

# **EVENT STUDIES: TRENDS AND FORCES in EDUCATION and RESEARCH**

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by:

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# AGENDA

What is Event Studies?

- Event Management

- Event Tourism

Origins and Evolution of the Field

The Future?

# WHAT IS EVENT STUDIES?

Event Studies is the academic field devoted to creating knowledge and theory about planned events.

- all planned events

- event experiences

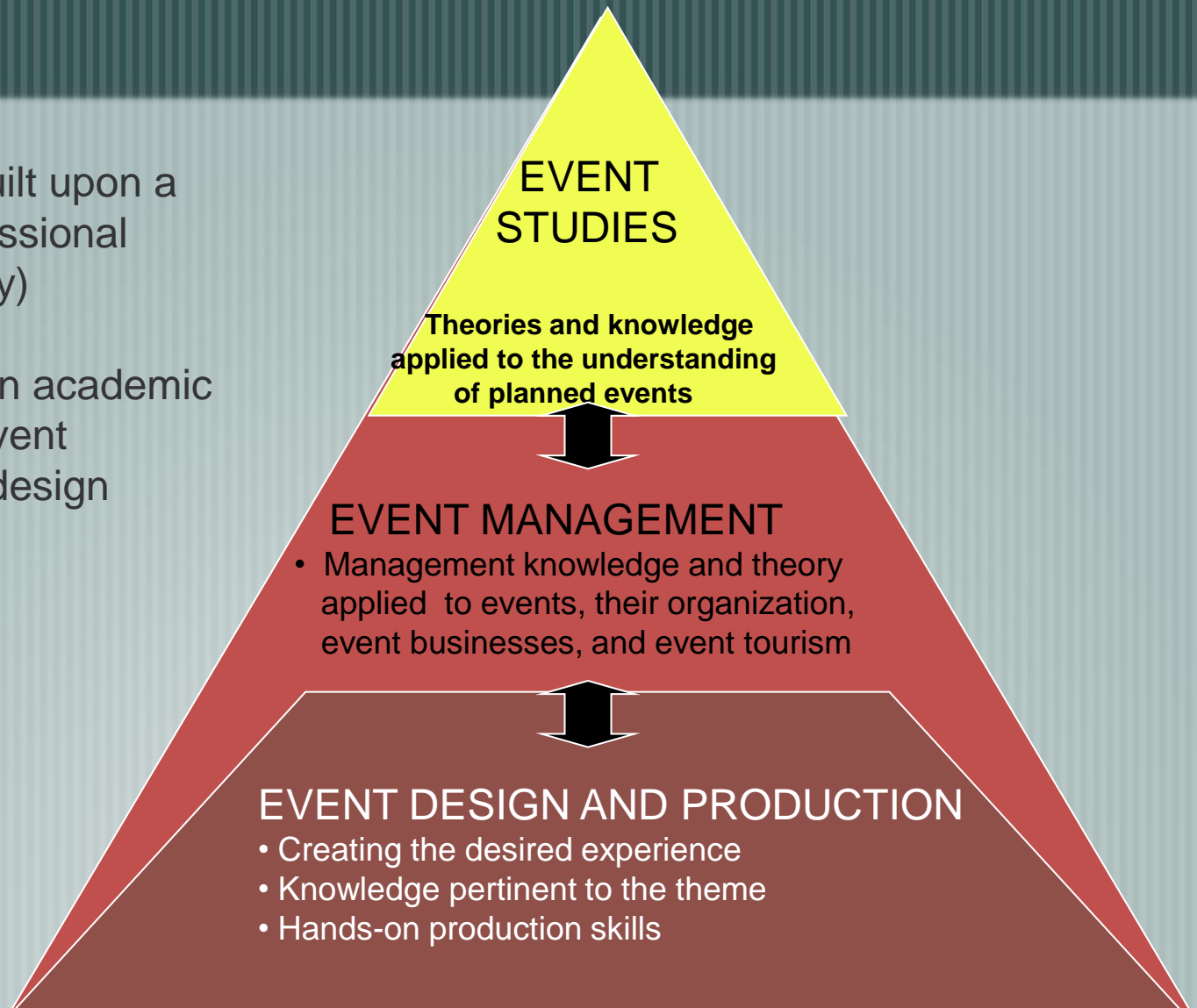
- meanings attached to events and our event experiences

# THREE LEVELS OF EVENT EDUCATION

Event Studies is built upon a foundation of professional practice (or industry)

Event Studies as an academic subject supports event management and design

Source:  
Getz, D. (2007)  
Event Studies  
Elsevier



# THE WORLD OF PLANNED EVENTS

— [ We usually classify events on the basis of their form, or programme.

— [ These are, in fact, social constructs.

— [ Owing to globalization, these are tending towards standardization of names and forms.

— [ Festivals and other cultural celebrations remain the most diverse (authentic).

# rites and rituals

— [ In all societies, private and public rites and rituals have always been important

— [ They are embedded in all forms of planned events

— [ Many are religious in origin and all have high symbolic value



# PILGRIMAGE

Religious experience;  
devotion; celebration;  
communitas

The Hajj, Mecca)







**Meetings, Conventions**

# Business Events

**Intrinsic and extrinsic motivations:**

**-learning (sharing, training)**

**-economic exchange (market; sell)**

**-having fun, socializing, networking**

**Fairs,  
Exhibitions,  
Shows**





# MARKETS AND FUN-FAIRS

— [ No longer solely concerned with daily survival, shopping is entertainment and markets are leisure palaces and event venues.



— [ Markets as special events remain popular.



# MILITARY

(other than warfare)

— [ Practical, symbolic,  
spectacular

— [ The Edinburgh  
Tattoo - an iconic  
image



# SPORT and RECREATIONAL EVENTS



Participation, media or spectator orientation

-games; challenge; identity building for persons and groups; entertainment; spectacle





# Corporate Events

Instruments of corporate needs and strategy.

Internal: meetings, seminars, etc.

External: sales, marketing, branding, and public relations



# PRIVATE EVENTS

- Party
- Wedding
- Anniversary
- Reunion

- rituals
- celebration
- consumption
- hedonism





# Festivals, Carnivals, and other Cultural Celebrations

- Festivals as themed, public celebrations
  - They provide a “time out of time” in a valorized place (Falassi);
  - Turner’s notion of “communitas” (belonging and sharing)
  - cultural authenticity



- Socially-sanctioned revelry and role reversals
- Ritual, tradition; spectacle; sacred and profane



# SPONTANEOUS CELEBRATIONS

— [ When people celebrate it is not always formally planned, yet their actions and emotions serve as markers for all those who try to ‘design’ experiences.



The “RED MILE” in Calgary



Flash Mob: Pillow Fight

# EVENTS AT THE MARGIN

- the meanings of events at the fringe
- the significance of using this space?
- what is the appropriate regulation, policy?



Recreational Rioters?



# Entertainment



- a component of most planned events or as business
- to many young people, rock concerts are probably the only 'festivals' they know



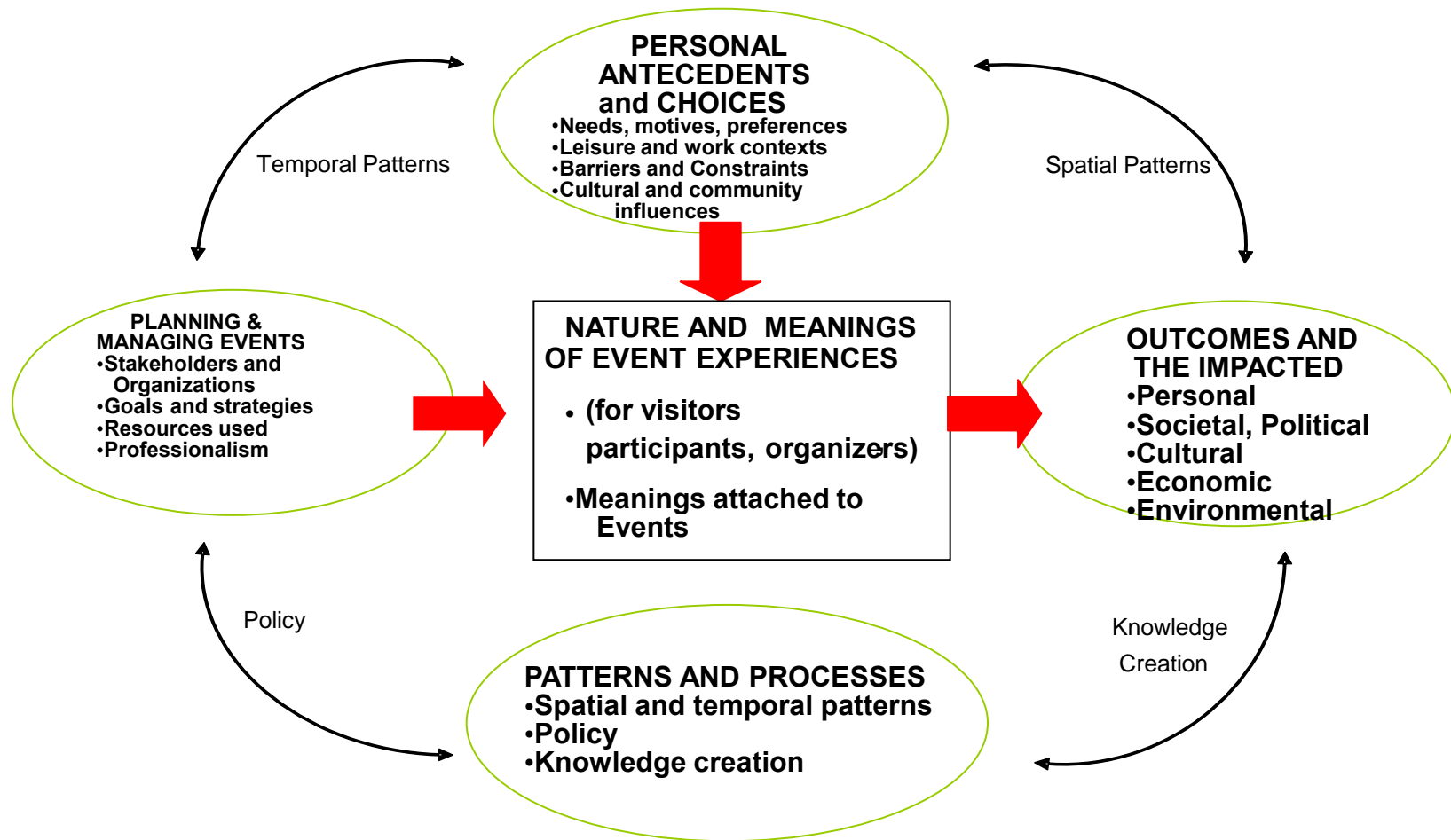
- some cultural productions are viewed simply as entertainment, especially by tourists

# TYPOLOGIES

- The common classification of events pertains to their **form**, or the “social construct” of what people expect in terms of programme and setting.
- Events are also classified according to their **function**, or the roles they play as instruments of public policy, corporate and industry strategy.
- Classifying events by **experience** is difficult as each person experiences events differently



# A FRAMEWORK FOR UNDERSTANDING AND CREATING KNOWLEDGE ABOUT EVENTS



# EVENTS IN SOCIETY AND CULTURE

- [ Events are studies in many disciplines, and in many closely related, applied fields.

- [ Sociology, Social Psychology and Anthropology contribute to our understanding of the meanings, roles and effects of planned events in social and cultural terms.

- [ Economics and Business contribute to our understanding of event tourism and management processes.

- [ We can draw a great deal of theory and practical knowledge from leisure studies in particular.

# Key themes:

- Ritual (Van Gennep, 1909; Turner, 1969)
- Liminal / liminoid experiences (Turner: 1974; 1982)
- Authenticity vs. the commodification of culture (Greenwood, 1972)
- Festivals as “text” (Falassi, 1987; Manning, 1983)
- Inversion and license; deviance; the carnivalesque (Bahktin, Turner 1974)



# More on themes

- Pilgrimage to events; spiritual experiences (Turner, 1978)
- ‘Festivalization’ of policy, of cities and spaces (Richards, 2006)
- Social and cultural capital (community building, place identity) through events ( Arcodia and Whiford, 2006)
- Identity of persons and groups through production and participation in events (Bankston and Henry 2000)

# A MODEL OF THE PLANNED EVENT EXPERIENCE

## Time Out of Time

### Antecedents:

- needs, motives, and expectations; mood
- preparation

### Separation

Valorization Rituals  
Entry Statements

**The Liminal / Liminoid Zone**  
(Time out of Time; A Special Place)

Conative, cognitive and affective dimensions of experience, modified by level of involvement /engagement

### Reversion –

feelings of loss,  
renewal,  
transformation

-changing needs, motives, expectations

-event careers (involvement, specialization, serious leisure)

## A Special Place



# THE EVENT EXPERIENCE and MEANINGS

- What are planned event experiences?
- What do they mean to people, and in a social/cultural/economic context?
- Can they be designed? Controlled?
- How do we research and evaluate planned event experiences?

## Event Experiences in Time and Space:

### A Study of Visitors to the 2007 World Alpine Ski Championships in Åre, Sweden (R. Pettersson and D. Getz (2008))

A

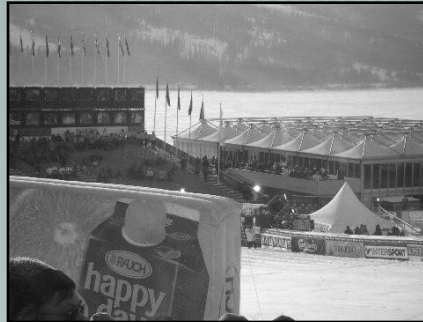


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B



C



E

Students took cameras to this major sport event ; they took photos to help explain their experiences and feelings. This method also enables researchers to examine the relationships between events and places.

# Place Identity

The annual **Elvis Revival Festival**

in the small town of Parkes, in rural Australia.



A remote place with few economic prospects has created a tourism product, and

subsequently captured national publicity, through a festival based around commemoration of the birthday of Elvis Presley. The Festival began in the early 1990s. Since then, the Festival has grown in size, with notable economic impact. The town now partly trades on its association with Elvis, constituting an 'invented' tradition and place identity. Yet the festival is not without tensions.

Brennan-Horley, C., Connell, J., and Gibson, C. (2007). The Parkes Elvis Revival Festival: Economic development and contested place identities in rural Australia. *Geographical Research*, 45 (1): 71-84.

# Benefits Attributed to Attendance or Participation in Planned Events

- Personal identity and growth: Bankston, C., and Henry, J. (2000). Spectacles of ethnicity: Festivals and the commodification of ethnic culture among Louisiana Cajuns. *Sociological Spectrum*, 20 (4): 377-407.
- Health and well-being: Litvin, S., (2007). The economic attractiveness of runners: are they 'healthy' tourists? *Tourism Economics*, 13 (3): 481-486.
- Accumulation of social and cultural capital: Kim, H., Cheng, C., and O'Leary, J. (2007). Understanding participation patterns and trends in tourism cultural attractions. *Tourism Management*, 28 (5): 1366-1371.

# EVENT TOURISM

- **Supply-Side Definition:** the planning, development and marketing of events as tourist attractions, image makers, place marketers, catalysts, and animators.
- **Demand-Side Definition:** travellers motivated by an event, or willing to attend an event while travelling





# EVENT TOURISM

- Instrumentalist, reflecting industry needs and government policy on economic development and place marketing
- Research is largely entrenched in the positivistic, quantitative, consumer-science paradigm
- Tourism impact assessment primarily economic in nature, not triple bottom line
- A set of **key propositions:**

# CORE PROPOSITIONS IN EVENT TOURISM

## KEY PROPOSITIONS:

Events are instruments of public policy and corporate/industry strategy in terms of their ability to:

- attract tourists who generate economic benefits
- creative positive images for the destination
- contribute to place marketing
- animate cities, resorts, parks, urban spaces, venues
- act as catalysts for urban renewal, infrastructure development, improved marketing capability

# Research on Image, Branding

- In an era when popular and mass cultures are positioned further up the symbolic hierarchy, sport events are deemed by cities to be **valuable image or branding tools**.
- Event strategies are often justified by their envisaged image effects and the celebrities, iconic structures, and **media exposure** associated with sport events means that they are viewed as being particularly effective for this purpose.
- This paper evaluates the image effects of strategies deployed by three English cities: Birmingham, Manchester, and Sheffield. **Each of these cities has used a combination of regular sport fixtures, 'mega' sport events, and event bids to further their reputations as tourist destinations.**

Smith, A. (2006). Tourists' Consumption and Interpretation of Sport Event Imagery. *Journal of Sport & Tourism*, Vol. 11, No. 1, pp. 77–100.



# SERIOUS SPORT TOURISM



- Shipway and Jones (2007) examined distance runners in the context of "serious leisure" and argued for the concept of "serious sport tourism".
- Using a "quasi-ethnographic" methodology they explored the experiences (and related meanings) of participants in the Cyprus International Four-Day Challenge running event.

(Shipway, R., and Jones, I. (2007). Running away from home: Understanding visitor experiences and behaviour at sport tourism events. International Journal of Tourism Research, 9: 373-383.)

# EVENT-TOURIST CAREER TRAJECTORY

- **Theory in Development:** as people become more highly involved in a sport or other leisure pursuit they tend to develop event-related travel careers.
- Hypotheses have been formulated for six dimensions of the event-tourist career trajectory and the current research provides one way to test these.

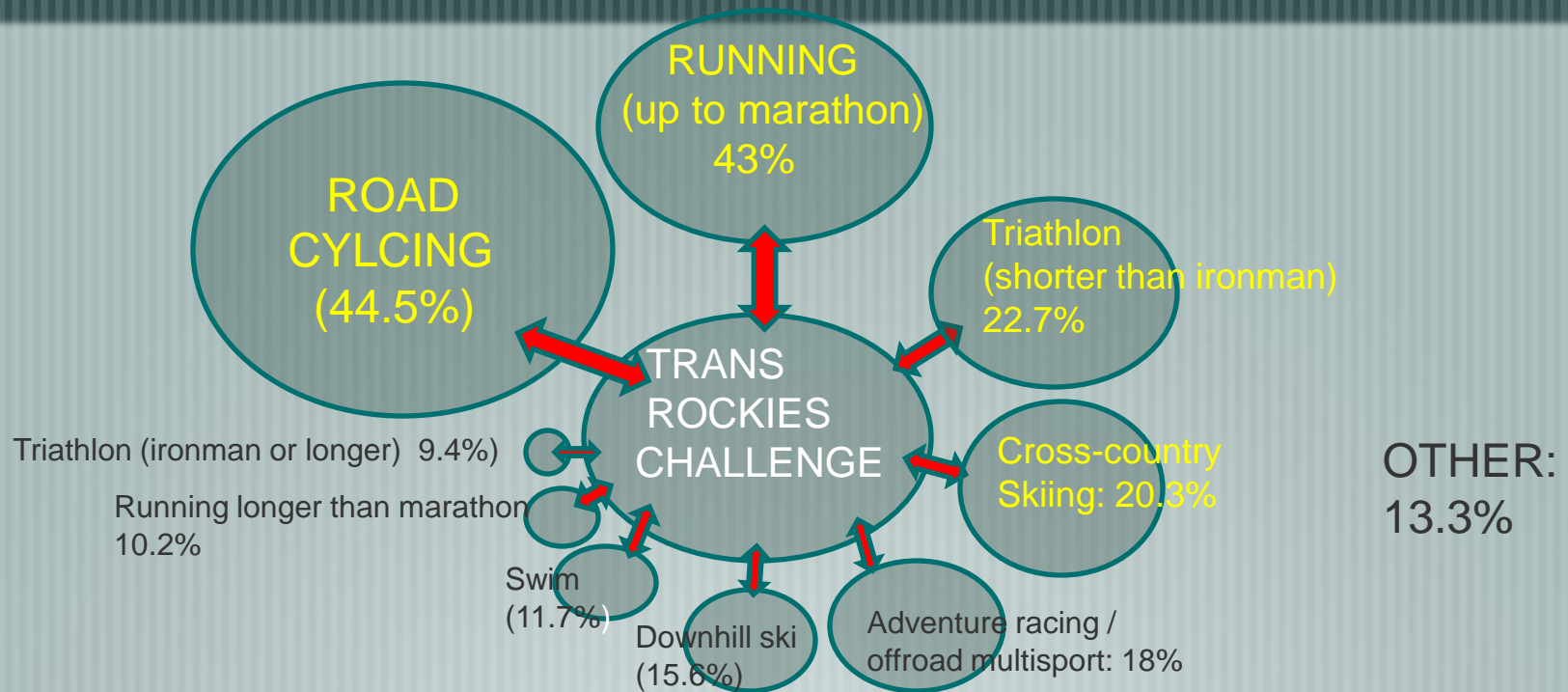


# EVENT PORTFOLIOS

- Athletes typically compete in a variety of events.
- There are likely to be linked in terms of meeting basic motivations (i.e., challenge, fitness).
- Destinations and event organizers can use this information to plan their own supply portfolios to appeal to a wide segment.



# THE EVENT PORTFOLIO OF TRANSROCKIES MOUNTAIN BIKERS



Their competitive event portfolios are dominated by physically challenging sport events, featuring cycling, running and multi-sports.

# EVENT MANAGEMENT

- An application of management and business studies
- Instrumentalist, in that research and theory serves business and management needs
- Derived from, and supported by the emergence of event management degree programmes around the world, and connected to an industry that provides careers and business opportunities for graduates (including in tourism and hospitality, government and non-profit sectors)

# Event Management

Event Management emerged in the 1990's as a new professional field at colleges and universities. The earliest texts:

- J.J. Goldblatt - Special Events: The Art and Science of Celebration (1990)
- D. Getz - Festivals, Special Events, and Tourism (1991)
- C.M. Hall - Hallmark Events (1992)

First Journal: Festival Management and Event Tourism: founded 1993

- It is just becoming established in Europe and Asia; is well established already in the UK and Australia. It is likely to follow the same life-cycle as tourism, hospitality, recreation and sport management – which are now mature fields.

# EMBOK: THE EVENT MANAGEMENT BODY OF KNOWLEDGE

Silvers, J., Bowdin, G., O'Toole, W., and Nelson, K. (2006).

Towards an international event management body of knowledge.

Event Management, 9(4): 185–198.

## EVENT MANAGEMENT KNOWLEDGE DOMAINS

The “Industry” is focused on designing and producing events, and EMBOK reflects a very narrow scope – too narrow for university degree programmes.

Most recently, governments and professionals have been developing “standards” that can be used to encourage labour mobility between countries through certification of professional status.

### ADMINISTRATION

- Financial
- Human resources
- Information
- Procurement
- Stakeholders
- Systems
- Time

### DESIGN

- Catering
- Content
- Entertainment
- Environment
- Production
- Program
- Theme

### MARKETING

- Marketing plan
- Materials
- Merchandize
- Promotion
- Public relations
- Sales
- Sponsorship

### OPERATIONS

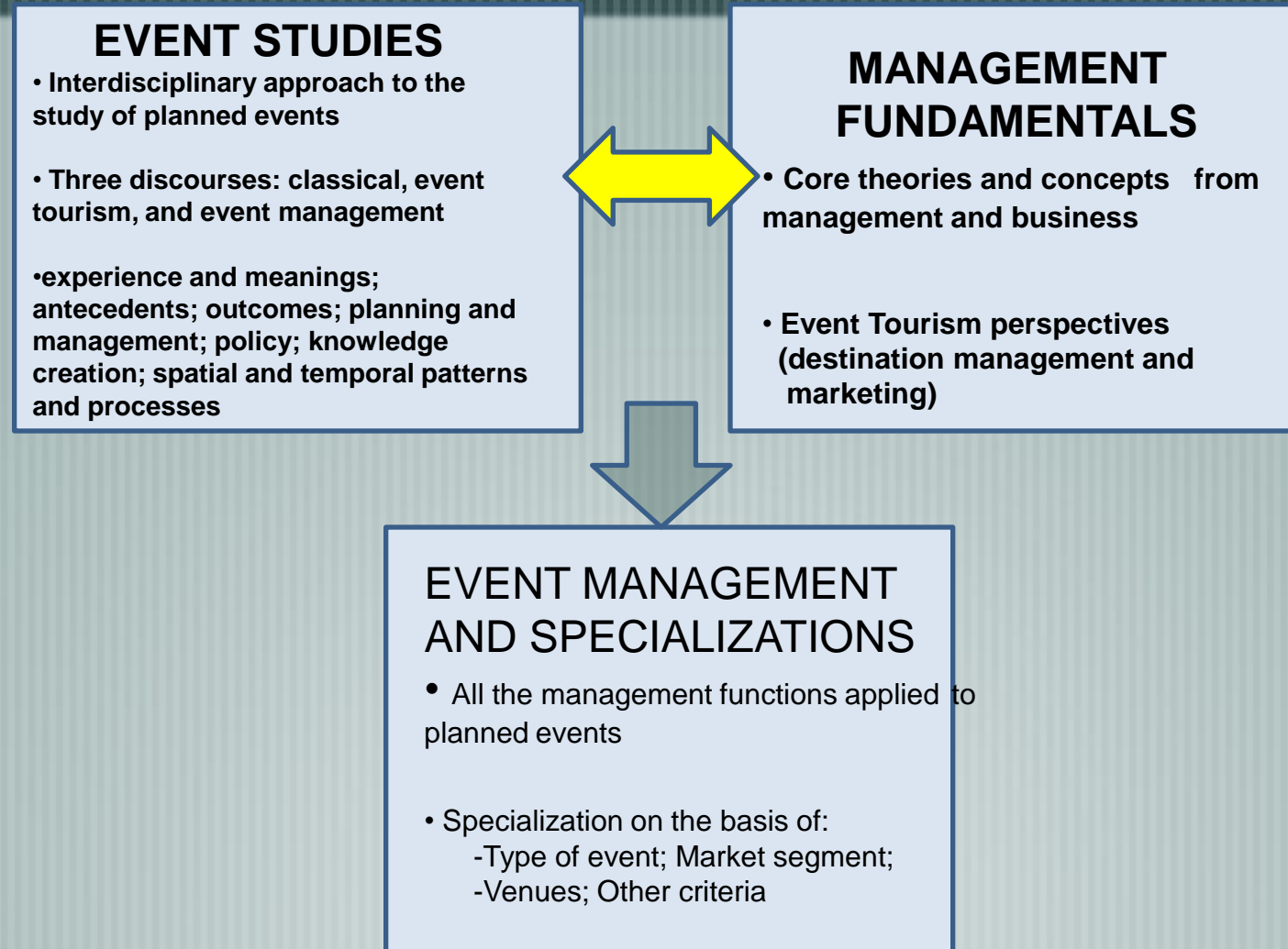
- Attendees
- Communications
- Infrastructure
- Logistics
- Participants
- Site
- Technical

### RISK

- Compliance
- Emergency
- Health and safety
- Insurance
- Legal and ethics
- Decision analysis
- Security



# EVENT STUDIES AND EVENT MANAGEMENT INTER-RELATIONSHIPS



# FOUR DESIGN DOMAINS

1. THE EVENT SETTING



2. THEME AND PROGRAMME

3. SERVICE DELIVERY



4. CONSUMABLES



# THE FUTURE OF EVENT MANAGEMENT EDUCATION

Event management degree programs must incorporate event studies with business and management studies, as well as relating to industry specializations and professional standards.

Research is essential to help create knowledge, so event management has to be accompanied by, and incorporate event studies and management research.

Research should also be driven by the needs of industry and the professionals.

We can look forward to at least ten more years of growth in event management educational programs, with better integration among the related fields of culture, sports, arts, leisure, tourism and hospitality management.

# FUTURE CAREERS IN EVENT TOURISM

- [ From: marketing events and bidding on events...

- [ To: strategic planning for events and portfolio management (all forms of events and all venues)

- [ Necessary skills and knowledge:

- risk assessment; feasibility studies;

- impact assessment; evaluation methods

- stakeholder management; relationship marketing



# Future Careers in Event Management

- [ From: event producer to...

- [ Experience Designer

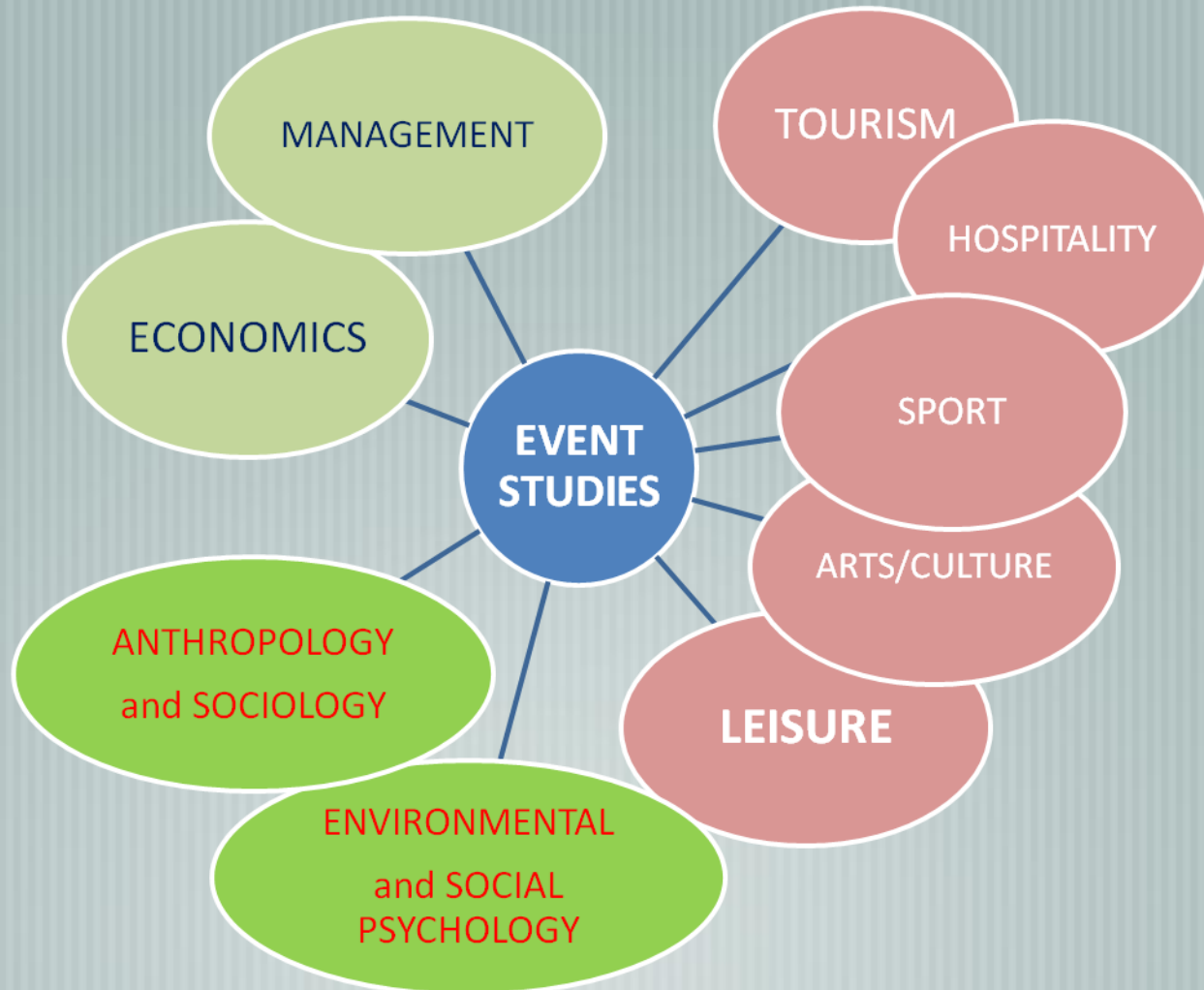
- facilitating the full range of desired and beneficial experiences that are hallmarks of planned events (all forms and functions)
- evaluating experiences

# Future Careers in Event Management

- [ From: managing individual events...
- [ To: managing populations of events
  - policy analysis and implementation
  - evaluation of whole populations from multiple stakeholder perspectives

# WHERE DO WE BELONG?

A: Stand-Alone, Drawing from Foundation Disciplines and Closely related Fields?



# B: JOIN WITH OTHER CLOSELY-RELATED, APPLIED-MANAGEMENT FIELDS FOCUSED ON EXPERIENCES





# END: COMMENTS; DISCUSSION?

