

# 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 economy impact of event tourism industry for local communities. In this article, some cases from the literature of event tourism and their findings were reviewed. This paper examines the 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, and Meyer [1] 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 reviews 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.

Wilkinson in Watt's book asserted that [2] "*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.*"

In the similar book of Watt [2], Goldblatt maintained that "*A Special Event recognizes a unique moment in time with ceremony and ritual to satisfy needs.*"

Later, Getz revealed [3]: "*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*".

In their book, Allen, O'Toole, McDonnell and Harris [4] also explained that "*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.*" From tourism point of view these definitions is the most suitable and relevant to

this present article. Getz explains that there are eight important types of events based on their purpose, program and form [3]. Event tourism includes cultural festivals, talents and performing, leisure events and sport events. Particularly, according to Chacko and Schaffer, those related to the performing arts and other festivals which currently becoming tourism phenomenon in global [5]. Additionally, events such as educational and business might attract tourism only for particular motives. 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 [6] *“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”*.

Event tourism based on Getz’s study is concerning tourism management (including tourism studies and event management) and event studies [3]. The former relates with the development of tourism by analysing the motive and behaviour of all type of tourists. The later relates with event marketing including designing and organising of an event. Besides, attempts to find out the event experiences and to manage them. Thus, event tourism is in between those two domains. In other words, event tourism seeks to explore all the event’s potentials in order to contribute to the development of tourism for host societies. The organizers of event tourism requisite to take into account all the aspects of the event management and make a careful analysis on managing events from the tourism point of view.

Today “event tourism” is commonly acknowledged as being wide-ranging of all organised events in an integrated approach to development and marketing. Getz revealed that since event tourism possesses almost not different characteristic with other special kinds of tourism, and therefore both demand and supply sides should be evaluated [6]. From the viewpoint of demand, the evaluation should investigate the reasons of travellers for attending the events. Family attachment, socialization, novelty, escape, excitement is some of the event tourism motive according to scholars [7-14]. Furthermore, from the viewpoint of supply, events could be successfully handled and organised so that obtain positive impressions and diminish negative impressions of presenting it.

The hosting area benefited in many positive aspects including tourism, society, economy, and culture. Yolal, Cetinel and Uysal [15] revealed that events could create revenue as well as employment for local. They also contribute to destination marketing by promoting and enhancing the region’s awareness. This way facilitates new accommodation creation and other infrastructure to support tourism development. Additionally, Hall [16] pointed out that for the region as the host of an event will be benefited in socio-cultural impacts for many ways including the enhancement value and customs, increasing community pride and spirit, increase the

attractiveness of local as well as living standard. The positive impact also obtained for environment predominantly in the development of region’s infrastructure and accessibility. Instead, there are also negative impact for the host such as increasing price and criminality especially in period of events held, as well as the negative image of the area since provided poor facilities).

### 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. These 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 a 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 [15]. There are studies of festivals in Europe [17,18], the Middle East [19], Asia [20], SAD-u [21], Africa [22] and Australia [23]. These studies investigate a variety of research topics, including motivation for attending [24] visitor segmentation [25], satisfaction [26] and loyalty [23,26]. Many studies have investigated the motives for visiting a certain festival [3,23,24,27,28]. In their meta-analysis paper, Wilson et al. [29] researched about festivals throughout the years 1978-2014. According to their research, it was found that studies concerning events increase significantly from 2010 onwards. Evens has also become one of the most important research topics in this area [30]. 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 [7,23,28].

Previous studies have identified five main visitor motives for attending festivals: socialization, escape, entertainment, geographical location of events and loyalty [14,31]. Foodness [32], Gnoth [33], and Prebensen et al. [34] explain that all behaviour 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 behaviour is motivated by two factors namely external factors dan 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 [25]. Prior study by Maráková et al. have investigated six areas of visitors’ motivation to visit cultural events in Slovakia namely reconnection with culture and tradition, new and different experience, friends and family togetherness, socialization, recovering equilibrium and change from everyday life [25]. Additionally, Mohr et al. [7] 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 researches by Chhabra, Sills and Cabbage is very useful for identifying event tourists’ spending categories [35]. Applying a model namely input-output (I-O), their study in rural North Carolina helped to estimate an overall impact of two short-range events in terms of economic. 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, additional meal consumptions, shopping, performing, entrance costs, and other related payments have been recognized as the most benefited business since the visitors spend more in these categories [35]. Regarding with the audience of the festival, they are partly categorized as recurrence tourists. In this sense, it would reduce the probability of forthcoming event failure. Chhabra, Sills and Cabbage [35] also noticed that “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”.

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 appeal new tourists, also some of those tourists are recurrence tourists who previously confirm the prospect those events could sustain small yet contribute significantly to the host communities’ tourism development [35].

Another interesting research by O’Sullivan and Jackson [36], 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 [36] 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 which is basically managed among few volunteers, bottom-up with small scope of activities 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 considered as a marketing way that principally supports an activity of the host across a distinct region. 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 events such as urban and rural events have 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 events should be more regularly events one to encourage socialization and spending free time with friends and family as well as other visitors in Indonesia.

The visitors of the event 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, events both in urban and rural helps to attract a new visitor in which of them knew little about events, which is critical in ensuring sustainability of the events [27].

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