

Abstract

Music festivals have been part of our society ever since the written word has been helping us to remember. Music has influenced generations, impacted political movements, and been used as a medium to express social viewpoints. As a destination for common interests, the festival or shared musical experience has the power to bring different people and societies together. Music festivals are often seen as a space for self-reflection that contribute to attendees' journey to the heart. Tapping into this magical lure and an ever-growing community, destinations have decided to use music festivals for their economic advantage. Festivals have turned into a gigantic cash cow and are increasingly being turned into a profit-only-focused business model. Therefore, academic literature began to analyze the economic and socio-cultural impacts of music festivals. It was in the interest of business to focus on how music festivals contribute to local economies, communities and the overall destination itself. However, the most important element of festivals has been overlooked: the people – the attendees themselves.

Given the aforementioned growth of music festivals and the lack of researchers' interest in the influence on festival attendees, this thesis tries to investigate how music festivals impact young adult's well-being. In this study, the definition and the essential compounds of festivals are closely discussed in order to link those to their impacts on the environment, local and international economic, as well as socio-cultural influences. Furthermore, this research provides valuable insight into the psychology of music and live performances as a means to explain the influence of music festivals on young adults attending.

In order to examine how music festivals can influence young people and whether there are certain emotions linked to them, several in-depth interviews have been conducted. The implications of the findings are provided and critically discussed at the end of the paper.