Properly prearranged heritage festivals have the potentials to fascinate, exhibit cultural traditions and educate the general public about rich culture also at the same time raise the economic impact on the community (Crompton & McKay, 1997).The foremost motives for organizing a festival are related to improving and promoting cultural heritage artifacts, attracting tourist and raising cultural awareness (Stankova & Vassenska, 2015). In most studies, the analysis comprises assessing a total amount of income, employment change contribution to the festival and finishes with the approximation of local multiplier effects; therefore deprived of advance searching how these interpret into local economic growth (Gursoy, Kim, & Uysal, 1998; Felsenstein & Fleischer, 2003).Experimental studies of local festivals conducted by (Formica & Uysal, 1996; Borodako, Berbeka, Klimek, Niemczyk, & Seweryn, 2012) pointed out that local festivals generate economic benefits and add direct and indirect temporary .jobs

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