Event Tourism for Promoting the City Development: Progress and Prospects

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Abstract—The importance of events for urban development is discussed by many experts. This paper emphasizes the event tourism industry and its impact on the economy and local communities. In this article, some cases from the literature of event tourism and their findings were reviewed. This paper examines important factors affecting the role of event tourism and its progress and prospects for the tourism and hospitality industry. Specifically, this paper aims to investigate the importance of tourism events to promote urban development. A model is proposed based on the concept of shared economy as well as shared values related to the tourism and hospitality industry. The overall conclusion is that city events affect the host community primarily by increasing the sharing economy. The cash addition is important but not at the level that could trigger city development. Thus, the impact on the local people must be central to event management for promoting destination development. Further research needs to be conducted to advance the theory in event tourism.

Keywords—City development, event tourism, sharing economy, shared value

I. INTRODUCTION

Events are tools for promoting places as well as attracting visitor spending through creating a destination attractiveness as core marketing propositions due to the intensity of global competitiveness. As the key elements of destination system, events contribute to provide the provision of infrastructure such as transport, accommodation, attractions, and other auxiliary services. These infrastructures enhance the destination offer thus increasing the tourism potential and destinations capacity further than a limited attention on leisure-based tourism such as holiday. Previous studies by Connell, Page, & Meyer (2015) also explain the important relationships that occur regarding events. Events can be used as a solution to address the seasonal decline in tourism demand by providing various forms of substitute events to increase demand in the low season. Residents and domestic visitors use this event to fill the remaining gaps in the off-peak season. In this regard, events have a broader concern than destination-related tourism while the emphasis of this paper is predominantly on the event tourism associated with the destination and the studies related to this field.

In this paper, event tourism was reviewed in both from academic and professional practice perspectives. The definition, progress and prospects of event tourism research on are identified throughout this thematic literature reviews. For developing a framework as a basis of theoretical advancement and professional practice, key themes and fundamental phenomenon in event tourism were studied and provided. This paper contributes for enhancing event tourism management both theory and practice.

II. LITERATURE REVIEW

A. Definition of Event

Previous scholars have defined the term event in various situation and slightly different with an accurate definition of tourism events.

“A Special Event is a one-off happening designed to meet specific needs at any given time. Local community events may be defined as an activity established to involve the local population in a shared experience to their mutual benefits.” (Wilkinson in Watt, 1998:1)

“A Special Event recognizes a unique moment in time with ceremony and ritual to satisfy needs.” (Goldblatt in Watt, 1998:1)

Getz (2008) determined: “Planned events are spatial-temporal phenomenon, and each is unique because of interactions among the setting, people, and management systems including design elements and the program. Much of the appeal of events is that they are never the same, and you have to ‘be there’ to enjoy the unique experience fully; if you miss it, it’s a lost opportunity.”

“A special event is a one-time or infrequently occurring event outside normal programs or activities of the sponsoring or organizing body. To the customer or guest, a special event is an opportunity for a leisure, social or cultural experience outside the normal range of choices or beyond everyday experience.” (Allen, O’Toole, McDonnell & Harris, 2002: 12) From the tourism point of view these definitions is the most

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suitable and relevant to this present article. Getz (2008) explains that there are eight important types of events based on their purpose, program and form. Cultural celebrations, arts and entertainment, sporting events and recreational events are mainly pertaining event tourism. Especially, those related to the performing arts and other festivals which currently becoming tourism phenomenon in global (Chacko and Schaffer, 1993). Also, business and educational events could appeal tourism but for special reasons. This event tourism industry is not included political and private events.

B. Tourism Event

From a perspective of tourism, understanding tourism events is huge prominence. According to Getz and Wicks (1993:2), “event tourism is a systematic planning, development, and marketing of festivals and special events as tourist attractions, image-makers, catalysts for infrastructure and economic growth, and animators of built attraction”.

Getz (2008) placed event tourism between tourism management - tourism studies and event management - event studies. Tourism management deals with tourism development by analyzing the behavior and motivation of all kind of tourists. On the other hand, event management deals with event marketing, design and managing of an event. Also, tries to understand the event experiences and to manage them. Hence, event tourism is in the middle of the two sectors. In other words, event tourism aims at full exploitation of the capabilities of events in order to achieve tourism development of host communities. Event tourism planners must take into account all the details of the event management and make a sedulous research on managing event from the tourism perspective.

Now ‘event tourism’ is generally recognized as being inclusive of all planned events in an integrated approach to development and marketing. Event tourism has great similarities with other special forms of tourism. Because of that, in event tourism both demand and supply sides must be analyzed (Getz, 2008). A demand side analysis must go through who travel to events and which are the motives of those travelers. According to various researchers there are several domains of event tourism motivation: escape, novelty, family togetherness, socialization, excitement etc (Uysal, Gahan & Martin, 1993; Mohr, Backman, Gahan & Backman, 1993; Crompton & McKay, 1997; Formica & Uysal, 1996;1998; Lee, 2000; Kim, Uysal & Chen, 2002; Lee, Lee & Wicks, 2004). Moreover, from the supply side perspective, events should be approached and managed effectively in order to achieve positive impacts and reduce negative impacts of hosting an event.

Events can have a positive affect to economy, tourism, society and culture of hosting area. First of all, events generate revenue for the area and create employment (Yolal, Cetinel & Uysal, 2009). Also, they contribute to tourism as a tool for destination marketing and promotion by increasing awareness of the region and as a catalyst for creation of new accommodation and tourist infrastructure. Moreover, socio-cultural impacts appear by hosting an event such as: increase in standard of living, enhance of local pride and community spirit, increase of local interest, strengthening traditions and values of the hosting region (Hall, 1992; Arcodia & Witford, 2006). Environment may also be positively affected mainly by the improvement of area’s accessibility and infrastructure. On the other hand, events may affect the hosting area negatively (Increased prices and crime during the event period, poor reputation of the area because of inadequate facilities etc.).

III. RESEARCH METHOD

A contemporary and concise review of the event tourism research domain was conducted, specifically the research approach of researchers in this study area, characteristics that have been reviewed and selected, and how the study was designed. Through repeated searches in several literature databases, studies that meet the requirements of event tourism are identified and used as evaluation material. Their studies will then be examined, analysed and reviewed by using relevant theories from several scientific articles in the form of journals, books, internet sources and other literature related to the topic being discussed, then providing critical analysis in line with the aims and objectives of this research.

Event tourism studies that emerge as an globally acknowledged research area are described and evaluated with a high level of multi-disciplines, rapid proliferation within and between disciplines, and theoretical foundations. On the basis of research interests, three perspectives identified (producing, consuming, and criticizing event tourism) emerged in all academic disciplines. This research is based on English research paper, academic journals publications, and limited by the scope of professional and international research. Searches from electronic and online databases, namely: ProQuest, ERIC, Full Text Emerald, Ingenta (Direct Science), EBSCO (Premier Business Sources and PSYCINFO) were made. In addition, an internet search and manual media were also conducted to obtain other publications and secondary references by authors who supported the previous search.

IV. RESEARCH ON EVENT TOURISM

There are many different reasons why communities organize festivals; their cultural heritage, city or location promotion, attracting tourists, creating additional cultural and entertainment facilities for residents of a tourist destination and better quality of life of residents (Cudnym et al. 2012; Yolal et al. 2016). There are studies of festivals in Europe (Grappi and Montanari 2011; Brida et al. 2012, 2014, 2017; Ferrera and Serr mento 2015), the Middle East (Akhoondnejad 2016), Asia (Soehn et al. 2016.), SAD-u (Yuan and Jang, 2008), Africa (Kruger et al. 2010) and Australia (Savinovic et al. 2012, Tanford and Jung, 2017). These studies investigate a variety of research topics, including motivation for attending (Brida et al. 2012, 2014, 2017; Meang et al. 2016, Rezaei et al...
2018; Vitner Marković et al. 2019) visitor segmentation (Chang 2006; Brida 2012, 2014, Maráková et al. 2018), satisfaction (Kim 2010) and loyalty (Kim 2010; Tanford and Jung 2017). Many studies have investigated the motives for visiting a certain festival (Uysal et al. 1993; Getz, 2008; Getz 2010; Matheson et al. 2014; Maeng et al. 2016; Tanford and Jung 2017; Vitner Marković et al. 2019). In their meta-analysis paper, Wilson et al. (2016) researched about festivals throughout the years 1978-2014. According to their research, it was found that studies concerning events increase significantly from 2010 onwards. Events has also become one of the most important research topics in this area (Rezaei et al. 2018). In addition, some motivating factors also found in the most of literature regarding event attractions, namely family togetherness, excitement, socialization, cultural exploration, novelty and escape (Mohr 1993; Uysal 1993; Maeng et al. 2016; Tanford and Yung 2017).

Previous studies have identified five main visitor motives for attending festivals: socialization, escape, entertainment, geographical location of events and loyalty (Backman et al. 1995; Gelder and Robinson 2009; Lee et al. 2004; Vitner Marković at al. 2019). Foodness (1994), Gnoth, (1997), and Prebensen et al. (2013) explain that all behavior triggered by the driving force which can be described as motivation. This motivation of visitor may also influence their attitude generally and relevant aspect specifically including perception, involvement and satisfaction. Using a conceptual framework of “push and pull” factors, tourist behavior is motivated by two factors namely external factors and internal factors. The external factors were triggered by factor beyond the visitor itself such as destination characteristic, while internal factors were generated by visitors’ psychological factors inside, such as desire for socialization or relaxation, which drives visitor to involve in a leisure activity (Maráková et al. 2018). Prior study by Maráková et al. (2018) have investigated six areas of visitors’ motivation to visit cultural events in Slovakia namedly reconstruction with culture and tradition, new and different experience, friends and family togetherness, socialization, recovering equilibrium and change from everyday life. Additionally, Mohr et al. (1993) in their study has found five motivation factors including family togetherness, excitement, socialization, escape and event novelty regarding local traditional event at South Carolina.

V. PROSPECT OF EVENT TOURISM RESEARCH
Understanding the measurement of event tourists’ spending patterns is important in order to determine the cash insertion for host community. One of the pertinent research by Chhabra, Sills and Cubbage (2003) is very useful for identifying event tourists’ spending categories. Using an input-output (I-O) model, their research in rural North Carolina helped to estimate the total economic impact of two short-term events. Accommodation, food, and beverage are the three most spent sectors by the visitor and these differ depending on their length of stay as well as the number of activities offered when attending the event. While accommodation, restaurants, other food and beverage, shopping, entertainment, entrance fees, and auto-related expenses have been identified as the most benefited business since the visitors spend more in these categories (Chhabra, Sills Cubbage, 2003:423). Regarding with the audience of the festival, the half of them are roughly repeat visitors. In this sense, it would reduce the failure risk of event in the future. “For a nonlocal visitor, a visit to a once-only event in an unknown destination is a high-risk travel decision, whereas the decision to visit an annual event that has been enjoyable in the past is much easier” (Chhabra, Sills & Cubbage, 2003: 426).

In general conclusion, event tourism research contributed significantly to rural and urban economies. These contributions mostly in two sectors such as accommodation and gastronomic, although there is quite a little effect on labour income and total output. Low value-added and labour income multipliers of rural or urban economies are the main reason for it. However, the events could attract new visitors, and some of them are repeat visitors already ensure that in the future those two events could sustain small yet contribute significantly to the host communities’ tourism development (Chhabra, Sills & Cubbage, 2003).

Another interesting research by O’Sullivan and Jackson, (2002) is the one of event tourism research which considers events as a way for developing local economic sustainability. Based on their case study, O’Sullivan and Jackson, (2002) examined three types of festivals which contribute host community sustainable development and categorized according to their scale. They were also indicated those type based on initial purposes, the sponsorship type and the importance of spatial geography. First, “home-grown” festival is basically small scale, bottom-up and managed by few volunteers to give benefit for the local. Second, “tourist-tempter” festival is specifically aimed to attract visitors to accelerate the development of local economic. Third, ‘big-bang’ festival is one of marketing tool that principally promotes a activities of the host over a defined geographical area (O’Sullivan & Jackson, 2002:331). By using a model of sustainable local economic development, the research analysed and tested these different festivals to investigate the compatibility with the model outlined.

VI. CONCLUSION
The festival such as urban and rural festival has a great importance in the city development through the traditional cultural tourism product. There is an important impact between making a repeat visit and sharing the experience through social networks. In the urban and rural festival should be more regularly festivals one to encourage socialization and spending free time with friends and family as well as other visitors in Indonesia.

The visitors of the even tourism visit the festival regularly every year which shows sustainability of the festival and recommendation to the others shows the increase of the visitors. Therefore, festival in urban and rural festival helps to
attract a new visitor in which of them knew little about festival, which is critical in ensuring sustainability of the Festival (Matheson et al. 2014).

REFERENCES


