

WELCOME

Dear Delegate

I am delighted to welcome you to Bournemouth University for the **Event Tourism: Enhancing Destinations and the Visitor Economy** conference. Organised in association with the Centre for Festival & Event Management, Napier University, this conference brings together academics and practitioners from a number of countries to advance the Event Tourism agenda. The conference is sponsored by Poole Tourism, The CEM Group, VisitBritain and Edinburgh Inspiring Capital and is supported by three leading international publishers; Pearson Education, Channel View Publications and Elsevier Butterworth Heinemann.

The staging and hosting of events is of such importance to many destinations around the world that far greater understanding is now required with regard to the impact and legacy of events on destinations, their impact on destination image, branding and management, the means and methodologies by which such impacts are measured and monitored, and the policy initiatives that set the broader context for their taking place. In particular, and most notably with the hosting of the 2012 Olympic & Paralympic Games in London and the staging of the sailing events locally at Weymouth, issues surrounding the development and hosting of Mega Events and Sport Event Tourism represent a specific theme at the conference.

A key feature of the conference is the inclusion of a number of key note addresses from leading industry figures. In addition, the conference offers a number of opportunities in which you are invited to hear and participate in sessions presented by academics from the UK, Sweden, Finland, Australia, New Zealand, Ireland, Denmark, Hong Kong and Italy among others! I hope that you enjoy the conference and that the mix of presentations from key note speakers and sessions led by academics, in addition to the conference dinner which is being held at the award-winning WestBeach restaurant, provide you with an informative, thoughtful and enjoyable couple of days in an informal and relaxed environment. Enjoy the conference!



Alan Fyall
Head of Research, School of Services Management
Bournemouth University

The Conference Organising Committee

Adele Ladkin, Anna Leask, Martin Robertson, Jane Ali-Knight, John Fletcher, Ian Jones, Janet Dickinson, Richard Shipway, Caroline Jackson and Blake Ashwell

CONFERENCE KEY NOTE SPEAKERS

Alan Fyall, Head of Research – School of Services Management, Bournemouth University

Alan is Reader in Tourism Management in the International Centre for Tourism & Hospitality Research and Head of Research in the School of Services Management, Bournemouth University. His areas of expertise span the management of attractions, heritage tourism and destination management. Alan has co-edited *Managing Visitor Attractions: New Directions* and *Managing World Heritage Sites* published by Elsevier Butterworth Heinemann, while he has co-authored *Tourism Marketing: A Collaborative Approach* and the third edition of *Tourism Principles and Practice* published by Channel View and Pearson Education respectively. Alan has managed a number of projects on the determination of suitable structures for emerging Destination Management Organisations in the UK while he has also recently conducted work in the Caribbean and Southern Africa for the Commonwealth Secretariat which delivered a strategic framework for future interventions by the Secretariat in the tourism sector. Alan was also the author of two Policy Briefs written for the Commonwealth Tourism Minister's Meetings held in Kuala Lumpur and Abuja in 2004 and 2005 respectively.

Bruce Grant-Braham, Chair – Poole Tourism Management Board

A former senior hotelier Bruce has in recent years specialised in teaching strategy, systems and e-commerce to hospitality and retail students at Bournemouth University. He was a district councillor for twenty years chairing Poole's Tourism Committee as well as becoming Mayor in 1993. When the Tourism Committee changed its format five years ago he was asked to return as its independent chairman. He was a founder of the Dorset Tourism Association and a Board Member of the Southern Tourist Board. He also regularly attended meetings of the West Country Tourist Board and the British Resorts Association. In his private life he is a keen follower of motor sport having authored several books on the subject.

Maureen McAllister, Head of Culture and Tourism – South West of England Regional Development Agency

Maureen is Head of Culture and Tourism for the South West of England Regional Development Agency. She has many years' experience of strategic tourism marketing and development, working for Japan Travel Bureau, Balkan Holidays, as Head of Tourism for Gloucester City Council and Marketing Birmingham, and most recently Director of Regeneration and Tourism for the Torbay Development Agency. Whilst in Birmingham Maureen led the team which gained Beacon Status for Promoting Sustainable Tourism in 2004. Maureen is co-founder and Vice Chair of DP UK, and has recently achieved her MBA.

Katy Stevenson – Events for London

Katy Stevenson is a Senior Tourism Development Manager at the London Development Agency (LDA). Katy joined the LDA in 2004 to oversee the development of the Agency's sub-regional tourism programme, moving to her current role in 2005. Katy was responsible for the development and implementation of London's Major Events Strategy; establishing a Project Board of expert advisors to shape the strategy, setting up structures and gaining approval of the resources required to deliver the strategy. Katy oversees the LDA's contract with delivery partner Visit London and is currently managing a detailed programme of feasibility work for a London International Convention Centre. Katy has a degree in Tourism Management from Napier University. Prior to joining the LDA Katy worked as a Project Manager on the highly successful South West Regional Tourism Skills Network programme. Katy has worked in a number of roles in the hospitality industry both in the UK and overseas, including an internship at Walt Disney World Resort in Orlando and as a Guest Service Trainer on board Disney Cruise Line.

Martin Green – Events for London

Martin is Head of Events for London in the Mayor's Office at the Greater London Authority. He runs a team of 11 who are responsible for the animation of the city through cultural events. This is achieved by directly producing events and festivals, such as Rise: London United, Europe's largest anti-racist music festival, the Trafalgar Square Arts Festival and London's New Years Eve fireworks. Martin's team engages with as many agencies and producers as possible to ensure the planning and execution of large events in the city are coherently achieved to maximise the reach and benefits of the event. The core of everything they produce is to celebrate the cities diversity and to promote London nationally and across the globe. The Events for London team will work closely with the London Olympics to realise the Games across the city and have recently created a major events function for London in order to capitalise on London's expertise as a world events centre. Martin's background is in events and Public Relations. He has been Head of Events for London for two years.

Norman Ireland, Events and Special Projects Manager – The City of Edinburgh Council

Norman is a graduate of Strathclyde University, Glasgow (Geography/Economics) and Heriot-Watt University, Edinburgh (Town Planning). He is a Member of the Royal Town Planning Institute and a Member of the Institute of Leisure and Amenity Management. His professional life started in the Planning Department of Glasgow City Council, after which he held a senior facilities planning post with the Scottish Sports Council. Thereafter, he re-entered local government as Head of Planning in Lothian Regional Council's Leisure Services Department. Following a re-structuring, he then held various posts in Planning, Policy Planning and Strategic Services. Since local government reorganisation in 1996, he has been Events and Special Projects Manager in the City of Edinburgh Council, with particular responsibility for events management. Some examples include: overall project manager for Edinburgh's Hogmanay for a number of years; the Commonwealth Heads of Government Meeting; the MTV Music Awards; Millennium celebrations; the Tall Ships Race; the Opening of Parliament; G8 related events and CowParade Edinburgh 2006.

Paul Gudgin, Director – Edinburgh Festival Fringe

After leaving the University of Surrey in 1986, where he studied music, Paul accepted his first post in the arts as Concerts Manager for the Aldeburgh Foundation, which promotes the Aldeburgh Festival (established by Benjamin Britten and Peter Pears) and also manages Snape Maltings Concert Hall. Paul was then appointed Manager of the Bury St Edmunds Festival in 1989 at the age of 25. Over his five years there, he extended the event from a small cluster of productions over two weekends into a busy sixteen-day showcase described by *The Times* as "one of the best small Festivals in Britain". From Bury St Edmunds, Paul moved to Edinburgh in 1995 when he became General Manager of the Queen's Hall. This busy concert hall is home to the Scottish Chamber Orchestra and hosts over 300 events a year. His strong association with festivals continued as the Queen's Hall itself hosts events by the Edinburgh International Festival, the Edinburgh International Jazz Festival and of course the Edinburgh Festival Fringe. In 1999, Paul was appointed Director of the world's largest arts festival, the Edinburgh Festival Fringe. The Fringe has expanded considerably during Paul's time at the helm and in 2003 the event passed a significant milestone with the sale of one million tickets that year, and has since continued with such strength. The Fringe 2005 presented 26,995 performances of 1830 shows in 250 venues.

Tom Buncle, Managing Director – Yellow Railroad International Destination Consultancy

Tom has over 25 years experience in tourism development and marketing on four continents. Prior to establishing Yellow Railroad Tom spent 4 years as Chief Executive of the Scottish Tourist Board (now VisitScotland). Before that he was International Marketing Director at the Scottish Tourist Board and ran operations for the British Tourist Authority (BTA – now VisitBritain) in South East Asia, Norway and California. He has undertaken consultancy work for destinations in the UK, Europe and Africa, focusing on destination branding (Namibia, England), business strategy and place marketing (Gabon, England, Northern Ireland, Commonwealth Games, Chester), national tourism policy development (Namibia), crisis recovery (England after Foot & Mouth Disease, Britain after 9/11), institutional strengthening (Dominica National Development Corporation), and was an adviser to the UK Department of Culture, Media & Sport (DCMS) on the European Capital of Culture 2008 award. His other professional experience includes employment in marketing, advertising and management with the BTA in New York, Toronto and London. Tom started his career in travel as a tour director in France and Italy, established a direct marketing company, and has experience in research and lecturing. Tom has a BA (Hons) in Law and Sociology and an MA in Criminology and is a graduate of the London Business School Senior Executive Programme. He has served as a non-executive director on several high profile boards (Scotland the Brand, Edinburgh Festival Council, Cairngorm Partnership and The Scottish Council for Development and Industry) and as Chairman of OssianLtd/VisitScotland.com, an on-line Scottish destination management system established on a private/public partnership model. He has also served as Chairman of the Foreign National Tourist Offices Association in Singapore and is currently retained as a member of Contact Singapore's Global Image Advisory Panel. He is also currently a non-executive member of the Scottish Prison Service Risk Monitoring and Audit Committee.

Mark Smith, Head – Bournemouth Tourism

As Head of Tourism for Bournemouth, Mark manages the tourism events programme, resort marketing and information services with his primary role being to develop new business and improve the visitor experience. Mark started his career with British Airways where his work in marketing took him around the world. He then moved into destination management where he established the Tourism and Conference Unit for Winchester City Council before moving to Eastbourne where he was Head of Tourism Development. Now in Bournemouth, Mark considers his current post to be the most exciting, demanding and rewarding tourism job in the country! The main challenges facing Bournemouth today are to maintain its position ahead of competition, to build a dynamic tourism partnership across the resort and to achieve high levels of tourism investment in the 3 P's – People, Promotion and Property.

Anna Wallis, Director – The CEM Group

With 20 years experience in trade show organising and event management, predominantly in the hospitality sector, Anna Wallis, Director, CEM Group, decided that she wanted to raise the profile of Dorset's hospitality offering in light of the opportunities now facing the region. After 18 months of discussions with private and public sector organisations, Hospitality South Conference was created. This event will take place at the Bournemouth International Centre alongside the Hotel & Catering Show, 6th March 2007. Anna and her team are motivated by the desire to make a difference and change the attitude – aiming for a warmer welcome and a quality visitor experience.

Dr Mike Weed, Professor of Sport in Society – Canterbury Christ Church University

Mike Weed is Professor of Sport in Society and Director of Research in the Department of Sport Science, Tourism and Leisure at Canterbury Christ Church University in the UK. His substantive interests lie in the relationship between sport and tourism, particularly the motivations and behaviours of sports tourists and travelling sports spectators. Professor Weed is Editor of the Journal of Sport & Tourism (Taylor & Francis), co-author of 'Sports Tourism: Participants, Policy & Providers' (Elsevier) and is currently working on two further books: 'Sport & Tourism: A Reader' (Routledge) and 'Olympic Tourism' (Elsevier) for publication later in 2007. Professor Weed advises Tourism South East and Events South East on sport-related tourism issues.

Jo Leslie, 2012 Strategy & Communications Unit – VisitBritain

Jo has worked for VisitBritain for almost a decade, heading up global PR operations before leaving to have a baby in January 2004. She now focuses exclusively on the London 2012 Olympic Games & Paralympic Games, developing VisitBritain's strategies and communications towards maximising the tourism opportunities surrounding the world's biggest event. A senior communications professional with almost 20 years' experience within the public and private sectors, Jo has worked both as client and consultant across a broad spectrum of industries. In her current role she works closely with the London 2012 organising committee and delivery bodies, and is also responsible for engaging the devolved administrations, public agencies and commercial organisations with the 2012 tourism strategy.

Fiachra O Mathuna, Chief Executive – Active Dorset County Sport Partnership

Fiachra O Mathuna is the Chief Executive of Active Dorset County Sports Partnership. He has since his appointment established Active Dorset as the strategic lead for sports development in Dorset (including Bournemouth and Poole), through strong advocacy work, developing innovative solutions to existing issues, challenging convention and when necessary taking a lead on delivery. He believes that as a professional promoting active living and the benefits and value of sport we should lead by example! As an occasional sports tourist himself Fiachra speaks from both a personal and professional perspective on the relevance of 'major sporting events' to local sports development and related legacy. He sees Active Dorset as a catalyst for a culture change where people choose to lead active lives through participation in sport, because they enjoy it. The potential for major sporting events to support this objective has never been utilised fully. This is one of the greatest challenges and opportunities Active Dorset and its key partners face, particularly with 2012 on our horizon.

Dr Calvin Jones, Welsh Economy Research Unit – Cardiff University

Dr. Calvin Jones is a member of the Welsh Economy Research Unit at Cardiff Business School. His research interests lie in regional economic and environmental modelling with particular reference to tourism. He also has a strong interest in the economics of sport and major events. He is a founder member of the Regional Studies Association Working Group on Sport and Society, and sits on the UN World Tourism Organisation Committee for the Statistical Measurement of Tourism

Phil Evans, Tourism Manager – Greater London Authority

Phil was educated at Bournemouth School and is a graduate of planning from Aston University. He also holds post-graduate qualifications from both Cranfield and London Universities. Having started a career in teaching tourism and then educational training and marketing, he subsequently moved into management training, working in the UK, Europe and the Far East. Previous employers included such diverse organisations as Skoda Nuclear, Mitsubishi and the British Council. With a family background in tourism (several relatives were hoteliers operating on the south coast) he took a change in direction in 1995 and became involved in tourism development taking up a post with Bedfordshire County Council. Since then he has worked at Boston (Lincolnshire), West Dorset and Southwark Council, heading tourism departments of varying sizes. In March 2003 Phil joined the GLA where he is responsible for strategic tourism planning and coordination. Working for the Mayor of London, he also oversees the tourism delegation to the London Development Agency and works closely with the LDA and Visit London on a range of projects. Phil sits on the Council of Management of the Tourism Management Institute, is the London representative on Destination Performance: UK and is a member of the European Union of Tourism Officers.

Jacqueline Hill, Research Manager – South West Tourism

As South West Tourism's Research Manager, Jacqueline Hill leads a small team of research specialists to provide consultancy, advice, guidance and intelligence that will enable Local Authorities, industry and other partners to deliver truly sustainable tourism, drive up quality and create superior destination management arrangements – the three key aims of 'Towards 2015', the South West of England regional strategy for tourism. Throughout the past two years, her work has focused on undertaking and using research to develop practical insights into customer satisfaction and consumer requirements for an outstanding holiday experience not least through the delivery of bespoke visitor surveys. Prior to joining South West Tourism in July 2004, Jacqueline has several years experience of commissioning, managing and directing a wide variety of research projects in the broad fields of economic development and psychology. With a first class honours degree in Psychology and further Masters of Science in Psychological Research Methods, Jacqueline has considerable first hand expertise and understanding of the research process and the challenges of delivering successful research projects to differing and mixed audiences.

Stephen Calver – The Market Research Group

Stephen has a long and successful track record in the field of service sector market research and commercial planning. Following a period with the East Anglian Tourist Board, he worked as Operations Analyst and Regional Operational Analyst for Hilton International, Middle East; a role which involved the evaluation of existing operations and the feasibility of new ones. Upon returning to the United Kingdom and the completion of a Master's degree at City Business School there followed a period with Pannell Kerr Foster, Management Consultants. He then commenced his career in higher education but retained links with various organisations continuing to work on various research projects. Over a period of fifteen years he has been responsible for developing and managing innovative methodologies for heritage attractions, the tourism sector generally, local government, education and retail. Stephen became head of The Market Research Group within the School of Services Management, which was established ten years ago in order to manage the growing number of research projects, and now has a full-time team of eight researchers and support resources to offer a full research service to clients.

Rob Davidson – University of Westminster

Rob Davidson is a Senior Lecturer in Business Travel and Tourism at the University of Westminster in London. He joined the University in 1998, after spending nine years in France teaching at two universities (Lyon and Montpellier) and at the ESSEC-Cornell Institute of Management in Paris. Prior to that, he spent five years as Education and Training Manager with VisitBritain in London. His main areas of expertise are conference and business travel, and over the last ten years he has written widely on these themes. His latest book was published in 2006: Marketing Destinations and Venues for Conferences, Conventions and Business Events, co-written with Tony Rogers of the British Association of Conference Destinations. In addition, he regularly writes articles for the professional business tourism press, including Conference News. Rob also runs his own consultancy business, and has carried out research for a number of conference organisations in the UK and overseas. Rob is regularly invited to speak at international conferences on the theme of trends in business tourism. Since 2002, Rob has been employed as Business Tourism Industry Analyst by Reed Travel Exhibitions, for whom he carries out ongoing research. In February 2005, he was nominated Meetings and Incentive Personality of the Year 2005, at the Meetings & Incentive Travel Awards ceremony in London, in the presence of Her Royal Highness Princess Anne. In 2006, he was nominated as one of Conference & Incentive Travel magazine's 'Power 50' – the 50 most influential people in the UK conference industry.

CONFERENCE INFORMATION

Conference Dinner

The conference dinner is to be hosted at the award-winning WestBeach restaurant on the evening of Wednesday 10th January. This will provide an excellent opportunity for informal networking as well as enabling you to savour the culinary delights of the South West. WestBeach is at Pier Approach, Bournemouth and sits just metres from the beach. Information on WestBeach can be found at: <http://www.west-beach.co.uk/>. The evening commences at 19:30 with a drinks reception and entertainment kindly sponsored by the South West of England Regional Development Agency. Lemongrove, a highly-acclaimed local jazz band, will be playing throughout the evening to entertain delegates, while delegates will also get a chance to meet the restaurant owner, Andy Price, the Head of Bournemouth Tourism, Mark Smith and Director of The CEM Group, one of the conference sponsors, Anna Wallis.

Bournemouth

Bournemouth, in the county of Dorset, is a long-established tourist destination and as Britain's premier seaside holiday resort, attracts visitors from all over the UK and beyond. Famous for its 12 kilometres of sandy beaches, beautiful parks and gardens and a cosmopolitan atmosphere, Bournemouth blends a traditional British seaside resort with a busy and thriving town. Bournemouth is situated on the south coast of England and is less than two hours from London. With a population of just over 163,000, it is large enough to have all the facilities of a big town but small enough that you never feel lost. It has some of the best beaches in the UK and has won numerous prestigious awards including the European Blue Flag Awards, which are recognised internationally as a sign of clean, well looked after beaches. On some beaches you can enjoy different watersports or maybe a game of volleyball in one of the Game Zones. With 2,000 acres of award-winning parks and gardens, you can always find somewhere to sit and read a book or newspaper, or even study. There are cafés on the promenade and during the summer, free firework displays provide an exciting end to a hard day's sunbathing. The town centre is divided into two main streets with a big café in the middle called the Obscura Café that provides an excellent location to sit and watch the world go by. Just west of Bournemouth, the stunning World Heritage coastline, with romantic locations such as Durdle Door and Lulworth Cove, attracts admirers from all over Europe and beyond.

Bournemouth University

Bournemouth University is a modern and innovative institution with six distinctive Schools of study reflecting an emphasis on education as a pathway to professional success. The University enjoys a reputation for its commitment to wide ranging opportunities through learning, research and enterprise while it is one of the premier providers of higher education for the professions in the UK. The University works with key employers and other organisations closely related to its areas of expertise. Its programmes are designed and delivered in such a way as to give graduates a head start in pursuing employment and career enhancement. Bournemouth University consistently has one of the highest graduate employment rates in the UK (nearly 85%

compared to national average of 74.3% - Higher Education Statistics Agency 2003/4). It is large enough to offer students diversity, yet small enough for them to be part of a friendly and thriving cosmopolitan community. Bournemouth University is proud of its quality assurance record. The most recent teaching quality assessments have resulted in ratings of 'excellent' for programmes in the areas of communication and media, business & management, catering & hospitality, archaeology and nursing and midwifery.

Tourism Research at Bournemouth University

Staff within the School of Services Management have been at the forefront of applied and academic research for many years with staff from the School held in high regard both nationally and internationally for the quality of their research activity in tourism. The volume and diversity of projects undertaken by staff across the School's research centres is considerable. Over the past 18 months alone staff have been active in places as far a field as the Caribbean, Southern Africa, Western and Eastern Europe, Australia, the United States and Turkmenistan in Central Asia. Staff have also been active working for clients in the UK. Projects have recently been completed for a number of local authorities, regional agencies, and national government departments and the National Trust. The School is also home to four prestigious journals with staff serving on the editorial boards of all major-related journals around the world.

International Centre for Tourism & Hospitality Research (ICTHR)

ICTHR is a leading international research centre, the success of which is built upon a commitment to real world research that is of benefit to policy makers, planners and practitioners whilst also developing the knowledge base of the subject. Many of our research projects are commissioned by national governments or international agencies and incorporate the pragmatism of the business world with the rigour of academia. ICTHR is truly international in its horizons working with colleagues and for clients across all continents. Projects include impact studies, tourism planning, marketing strategies, labour analyses and explorations into the effects of events and other MICE activities. ICTHR prides itself on working with clients in a close professional manner, where frequent and prompt communication is embedded in our approach to projects. Our publications are of the highest quality and this is endorsed by the fact that ICTHR is home to two leading international journals in tourism, namely Tourism Economics and the International Journal of Tourism Research as well as Tourism Principles & Practice, a leading tourism text that is now in its third edition.

Centre for Event and Sport Research (CESR)

Following on the success of the MICE (Meetings, Incentives, Conferences & Events) Research Unit developed within the International Centre for Tourism & Hospitality Research in 1999, the Centre for Event and Sport Research was established in early 2006. The MICE Research unit acted as a major research and information centre for the meetings, incentives, conference and exhibition industry, and undertook a number of domestic and international research projects. Reflecting both industry shifts and the growing expertise of staff within Services Management, the MICE Research Unit evolved to encompass events and sport research, and therefore CESR was developed to reflect these changes. It is the intention of CESR to act as a focus for the many different types of research taking place in this important research area.

Centre for Land-Based Studies (CLBS)

Much of the work of CLBS has a broad European focus where it offers both research and training provision related to developments in both the agri-food and service industries both of which are experiencing major periods of change due to the socio-economic events of the last two decades. In addition members of CLBS have experience of working in Australia, New Zealand and South America. In relation to agri-food CLBS is interested not only in aspects of production but also in the efficiency and effectiveness of the various transformations that characterise different food chains. Interests in the service industries relate to their potential role as agents of development and in the analysis and management of the associated economic, social and environmental impacts.

Market Research Group (MRG)

The MRG is a full-service market research agency staffed with full-time researchers and is equipped to handle large scale, national survey projects and quantitative, qualitative, ad hoc and longitudinal studies. The MRG has several areas of expertise, namely: local government and social research which uses innovative panel research techniques as well as conventional methods; heritage research which involves the largest heritage research programme conducted annually in the UK with a sample of over 40,000 respondents; tourism research part of which involves the management of a market intelligence programme for a regional tourism partnership and education research in all sectors. The Market Research Group extends the research portfolio of the University beyond conventional academic research to offer academic rigour and knowledge transfer in areas of critical importance to various client organisations. The MRG is also home to the International Journal of Customer Relationship Management.

Festival and Event Research at Napier University, Edinburgh

Over the last 10 years there has been a meteoric increase in the number of festivals and events held in the UK and overseas. In Edinburgh alone, festivals are together worth over £200 million to the economy each year. Edinburgh is a hotspot for artistic talent beginning with the International Festival and the Fringe. The summer programme has grown with the Edinburgh Book Festival, the largest book festival in the world, the Edinburgh Film Festival, the Military Tattoo, the Jazz festival, Edinburgh Mela and Edinburgh's Hogmanay, recently ranked fifth in a top 50 of Europe's best local festivities. Napier University Business School has been quick to recognise this significant growth and has created a multi-disciplinary Centre to support the many specialist areas relating to Festivals & Events. The Centre's staff draw on an extensive range of academic, professional and consultancy experience in the management of festivals, events and visitor attractions: from visitor management and service planning, to economic and marketing strategy evaluation, cultural impact, assessments, capacity evaluation and social inclusion strategies. CFEM works in collaboration with existing bodies across Napier University including the Employment Research Institute and the Transport Research Institute. The Centre has developed relationships with experts from the Australian Centre for Event Management in Sydney and Curtin University in Perth. The Centre's activities fall into 3 main areas: Event & Festival Related Courses; Research & Publications; Conferences & Professional Events.

Conference Room Locations

The opening and closing of the Conference and all of the Keynote Speaker Sessions will take place in the Allsebrook Lecture Theatre which is located in the centre of Talbot Campus. All Parallel Sessions will take place in the Thomas Hardy Suite which can be found at the front of Talbot Campus. All rooms associated with the conference will be clearly signposted. In addition, a number of conference organisers will be around to guide delegates.

Lunches and Coffee Breaks

All lunches, tea and coffee breaks will be provided in Jumbucks, which is located to the right of the main reception area in Poole House, Talbot Campus. If you have any particular dietary requirements please inform a member of staff on the registration desk as soon as possible.

Internet Access

Internet access will be provided via computers in the IT suites in the Thomas Hardy Suite which can be found at the front of Talbot Campus. Log on details to enable access to these computers are available from the registration desk on request.

Hospital and Doctors

Royal Bournemouth Hospital (Accident & Emergency), Castle Lane East, Tel: 01202 303626 (switchboard), 01202 704167 (24 hour accident centre).

University Health Centre (Talbot campus), Tel: 01202 965378 or extension 65378 from a phone on campus.

Safety and Security

We have a very safe campus, but in the interest of safety and security please wear your delegate badge and keep your personal belongings with you at all times. In order to ensure your safety we would like to advise you of the following guidelines:

- First Aid assistance is available at Poole House Reception or from one of your conference organisers;
- Muster Stations are clearly highlighted in all conference rooms.
- A no smoking policy operates in all University buildings.
- Toilets are clearly highlighted throughout the campus.
- In the event of an emergency dial 2222 on any internal telephone.
- For Security dial 3333 on any internal telephone.

Taxis / Transfers / Travel Information

UNITED Taxis – 01202 556677
MOBILE Radio Cars – 01202 518000

Other Travel Information

Train information 08457 484950
Southampton Airport 0870 0400009
Heathrow Airport 0208 7594321
Gatwick Airport 01293 535353

Secretariat / Registration / Messages

The registration desk in the main reception area of Poole House, Talbot Campus will be staffed during the conference to help you. Messages may be left with staff manning the registration desk.

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THE BRANDING OF DESTINATIONS BASED ON TELEVISION AND FILM IMAGERY: YORKSHIRE

Ms. Noëlle O'Connor, Department of Languages, Tourism and Hospitality, Waterford Institute of Technology, Ireland.

Tel: +353 51 302117, Email: noconnor@wit.ie

Dr. Sheila Flanagan, School of Hospitality Management and Tourism, Dublin Institute of Technology, Ireland.

Prof. David Gilbert, School of Management, University of Surrey, UK.

Background

This paper identifies the impact of movie-induced tourism on the branding of areas which have become popular tourist destinations as a result of their featuring in a movie or television series (O'Connor, 2000). The paper outlines some of the benefits of tourism branding that accrue to a destination based on an area's image as moulded by a number of television series. The researchers' hypothesis is that a brand based on the image derived from the television series may be a strong means of marketing the area and harnessing tourism. The study area is Yorkshire which has been the subject of a number of popular English television series and is already the subject of much research in the tourism and destination management field.

Research Methods

The hypothesis was initially tested on a survey of visitors to Yorkshire in 2003. The main aim of the survey was to assess the linkages between movie-induced tourism and destination branding. The review of the existing literature identifies a gap in previous research, which indicates that there has been little research on the impacts of a television series on the general tourist perceptions of a destination. This survey was an initial attempt to fill this gap. The findings of this survey and the issues from the literature review highlighted a number of implications for the future development of destinations. To proceed to the next stage of the research conversations were held with the key stakeholders involved in the development of Yorkshire as a tourist destination.

Research on the impact of filming and the branding of a destination has been limited to date. While the researchers can corroborate the existence of the branding that exists in Yorkshire, the results of the authors' survey on the influence of television were limited. This contrasts with the findings of Mordue's and others research. However, the previous existing research focuses more on the residential impacts of filming and not on how successful destinations can be in branding themselves based on this concept. This may be a reason why the empirical research carried out in Yorkshire for the purposes of this paper produced very different results to those which had been outlined in previous research.

Indicative Findings

This results of the survey found the three main popular television programmes; The Last of The Summer Wine, Heartbeat and All Creatures Great and Small, have had very little impact on the reasons tourists visited Yorkshire and their general perceptions of the area. As we move into the 21st century developments in multi-media technology coupled with increasing leisure time available for tourism will no doubt open up a number of new and interesting facts for study on the relationship between tourism and the world of movies and television. In light of this review, there is no reason why the two cannot continue to draw mutual benefit from each other.

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THE CAPITAL OF SCOTLAND, EDINBURGH: OUT WITH THE OLD, IN WITH THE NEW? TESTING BRAND NARRATIVE OF FESTIVALS IN THE FESTIVAL CITY

Martin Robertson, Jane Ali-Knight, Dr Constantina Anastasiado, Centre for Festival and Event Management, School of Marketing, Tourism & Languages, Napier University Business School, Edinburgh. Tel: +44 (0)141 455 4400, Fax: +44 (0)141 455 545, Email: m.robertson@napier.ac.uk.

Background

It was estimated that the summer festivals of Edinburgh generated £127m of new expenditure for the city and £31m of income (ECC, 2005a) while Edinburgh's winter festivals generated a total of £44 million (ECC, 2005b). Equally it was concluded in the city council report that festivals make a major contribution to the profile of the city and Scotland, making it a more attractive place to live and work (ECC, 2005a). Concurrently and, in large, contrary to the positive assertions ascribed by the festival and strategy event documents, Prentice and Andersen (2003) discuss the motivation for visitors coming for the festivals in Edinburgh and conclude that for the visitors the festivals had no strong association with mainstream culture for Scotland. The non-visitors study compiled for the council by the consultants NFO reported similar findings about non-visitors' perceptions of Edinburgh. They also argued that 'beyond the specific images of the castle, Georgian architecture, Scott monument etc, much of the imagery associated with Edinburgh is generic Scottish imagery-whisky, haggis, tartan, shortbread, kilts and bagpipes' (NFO, 2003: 30). The findings of Intrabrand, a leading international brand consultancy employed to develop the city brand concluded that the projected messages about the city region are mixed or even confused. Like Prentice and Andersen (2003) they construe that although the Castle and the festivals are well known, they are too narrow to neither form a brand focus nor evoke a sense of what the Edinburgh City region is like. The Key Question of this study is: do festivals in Edinburgh have a greater image potential? do festivals have a potential for creating brand loyalty through greater understanding of their role as part of brand narrative of the city? is there a gap between the projected image and the perceived image of Edinburgh and the festivals, and the development aims of the city. The research undertaken here hypothesises that these conclusions, while true, do not account for the collegiate nature of brand image narrative, limiting brand to what Hankinson (2004) describes as a perceptual entity and not taking into account what Govers and Go (2003) describe as narrative psychology. Moreover the findings clearly identify the existing significance of festivals in people's collegiate perception of the city and, more vitally, the intense opportunity they offer as an evolving motor of brand identity for the Capital City of Scotland.

Concepts/ Theory

The premise of the research is to test the hypothesis that in assessing the relationship of the festivals with brand image the valuable work currently available does not fully explore festival visitor or tourist motivation (Hede, Deery and Jago 2002 and Hede and Jago 2005) and brand identity (Navdan 2002), and most particularly only partially engages in a review of the identity-image linkage core to destination marketing success (Hankinson 2001, Navdan 2002) or the required process of psychological layering required to affirm the unique promise and assurance of quality a destination needs (Blain, C and Levy, S. E. and Ritchie, J. R. B. 2005). This is to say that the limitations of the existing findings are that they only partially take onboard the required measurements of the connections between the brand and consumer that have to be established through dialogue - and the more customised interactions that relate consumer needs, motivations and dreams to the core benefits provided by the brand (Navdan, 2002), or what Govers and Go (2003) describe as an understanding of narrative psychology.

Research Methodology

1) Literature review; and 2) From the findings of Echter and Richie (1991); Mossberg and Larssen (1999); Selby (2004) a two stage model (Jenkinson 1999) was chosen. This was composed of preliminary semi-structured focus groups and a subsequent pictorial (photograph) elicitation exercise (Botteril and Crompton 1996) from city visitors and non-visitors, and festival visitors and non-festival

visitors to form psychological constructs particular to images of Edinburgh and Edinburgh Festival (and other destination areas) (Coshall 1991 and 2000). Finally, 3) a preliminary measurement of image values in relationship to the aims and outcomes of Edinburgh's development strategy

Summary of Findings

The findings do affirm the literature analysis indicating that event induced tourism is not, in itself a sustainable process and that it must be related to a more significant development plan encompassing leisure, social and employment activity of visitors and local residents, respectively. This can be seen as part of a developing and collegiate narrative of destination image change and value (Varley, P and Crowther, G 1998; Govers and Go 2003; Robertson 2004). The results from the focus groups and photo elicitation indicate an increased vitality in the association of events and festivals with the city than present in comparable findings of Prentice and Andersen (2003). It is suggested that the findings here should be seen as a conjunct to this earlier work. Moreover it is concluded that there is a clear gap between the awareness of the importance of the use of image of Edinburgh's Festivals as a strategic destination management tool (Hankinson 2000) and how valuable any given attempt to change the image of a destination is when measured against the aims and outcomes of the development strategy.

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REPOSITIONING THE CAPITAL CITY THROUGH EVENTS: A CASE STUDY OF THE CARDIFF FESTIVAL

Rebecca Finkel, Queen Margaret University College, Edinburgh
Tel: 0131 317 3450, Email: rfinkel@qmuc.ac.uk

Background

Changes in UK central and local government's approach to events can be attributed to many factors, perhaps one of the most important of which is the growing emphasis on entrepreneurialism in governance. This focuses on ways for public authorities to foster growth and boost the image of a city. Many local governments have invested in events, such as arts festivals, because they have the potential to assist in the promotion and support of cultural agendas, urban regeneration, tourism, place marketing and image promotion. As more cities compete for people, capital and status, the role of events becomes increasingly important in conveying positive messages about the liveability and viability of a place. Cardiff is presented as a case study of a city attempting to position itself as a 'contender' on par with and even surpassing other British capital cities and European port cities. The city council can be seen to be seeking to enhance its destination image by leveraging cultural events.

Key Questions

This case study of the Cardiff Festival is part of a broader PhD dissertation about the social, economic and political roles of arts festivals in the UK and their impacts on communities and places. It raises questions about what impact city council organisation has on the identity and content of cultural events when they are used for instrumental purposes.

Research Methods

The methodology for this original research includes a survey sent to 117 arts festivals in the UK, participant and direct observation at the 2003 and 2004 Cardiff Festivals, and in-depth interviews with Cardiff Festival organisers in the city council and Cardiff tourism officers.

Indicative Findings

The case study of the Cardiff Festival highlights main issues in contemporary urban governance and the roles in which arts festivals play in facilitating place marketing, image promotion, regeneration and development agendas. Paradoxically, Cardiff City Council is trying to 'sell' the city through the festival, but it has been found that the organisers are making no attempt to differentiate the programming or brand the festival as distinctly pertaining to Cardiff or Wales. The lack of Welsh identity and heritage signs and symbols on display during the Cardiff Festival makes it appear generic and does not anchor the festival to the city. It can be argued that once a festival loses its connection to place and people, it loses its originality and meaning, thus becoming predictable and unimportant to people's lives and greater sense of self. Also, the year-long programme of events and activities held in the city centre and Cardiff Bay area has increased the number of festival-like occurrences in the city. It is suggested that if there is always something spectacle-related happening, then the festival no longer can be considered special in providing a clear break from everyday life. This begs the question, if festivals are becoming routine, what provides a break from the festivals?

OLYMPIC SPONSOR HOSPITALITY PROGRAMS: MAXIMISING BENEFITS FOR TOURISM

Graham Brown PhD, Professor of Tourism Management, University of South Australia.
Tel: 61 8 83020313, Email. graham.brown@unisa.edu.au

Background

Just before the start of the Sydney 2000 Olympic Games, the Director of Marketing for the International Olympic Committee (IOC) claimed that: "Australia is the first Olympic host nation to take full advantage of the Games to vigorously pursue tourism for the benefit of the whole country. It's something we've never seen take place to this level before, and it's a model that we would like to see carried forward to future Olympic Games in Athens and beyond" (Payne, 1998).

An important part of this "model" were initiatives by representatives of the tourism industry to establish various forms of collaborative arrangements with Olympic sponsors such as Visa International, Kodak and Fuji Xerox. This paper will explain why sponsors become so influential in determining the prospects for tourism, associated with the Games, and will discuss strategic opportunities presented by the sponsors to different types of tourism organisations.

Key Issues Addressed

After briefly reviewing the relationship between Olympic sponsors and the tourism industry, the paper will focus on the critical role played by sponsor hospitality programs. This will be in two parts. Firstly, the way the programs are organised and the importance of groups such as Sport Marketing companies will be described. This will be followed by findings of sponsor guest surveys that were conducted at the Sydney Olympics. The survey was conducted for the Australian Tourist Commission (ATC) with endorsement from the Games organising committee (SOCOG) and the International Olympic Committee (IOC).

Data Sources

Much of the insight about the organisation of Olympic sponsor programs was gained from direct experience. The author had unique access to key representatives of the sponsors and their marketing organisations due to his association with the ATC. He attended workshops organised by SOCOG and was also a member of the Tourism Olympic Forum, which was established by the New South Wales state government to coordinate tourism planning for the Games. In the survey, questionnaires were completed by sponsor guests. The process to gain approval from the various organizations to conduct the survey was extremely problematic and may be difficult to repeat. It is also noteworthy that the methods used and the response rates that were achieved varied greatly according to the level of support offered by the sponsors.

Indicative Findings

A number of recommendations will be given about the most effective ways to benefit from the sponsor activities, including their hospitality programs. Particular mention will be made of opportunities for tourism in regional areas. Key findings from the survey will include: a profile of sponsor guests; measures of satisfaction; attitudes towards the host city; pre-Games and post-Games travel patterns; measures of intention to return and to recommend the host city to others. Interpretation of some of the findings indicate that the Games experience may be quite unique and present distinctive opportunities for subsequent tourist market development.

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ANALYSING RESOURCE MOBILISATION FOR EVENTS

Jörgen Elbe, Ph.D., Dalarna University, SE-781 88 Borlänge, SWEDEN. Tel: +46 23 77 89 31, Fax: +46 23 77 80 50, E-mail: jel@du.se.
Joacim Larsson, Stockholm School of Economics/Dalarna University

Background

Larger public events are recognised to create positive effects for involved stakeholders and societies. Mobilising resources for such events is an important and often complex task. There are textbooks offering advice on how to make and implement plans for such events (e.g. Getz, 1997) but these are more focused on coordinating resources rather than actually mobilising them.

Key Issue Addressed

In order to gain more knowledge on this topic, we are presenting a model which can be used to analyse the resource mobilisation for events (Elbe, 2002). It can be used to learn more about how resources have been mobilised for a specific event as well as the development over time, but it also makes it possible to compare events or to identify more general phenomena in resource mobilisation. The model is based on conceptual ideas developed in the network approach to industrial marketing (Ford, 1997) and in economic sociology (Granovetter and Svedberg, 1992). The model consists of a structural and a processual dimension. The analysis is carried out in two steps, starting with the structure. The structure of the event is mapped out by using the concepts/activities, resources and actors. First the central activities in the event are identified. Then the resources needed for the activities are identified. Next, the actors participating in activities or with resources are identified. The second step concerns the analysis of the process behind the resource mobilisation. Here, the process of how the identified resources actually were mobilised for the activities is captured. In this analysis the motives of the actors in connection to their participation with resources are also investigated. In order to show how the model works and what it can reveal, we illustrate this by presenting case study. The case is Vasaloppet, which is the oldest, longest and also biggest public cross-country ski race in the world.

Research Method

Information concerning the case was mainly gathered during autumn 2006 through personal interviews. A person who had been in a leading position in the organising committee for a long time functioned as key informant. Through him access was established to other actors. A semi-structured interview guide based on the model was used. All interviews were recorded and transcribed. Excerpts from interviews, written documents were also used.

Indicative Findings

By applying the model on a case, we would like to show how the model can help highlighting important aspects in event mobilisation. One can expect to find more regular business transactions, but also development of mobilisation based on relationships and idealistic interests. This implies that the organiser has limited control over resources and it has to rely on other actors in the network.

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FESTIVAL DEVELOPMENT IN EASTERN FINLAND: QUESTIONS OF COMPETITIVENESS AND PROFESSIONALISM

Taina Laitinen , Planner, University of Joensuu, Savonlinna Institute for Regional Development and Research. Tel: +358 50 370 6538, Email: taina.laitinen@joensuu.fi.

Background

Eastern Finland has a wide supply of cultural events for many different kinds of customer segments, attracting hundreds of thousands of visitors to the region every year. The area does not fully benefit economically from its current cultural production due to problems in the organisation structure and funding of the events, and relatively undeveloped service chains. Traditionally, extensive volunteer work has been the basis for event management, but changing demographics and growing costs in the cultural field call for a change in the cultural production of small and medium-sized festivals in particular.

Key Questions

The purpose of this paper is to discuss how the political and other viewpoints of the funding bodies could meet with the developmental and other needs of the festival organisers. The cultural field is still somewhat suspicious about developing its business skills, and both tourism and cultural sectors (not to mention sponsors) speak different languages. The problems are acknowledged, yet the means to develop festival organisations are not sufficient. The main challenge in development and networking is finding a common ground in cooperation between the parties respecting the competitive status of those involved. Business thinking should be adapted flexibly to the cultural field. Questions are, how much professionalism is needed in small festivals and how the festival organisers can develop their functions? One of the challenges is keeping the artistic integrity of the festivals in the process.

Research Methods

In this paper, the needs, the current status of the festivals and their possibilities, and interest in developing their functions are analysed using both quantitative and qualitative methods. Also the current scientific literature is reviewed.

Indicative Findings

Networking and strengthening the cooperation between different organizations in the tourism and cultural branches are tools for increasing the international appeal of the festivals in Eastern Finland, enhancing their competitive edge and growing the turnover of the festivals and the local tourism business. Improving business skills and management of cultural events by identification and sharing of best practices are seen as solutions. The use of professional management methods are seen useful for medium-sized and promising smaller events as the volume of nationally and internationally “marketable” events could be expanded by linking festivals together in different development stages. From the festivals’ point of view, both financial and human resources are needed in marketing, production and widening the funding base for the organizations. In rural regions, there is also a shortage of professionals and need for better infrastructure.

The analysis of festival business models and risks related to event management can be used as a basis for creating an evaluation tool. This tool could be used for festival operation development (by the organizers), for concentrating public support to well-managed festivals (by financing authorities) and for quality control (by prospective sponsors).

DAY-TO-DAY HOSPITALITY OPERATIONS ON A GRAND SCALE: THE CASE OF THE ATHENS 2004 OLYMPIC VILLAGE.

Dr Georgios C. Papageorgiou, Lecturer in Tourism, University of Surrey, School of Management, Tel: +44(0)1483 682116, Fax: +44(0)1483 689511, E-mail: Georgios.Papageorgiou@surrey.ac.uk

Background

The paper discusses aspects of the organisation and operation of the accommodation sector of the Athens 2004 Olympic Village (OLV). Drawing on the author's professional involvement in recruiting, training and managing the team of 220 people that manned the 28 reception centres across the residential zone of the OLV during the Olympic and Paralympic Games, the paper reflects on the needs, expectations and practicalities of running this functional area.

Key Issues

Information collection was not part of an organised research agenda. Rather it was a result of the researcher's personal experience and observation in the months preceding, and during, the Olympic and Paralympic Games. However, due to its sheer size, particular needs, media attention and extreme temporal and spatial concentration of operations and impacts, the site lends itself to a variety of practical and conceptual viewpoints for analysis, increasingly prominent in the Events Management literature.

For example, although there was no need for marketing to prospective visitors, image and imagery were very important as the OLV formed part of the wider visual and conceptual agenda of the Olympic Games. The numbers involved entailed logistical challenges in areas such as freight, transportation, housekeeping and maintenance. With 202 participating National Olympic Committees, multiculturalism and inclusion were priorities that created specific (e.g. religious, language and dietary) needs. Health, safety and security were crucial concerns, but they should not compromise the smooth daily life of the OLV. Finally, all the accommodation and related services, the main objects of the OLV, were to be geared towards an 'athletes first' philosophy, necessitating a blend of hospitality and athletic expertise.

Indicative Findings

The paper examines how such considerations were intertwined in the years of planning that culminated in the actual service delivery during the two and a half weeks of athletic events. Besides the obvious parallels with hospitality management and operations, the relevant isolation of the OLV rendered it a 'living lab' for observing the complexity and practicalities involved in the day-to-day running of the site. Rather than the athletes' perspective, the paper concentrates on the Human Resource Management and Organisational Behaviour aspects of recruiting, training and managing an international and highly heterogeneous team of paid staff, with different backgrounds and qualifications, but also varying motives and levels of experience, commitment and professionalism. Of particular interest are the several occasions when planning failed for different reasons – but was 'resurrected' due to factors that transcended, or defied, planning and organisation. In that sense the paper concentrates on the 'human' aspects of managing the OLV and the collective character of the effort, and considers their role in hosting mega-events, hopefully raising issues that may inform practices in the planning and implementation of future events such as the London 2012 Olympic Games.

EASTER RITES IN SARDINIA: S'INCONTRU, EXPLORING EVENTS TOURISM IN A SMALL RURAL COMMUNITY

Iride Azara, University of Derby, Buxton. Tel: 01332-594646, Email: i.e.azara@derby.ac.uk;

Background

Events tourism is an ever increasing subject of interest for both academics and practitioners. In particular, a substantial body of literature has recently been produced which explores and assesses the relationship between tourism and events and its inherent potential for community regeneration and diversification of the destination's tourism portfolio.

Key Issues

This paper sets out to explore how a particular Easter Sunday rite, 'S'Incontru' held each year in a small village in the hinterland of Sardinia, Italy is contributing to differentiate the existing tourism offer in the area, moving away from the original mass tourism offer and opening up to attract new cultural tourism related segments. Furthermore, this paper discusses the potential future implications that the establishment of this event onto an international tourism scene may have for the local community and for the management of the destination.

Indicative Findings

S'Incontru in Sardinian literally means meeting between the resurrected Jesus Christ and the Virgin Mary. This is the climactic and intensely dramatic Easter Sunday celebration, which each year concludes the month-long Catholic rites. This is also a very important event for the whole town as hundreds gather together, wearing the traditional dresses, to watch the two figures meeting in the main town square of Santa Maria. During the times and spaces of the event, different religious ritualistic ceremonies intersect with more secular cultural practices of gun-firing, dancing, music and free food tasting, making this rite a truly spectacular tourist event. The rite has recently begun evolving from a 'self-contained', small community event, to a hallmark tourism event for the area, attracting tourists from both the mainland and internationally. Furthermore, it has begun to be promoted to tourists as 'one of the most interesting and unique' religious celebrations of the island (Provincia di Nuoro) due to its impressive display of gun-firing. The rationale behind this is to be found in the renewed interest from the municipality in showcasing the event to an external audience and in the support which the region of Sardinia is receiving from the European Union in terms of community regeneration through various arts and cultural funding schemes. Nevertheless, the full extent of the socio-cultural and economic impacts of the event are yet to be unfolded and there is indeed a general need for further research to establish the true economic potential of this rite in an area which has traditionally relied on funding from the mainland and which has seen high levels of youth emigration due to the lack of job opportunities.

Research Method

In accordance with the ethnographic approach to research initial findings were collected through participant observation during Easter 2005 and through interviews conducted with local councillors and events organisers. Furthermore, informal conversations with some of the local residents were also conducted. These evidenced the role this festival plays for strengthening community identity and for the local tourism industry but also highlighted some concerns for a more integrated approach to stakeholder relationship management in order to ensure the successful future continuation of the festival.

Keywords: Event-driven tourism; Community rites and rituals; Destination Management and stakeholders' relationship.

VISITOR MOTIVATION AND SATISFACTION: THE 2005 NAADAM CULTURAL FESTIVAL, ULAANBAATAR

Peter Schofield: Management and Management Sciences Research Institute, University of Salford, Tel: +44 161 295 4579, Fax: +44 161 295 2020, Email: p.schofield@salford.ac.uk.

Karen Thompson, Department of Hospitality and Tourism Management, University of Strathclyde, Tel: +44 141 548 4801, Fax: +44 141 552 2870, karen.thompson@strath.ac.uk.

Background

The marketing process for festivals and events, like other service products, begins with consumer needs and wants and proceeds to the development and implementation of a strategic plan. Festival visitors make decisions on the basis of the perceived attributes of festivals and the value attached to them. The analysis of visitor motivations, both 'pull' and 'push' elements, is therefore an important prerequisite for the strategic marketing of festivals. Customer satisfaction is arguably the key outcome of the marketing process and a key driver of financial performance. Moreover, the increasing influence of macro-environmental forces, which have resulted in fierce competition and an increase in the sophistication of tourists with respect to their expectations and experience evaluations, mean that it is critically important to measure festival and event visitor satisfaction and identify the factors that influence this outcome. Visitor motivation and satisfaction are, however, under researched festival marketing issues. This study investigates visitor motivation for attending the 2005 Naadam Festival in Ulaanbaatar, Mongolia using a questionnaire survey and examines the factors of significance in regard to visitor satisfaction and intention to revisit the festival.

Key Issues/ Findings

The results show that there are statistically significant differences in visitor motivation for attending the festival and satisfaction with particular features on the basis of visitor origin, gender and age. Five motivation dimensions are identified: cultural exploration, togetherness (with family and friends), socialisation, sports attraction and local special events. All dimensions with the exception of sports attraction are differentiated on the basis of visitor origin; cultural exploration and local special events are significantly more important for visitors in the older age groups, and only the sports attraction dimension is differentiated on the basis of gender. The horse riding, wrestling events and the opening ceremony are the most satisfying aspects of the festival from the visitor perspective. Domestic visitors experience significantly higher satisfaction levels with the opening ceremony and the sporting aspects of the festival, whereas international visitors find the uniqueness of the experience significantly more satisfying. Age is a significant differentiating variable in relation to visitor satisfaction with all features of the festival, except horse racing. The sports attraction, local special events and cultural exploration dimensions are significant, albeit weak, predictors of visitor satisfaction. By comparison, visitor satisfaction with the amenities and facilities, festival atmosphere, the uniqueness of the experience and the horse racing explain more of the variance in overall satisfaction.

The results suggest that Naadam Festival marketers should highlight the cultural exploration dimension for international visitors and those in older age groups whereas the socialisation dimension should be featured in communications with the domestic market. Gender bias should also be considered in relation to the festival's sports attractions as motivation for attendance. The findings are generally consistent with those from previous research on festival motivation dimensions. This indicates that there may be universal traits, which should be considered in the planning and management of all events and festivals, although the idiosyncratic combinations of dimensions identified in this study suggest that further research is needed to assess the stability of motivations, the factors of significance in visitor satisfaction and the utility of demographic characteristics as differentiating variables.

AN INVESTIGATION INTO THE CONTRIBUTION OF COMMUNITY FESTIVALS AND EVENTS IN WALES

Glenn A J Bowdin, Professor Rhodri Thomas and Emma Wood, UK Centre for Events Management, Leeds Metropolitan University
Tel: 0113 283 3484, Fax: 0113 283 3111, Email: g.a.j.bowdin@leedsmet.ac.uk.
Dr Lisa Robinson, Manchester Metropolitan University.

Background

Rural events have been neglected in the literature. This study emerged from an innovative LEADER+ project (a European Union financed programme), which is seeking to harness the benefits community events bring to rural economies. The research was undertaken on behalf of four LEADER+ partners, which between them represented most of Wales. This paper reports the key findings from the study, which included the development of case studies based on research at six rural community events.

Key Question(s) / Issue(s) Addressed

The research aimed to enable the LEADER+ partners to: create strategies for future event development in the study areas; promote best practice; determine future financial support for such events; identify the training, skills and support needs of event organisers; create an integrated and synergistic event programme for the four regions.

Research Methods / Data Sources

The research was undertaken between April 2005 and March 2006 and involved a number of key stages. Following a review of the literature, the first substantive part of the research involved interviews with local event organisers in rural Wales. Seventy five events organisers were interviewed, who between them are responsible for the delivery of more than five hundred community events. Although the perceptions of organisers are valuable, providing a valuable backdrop to the next stage, they obviously reflect one vantage point. As a result, six detailed case studies of contrasting types of events were also undertaken. The cases were selected carefully to reflect potentially differing impacts depending upon locality and type of event. The data for each case were gathered via a number of surveys, namely attendees, participating organisations (where applicable), non-attendees and, local businesses. The results of the surveys along with additional information obtained from organisers or other sources, where available, were analysed to provide an estimate of the economic and social impacts of each event.

Indicative Findings

All events studied were well received by those attending. More than 90% of attendees at each event enjoyed their experience. This is an excellent platform on which to build.

An overwhelming majority of key local stakeholders – residents, exhibitors, local businesses - are supportive of community events within their localities. Positive statements were provided consistently, though these tended to emphasise most strongly the indirect and potential future economic benefits and a sense of strengthening community cohesion, rather than direct financial gain.

The economic impacts of events varied. In one case the impact was very small, whereas for most others there were discernable direct financial injections. The challenge facing LEADER+ programmes is to establish a blend of events locally that will deliver a boost to the local economy as well as providing for greater community cohesion.

'CELEBRITY' FLOWER SHOWS: UNDERSTANDING THE MARKET

Dorothy Fox and Dr Jonathan Edwards, School of Services Management, Bournemouth University, dfox@bournemouth.ac.uk,
jonedwards@bournemouth.ac.uk

Background

Understanding the consumer is essential in estimating the demand for an event. This paper considers the possible demand for a group of national events -'celebrity' flower shows. The most famous horticultural show in England is the Chelsea Flower Show. It is '...the smartest social event in the English calendar...It's A-list and serious A-list, very serious people; they'll fight to get tickets' (Smith 2002, p. 6). However, there are also several other national shows, such as the Hampton Court Palace Flower Show - '...the world's largest annual horticultural event' (Royal Horticultural Society 2006, p. 118) and BBC 'Gardeners' World Live'. The attendance of well-known celebrities and the temporary creation of show gardens are integral to the promotion and appeal of these celebrity shows. 'Professional' horticultural shows are unlikely to have these two elements and aim to attract visitors from a given region; however, they also feature professional exhibitors, who sell plants and gardening sundries to the public. These shows are often held in the grounds of stately homes, unlike the 'amateur' shows, which are the smallest type of show. Usually held in a community hall and organised by local volunteers from gardening clubs or allotment associations, they display the flowers or vegetables amateur gardeners have grown to compete for nominal prizes.

Key Questions Addressed

Could demand for celebrity shows be assessed from data based on the related leisure interests of potential visitors, including their attendance at regional or local horticultural events?

Data Source

The data draws on a random household survey of 345 residents in Dorset who were asked *inter alia* about their enthusiasm for gardening and their history of visiting gardens and a range of horticultural shows.

Indicative Findings

The findings demonstrated that 23% of respondents had visited a celebrity show. This is a smaller proportion than those who had visited a professional show (45%), an amateur show (48%) or a garden (83%). Furthermore, when the respondents who had not visited a celebrity show were asked, would they like to visit, if it were possible, half of them indicated yes. This suggests that there are many more 'possible' than actual visitors to these celebrity shows. Analysis of the data reveals that the respondents who are existing visitors to celebrity shows are a homogenous group in relation to gender and occupational group, but that there is a statistically significant increase in visiting correlated with increasing age and enthusiasm for gardening. Additionally the attraction attendance data reveals that many of the visitors to the celebrity shows also visit the professional shows (40% of celebrity show visitors), amateur shows (30% of visitors) and gardens (26% of visitors). The combination of past visitors to celebrity shows and the 'possible' visitors could provide the potential audience for these events. The survey data suggests that the largest demand is from respondents who visit gardens (92% of them), women (68%), C1C2 occupational group (59%), visitors to amateur shows (57%), willing (but not enthusiastic) gardeners (57%), visitors to professional shows (51%) and people aged 45-64 (42%). This suggests that attendance at other horticultural attractions could be as valuable a variable as socio-demographic data in identifying the demand for a celebrity show.

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LOCAL POLITICS AND TOURISM EVENTS POLICY: WHY AND HOW THE 'BOLLYWOOD OSCARS' CAME TO YORKSHIRE

Professor Rhodri Thomas, UK Centre for Events Management, Leeds Metropolitan University, Tel: 0113 283 3462, Fax: 0113 283 3111, Email: r.thomas@leedsmet.ac.uk.

Background

The International Indian Film Academy (IIFA) Weekend and Awards Ceremony (the 'Bollywood Oscars') takes place in Yorkshire in June 2007. Previously, the awards have been held in Dubai, Singapore, Johannesburg, Genting Highlands (Malaysia) and Amsterdam. The event is made up of a series of parties, dinners, a film premiere, a celebrity cricket match and culminates in the awards ceremony itself. The four day 'weekend' costs an estimated £5 million to stage, of which £2 million is being provided by the regional development agency (Yorkshire Forward). It is anticipated, officially at least, that there will be a world-wide audience of some 3 – 400 million and additional visitors to the region will generate some £10m to the regional economy.

Decisions to support events and festivals such as this emerge from local political processes. Yet, as Hall and Rusher (2005:229) have noted, 'Despite their significance, there still remains relatively little analysis of the political context of events and the means by which events come to be developed and hosted within communities.. '.

Key Issues/Questions Addressed

Following a review of Bollywood and the significance of the awards to Yorkshire, the following questions will be addressed:

- Why are the awards being staged in Yorkshire?
- What was the process of attracting IIFA to this locality?
- How should we interpret or understand such a process of policy formation and change?

Research Methods/Data Sources

The data sources for this on-going project are varied and reflect the researcher's privileged position as a Director (non-Executive) of Yorkshire Tourist Board. Insights are gained from formal semi-structured interviews, participant observation, informal discussions with key actors, and analysis of policy and other internal documents.

Indicative findings

There are several competing frameworks for understanding tourism policy formation and change (see for example Mollenkopf, 2005; Thomas and Thomas, 2005). Several of the most prominent are of limited utility in this context. Regime theory, by contrast, is more illuminating and, based on an initial assessment, appears to offer a valuable means of understanding the policy-making process that resulted in the 'Bollywood Oscars' coming to Yorkshire.

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SUSTAINABLE TRANSPORT, DESTINATIONS AND SPECIAL EVENTS

Derek Robbins and Janet Dickinson, School of Services Management, Bournemouth University, Email: drobbins@bournemouth.ac.uk.

Background

Transport plays a key role in the organisation of events ranging from a small-scale local festival to an international mega-event where transport infrastructure can be one of the most important legacies. By definition special events create significant but temporary flows of visitors. The temporary nature of the transport flows mean that they have not featured in urban or regional transport planning models but have the potential to cause specific short term planning problems. They may create significant negative impacts on the environment, to host destination communities and to the local economy. However, to date transport has not emerged as a core focus in the event management literature and is often peripheral to the tourism destination management literature. This paper begins to re-dress this by analyzing the transport impacts of hosting events in destination areas and identifying the key transport considerations for event organizers and destination managers.

Key Questions/ Issues Addressed

The paper focuses on destination areas in the UK and their use of events to increase visitation to the resort. Destination areas host events for a variety of reasons including extending seasonality of the resort, destination brand awareness and diversification through promotion of the destination to a new audience.

Transport issues will vary depending on both the type of event and the location, particularly urban and rural. Furthermore the existing infrastructure varies considerably between events held in permanent locations (theatres, stadia etc.) and those held in temporary locations (Glastonbury). In many instances participants travel can be almost entirely car based, particularly when held in peripheral locations with subsequent impacts on carbon emissions, congestion and parking stress at the destination. Because such impacts are highly concentrated in time and space, local impacts can be very acute. Furthermore, following the publication of the Stern report in October 2006, it has become apparent that action to address the environmental impacts of unnecessary car travel is pressing. To date, leisure and tourism organizations have had to play little or no role in persuading their visitors to use alternatives to the car as the government has focused most attention on travel to work and school.

Indicative Findings

The paper will highlight the transport impacts of events at a destination level together with wider national and international issues. A conceptual framework is developed to study the impact of events. Using this framework the paper examines the interrelationship of transport impacts with other impacts and with the agendas of those organizing events and destination managers. The paper will conclude with comment at an organizational level on where and when it is best to host events from a transport perspective and mechanisms to facilitate more sustainable travel choices to events within destination areas. It concludes that, when considering events within the portfolio of destination promotion, managers need to pay more attention to the travel element.

DESTINATION MANAGERS: THE POOR RELATIONS IN THE LOCAL POLICY ARENA

Nancy Stevenson: Principal Lecturer – Undergraduate Tourism Programme Leader, University of Westminster, Tel: 020-7911-5000, Fax: 7911-5171, Email: stevenn@wmin.ac.uk

Background

Policy making and service delivery in destinations are shaped by a variety of contextual factors in the wider policy environment. These include local politics, attitudes of the electorate, the relationships between various local stakeholders and the nature and shape of the organisations that manage the destination. At the wider level they include the interaction between destination managers and regional, national and international organisations and initiatives.

Key Issues

This research examines the factors and circumstances influencing tourism policy making and service delivery at the destination level from the perspectives of people involved in the process. It investigates two city destinations, Leeds and Cambridge, and identifies important issues, people and events connected with the development and delivery of tourism policy and services at the destination level. It uses grounded theory to analyse interview material and to identify themes and characteristics of tourism policy and service delivery at each destination, and their relationships with other policy and service areas.

Research Methods

The research is underpinned by a qualitative research strategy drawing upon grounded theory. This method has a methodological “fit” with questions about policy context and has the potential to generate a richness of data to enhance knowledge from a ground level perspective. However insights from complexity theory have led to some departures from a strict adherence to the grounded methodology. It is developed from a series of interviews with people involved in delivering and developing tourism policy in Leeds and Cambridge in 2004 and 2005. The interviewees describe their experiences of developing and delivering policies and initiatives within their specific destinations in the context of organisational, political and policy change.

Indicative Findings

The findings are developed from the insights of a diversity of people who influence the development and delivery of destination management policies, initiatives and practices. In both case study areas the activities associated with destination management are delivered directly by the local authority and are perceived to be peripheral to its main activities. These activities are delivered in the context of rapid change in the local and regional policy environment. The interviews are analysed to identify common characteristics associated with tourism policy which are discussed around six main themes. These are low status, lack of clarity, uncertainty, lack of consensus, lack of congruence and complexity. The research presents the complex contextual factors affecting tourism policy making at the destination level and considers the implications of these for destination managers.

MARKETING TOURISM PRODUCTS IN A DESTINATION PERSPECTIVE

Ann Hartl, PhD, Senior Researcher, Center for Leisure Management Research, CEUS School of Business, Email: annh@ceus.dk.

Background

In recent years many tourism businesses have experienced that the way they have to approach their marketing is in transition. Whereas marketing previously for many small tourism businesses consisted of a short term effort, mainly focused on selling, many have now realised that they cannot market their business independently. Thus, the interdependence of tourism businesses has achieved greater attention and alliances at the local, regional, national and international level are being formed.

Key Issues

This paper examines tourism's interdependence and its effect on the marketing of small and micro businesses particularly in rural or peripheral regions. The paper presents a literature review on tourism marketing development in recent years. Further, case examples will be given from Denmark, illustrating how the issue has been approached hitherto amongst other things through the establishment of cooperational Destination Marketing Organisation, which were transformed into larger Tourism Development Companies (TDCs) over the years. A strong element of cooptation (businesses that cooperate on some issues, but actually are competitors) is noted amongst the small businesses. Clearly, an element of financial incentives to take part in any cooperation has been noted. In particular, when the Danish government removed public funding to the TDCs it was the individual TDC's strategy for enabling joint marketing and development efforts that contributed to their continued level of support amongst the small tourism businesses in the geographical area covered by them.

The paper concludes that also many small businesses instinctively realise the need for cooptation only few have a pronounced long-term strategy for this or their marketing efforts in general.

Keywords: Tourism marketing, interdependence, small and micro businesses, cooptation, destination management

SPORT EVENTS' IMPACTS AND THE POLICY IMPLICATIONS: CASE OF THE 4TH EAST ASIAN GAMES

Dr. Li, Yiping and Miss Luk Yim Mei, Department of Geography, University of Hong Kong.

Background

Sport events, such as the Olympics and the World Cup, have generated various social and economic issues for academic inquiries. This paper presents a study of the impacts of 2005 Macao East Asian Games and the policy implications. The study is a case analysis with the purpose being to:

- Examine the impacts of a specific sport event on resident participation in physical activities, tourism industry, and the built environment in Macao;
- Generate policy recommendations so that Macao will be in a position to maximise the catalytic effects of similar events in the future; and to examine these questions in the context of a major Asian city.

Research Methods

Combined methods are used to, 1) analyse the current situations as the benchmark for comparisons, 2) examine the changes compared with the benchmark, 3) pinpoint such changes caused by the event, 4) evaluate such changes (positive vs. negative) and; 5) draw policy implications for maximising the positive changes and mitigating negative ones. On the basis of the research findings, policy recommendations are articulated that will help Macao to maximize the net benefits of hosting events of this nature in future years. The study is significant because it will: 1) provide an analysis of the extent to which sport events promote public participation in physical activities, strengthen the tourism industry, and improve the built environment; 2) recognise Macao's need to integrate economic and socio-cultural development with urban planning in the context of major sports events; 3) enhance public understanding of the concept of sustainable development in relation to these events; and 4) contribute to the international literature of sport events by providing an Asian focus for this examination.

THE POTENTIAL IMPACT OF MEGA SPORT MEDIA ON THE TRAVEL DECISION MAKING PROCESS AND DESTINATION CHOICE: THE CASE OF PORTUGAL AND EURO 2004

Wendy Sealy and Eugenia Wickens, Faculty of Leisure and Tourism, Buckinghamshire Chilterns University College, Tel: 01494 522141, Fax: 01494 465432, Email: wendy_sealy@hotmail.com.

Background

The influence of the media in directing international tourism flows is recognised (Hanefors and Mossberg, 2001; Butler, 1990; Coathup, 1999). Audiences through exposure to advertising and news stories develop images about reality that direct their behaviour and attitudes towards places. In tourism marketing, images that accumulate over time are called 'organic' images. Organic images exist prior to actual visitation and refer to images that one has of a destination, which have been influenced by books, novels, movies, television and newspaper reports or word-of-mouth recollections (Gunn, 1988) rather than by any deliberate advertising or promotion. These images 'cultivate' how a person perceives a place and this perception is the first phase in the awareness that an individual has of a destination. The initial awareness that a person has of a destination is considered the first step in the travel decision-making process.

Key Issues

The hosting of mega sport events draws international media attention to the host location. However, the effects of mega sport media on travel decision-making and destination choice is not a widely studied phenomenon. Many studies have concentrated on the economic (Gelen, 2003; Jones, 2001) and social (Waitt, 2003) impacts while others have examined the bidding implications and processes (Persson, 2002). However, few studies address the possible influence of the media coverage in inducing travel to the host locations. Echner and Richie (1993) conducted research on the media impact of the 1988 Calgary Olympics by examining the pre and post event destination awareness, whereas Mossberg and Hallberg (1999) and Kim and Morrison (2005) studied the impacts of event media on the destination and product images of New Zealand and Korea respectively. Only one study (Chalip, Green and Hill, 2003) was identified that attempted to assess the direct impacts of mega sports media on respondents' intention to travel. However this study produced findings that did not permit the rich complexities of the phenomenon and the respondents' individual media experience to be revealed.

By using the European Football Championships, Euro 2004 as a case study, this research presented an opportunity to explore how the media coverage of mega sport events can influence travellers to travel to the host location for a holiday. Euro 2004 was hosted in Portugal from June 12 to July 4, 2004. A tourism promotional strategy was developed by the Portuguese authorities, which included the launching of a five million euros media blitz, focussed on six European nations with a strong interest in football - Britain, France, Germany, Italy, The Netherlands and Spain. As part of the blitz a 48-second promotional video promoting the attractions of the host city was aired just before the start of the television coverage of each game. The campaign was expected to reach a global television audience of seven billion viewers in 200 countries. This study was therefore concerned with establishing if the media coverage of Euro 2004 had the capacity to influence potential tourists to travel to the host destination for a holiday. The primary aim was to uncover the concepts and associated themes related to this phenomenon. The methodology consisted of a comprehensive literature review and in-depth interviews with potential travellers.

Indicative Findings

The data suggest that Euro 2004 did not do much to induce travel to Portugal among the informants and this raised questions regarding the effectiveness of this type of promotion for destination marketing. It suggests that most destinations using this technique may have to employ strategic leveraging techniques if any tourism benefits are to be derived. If this is not done, the tourism marketing potential may fail miserably and result in a lost of the investment made by the government and public bodies that invest in these events for tourism purposes.

EFFECTS OF SPORT TOURISM EVENTS ON HOST CITIES: THE PERCEIVED SOCIAL IMPACTS OF THE 2006 FIFA WORLD CUP IN MUNICH (GERMANY)

Susanne Ohmann, Dr. Keith Wilkes and Dr. Ian Jones, School of Services Management, Bournemouth University, Emails: sohmann@bournemouth.ac.uk, kwilkes@bournemouth.ac.uk, jonesi@bournemouth.ac.uk.

Background

Sport tourism as a segment of special interest travel has evolved in recent years as a subject area of increasing interest from academics as well as practitioners from the sport and tourism industries (Gibson, 2005). Within this industry, event tourism has emerged as the fastest growing sector of the leisure travel market with sport events being the largest components as they constitute a popular tool to attract tourists to destinations and serve the economic development of cities and regions (Getz, 2003). National and international sporting events such as World Cup tournaments, the Olympic Games and Commonwealth Games have experienced an increased popularity in past years which is reflected in increased media coverage and growing numbers of supporters travelling to these events resulting in increased international tourism for the destinations (Kurtzman and Zauhar, 2002). However, they generate impacts for the communities which host these events such as the “the intangible yet felt and real sense of national identity and pride that a nation or city feels in hosting such events” (Tomlinson, 2001:292) and the concretisation and enhancement of national identity by showcasing symbols like national flags and anthems during sporting events and the success of the national team (Hill, 2002).

Key Issues

The focus of this research project lies on the FIFA World Cup 2006 that was held in twelve German cities from 9th June to 9th July 2006 under the slogan “A time to make friends”. Prior to the mega-event, the German Organising Committee of the Football Championship estimated about 3.2 million visitors with approximately 1 million coming from abroad (Landesregierung Nordrhein Westfalen, 2006). Besides Berlin where the final match was played, Munich that hosted the opening match and the semi-final was likely to experience the greatest benefit from event tourism as a result.

Research Methods/Data Sources

The paper explores the perceived social impacts of the 2006 FIFA World Cup from the point of the local residents of Munich and investigates possible correlations between resident attitudes, their perceptions of the event and the impact of the World Cup on national pride and identity. Using a multi-stage sampling technique, 180 Munich residents were randomly selected. Of these, 130 agreed to participate in a household survey that was carried in form of an interviewer-administered questionnaire.

Indicative Findings

Overall, the perceived social impacts of the hosting of the World Cup in Munich were largely positive encompassing urban regeneration and the strengthening of the sense of community through the collective sharing of the event experience. While the successful performance of the German national team and the hosting of the 2006 FIFA World Cup did not significantly promote the feeling of national pride, the overwhelming display of the German national colour was perceived as a positive development for the national identity of German society. Negative impacts relating to fan behaviour, crime and prostitution were not subsequently identified as key issues by respondents. Respondents’ perceptions of the positive and negative social impacts were not subject to influence by the respondents attributes such as age, gender or length of residence in the city.

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INVESTMENT ON ENVIRONMENTAL QUALITY OF A TOURIST REGION: AN ECONOMIC MODEL WITH VERTICAL DIFFERENTIATION AND EXTERNALITIES.

Juan Gabriel Brida, Free University of Bolzano, Italy, Email: juangabriel.brida@unibz.it.

Juan Sebastián Pereyra, Universidad de la República, Uruguay, Email: jupeba@adinet.com.uy.

Background

In this paper we analyze the impact produced by changes of tourist's income on the demand for tourist services and on the investments of hotels on environmental quality. We present an economic model to study the effects on the environmental quality derived from changes in income, prices and others economic variables. The ingredients of the model are an oligopoly tourist market with a vertical product differentiation and a continuum of consumers (tourists) characterised by their preference for environmental quality. From the supply side, the model is represented by two hotels playing a two stage game. In the first step the hotels choose the level of environmental quality of the services and then at the second step they select the quantity of these services. We show that the level of environmental quality selected by the hotels depends on the income level of the tourists and that the demand for hotel services depends positively on the level of their own investments to preserve the natural characteristics of the tourist region where they are located. The existence of externalities in the hotel sector implies that the welfare of the population of the region can only be maximized by the introduction of a social planner. We compare the market solution and the solution of the social planner and we show that at the optimum both qualities coexist.

THE 17TH COMMONWEALTH GAMES LEGACY PROGRAMME (1999-2004): AN EVALUATION OF THE TOURISM OUTCOMES

Dr. Andrew Smith, University of Westminster, Tel: 02079115000 ext 3390, Email: smithan@wmin.ac.uk.

Background

Hosting large events has long been used to assist with the physical regeneration of cities. To supplement these 'hard' impacts, cities are now attempting to use events to stimulate 'softer' social and economic outcomes. This paper evaluates the impacts of the Legacy Programme adopted in conjunction with the 17th Commonwealth Games held in Manchester, UK. This Programme had an overall budget of £17.7 million that funded a range of initiatives across the North West of England from 1999-2004. Alongside its emphasis on softer regeneration, this Programme was unusual in that the projects were Games-themed, rather than being directly linked to the event. In this paper, particular emphasis is devoted to the tourism dimension of the Legacy Programme. Although the 'Games XChange' was the only project where tourism provided the central focus, other projects incorporated within the Programme were also linked to tourism. An innovative volunteering scheme (The 'Pre-Volunteer Programme') allowed disadvantaged individuals to gain qualifications in event management, whilst a business association initiative ('Prosperity') provided support for many small tourism businesses. The 'Lets Celebrate' project was also linked to tourism in that it aimed to assist cultural festivals in the North West, thus potentially securing the future of these 'attractions' for many years to come.

Research Method

A mixture of qualitative and quantitative indicators was used to adjudge the success of these initiatives. Desk research was undertaken to establish the performance in quantitative terms. This involved analysing output and spend information to assess achievements against target figures. Interviews with 20 key stakeholders were then used to add depth and explanation to these findings. Interviewees included those individuals who managed and co-ordinated the Programme on a day to day basis, managers of all of the projects funded through the Legacy Programme, key regional and sub-regional partners, as well as representatives of strategic bodies who were involved in the delivery of the Games.

Indicative Findings

The findings suggest that the Programme has had important tourism implications, beyond simply increasing short-term visitor arrivals. Destinations outside Manchester were able to benefit from the regional focus and improvements made to tourism training provision should help to leave a long-term tourism legacy. Small-scale tourism initiatives were also developed as part of the Programme, and these were critical in helping to avoid relying on the wider benefits of the Commonwealth Games trickling down to tourism SMEs. Even though such initiatives had tenuous direct links with the event itself, they benefited from enhanced opportunities for funding, publicity and collaborative working that accompanied the Commonwealth Games. Despite some concerns noted regarding the organisational structures employed and the durability of impacts, target beneficiaries seem to have received valuable assistance from the Legacy Programme. As such there appears to be valuable lessons that other event hosts can learn from this example.

IMAGE, CYCLING, REALITY: PERCEPTION AND MEANING OF THE 2007 TOUR DE FRANCE GRAND DEPART

Graham Berridge, School of Tourism Hospitality and Leisure, Thames Valley University, Tel: 02082312668, Email: Graham.berridge@tvu.ac.uk.

Background

In July 2007 the Grand Depart of the Tour De France (TDF) will begin in London and is being hailed as the 'biggest sporting event to hit London ahead of the 2012 Olympic and Paralympic Games.....an estimated two million visitors from across the world are expected to visit London and Kent during the three days the Tour will spend in the UK from 6-8 July 2007' (Transport for London (Tfl), 2006). The cost of securing the rights to host the Grand Depart are approximately £1.5m and Tfl estimate that it will bring in £115m of revenue to London and Kent. The Mayor of London, Ken Livingstone, clearly had a legacy in mind when he stated that: 'The Tour will be great for London, showcasing the UK capital to the world, bringing huge amounts of visitors to London and encouraging more Londoners to take to two wheels. Cycling is increasing here more than any other city in Europe with a 72 per cent increase in the last five years. We want to use the excitement of the Grand Depart to help us persuade even more people to cycle, not just as a sport but as an everyday and non-polluting way of getting around the city.' (Tfl, 2006). Such ambitions for the impact the Grand Depart will have on the image of London and on cycling in London are laudable and they correspond to some of the recognised benefits of sports tourism events (Weed and Bull, 2004). Further they exhibit some of the characteristics addressed in current research into sports tourism (Highman, 2005). The idea of showcasing (and re/imaging) a city via the hosting of such events is an approach explored by, amongst others, Reid (2006) albeit in relation to a different event type. Thus it appears the TDF is being viewed as an opportunity to dynamically market London via the particular spectacle of the TDF and the positive images that will accrue via global media coverage. Given London's transport issues this raises the question as to how 'real' the image projected by the TDF will be in relation to the experience of cycling in the capital. This paper will therefore attempt to explore how the use of sports culture and heritage, in the shape of the TDF, can be used for the 'imaging' of cycling in London and, via the tool of semiotics, will seek to unravel the meaning of the signs used in this 'imaging'. Unlike the usual post experience analysis of events, this is an attempt to evaluate (or predict) the pre-experience of the TDF and, consequently, to evaluate the claims that the event will act as a stimulus and benefit for cycling in London.

Key Question(s) / Issue(s) Addressed

To what extent will the image of the TDF Grand Depart in London present a false reality of cycling in the capital.

Research Methods / Data Sources

A semiotic analysis of the image and experience of the TDF will be undertaken to identify the key messages that are being communicated and relate these to the experience of cycle participants and commuters in London.

Indicative Findings

The TDF carries meaning that is clearly being used by Tfl to present an image of cycling in London that is a false reality. Linking sports-tourism in this way offers spectacle but unless there is a further cultural and planning initiative that provides for coordinated cycle provision, such events will only provide escapist and esthetic (sic) benefits to cycle sport participants and not commuters hence any legacy will be short term and limited.

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RUNNING AWAY FROM HOME: UNDERSTANDING VISITOR EXPERIENCES IN SPORT TOURISM

Richard Shipway and Dr. Ian Jones, Centre for Event and Sport Research, Bournemouth University, UK, Email: rshipway@bournemouth.ac.uk.

Background

Understanding the sport tourist visitor experience and forms of behaviour are important challenges facing managers of sport tourism destinations. They are, however, a part of sport tourism that is not well understood, and is an area that has received limited scholarly coverage. This paper advances knowledge in the domain of both 'active' and 'event' related sport tourism through its aim of understanding and explaining sport tourism behaviour, which, from a practitioner's perspective, will allow organisations and stakeholders to better gain further knowledge and cater to the needs and wants of their sport tourism clients. The study explores the culture of one particular sport tourism 'social world', that of distance running, to develop an understanding of the motivations and experiences of the distance runner as sport tourist.

Research Method

Fieldwork for this study was conducted in Paphos, once the ancient capital of Cyprus and now a prominent holiday resort on the west coast of the Island, and the host destination for the event being studied – 'The Cyprus 4-day International Running Challenge'. The race headquarters for the running event was the Coral Beach Hotel, previously the base for the BOA (British Olympic Association) prior to the Athens Olympic and Paralympic Games. The hotel primarily acted as a holding camp for elite athletes in their preparation for competing at the 2004 Games.

Research was undertaken using a variety of flexible qualitative methods of enquiry, most notably observation, participant observation, examination of running-related documentary sources, and life history interviews. The researchers adopted the role of 'insiders', spending one week within a group of runners on a 7-day sporting holiday, during which time data was collected.

Indicative Findings

Some emerging themes explored within the cultural context of running-related travel include access to a social environment of like-minded people, personal challenges, heightened sense of achievement and self-esteem, fun and happiness, weight loss and physical well-being, exercise and fitness, injury rehabilitation, addiction and obsession, induced euphoria, excitement and adrenalin, pride, pain and exhaustion, spirituality and testing the mind, body and spirit, freedom, space, place-specific attractions, enhancing personal performance, and non-aggressive competition. The paper also assesses the importance of understanding the links between serious leisure, social identity and subculture, explaining distance running as a manifestation of 'serious sport tourism', rather than simply conceptualising the activity as a leisure pursuit.

This paper also argues that the loneliness of the long-distance runner is no more. Major city marathons and international multi-day running events have changed the perception of long-distance running, and resulted in a marked increase in demand for running-related sporting breaks. For participants, the Cyprus challenge and other similar running-related breaks are events for ordinary, but determined people. For many, running has become a hobby, an enthusiasm, an obsession and for many, a life-changing experience. This paper suggests that the very act of competing and completing overseas running events like the 'Cyprus International Running Challenge', irrespective of time and finishing position, has become a rite of passage for a new breed of distance running sport tourists.

PLANNING FOR THE GREAT UNKNOWN: IDENTIFYING THE HURDLES OVERCOME BY NEW ZEALAND'S RTOs BEFORE & DURING THE 2005 LIONS TOUR

Richard Keith Wright, University of Otago, Dunedin, New Zealand, Tel: 0064 3 479 5866, Fax: 0064 3 479 9034, Email: rwright@business.otago.ac.nz.

Background

As 21st Century globalisation continues, professional sports fixtures and major 'showcase' sporting competitions are playing an increasingly prominent role within western society. While sports events have been well attended for centuries, particularly by members of the local community; over the past two decades, sports event tourism has not only evolved into a highly lucrative niche market, but also managed to establish itself as one of the fastest growing facets of the world's largest industry. Despite the recent uptake in sport tourism literature, the long-term implications of hosting a pre-arranged series of sporting fixtures, that cross several regional borders, has largely been overlooked. Furthermore, there also appears to be a noticeable lack of knowledge on the direct and indirect role of regional tourism planners during the promotion of international sports events.

Key Issues

This paper uses a case study on the 2005 Lions Tour of New Zealand to explore the manner in which personal and professional challenges were faced, and overcome, by regional tourism planners directly responsible for managing the highly publicised Barmy Army invasion. The data was primarily gathered through a series of semi-structured interviews conducted, with key Regional Tourism Organisation (RTO) stakeholders, in New Zealand's nine hosting destinations. In addition, two non-hosting destinations were also targeted in order to examine the extent to which planning and promoting took place in peripheral regions. The findings accentuate a noticeable degree of professional and personal concern amongst the respondents, particularly during the build up to the highly anticipated Lions Series. The initial uncertainty and the "frustrating" lack of accurate, or consistent, information was generally blamed on the 'totally unique' and/or 'once in a lifetime' nature of the event. Likewise, the shortage of relevant experience and/or understanding amongst the local community was also noted by a number of the respondents, along with the unsuitability of existing event strategies. Many of the challenges acknowledged by the respondents continued to escalate right up to the eve of the Tour and, in certain regions, even threatened to overshadow or eclipse some of the benefits associated with staging such a unique social fixture.

Indicative Findings

Whilst evidence of poor communication and insufficient cooperation was evident in this study, the 2005 Lions Tour was still perceived to be a hugely successful occasion, especially from a socio-economic perspective. Furthermore, the respondents were all clearly proud of the 'united' approach adopted, between and within, the different regions. In addition, a genuine sense of achievement was evident amongst the participants, most of whom were clearly content with the manner in which their region managed to overcome the challenges thrown their way. The need for regional tourism planners to combine their knowledge and work together in the development of a comprehensive, but more importantly consistent, approach to sport event promotion is clearly seen as one of the major conclusions to emerge from this exploratory study. Several recommendations are therefore made on the primary findings and relating to the pressing need for further research into planning sports event tourism, particularly at a regional level.

LIFE WITH THE LIONS: UNDERSTANDING THE SPORTS TOURIST EXPERIENCE

Michael Morgan, School of Services Management, Bournemouth University, Email: mmorgan@bournemouth.ac.uk.

Background

Destination Marketing has been criticised for being too focussed on promoting the physical attributes of the destination, despite travel being “increasingly more about experiences than about places and things” (King 2002). Sports event tourism is clearly an experience-based product which can be used to enhance and reposition a destination. Yet according to Weed (2005) in the field of sport tourism research on experiences has so far been descriptive, and does not investigate why the experience is enjoyable and why participants would like to repeat the experience. The reason, he feels, appears to come from the predominance of positivist, quantitative research, with largely descriptive results.

Key Question(s) / Issue(s) Addressed

- What are the elements of the event tourism experience?
- How do consumers evaluate it?
- How can managers enhance it to gain competitive advantage?
- What research methods best reveal this?

Research Methods / Data Sources

This paper will suggest a conceptual framework for research into visitor experiences, drawing on two strands of literature about experiences, one from the management perspective (e.g. Pine and Gilmore, 1999) and the other from the consumer perspective (e.g. Holbrook and Hirschmann, 1980; Ryan, 1997).

Indicative Findings

The application of the framework will be illustrated using the example of sports tourists supporting the 2005 British and Irish Lions rugby tour of New Zealand. The paper will end with a discussion of the research agenda and methodological implications.

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ANALYSING RESEARCH IN *EVENT MANAGEMENT*: A CONTENT ANALYSIS

Glenn A J Bowdin, UK Centre for Events Management, Leeds Metropolitan University, Tel: 0113 283 3484, Fax: 0113 283 3111, Email: g.a.j.bowdin@leedsmet.ac.uk.

Background

Papers exploring festivals, special events, exhibitions, conferences, public celebrations and other events have appeared in a range of journals focusing on tourism, travel, leisure, hospitality and sport-related research and education. In 1993, Festival Management & Event Tourism: An International Journal (FMET) was launched with the purpose of advancing festival, special event management and event tourism research. The launch of the journal demonstrated a recognition that festivals and events were worthy of serious academic research and a commitment to promoting and encouraging research in this area. FMET was re-launched in 2000 as Event Management (EM) in order to reflect developments in subject development, encourage wider research covering the breadth and depth of the events industry and to provide a refined focus.

Key Question(s) / Issue(s) Addressed

Previous studies have identified that a range of topics have been covered in events research. However, little comment has been made on the characteristics of the research base overall. The purpose of this study is to determine, through content analysis, the type and quantity of scholarship published in Event Management during its first nine volumes. The key questions to be addressed include:

- What are the patterns of authorship? This will explore contributions from particular authors, institutions and countries to establish where the published research is emerging from.
- How have the range of industry sectors been represented in the journal?
- What has been the main focus of the research published?
- What type of research has been published? This will explore the balance between empirical and conceptual research, the types of methods used by industry sectors.
- To what extent are key words used effectively for classifying papers?
- How can content analysis be used in an events research context?

Research Methods / Data Sources

This paper presents research which systematically explores the content of each issue of the Event Management journal, until Volume 9 Issue 4, using content analysis. It investigates not only the subject and event focus of the published articles, but also explores a range of other pre-determined key measures, including key words, publishing authors, institutions, geographical regions and methodological approach, in order to provide a comprehensive understanding of the development of research in the journal, the characteristics of the content, and places this in the wider research context.

Indicative Findings

The development of research in the events field has been explored by a number of authors. However, although these provided a useful overview of the overall research area, the literature has moved on and this study re-examines the journal content systematically to explore the development of the subject area. By developing a comprehensive understanding of research to date, this paper informs discussion and debate for existing and future researchers into research gaps and priorities for the future.

RESEARCHING THE IMPOSSIBLE: THE EVENT EXPERIENCE

Caroline Jackson, School of Services Management, Bournemouth University, Tel: 01202 965123, Email: cjackson@bournemouth.ac.uk.

Background

The aim of this paper is to explore the difficulties in researching the event experience. It attempts to conceptualise the 'event experience' and then to discuss how this phenomena could be researched. Relatively little research has been done on the event experience. The research undertaken has predominantly been from the organisers and sponsors perspective in terms of whether they have achieved their own aims. There is currently a focus on the experiential nature of events, especially from organisations such as the Events Industry Alliance and companies such as Jack Morton. An earlier paper (Jackson 2006) identified the experience in relation to product theory and the principles outlined by Pine and Gilmore (1999) and Schmitt (1999). This paper takes the conceptualisation further and explores the nature of the experience in relation to how it could be researched in the field.

Key Question(s) / Issue(s) Addressed

A conference on Event Tourism is a good place to utilise tourism research that has been undertaken to conceptualise and apply field research to the tourism experience. Uriely (2005, p.199) discusses the "existential dimensions of tourists' valuations of their personal experiences". Although the aim of this paper was to discuss the development of the methodological approaches applied to tourism experiences and to identify whether post-modernist or late-modernist forms of enquiry were most appropriate, it acts as a good basis upon which to discuss a methodological approach to the event experience. There are many similarities as well as differences between a visit and an event. Both have a relatively short timescale with a distinct beginning and end; they both have a determined, 'out of the ordinary' motivational base.

Research Methods / Data Sources

Current books on events management focus on the technical and functional aspects of staging an event. Silvers, for example, in *Professional Event Coordination* (2004) has chapters on 'Coordinating the environment', 'Staging the entertainment experience' and 'Making event memories'. There is no evidence that there has been any systematic investigation of what impact these have on the consumer experience. Some research was undertaken that identified the influence of the spectator in the creative process of the experience (co-creation) and of the venue as a medium for the emotions (Mencarelli and Pulh, 2006).

Indicative Findings

This paper hopes to further develop the academic research that has recently focused on the impacts of events to investigate in more detail the nature of the event itself to the people experiencing it. It is about personal experiences and how to investigate the motivations and meanings that participants may assign to their subjective and often emotional response to the event itself. Albert Boswijk and colleagues at the European Centre for the Experience Economy have been working on a new perspective on the experience economy (2006) and ask some very insightful questions about the nature of human experience, the process of creating meaning and the stages in designing and developing meaningful experiences. This paper will explore various methodologies from phenomenological, ethnographical and narrative approaches to identify which would be the most appropriate in researching live events.

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USING ONLINE SOCIAL NETWORK COMMUNITIES TO STUDY THE TOURISTS' EXPERIENCE OF EVENTS: METHODOLOGICAL ISSUES

Professor Roger Vaughan and Dr Miguel Moital, School of Services Management, Bournemouth University, Tel: 01202 966674, Fax: 01202 965228, Email: rvaughan@bournemouth.ac.uk, mmoital@bournemouth.ac.uk.

Background

Online Social Network Communities (OSNC) are one of the fastest growing Internet sites as far as number of users is concerned. Hi5 and Orkut are two of the largest OSNC – by November 2006 the first had around 50 million and the second 33 million members. Each OSNC provides its members with the opportunity to organise communities around themes of their choice and this has led to the development of thousands of communities. These communities focus on many different issues, including hobbies, products and people.

Some events have such strong appeal that communities have been developed to bring together those members that share a common interest in the event. One such examples is the Axe-Music Carnivals in Brazil. The main Axe-Music carnival takes place in Salvador da Bahia every February. Salvador Carnival is regarded as one of the largest street carnivals in the world, attracting around 2 million visitors during the six-day carnival. According to official statistics, more than 1 million tourists visited the city around the Carnival period in 2006, from which 100, 000 were international and 360, 000 from other states in Brazil. A search in Orkut revealed that there are nearly 70 communities with the name of this Carnival and the largest one has nearly 35, 000 members.

Key question(s) / Issue(s) Addressed

The importance of events as tourist attractions is growing to the extent that many events, such as Salvador Carnival, draw a large proportion of their customers from tourists. For many tourists the main purpose of travelling to a destination is attending events and thus the overall evaluation of the travelling experience will be dependent, to a large extent, on the their experience of the event. Thus, destination managers need to take a closer consideration to the management of the tourists' experience of events. However, not only managing the event tourist experience is a complex task, but as an emerging area of research little is known about now tourists experience events. This paper aims to contribute to the growing body of literature on managing the event experience by critically evaluating the potential of using OSNC to study tourists' experiences of events.

Research Methods / Data Sources

The paper will compare the characteristics of the medium with some of the research needs in the area of the event tourism experience. This will enable the identification of the methodological advantages and limitations of the medium as a means of studying the tourists' experience of events. Axe-music Carnivals and the Orkut community will be used as examples.

Indicative Findings

OSNC provide researchers with the opportunity to study areas of the event experience that have not been possible to cover before. Some of the benefits include the ability to examine the anticipation of the experience (prior to travelling), non-participation and post-experience evaluation long after the end of the experience. However, using OSNC encompasses some limitations, notably biases in relation to the sample and the type of data that can be collected.