables that were created out of the variable on homeownership are insignificant (appendix 5, page 26). Meaning that in this research, no relationship can be found between place attachment and living in a bought or rented house. Homeownership is a factor contributing to sense of community according to a research done by McMillan and Chavis (1986) identified homeownership as a characteristic that can influence sense of community.

In question 9 was asked to what extend the respondent feels like he/she has influence on the festive events in Norg. This was insignificant. Based on this, it can be stated that that in this research, there is no linear relationship found between place attachment or residents to Norg, and the feeling of having influence of the events that are organized.

Conclusion

To conclude, residents of Norg who said to go often to festive events in Norg have a significant higher place attachment to the village, compared to respondents who answers 'neutral' to the question whether they go often to the festive events. This is in line with the hypothesis of this research. However, the respondents who play a more active role in the events (such as organiser, volunteer, or participant) did not have a significant higher place attachment than the people who not play this active role in the events. The fact that there is only a year difference in the mean age of the total dataset and the mean age of respondents who said to go often to festive events in Norg, is against the expectations. It was expected that the mean age of the people who often attend the events would be higher. This was expected since older generations tend to connect more socio-cultural values to rural areas than younger generations would (Haartsen et al, 2003).

There is a positive linear relationship between the residents' place attachment and the extent to which they feel that the festive events contribute to the connection they feel to other residents of Norg. What is surprising, is that when the same question is asked about the whole community, instead of the influence on themselves, this is insignificant. Based on the research it can also be found that people who have lived in Norg for longer than 10 years, have a significant higher place attachment than residents having lived in Norg between 1 and 4 years. This complies what is found in the literature, that length of residence influences sense of community (and place identity) and therefore can have impact on place attachment.

The sample is not completely representative, residents who are not familiar with the digital ways to fill in a questionnaire are excluded, and residents who do not have the devices to do it are excluded as well. The graph in figure 4 shows that the age distribution of the respondents do not completely cohere with the actual age distribution of the population

A weakness of this research is that the research question is not completely answered as it does not explain how the festive events contribute to place attachment. Next to this, the research was still for a part about sense of community, despite it not being included in the main- or sub-questions.

However, the data collection was done well, and the research does show some interesting results. For further research, it would be interesting to look at why going to the festive events in the village seem to relate with place attachment. The relationship between attending festive events and sense of community would be interesting to investigate.

Reflection

When linking the theoretical framework to the results, it became clear that the questions in the questionnaire were not all as suitable as they could have been. It would have been better to dive further into the literature before starting with the questionnaire, so to have the literature review completely finished beforehand. This would also have made it more clear what kind of things are interesting to look at, and based on that, a questionnaire could be created, with more suitable questions that were created now. During the writing process of the paper, I lost the overview a bit over the research. This would be less likely if I took it step by step, and first make a good theoretical framework. In finishing the writing of the paper, it seemed like the terms 'sense of community' and 'place attachment' became intertwined. This was a result of the change of the research question after the questionnaires were already distributed, and it was not supposed to happen of course.

More critical thinking should have been done on the questionnaire questions. As the questionnaire questions did not correspond correctly with the previous main research question on sense of community. The research question needed to be changed, to place attachment. This is not ideal of course. It caused extra work on the literature review, and some other questions that were asked in the questionnaire did not make so much sense anymore. This can be seen as unethical, so ask respondents for information that is needed for the research.

It would have been better to wait longer with contacting the friend who lives in Norg to fill in the questionnaire and sent it to people. This was done at an early stadium of the data collection process, when it became clear that it was not allowed anymore to collect the questionnaires by having personal contact because of the corona crisis. This resulted in that the data collection method had to be suddenly changed and contacting this friend seemed like way to get more respondents. It indeed gathered more respondents. However, it would have been better to first try other ways to find respondents, and if that would not work, this friend could be contacted. This would have been better, as using a personal contact to gather questionnaires creates a bias.

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Appendix 1: Questionnaire

The questions and answers possibilities are translated for this paper and are written behind the questions. However, in the distributed questionnaire the questions were only in Dutch.

Introductie:

Beste meneer/mevrouw,

In het kader van mijn studie Sociale Geografie aan de Rijksuniversiteit Groningen doe ik een afstudeeronderzoek naar de invloed van evenementen in Norg. In verband met de corona-crisis mogen we geen persoonlijk contact hebben om data te verzamelen voor het onderzoek, hierdoor is het moeilijker om genoeg data te verzamelen en is het extra waardevol dat u deze enquête in vult. Dank daarvoor.

Het invullen van de enquête zal ongeveer 5 minuten duren. De enquête is anoniem en de resultaten zullen na het schrijven van mijn scriptie verwijderd worden. Tot die tijd zullen ze veilig worden bewaard. Naast mij hebben alleen mijn twee begeleiders inzicht in de enquête uitslagen. De resultaten zullen verder niet gedeeld of gepubliceerd worden.

Dear sir/madam,

For my bachelor programme Human Geography and Urban and Regional Planning at the University of Groningen, I am doing a research about the influence of festive events in Norg. Because of the current corona crisis, no personal contact is allowed by the data collection for the research. This makes it ofcourse more difficult to collect enough data and it is therefore extra valueble if you would take the time to fill in this questionnaire.

Filling in the questionnaire will take about 5 minutes. The questionnaire is anonymous and the results will be deleted after I have written my research paper. Until that time, the results will be stored savely. Next to me, only my two supervisors will have insight in the results of the questionnaire. The questionnaire results will not be shared with others.

1. Wat is uw geboortejaar?

[What is your birthyear?]

- Open vraag *[Open question]*

2. Wat is uw geslacht?

[What is your gender?]

- Man *[Male]*

- Vrouw *[Female]*

- Anders *[Other]*

3. Hoelang woont u al in Norg?

[How long do you already live in Norg?]

- Multiple choice:

- Ik woon niet in Norg *[I do not live in Norg]*

- Minder dan 1 jaar *[Less than a year]*

- 1 tot 4 jaar *[1 to 4 years]*

- 5 tot 10 jaar *[5 to 10 years]*

- Langer dan 10 jaar *[Longer than 10 years]*

4. Is uw huis gehuurd of heeft u uw woning gekocht? [Do you rent your residence, or have you bought it?]

- Gekocht *[Bought]*
- Gehuurd *[Rented]*
- Geen van beide, ik woon bij familie/vrienden in hun koop of huurhuis
[Neither, I live with family/friends in their bought or rented house]
- Anders, namelijk... *[Other, namely...]*

5 In welke mate voelt u zich verbonden met Norg? Geef een rapportcijfer / Geef een cijfer of een schaal van 1 tot 10 (1 betekend helemaal niet verbonden, 10 betekend heel erg verbonden)

[To what extent do you feel connected to Norg? Give a number on a scale from 1 to 10 (1 being totally not connected, 10 being very connected)]

- Cijfer van 1 tot 10 (ratio data) *[Number on a scale from 1 to 10]*

6. Ik ga vaak naar dorpsevenementen in Norg

[I go often to festive events in Norg]

- 5-punten schaal: helemaal niet mee eens tot helemaal mee eens. *[5-point scale: totally disagree to totally agree]*

7. (In het geval u nooit naar evenementen in Norg gaat kunt u doorgaan met vraag 9.) Doet u mee met een/meerdere evenement(en) in Norg? (bijvoorbeeld als deelnemer, vrijwilliger, organisator, etc)

[(In case you never go to festive events in Norg, continue with question 9). Are you participating in one or more festive events in Norg? (for example, as participant, volunteer, organiser, etc.)]

- Ja *[Yes]*
- Nee *[No]*

8. In hoeverre spelen de volgende aspecten mee als redenen waarom u naar één of meerdere evenementen in Norg gaat? Geef steeds aan op een schaal van 1 tot 10 (1 betekend helemaal niet, 10 betekend heel veel)

[To what extent do the following reasons play a role in why you go to one or more festive events in Norg? Give for every statement a number on a scale from 1 to 10 (1 being not at all, 10 being very much)]

- Het contact met dorpsgenoten.

[Contact with other residents of Norg]

- Cijfer 1 tot 10 *[Number from 1 to 10]*

- De evenementen geven mij een gevoel van trots op het dorp.

[The events give me a sense of pride of Norg]

- Cijfer 1 tot 10 *[Number from 1 to 10]*

- Ik ben geïnteresseerd in de activiteit zelf (kunstroute, tuigpaarden concours, paardenmarkten, wielervedstrijden, etc.)

[I am interested in the activity itself (artroute, horse harness competitions, horse markets, cycling contests, etc.)]

- Cijfer 1 tot 10 *[Number from 1 to 10]*

- Ik ken iemand die mee doet in de organisatie

[I know someone who works at the organisation of the event.]

- Cijfer 1 tot 10 *[Number from 1 to 10]*

- Ik ken één of meerdere deelnemer(s) van het evenement.

[I know one or more participants of the event]

- Cijfer 1 tot 10 *[Number from 1 to 10]*

9. In hoeverre heeft u het gevoel invloed te hebben op de evenementen die georganiseerd worden in Norg? Geef een cijfer op een schaal van 1 tot 10 (1 betekend helemaal niet, 10 betekend heel veel).
[To what extent do you feel like you have influence on the festive events that are being organised in Norg? Give a number on a scale from 1 to 10 (1 being not at all, 10 being very much)]

- Cijfer 1 tot 10 (ratio) *[Number from 1 to 10]*

10. In hoeverre denkt u dat evenementen in Norg bij dragen bij aan het gemeenschapsgevoel van bewoners van Norg? Geef een cijfer op een schaal van 1 tot 10 (1 betekend helemaal niet, 10 betekend heel erg)

[To what extent do you think that the festive events in Norg contribute to the sense of community among residents of Norg? Give a number on a scale from 1 to 10 (1 being not at all, 10 being very much)]

- Cijfer 1 tot 10 (ratio) *[Number from 1 to 10]*

11. In hoeverre dragen evenementen in Norg bij aan hoe verbonden u zich voelt met dorpsgenoten? Geef een cijfer op een schaal van 1 tot 10 (1 betekend helemaal niet, 10 betekend heel erg).

[To what extent do the festive events in Norg contribute to the connection you feel with other residents of Norg? Give a number on a scale from 1 to 10 (1 being not at all, 10 being very much)]

- Cijfer 1 tot 10 (ratio) *[Number from 1 to 10]*

12. Zijn er nog dingen die u kwijt wilt over het onderwerp, evenementen die er georganiseerd worden in Norg, of het onderzoek?

[Is there anything you would like to add about the subject, festive events that are organised in Norg, or the research?]

- Open vraag *[Open question]*

Bedankt voor het invullen!

[Thank you for filling in the questionnaire!]

In geval u nog vragen heeft over het onderzoek kunt u een email sturen naar c.m.i.oosterhuis@student.rug.nl.

[In case you have any questions about the research, feel free to sent me an email at c.m.i.oosterhuis@student.rug.nl.]

Appendix 2: Message in Norger Courant

Wat is de invloed van evenementen in Norg op de Bewoners? Doe mee met een onderzoek van Charlotte Oosterhuis

In verband met mijn studie Sociale Geografie en Planologie aan de Rijksuniversiteit Groningen doe ik een afstudeeronderzoek naar de invloed van evenementen in Norg op bewoners van van het dorp. Ik kom zelf uit de omgeving en kom vaak door Norg als ik een rondje ga fietsen. Hierdoor merkte ik dat het een erg gezellig en actief dorp is waarin allerlei evenementen georganiseerd worden. Door de corona crisis mag ik geen persoonlijk contact hebben bij het verspreiden van enquêtes, maar gelukkig heeft de Norger Courant mij de mogelijkheid geboden om u op deze manier te benaderen. Door de enquête in te vullen kunt u mij helpen met mijn afstudeeronderzoek. U kunt bij de enquête komen via het scannen van de QR-code met de fotocamera van uw tablet/telefoon, of via deze link: https://rug.eu.qualtrics.com/jfe/form/SV_cRSTOoWwBIZFCFn. Het zal ongeveer 5 minuten duren om de enquête in te vullen.

Bedankt!

Charlotte Oosterhuis



Appendix 3: Leaflet

Beste meneer/mevrouw,

In verband met mijn studie Sociale Geografie en Planologie aan de Rijksuniversiteit Groningen doe ik een afstudeeronderzoek naar de invloed van evenementen in Norg op bewoners van het dorp. Ik kom zelf uit de omgeving en kom vaak door Norg als ik een rondje ga fietsen. Hierdoor merkte ik dat het een erg gezellig en actief dorp is waarin allerlei evenementen georganiseerd worden. Door de corona crisis mag ik geen persoonlijk contact hebben bij het verspreiden van enquêtes, wat het natuurlijk een stuk lastiger maakt om genoeg mensen te vinden om de enquête in te vullen. Zou u mij misschien willen helpen met mijn onderzoek door de enquête in te vullen? U kunt bij de enquête komen via het scannen van de QR-code met de fotocamera van uw tablet/telefoon, of via deze link: https://rug.eu.qualtrics.com/jfe/form/SV_cRSTOoWwBIZFCFn. Het zal ongeveer 5 minuten duren om de enquête in te vullen.

Bedankt!

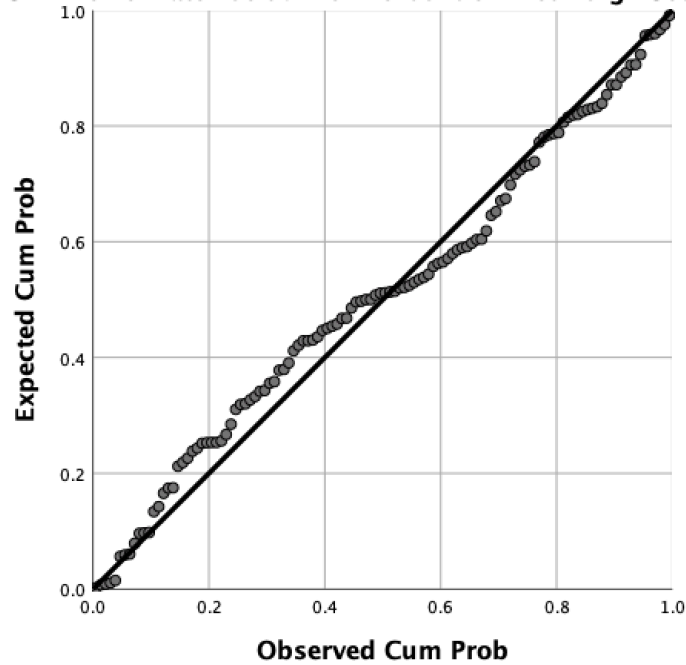
Charlotte Oosterhuis



Appendix 4: Normality plot and homoscedasticity check

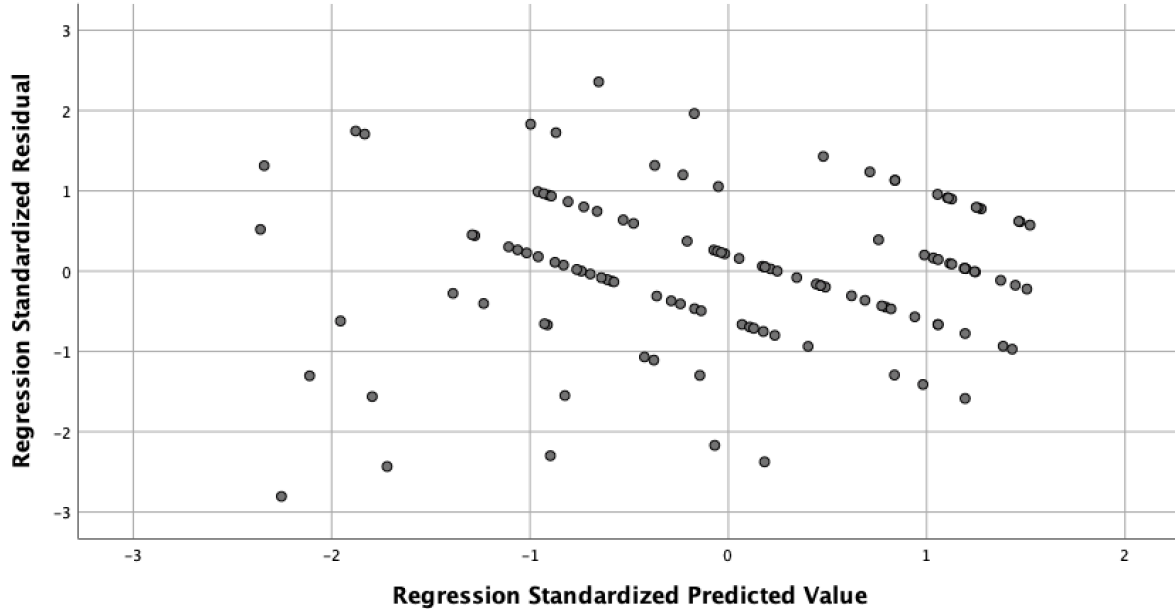
Normal P-P Plot of Regression Standardized Residual

Dependent Variable: 5 In welke mate voelt u zich verbonden met Norg? Geef een rapportcijfer.



Scatterplot

Dependent Variable: 5 In welke mate voelt u zich verbonden met Norg? Geef een rapportcijfer.



Appendix 5: SPSS outputs

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.658 ^a	.433	.357	1.235

a. Predictors: (Constant), dummyQ3_5tot10jaar, dummyQ3_0korterdan1jaar, Q4uur/koop 3, anders namelijk, Q4uur/koop 2, geen van beide, 7. Doet u mee met één/meerdere evenement(en) in Norg? (bijvoorbeeld als deelnemer, vrijwilliger, organisator, etc.), combiQ6_0en1nietmeeeens, 2. Wat is uw geslacht?, dummyQ3_1tot4jaar, Q4uur/koop 1, gehuurd, 9. In hoeverre heeft u het gevoel invloed te hebben op de evenementen die georganiseerd worden in Norg? Geef een cijfer op een schaal van 1 tot 10., 10. In hoeverre denkt u dat evenementen in Norg bij dragen bij aan het gemeenschapsgevoel van bewoners van Norg? Geef een cijfer op een schaal van 1 tot 10., combiQ6_3en4meeeens, 1. Wat is uw geboortejaar?, 11. In hoeverre dragen evenementen in Norg bij aan hoe verbonden u zich voelt met dorpsgenoten? Geef een cijfer op een schaal van 1 tot 10.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	122.264	14	8.733	5.723	.000 ^b
	Residual	160.236	105	1.526		
	Total	282.500	119			

a. Dependent Variable: 5 In welke mate voelt u zich verbonden met Norg? Geef een rapportcijfer.

b. Predictors: (Constant), dummyQ3_5tot10jaar, dummyQ3_0korterdan1jaar, Q4uur/koop 3, anders namelijk, Q4uur/koop 2, geen van beide, 7. Doet u mee met één/meerdere evenement(en) in Norg? (bijvoorbeeld als deelnemer, vrijwilliger, organisator, etc.), combiQ6_0en1nietmeeeens, 2. Wat is uw geslacht?, dummyQ3_1tot4jaar, Q4uur/koop 1, gehuurd, 9. In hoeverre heeft u het gevoel invloed te hebben op de evenementen die georganiseerd worden in Norg? Geef een cijfer op een schaal van 1 tot 10., 10. In hoeverre denkt u dat evenementen in Norg bij dragen bij aan het gemeenschapsgevoel van bewoners van Norg? Geef een cijfer op een schaal van 1 tot 10., combiQ6_3en4meeeens, 1. Wat is uw geboortejaar?, 11. In hoeverre dragen evenementen in Norg bij aan hoe verbonden u zich voelt met dorpsgenoten? Geef een cijfer op een schaal van 1 tot 10.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	25.752	18.187		1.416	.160		
	1. Wat is uw geboortejaar?	-.010	.009	-.095	-1.043	.299	.656	1.525
	2. Wat is uw geslacht?	-.067	.243	-.021	-.277	.783	.909	1.100
	7. Doet u mee met één/meerdere evenement(en) in Norg? (bijvoorbeeld als deelnemer, vrijwilliger, organisator, etc).	-.016	.244	-.005	-.067	.946	.881	1.135
	9. In hoeverre heeft u het gevoel invloed te hebben op de evenementen die georganiseerd worden in Norg? Geef een cijfer op een schaal van 1 tot 10.	-.040	.050	-.070	-.792	.430	.691	1.446
	10. In hoeverre denkt u dat evenementen in Norg bij dragen bij aan het gemeenschapsgevoel van bewoners van Norg? Geef een cijfer op een schaal van 1 tot 10.	-.117	.095	-.135	-1.226	.223	.444	2.254
	11. In hoeverre dragen evenementen in Norg bij aan hoe verbonden u zich voelt met dorpsgenoten? Geef een cijfer op een schaal van 1 tot 10.	.312	.078	.496	3.979	.000	.347	2.878
	Q4huur/koop 1, gehuurd	-.521	.346	-.118	-1.507	.135	.876	1.142
	Q4huur/koop 2, geen van beide	.594	.677	.077	.877	.382	.695	1.438
	Q4huur/koop 3, anders namelijk	-.773	.741	-.079	-1.043	.299	.950	1.053
	combiQ6_0en1nietmeeens	-.154	.348	-.041	-.443	.658	.618	1.619
	combiQ6_3en4meeeens	.894	.285	.291	3.138	.002	.627	1.594
	dummyQ3_0korterdan1jaar	1.084	1.355	.064	.800	.426	.838	1.194
	dummyQ3_1tot4jaar	-.829	.356	-.184	-2.327	.022	.868	1.152
	dummyQ3_5tot10jaar	-.608	.359	-.145	-1.696	.093	.741	1.349

a. Dependent Variable: 5 In welke mate voelt u zich verbonden met Norg? Geef een rapportcijfer.