CONFERENCE PROCEEDINGS

THE 6th INTERNATIONAL CONFERENCE ON EVENTS

ICE 2023

MAKING WAVES IN POLAND - TRANSFORMATIONAL EVENTS

THE INTERNATIONAL

CONFERENCE ON EVENTS

MAKING WAVES IN POLAND

TRANSFORMATIONAL EVENTS

03-06 September 2023
Warsaw, Poland

ORGANIZERS

VISTULA · BU Bournemouth University · 澳門旅遊學院 Macao Institute for Tourism Studies · Cape Peninsula University of Technology · UCF Rosen College of Hospitality Management UNIVERSITY OF CENTRAL FLORIDA · MPI | POLAND CHAPTER

PARTNERS

Ministry of Sport and Tourism · Mazovia. heart of Poland · Warsaw Tourism Organization · VISIT GDANSK | Gdansk Convention Bureau · MAZOVIA CONVENTION BUREAU

Conference proceedings of The 6th International Conference on Events (ICE2023) – Making Waves in Poland: Transforming Events

Editors: Brendon Knott and Ubaldino Couto

Published November 2023 by Vistula School of Hospitality

Vistula School of Hospitality
Stokłosy 3
02-787 Warsaw
Poland

https://www.makingwavesinevents.org

The 5th International Conference on Events (ICE2021) – Making New Waves in Africa:
Exploring Frontiers in Festivals and Events

16-18 November 2021

Organised by

Co-organised by

Support by

This conference is dedicated to all researchers who tirelessly work to advance our knowledge, and to practitioners in festivals and events who put together great shows for our enjoyment and needs. This conference also reaffirms the international collaborations and years of friendship built across borders, oceans and cultures.

We count on you to uphold the tradition and to create a memorable experience together.

Previous ICE conferences:

- Making Waves, Bournemouth, United Kingdom, 3-5 July 2013
- Making Waves in Macao, Macao SAR, China, 7-9 September 2015
- Beyond the Waves, Orlando, United States of America, 12-14 December 2017
- Making New Waves in Africa, Cape Town, South Africa, 16-18 November 2021

Contents

Welcome from the Conference Chair

How to transform your life? How to create experience? How to attend event and just be happy? The questions that I have been asking myself very often the past two years. Transformation is around us. I believe our life is these days very complicated however together we can change the world.

For many of us here attending ICE 2023, it is the excitement that events bring to our lives. So, let's transform the way we live, we work, and we celebrate. Sometimes you can change your future. On the other hand, creating transformational experiences is exactly what we love. Looking at delegates or working together with our students gave us the power to create tomorrow.

On behalf of the Organising Committee, welcome to "Making New Waves in Poland. Transformational Events"- the 6th International Conference on Events (ICE23) and to Warsaw – the European Best Destination 2023. Within the context of transformation in festivals and events, this conference examines a variety of contemporary global issues in events and festivals, combining academic discipline with professional practice.

The conference also includes a specific track on broader tourism and hospitality topics related to events as we partner with the Meeting Professionals International Poland Chapter (MPI) association. Besides the academic aims, the conference was designed to uphold sustainability and inclusivity principles (e.g. supporting local tourism suppliers; empowering student and early academic development; limiting printing and transportation), while also showcasing our proudly Polish hospitality approach.

ICE 2023 was created with content and creativity, but it depends on you how much you are going to enjoy it. This is the time to make new friends and share the knowledge and experiences that we have gained from doing research.

The support of our local partner institutions was invaluable. I wish to specifically thank: Ministry of Sport and Tourism, Mazovia Region and Warsaw Convention Bureau. Enjoy each session with us, experience Warsaw through the social activities we have planned and laugh plus relax while you are visiting Poland.

Krzysztof Celuch, PhD
Deputy Rector / Associate Professor
Vistula School of Hospitality in Warsaw
Poland

Chair of the Local Organising Committee

Welcome from Vistula School of Hospitality

Needs changing On behalf of the Organising Committee, welcome to "Making New Waves in Poland. Transformational Events"- the 6th International Conference on Events (ICE23) and to Warsaw – the European Best Destination 2023.

For ICE 2023, we have over 70 delegates, representing 15 nationalities! We were delighted with the number of high-quality abstract and full paper submissions. I would like to thank our Scientific Committee members for their services in the paper reviewing process. We also thank our journal partner – Event Management for the continued support. I would also like to thank the ICE partner institutions (Bournemouth University; Macao Institute for Tourism Studies; and Rosen College of Hospitality Management) for the privilege of hosting this conference.

The Vistula School of Hospitality in Warsaw is a renowned, student-oriented university with an international atmosphere and strong ties with business. We provide education to meet the demands of the leisure and hotel industry labour market. We have been awarded the prestigious THE-ICE (The International Center of Excellence in Tourism and Hospitality Education) accreditation – a mark of the highest quality of education.
Since 2012 the Institute of Tourism has been a separate organizational unit of the Vistula School of Hospitality within the Vistula Group Universities. The Institute of Tourism, established in 1972 by a resolution of the Council of Ministers, is the Polish research institution conducting interdisciplinary and comprehensive studies of tourism and recreation. Before 2010 it was a state-owned institution and subsequently operated as a private company for two years.

At our university, you will develop competences that will guarantee your success in the world of tourism, events industry, sports, dietetics. Feel invited and enjoy ICE 2023.

Prof Aleksander Ronikier, PhD
Rector
Vistula School of Hospitality in Warsaw
Poland

Welcome from Bournemouth University

On behalf of Bournemouth University, I would like to wish Vistula School of Hospitality, in Warsaw, Poland, every success in organising the 6th International Conference on Events (ICE2023), Making Waves in Poland Transformational Events.

Following the success of the previous five International Conference on Events, the conference aims to enhance further the ever-growing academic domains of event studies and event management which continue to offer exciting diversity for research and education as evidenced by the range of conference themes. I am sure the academic and industry keynote speakers will set a stimulating and reflective tone for the conference and encourage debate and collaboration.

Special thanks must go to the organiser of this conference, Professor Krzysztof Celuch, and co-organisers Dr. Julie Whitfield and Dr. Ubaldino Couto, Professor Brendon Knott, and Professor Jeannie Hahm. We all know that without their effort and commitment as the Organising Committee ICE2023 would not have happened.

Have a great experience at ICE2023!

Lois Farquharson, PhD
Executive Dean
The Business School
Bournemouth University
United Kingdom

Welcome from Macao Institute for Tourism Studies

It is with great pleasure to welcome all delegates to the 6th International Conference on Events – Making Waves in Poland: Transformational Events (ICE2023)!

The Macao Institute for Tourism Studies (IFTM) is very proud to continuously support and co-organise this conference since its inception in Bournemouth. During the last ten years, the conference has created and strengthened friendship across institutions around the world. The ICE series of conferences also championed 'events' as a field of research by bringing together academics and encouraged dialogues, contributing to the event management body of knowledge.

Events is one of the core specialisms in IFTM. With Macao's positioning as a World Centre for Tourism and Leisure with events as one of the key economic drivers, it is crucial these dialogues continue so that we learn from research around the world and in turn share our Macao story. In truly 'event style', the conference also braved the hurdles of the pandemic by organising a successful hybrid edition in Cape Town and those involved continuously worked together tirelessly to plan the present edition in Warsaw, Poland. None of this would be possible without the extraordinary dedication and passion of the organising committee. I wish to extend my sincerest gratitude to everybody who worked behind the scene and wish them every success in the future editions, too.

In the next couple of days, you will have much to listen, many ideas to exchange and be very busy with social sessions to make friends. I am sure you will enjoy the thought-provoking and supportive environment of the conference and wish you a joyful and fruitful time in Poland.

Fanny Vong, PhD
President
Macao Institute for Tourism Studies
Macao SAR, China

Welcome from University of Central Florida

As host of the 4th International Conference on Events (ICE2017), we at the UCF Rosen College of Hospitality Management are delighted to see the conference continue to develop and positively impact the study of events.

Although the pandemic caused major disruption globally to the event industry, everyone now realizes the power and significant impact events have on daily life, be it for residents, employers and employees, and tourists. Events are such an integral part of modern life that never again will anyone take events for granted, with their power to enrich and enhance our lives as the world begins to recover from the pandemic, along with emerging issues from both macro and micro levels such as sustainability, corporate social responsibility, ethical considerations of the event industry, as well as the impact of technology including AI-based systems on event planning, production, and delivery. As such, the potential for event-related research to grow and impact other fields of study is immense.

Following the success of the 5th International Conference on Events (ICE2021) held in the wonderful city of Cape Town, South Africa, we are delighted to see the conference move to Eastern Europe, with Warsaw, Poland an ideal location for the continuing study of events. Poland has an incredibly rich history, and in more recent years has established itself as a successful and popular event destination. Clearly, geo-politics is a current factor when determining the location of global events. Its successes in recent years have helped cement the country's position and reputation across the event landscape with the 6th International Conference on Events (ICE2023) serving as a perfect opportunity to expand the study of events further in our new, post-pandemic world.

The program for the conference is replete with energy, latest ideas, and thought-provoking sessions with a myriad of themes ready for debate! Notable in this ICE2023 is the emergence of resilience as an important theme, the transformative nature of the event experience, drivers of social change, and the contribution of events to the future of destinations.

Wishing you every success for your conference from your friends in Orlando!

Youcheng Wang, PhD   Alan Fyall. PhD
Dean   Associate Dean

Rosen College of Hospitality Management, University of Central Florida
United States of America

Welcome from Cape Peninsula University of Technology

As Dean of the Faculty of Business and Management Sciences at the Cape Peninsula University of Technology (CPUT), it is my pleasure to welcome you all to the 6th International Conference on Events (ICE) 2023 in Warsaw, Poland. CPUT was very proud to host the successful 5th International Conference on Events, in its hybrid format, in 2021. This year's conference continues the international collaboration of renowned institutions in the United Kingdom, Macao (China), the United States, South Africa, and now Poland - as well as many other nations.

We are delighted to once again collaborate in this meeting of researchers, academics and industry experts from across the globe. It promises to be an exciting three-days of academic exchange, and exploring new frontiers in festivals and events. The main aim of this international conference being to deliberate the way in which we 'see, think and undertake event management research, pedagogy, policy and practice'. As the discipline develops, knowledge requires direction in order to understand the changing advances in society. Thus, a host of interesting contemporary global issues in events and festivals will be examined. The future of events and festivals is at a pivotal point, with some key driving forces that will shape this future, captured in the conference theme of "transformational events".

We believe that ICE2023 truly promises to be a highly engaging experience, with the opportunity for networking and learning. I wish you all an excellent conference!

Paul E. Green, PhD
Dean, Business and Management Sciences
Cape Peninsula University of Technology
South Africa

About us

ICE BOARD OF DIRECTORS

Dr Julie Whitfield
Bournemouth University, UK

Dr Ubaldino Couto
Macao Institute for Tourism Studies, Macao
SAR, China

Prof Brendon Knott
Cape Peninsula University of Technology,
South Africa

Dr Jeannie Hahm
University of Central Florida, USA

LOCAL ORGANISING COMMITTEE

Prof Krzysztof Celuch
Conference Chair, Vistula School of Hospitality, Warsaw, Poland

Magdalena Markiewicz
Vistula School of Hospitality, Warsaw, Poland

Magdalena Kondas
Vistula School of Hospitality, Warsaw, Poland

Nadzeya Melnik
Vistula School of Hospitality, Warsaw, Poland

Agnieszka Faracik
DMC Poland, Warsaw, Poland

Monika Dymacz
MPI Poland Chapter, Poland

Dominik Borek
Ministry of Sport and Tourism, Poland

Izabela Stelmanska
Region Masovia, Poland

Mateusz Czerwiński
Warsaw Tourism Organisation, Poland

SCIENTIFIC COMMITTEE

Prof Brendon Knott, Chair, Cape Peninsula University of Technology, South Africa

Dr Dominik Borek, Ministry of Sport and Tourism, Poland

Prof Krzysztof Celuch, Vistula School of Hospitality, Warsaw, Poland

Dr Ubaldino Couto, Macao Institute for Tourism Studies, Macao SAR, China

Prof Leonardo Dioko, Macao Institute for Tourism Studies, Macao SAR, China

Prof Alan Fyall, University of Central Florida, USA

Dr Jeannie Hahm, University of Central Florida, USA

Dr Janice Hemmonsbey, Cape Peninsula University of Technology, South Africa

Dr Sunny Son (née Lee), University of South Australia, Australia

Dr Xiangping Li, Macao Institute for Tourism Studies, Macao SAR, China

Dr Yanning Li, University of Surrey, UK

Prof Judith Mair, University of Queensland, Australia

Dr Miguel Moital, Bournemouth University, UK

Dr Tomasz Napierała, University of Łódź, Poland

Prof Fevzi Okumus, University of Central Florida, USA

Dr Eric Olson, Metropolitan State University of Denver, USA

Prof Stephen Pratt, University of Central Florida, USA

Dr Ivana Rihova, Independent Researcher

Dr Debbie Sadd, Bournemouth University, UK

Dr Teresa Skalska, Vistula School of Hospitality, Poland

Prof Elmarie Slabbert, North-West University, South Africa

Prof Nellie Swart, University of South Africa, South Africa

Dr Sherry Tan, Macao Institute for Tourism Studies, Macao SAR, China

Dr Daniel Turner, University of West of Scotland, UK

Esti Venske, Cape Peninsula University of Technology, South Africa

Prof Penny Wan, Macao Institute for Tourism Studies, Macao SAR, China

Dr Julie Whitfield, Bournemouth University, UK

Dr Hazel Xu, Macao Institute for Tourism Studies, Macao SAR, China

Dr Piotr Zmyślony, Poznan University of Economics and Business, Poland

PAPER REVIEWERS

Zimkitha Bavuma, Chair, Cape Peninsula University of Technology, South Africa

Prof Krzysztof Celuch, Vistula School of Hospitality, Warsaw, Poland

Dr Ubaldino Couto, Macao Institute for Tourism Studies, Macao SAR, China

Prof Leonardo Dioko, Macao Institute for Tourism Studies, Macao SAR, China

Prof Alan Fyall, University of Central Florida, USA

Dr Jeannie Hahm, University of Central Florida, USA

Dr Chris Hattingh, Cape Peninsula University of Technology, South Africa

Prof Brendon Knott, Chair, Cape Peninsula University of Technology, South Africa

Dr Janice Hemmonsbey, Cape Peninsula University of Technology, South Africa

Dr Sunny Son (née Lee), University of South Australia, Australia

Dr Xiangping Li, Macao Institute for Tourism Studies, Macao SAR, China

Dr Yanning Li, University of Surrey, UK

Prof Judith Mair, University of Queensland, Australia

Dr Eric Olson, Metropolitan State University of Denver, USA

Prof Stephen Pratt, University of Central Florida, USA

Dr Ivana Rihova, Independent Researcher

Dr Teresa Skalska, Vistula School of Hospitality, Poland

Prof Elmarie Slabbert, North-West University, South Africa

Prof Nellie Swart, University of South Africa, South Africa

Dr Sherry Tan, Macao Institute for Tourism Studies, Macao SAR, China

Esti Venske, Cape Peninsula University of Technology, South Africa

Prof Penny Wan, Macao Institute for Tourism Studies, Macao SAR, China

Dr Julie Whitfield, Bournemouth University, UK

Dr Hazel Xu, Macao Institute for Tourism Studies, Macao SAR, China

Dr Piotr Zmyślony, Poznan University of Economics and Business, Poland

About ICE2023 Warsaw

After 10 years travelling around the world, we are excited to be back in Europe for the 6th International Conference on Events.

Previously held in Bournemouth (UK), Macao (China), Orlando (USA) and Cape Town (South Africa), this edition is co-hosted by the Vistula School of Hospitality and MPI Poland Chapter.

This conference will encompass presentations and workshops where participants will bring their expertise to create new waves of support for reimagining of events and experiences. Within the context of transformational experiences in events, festivals and business tourism, this conference will examine a variety of contemporary global issues in events and festivals, combining academic discipline with professional practice.

THEMES

- Festivals and events in Poland
- Social, economic, and environmental sustainability and UNSDGs
- Co-creation and event experience
- Cultural festivals and heritage events
- Sport and leisure events
- Impacts and legacies (the future of the industry)
- Business events (MICE)
- Events and Education
- Crisis and risk management, Health and safety
- Events recovery and resilience of Covid 19
- Technology in events and design and productions
- Third sector events – not-for-profit, charities, special-cause events
- Events and equality, diversity, and inclusivity (EDI) – LGBTQ+ rights, gender, universal access
- Politics, governance in events
- Event spaces and places
- Event tourism and the visitor economy
- Events responding to social issues (refugees)

ICE 2023 Delegates help locally: Let's prepare Pupil's Schoolbags!

The school bell rings! Time to get ready for a new adventure! Let's prepare Pupil's Schoolbags and help children at age 6-10 who may need some support with their school supplies. Your contribution will empower them with the means of gaining the power of knowledge!

What is it? How does it work? It's very easy! Mentioned Pupil's Schoolbag is a backpack that contains all necessary (school) supplies: few notebooks (A5), pencils, ball pens, drawing blocks, a ruler and a pencil case. It should also include a nice book (can be in English or your native language) and a cuddly toy... You should bring your own pupil's schoolbag with you to Poland and just give it to us at the registration desk - we will deliver it to the children in need in the local school in our city! Don't forget to include a short letter so that the child who receives your bag knows who the benefactor is.

Programme

THE 6th INTERNATIONAL CONFERENCE ON EVENTS
ICE 2023
MAKING WAVES IN POLAND - TRANSFORMATIONAL EVENTS

PROGRAM AT A GLANCE
03–06 SEPTEMBER 2023

Time	DAY 1 — Sun | 03.09	DAY 2 — Mon | 04.09	DAY 3 — Tue | 05.09	DAY 4 — Wed | 06.09
		venue: NOVOTEL WARSZAWA CENTER	venue: NOVOTEL WARSZAWA CENTER	venue: VISTULA UNIVERSITY
08:00 - 09:00		REGISTRATION DESK OPEN	REGISTRATION DESK OPEN	GATHERING IN NOVOTEL AND RIDE TO VISTULA
09:00 - 10:00	ARRIVALS	OPENING SESSION KEYNOTE SPEAKER **Prof Jadwiga Berbeka** Resilience of events	KEYNOTE SPEAKER **Prof Barbara Neuhofer** The Future of Transformative Event Experiences: A Transformational Leaders Perspective	coffee break / Panel Discussion Events industry in Poland: Barbara Świderska; Dominik Borek; Krzysztof Celuch
10:00 - 11:00		coffee break	coffee break	
11:00 - 12:00		Session 1 Impacts & Legacies / Session 2 Business Events	Session 7 Equality, Diversity & Inclusivity (EDI), LGBTQIA+, Gender; Universal Access / Session 8 Event Tourism	CLOSING & AWARD CEREMONY ICE 2025 presentation and handover
12:00 - 13:00		Session 3 Events Responding to Social Issues / Session 4 Business Events (2)	Session 9 Equality, Diversity & Inclusivity (EDI), LGBTQIA+, Gender; Universal Access / Session 10 Cultural Festivals & Heritage Events	lunch
13:00 - 14:00		lunch	lunch	
14:00 - 15:00		KEYNOTE SPEAKER **Prof. Mike Duignan** Major Sport Events as Drivers for Social Change	Session 11 Event Experience	WARSAW CITY TOUR
15:00 - 16:00	REGISTRATION DESK OPEN (Novotel Center)	INDUSTRY EXPERT **Łukasz Wysocki** Future of destinations Panel Discussion	coffee break	
16:00 - 17:00		Session 5 Events Transformation / Session 6 Sport Events		
17:00 - 18:00		coffee break	MAZOWSZE EXPERIENCE NIGHT GALA DINNER National Folk Song and Dance Ensemble Mazowsze Concert and Polish Evening	
18:00 - 19:00	WELCOME TO POLAND Cocktail & Visit in Polish Vodka Museum			
19:00 - 20:00		GET TOGETHER PARTY - NORBLIN FACTORY		
20:00 - 21:00				
21:00 - 22:00				

ORGANIZERS
VISTULA · Bournemouth University · 澳門旅遊學院 · Cape Peninsula University of Technology · UCF Rosen College of Hospitality Management University of Central Florida · MPI POLAND CHAPTER

PARTNERS
Ministry of Sport and Tourism · Mazovia. heart of Poland · Warsaw Convention Bureau · VISIT GDANSK Gdansk Convention Bureau · MAZOVIA CONVENTION BUREAU

www.makingwavesinevents.org

Zadanie publiczne "Organizacja międzynarodowej konferencji naukowej Making Waves in Event – The International Conference in Events IC E 2023- dofinansowano ze środków Ministerstwa Sportu i Turystyki

Keynote 1

THE FUTURE OF TRANSFORMATIVE EVENT EXPERIENCES: A TRANSFORMATIONAL LEADERS PERSPECTIVE

Professor Barbara Neuhofer
Salzburg University of Applied Sciences

Dr Barbara Neuhofer is a Professor of Experience Design and Head of Experience Design at the Department of Innovation and Management in Tourism at the Salzburg University of Applied Sciences, Austria. Barbara's research focuses on the intersection of human experiences, experience design and transformation across the physical and digital domains. Barbara is the co-founder of the award-winning Experience Design Summit Year Zero. She has given a TEDx talk on 'The Global State of Awe', is executive committee member of the Experience Research Society and a founding circle member of the World Experience Organisation. Barbara has received 15 international research prizes.

Keynote 2

RESILIENCE OF EVENTS

Professor Jadwiga Berbeka
Cracow University of Economics

Dr Jadwiga Berbeka has over 140 publications in event management, tourism and consumer behavior in a wide variety of journals such as the Scandinavian Journal of Hospitality and Tourism, SAGE Open, Tourism Economics, Journal of Convention & Event Tourism, Journal of Global Information Management. Her research interests are sport and adventure tourism, event management, consumer behavior, and knowledge-intensive business services. She is the chair of the Senate Science Committee at Cracow University of Economics and a member of the Senate Ethics Committee. She cooperates with the meetings and events sector in Poland and - as a tribute to her work - she was granted the MP Power Awards 2015 in Open category.

Keynote 3

MAJOR SPORT EVENTS AS DRIVERS FOR SOCIAL CHANGE

Dr Mike Duignan
University of Central Florida

Dr Mike Duignan is a tenured Associate Professor at the Rosen College of Hospitality Management, University of Central Florida, and is the Editor-in-Chief of the leading journal for the study and analysis of events and festivals: Event Management. Formerly, Mike was an Associate Professor and Department Chair at the Department for Events in the School of Hospitality and Tourism Management, University of Surrey in the UK, where he was also the Director of the Observatory of Human Rights and Major Events – the UK's official Olympic Studies Centre supported by the International Olympic Committee and TeamGB. Over the past decade Mike has travelled the world examining the economics and social impacts of hosting major events.

Panel 1

FUTURE OF DESTINATIONS

LUKASZ WYSOCKI
Gdańsk Convention Bureau

IWONA MAJEWSKA
Mazovia Convention Bureau

MATEUSZ CZERWIŃŚKI
Warsaw Tourism Organisation

AGA FARACIK LESNIAK
DMC Poland / Ovation Strategic
Partner

Panel 2

EVENTS INDUSTRY IN POLAND

BARBARA ŚWIDERSKA
Dream Events / MPI Poland Chapter

DOMINIK BOREK
Ministry of Sport and Tourism

MICHAŁ MICHAŁOWSKI
KDK Events

KRZYSZTOF CELUCH
Vistula School of Hospitality

Abstracts

INVESTIGATING WOMEN'S EXPERIENCES OF DEVELOPING LEADERSHIP CAREERS IN THE EVENT INDUSTRY - AN INTERNATIONAL COMPARISON

EMMA ABSON, SHEFFIELD HALLAM UNIVERSITY, UNITED KINGDOM
JAMES KENNELL, UNIVERSITY OF SURREY, UNITED KINGDOM
ELSPETH FREW, LA TROBE UNIVERSITY, AUSTRALIA
MIRIAM FIRTH, UNIVERSITY OF MANCHESTER, UNITED KINGDOM
NATALIE HAYNES, SHEFFIELD HALLAM UNIVERSITY, UNITED KINGDOM
CHARLOTTE ROWLEY, SHEFFIELD HALLAM UNIVERSITY, UNITED KINGDOM

''The event industry lacks representation of women in leadership roles, despite the sector being women-dominated and the increasing number of women who have entered higher education to study event management in recent years (Dashper & Finkel, 2021; Thomas, 2017). Using a qualitative Delphi panel method to capture the lived experiences of women in the industry in the UK and Australia, this research explores women's experiences of developing their leadership careers within the events industry.

Although more women than ever before are now in the workforce, very few actually make it to senior positions within the event management industry (BCDME, 2018). Barriers for women's advancement into leadership careers include the motherhood wage penalty, lack of flexibility, caregiving burdens, discrimination in the workplace and gender pay gaps. Factors such as the pressures of live event delivery, the unsociable hours and perceptions of who should be delivering certain types of events suggest that the event industry will have its own distinct set of barriers and enablers to women's leadership roles. As Dashper & Finkel (2021) suggest, research within critical event studies has not yet acknowledged the gendered aspects of events and event work.

In order to gain useful insights into how experiences diverge and converge on an international basis, we conducted two independent qualitative Delphi studies; one expert panel from women working in leadership roles in the event industry in the UK and a 2nd expert panel of members working in Australia. The Delphi study, informed by Acker's (1990) Gendered Organisation perspective, provided a unique lens through which we were able to analyse the complexities of gender, work and leadership.

Initial findings suggest that the characteristics of gendered organisations highlighted by Acker (1990) persist in the events industry, leading to a potential regime of inequality (Acker, 2009) that places barriers to the development of leadership roles for women. This research will indicate the similarities and differences of gendered experiences across two countries, and will suggest possible solutions to mitigate the key challenges.

THE TRANSFORMATION OF EVENT EXPERIENCES: AN EXAMPLE OF POLISH ECONOMIC, SOCIAL AND SCIENCE IMPACT

KRZYSZTOF KC CELUCH, VISTULA SCHOOL OF HOSPITALITY, POLAND

"With the advent of the transformation economy, experiences in tourism, hospitality and events are changing (Neuhofer et al., 2020; Teoh et al., 2021). The events industry is shifting from offering conventional conferences and meetings that are positive, engaging and memorable to the next level of experiences that are potentially life-changing. The rise of transformative event experiences (TEE) can be observed all around the globe. These range in purpose and scale - from small mindfulness retreats to intentional leadership circles, extraordinary educational experiences to large electronic-dance music festivals. In this context, event organisers are at the forefront of leaders who pioneer a new generation of event experiences with a transformational impact.

While there is extensive literature recognise the transformative nature of tourism and travel, dating back to Kottler (1998) and more recent work (e.g. Kirillova et al., 2017; Sheldon, 2020), the nature of transformative events are less known.

Building on previous literature, this study thus aims to explore the future of transformative event experiences from a transformational leaders' perspective. Through a theoretical lens of experience design (Neuhofer et al., 2020) and transformational leadership (Bass, 1985), an interview instrument was developed to enquire leaders about transformative events in Poland. Questions include personally transformative experiences, long-term impact with cognitive and behavioural change, organisational vision of TE, role of leaders, organisers and on-site team in guiding TE, mindset, skillset, motivation and training of staff, and key developments in the next years.

A qualitative semi-structured interview approach is adopted. Through a purposive sampling approach, data is collected at Polish leading meetings industry events (e.g. Meetings Week Poland, Events Industry Forum 2023).

The preliminary analysis following a first cycle of data collection, indicates several key themes highlighting the role of events as catalysts of change. New formats are emerging, which re-define events from classic conferences to collective experiences that impress with large-scale shows and spectacles or offer expensive formats with an intimate number of curated attendees to trigger personal change. Furthermore, transformative events of the future indicate to play a role in bringing important societal topics of change to the forefront, e.g. women empowerment, diversity, equality, inclusion, regeneration.

WORKING IN THE EVENT INDUSTRY: GENDERED PERSPECTIVES

BRIANNA S CLARK, HIGH POINT UNIVERSITY, UNITED STATES OF AMERICA
JESSICA WIITALA, HIGH POINT UNIVERSITY, UNITED STATES OF AMERICA
TRISHNA MISTRY, UNIVERSITY OF SOUTH FLORIDA, UNITED STATES OF AMERICA

A comprehensive understanding of those working in the events industry remains limited regardless of the industry's contribution to the global economy. The event sector is "generally neglected in wider discourse and research into the labour process and employment analysis" (Baum et al., 2009, p. xv). This is particularly true when examining women's workplace experiences. While women represent nearly 80% of the event workforce, they remain a minority in leadership positions (Meeting, convention, & event planners, n.d.; Neves, 2021). The paucity of research regarding women's perspectives in the event field has led to researchers calling for more gender-aware event research (Daspher & Finkel, 2020).

Therefore, this study aimed to uncover event professionals' workplace experiences regarding leadership barriers, discrimination, and inequality. This study collected data from an international event association in the Spring of 2022. Participants received an open-ended question and were asked to respond to the prompt, "Please tell us about your work experience regarding any barriers to leadership roles, inequality, discrimination, or simply your experience in general working in the event industry." Two rounds of data cleaning to resolve inconsistencies and errors to improve the data quality resulted in 166 (73.5% female) responses entered into the qualitative software Nvivo 10 and thematically analyzed.

A constant comparison technique (Boeije, 2002) was used to interpret the data, which enabled the emergence of three main gender-related workplace themes: 1) Polarizing beliefs of gender discrimination, 2) Work-family conflict, and 3) Racial discrimination (for context, respondent's gender and birth year are provided). The first theme highlights generational-gender differences within the event industry workplace. For example: "Females are 100% treated differently than our male counterparts...as a leader or not. It's a true problem.... (F, 1980)" and "I haven't seen any of the discrimination you are suggesting in this study, in 25 years in the event business! Most of the people I interact with in the event industry are very capable women, especially in the non-profit realm...I simply do not see any 'barriers' for anyone... (M, 1958)." The work-family conflict theme highlights generational differences and the impact of pregnancy. For example, "My promotion was once affected by my birth. My leader thought that I might not have enough energy and time to devote to work after my pregnancy, so he reduced my workload and temporarily gave up my promotion (F, 1998)." The intersection of race and gender was highlighted in the racial discrimination theme: "I feel because of the color of my skin I am often overlooked or have to fight for what I want. (F, 1971)." Findings from this study provide invaluable empirical evidence of gendered perspectives and experiences working in the event industry, which is currently lacking.

EXPLORING MACAU GRAND PRIX ON INSTAGRAM

UBALDINO SEQUEIRA COUTO, MACAO INSTITUTE FOR TOURISM STUDIES, MACAO SAR, CHINA
CHEN WEI HUANG, MACAO INSTITUTE FOR TOURISM STUDIES, MACAO SAR, CHINA
JOE LAM HOU PENG, MACAO INSTITUTE FOR TOURISM STUDIES, MACAO SAR, CHINA
SAMSON LEONG IO KEI, MACAO INSTITUTE FOR TOURISM STUDIES, MACAO SAR, CHINA

"Celebrating its 70th edition in 2023, the Macau Grand Prix is one of the oldest and certainly among the most challenging motorsport races in the world. Known for its hilly nature and sharp bends, the Guia Circuit is a 6.2km makeshift track transformed from public roads, famous for its stony walls and cliffsides, as well as christening ground for many top racers in history. It is the only racetrack in the world which has Formula 3, motorcycles and touring car races, known for its sharp bends temporarily transformed from public streets, and almost a rite of passage for many who became top racers in the world.

The event attracted many research studies over the years, covering a variety of topics including event impacts and resident perceptions (Han et al., 2018; Tang & Wang, 2021), marketing (Couto et al., 2017; Vinnicombe & Sou, 2022; Xu et al., 2016) and event operations (Couto & Lei, 2022; Jinquan, 2016). Although festivals and events cater for both residents and tourists, destinations are able to harness the tourist dollar for socio-economic benefits (Getz & Page, 2016). To this end, the role of events in a destination image plays a critical role in attracting tourists (Wong & Qi, 2017; Xu et al., 2016). For instance, they reaffirm a destination's tourism offering, reinstate the positioning of the destination and potentially creates an 'eventful city' through festivalising the destination (Richards, 2017).

In recent years, research studies adopting a visual methodology to collect data from user generated contents such as online reviews and social media platforms are becoming increasing popular (Akehurst, 2009; Volo & Irimiás, 2021; Wong & Qi, 2017), with Instagram being particularly relevant in Macao context (Yu & Sun, 2019). Using the Macau Grand Prix as a case, this exploratory study employs a visual method to examine how the image of the event was constructed on Instagram. Specifically, geotags and hashtags are used to identify the sample for content-analysis adopting the framework by Acuti et al. (2018) in the context of Macau Grand Prix.

Considering the findings of the study, the practical and research implications are discussed, particularly in terms of how marketing organisations can better use social media to manage their brand image (Anagnostopoulos et al., 2018), such as the image desired (Milanesi et al., 2022) and how this image is portrayed (De Veirman et al., 2017). The study can be replicated in different events within Macao for better synergy, such as in creating an event portfolio (Ziakas, 2010). Likewise, it can also be applied in different destinations for comparison to shed light on changing industry trends and patterns (Draper et al., 2018). It extends the theoretical contribution of visual methods in events research.

TRANSFORMATIONAL EXPERIENCES THROUGH NEGATIVE EMOTIONS: A STUDY OF DARK TOURISM SITES

CHRISTOPHER CUNLIFFE, FH SALZBURG, AUSTRIA
BARBARA NEUHOFER, FH SALZBURG, AUSTRIA

"Literature on transformational experiences and events, as well as the number of consumers demanding these, has increased rapidly in the last decade. The transformation of human consciousness is a vital part in the future of tourism, where tourists can develop themselves through physical, psychological and well-being changes. These changes usually involve peak experiences, disorientating dilemmas and epiphanies that elicit intense emotions, both positive and negative. Dark tourism sites (DTS) provide a fertile environment for intense negative emotions, therefore, these type of experiences and events have the potential to psychologically challenge visitors bringing about positive transformational outcomes through meaning-making.

Dark tourism sites encourage visitors to reflect on the death and suffering of others as well as contemplate one's own mortality and existence. Therefore, these inherently personal experiences in environments that foster self-enquiry and self –(re)discovery are optimal spaces for transformations to be triggered. Therefore, understanding tourists' engagement with stories, objects and symbolic meanings along with the coinciding impacts is vital to indicate the elicitation of emotions and resulting outcomes. These factors in the cognitive process have been identified in order to create enhanced meanings for tourists, yet there is a need to conduct qualitative studies that explore the mechanisms and contexts where negative emotions can provide positive impacts on visitor experiences.

This study confronts this gap in the literature, focusing on how DTS can potentially and intentionally utilise the negative emotions involved in experiences and turn them into positive outcomes through transformational experience design. An exploratory qualitative research design employs Calhoun & Tedeschi's (2006) theory of post-traumatic growth to test if transformations with a positive outcome can be achieved through the evocation of negative emotions.

This research adopts a qualitative research approach by exploring strong sensory recollections of intense DTS experiences through the use of the elicitation interview technique. The anticipated methodology consists of 15 in-depth interviews that use Soulard's et al. (2021) transformative travel experience scale to explore how a transformation has taken place and turned from initial negative emotions towards positive post-traumatic growth. The scale looks at four dimensions: local residents & culture, self-assurance, disorienting dilemma, and joy, which are expected to explain possible environmental triggers of transformations and consequential responses during and after the experience. As a result of the interviews that are conducted during summer 2023, it is hoped that key indicators of dark event transformations can be found, which in turn can provide DTS valuable insights into tourist's reactions to site elements, assisting in the management of the visitor experience and site design."

ADDING 'BLEISURE' ELEMENTS TO EUROPEAN ASSOCIATION CONFERENCES

ROB I DAVIDSON, MICE KNOWLEDGE, UNITED KINGDOM

Bleisure ('business + leisure') visitors are people who add extra days to their conference or business trip for leisure activities such as sightseeing, sports, entertainment, or simply relaxation, turning their business visit into a holiday experience. Since the widespread relaxation of travel restrictions linked to the Covid pandemic, Bleisure has been growing fast in Europe and beyond. According to a recent report from consultants EHL Insights, 'The 10 trends that are shaping the hospitality industry in 2022', one of the top trends for this year is Bleisure travellers.

In Europe, the annual conferences of professional associations are among the largest business events, in some cases attracting many thousands of participants. This paper explores the attitudes of association conference organisers towards Bleisure as an element of the conference experience. The following questions are investigated: to what extent do organisers take into consideration the leisure attractions of cities when they are selecting destinations for their events? How do they organise and promote opportunities for Bleisure extensions to their prospective attendees? What is their level of awareness regarding the extent to which the potential for Bleisure increases the attractiveness of the overall event package? Qualitative and quantitative data providing answers to these questions will be gleaned from a survey of European association conference organisers. The results will directly assist European convention bureaus in their efforts to promote their cities to this lucrative but extremely competitive market.

TRANSFORMATIVE EVENT EXPERIENCES: A VALUE CO-CREATION AND CO-DESTRUCTION PERSPECTIVE

NIEKE M.W. DIETEREN, SALZBURG UNIVERSITY OF APPLIED SCIENCES, AUSTRIA
BARBARA NEUHOFER, SALZBURG UNIVERSITY OF APPLIED SCIENCES, AUSTRIA

In the age of human transformation, events with intentionally designed elements that invite participants to transform, are on the rise. Within the event design ecosystem, a variety of actors are involved, including different types of facilitators, experience designers, and event organisers, to name a few. Although the dyadic relationship between the consumer and experience provider based on value co-creation has been explored in the event design context, the multi-layered relationship and value co-creation that occurs among internal event stakeholders is still nascent.

This is interesting, considering that transformative events rely on operant resources, namely humans to co-create experiences and value with participants. Therefore, event designers could benefit from gaining a deeper understanding of the role of internal actors, how this co-creates or co-destructs the event's value, and how actors impact each other in that endeavour. Moreover, apart from offering an intentionally and carefully designed context for event participants, understanding what an optimal working atmosphere involves for internal actors similarly becomes relevant. In other words – the switch from facilitating experiences for participants (B2C) to understanding experience and value co-creation among employees.

Therefore, this study aims to examine how (co-)facilitators, experience designers and event de-signers co-create or co-destruct experiences and value in a transformative event context. Grounded in the theoretical propositions of the service dominant logic (SDL) and value co-creation theory, this paper applies a qualitative research design based on 20 expert interviews. Following a thematic content analysis, the study's results ought to provide a more differentiated understanding of the role of human actors in the context of transformative event experiences. Specifically, insights reveal how actors may co-create and co-destruct value among each other and how they may be transformed by this engagement themselves.

This study is novel in that it shifts the focus from B2C value co-creation to the internal actors involved in creating, designing and facilitating transformative experiences in the background and foreground of events. This research does not solely focus on positive value co-creation but also assesses where actors may co-destruct value for themselves, the event, and the participating consumers. Finally, this paper contributes to the existing literature on transformative experiences and event design. Several managerial implications emerge and the study offers recommendations for event designers as to how to use operant resources, i.e. actors to facilitate transformative experiences and that the actors' own lived experience is considered an important aspect of holistic event design. As we are heading towards an age of transformation economy, the presented implications are likely to serve academic literature and practice on the future of event design.

A PROFESSIONAL EVENTS REAPPRAISAL OF EDI: ACHIEVING EEDI THROUGH THE CIERA© FRAMEWORK.

REV RUTH H DOWSON, LEEDS BECKETT UNIVERSITY, UNITED KINGDOM
BERNADETTE ALBERT, LEEDS BECKETT UNIVERSITY, UNITED KINGDOM

This paper emerged over nine years of research, offering innovative processes to support events organizations in developing more inclusive spaces. The impetus came through teaching events undergraduates about cultural and faith protocols, and the initial methodological steps comprised of development of a cultural risk assessment through this teaching. Further research followed, by conducting empirical research in the form of in-depth interviews with faith leaders, and through applied consultancy projects, to produce the Cultural, Inclusivity and Equity Risk Assessment (CIERA©). Designed to assess organizational, institutional, and physical environments and spaces in order to evaluate the extent to which they are able to deliver diverse, culturally competent, inclusive, and equitable environments, the results showcase strengths and weaknesses, enabling organizations to tangibly evaluate, adapt and mitigate unrecognized cultural, inclusivity and equity deficiencies.

STRATEGY OF TOURISM DEVELOPMENT IN WROCLAW 2030. THE EXPECTATIONS OF THE LOCAL TOURISM INDUSTRY IN THE CONTEXT OF SUSTAINABILITY.

MARTA DROZDOWSKA, WROCLAW BUSINESS UNIVERSITY OF APPLIED SCIENCES, POLAND
IZABELA GRUSZKA, WROCLAW BUSINESS UNIVERSITY OF APPLIED SCIENCES. POLAND

Sustainable development has been gathering greater attention in the last years. The implementation of the aims of the 2030 Agenda for Sustainable Development, proposed by the European and world organizations requires from all entities implementation of solutions needed for adapting to new requirements and challenges. A contemporary tourism industry should shape innovative behavior and awareness. Over the last few decades, expansive and uncontrolled tourism development is accompanied by many undesirable environmental, social and cultural implications that impose the need for tourism to be under the concept of sustainable development (Angelkova at all, 2012). Opportunities for sustainable tourism development and preservation of its competitiveness should be crucial for the tourism destinations which should be visible in their strategies of development.

The concept of sustainable tourism was proposed by the United Nations World Tourism Organization (UNWTO) in 1988 and since then has been further elaborated. In 2001, the UNWTO adopted the Global Code of Ethics for Tourism (UNWTO, 2001). Sustainable tourism development requires informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. It should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them (UNWTO, 2005). The strategy of the tourism development in Wroclaw 2030 is planned to be established till the end of the year 2023. The main objective should correspond with Wroclaw strategy 2030 and will be based both: on the needs and expectations of the local tourism industry and the new global tourism trends and opportunities. This is the third contemporary Strategy of Wroclaw. The strategic mission of the first two was: "Wroclaw as a meeting place - a city that unites" (Wroclaw Strategy 2030).

Strategy 2030 has a new mission: "Wroclaw is a wise, beautiful and affluent city - a city that unites and inspires". The city puts great emphasis on sustainable development, which is directly reflected in its vision: "Sustainable development based on the high quality of life of current and future residents as well as creativity, innovation and entrepreneurship." Sustainable development is indicated as one of the three components of the entire vision. Economic growth is not the only thing that counts. Equally important are social issues (education, health care, support for the poorest) and environmental protection (Wroclaw Strategy 2030). The aim of the research is assessing the expectations and engagement of tourism industry in Wroclaw regarding the role of sustainable tourism development. The authors have been conducting the research based on the survey collected from 150 CEOs and top managers of tourism industry in the city, representing accommodation establishments, tourist attractions, gastronomy, tourist guides, travel agencies as well as local government and NGOs connected with tourism. The results of the surveys clearly indicate that the tourism industry expects the city to provide extensive support in the field of tourism, based on social and economic local resources, promoting local entrepreneurs as well as local products and traditions. In addition, tourism industry is more focused on tourists from Lower Silesia region than before the COVID pandemic. The industry is beginning to see the need for changes that will ensure sustainable development and a positive impact of tourism on the socio-cultural, economic and natural environment, which will thus attract new tourists and increase the attractiveness of the city and region.

TRANSFORMATION OF INCENTIVE TRAVEL PROGRAMS

JUSTYNA DZIĘGIEL, WSB UNIVERSITY TORUN, POLAND

The article is dedicated to the process of evolution of Incentive Travel as a marketing tool in a corporate communication channels. The purpose and relevance of the study is to show the impact of world tourism, business & social trends on Incentive Travel programs. In the beginning of XXI century luxury hotels and sophisticated tourist attractions, exclusive activities were playing the key role in the incentive travel programs. The organizers were focused to present unique destinations beyond the mass tourism standards. During that time prestige, dedication to career were the most desirable business values among employees. That trend evolved to experience tourism where organizers started to engage participants in the authentic activities typical to chosen destination and its residents culture. The purpose was to emerge the participants into the local lifestyle and communities. Let them learn by real participation not only observation which resulted in definitely stronger emotions during the trips. It was also the beginning of CSR initiatives within Incentive projects, which little by little started shaping the transformational processes. Pandemic time is the next phase of the 20-year evolution of the Incentive Travel market which brought not only the change in the approach mainly among tourists who no longer want to travel fast but celebrate every moment instead of rushing through the destination, generation changes and technology that has entered every area of life but also sustainable projects started to play one of the major roles. Generation Z they as the first generation to grow up in a fully digitized society related to technology, spent limited time in ‚real world', hungry for interpersonal contacts and building relationships as much as sensitive for natural environment protection, forced incentive agencies to adopt a new approach to the design and implementation of incentive programs. Geopolitical situation impact on Incentive Travel. Methodology employed in the study is based on comparative analysis of the offers of incentive agencies and Destination Management Companies organizing incentive trips for corporations, official MICE industry websites, reports, action guidelines and the incentive organizer's strategies. The choice of the above-mentioned materials was dictated by the fact that the measures they applied and implemented perfectly fit into the assumptions for transformation of Incentive Travel programs.

The article presents an original proposal of solutions that should be successfully implemented in incentive travel agencies in worldwide and also become an inspiration and determinant of new activities carried out by incentive travel organizers.

Selected findings and original contribution to the field;
- External environment factors stimulate changes in MICE not the industry itself.
- Incentive Travels play educational role thanks to being based on values.
- Regenerative tourism is the future of incentive travel.

EXPLORING THE VALUE OF CONFERENCES: THE TOURISM CONTRIBUTION AND BEYOND

CARMEL T FOLEY, UNIVERSITY OF TECHNOLOGY SYDNEY, AUSTRALIA
DEBORAH EDWARDS, UNIVERSITY OF TECHNOLOGY SYDNEY, AUSTRALIA
ANJA HERGESELL, UNIVERSITY OF TECHNOLOGY SYDNEY, AUSTRALIA

Governments in most jurisdictions use tourism contribution measures (such as counts of room nights and the direct expenditure made by visitors and organisers in the destination as a result of events held) to justify their investment into the business events sector. The result is an ongoing sense, for both governments and those who work in the sector, that these are the only "real" values associated with business events. Drawing on our empirical research over the past decade, which has explored the value of business events beyond the tourism contribution, we have identified a range of impacts that considerably expands the value proposition of business events. This value includes, inter alia, contributions to trade and investment, scientific breakthroughs, improved social policy, new global talent, industry innovation and support of vulnerable communities. We argue that governments and therefore the business events sector have an opportunity to leverage more than the tourism value of conferences, thus taking advantage of the broader economic and social value on offer. The business events sector and its stakeholders have not fully grasped the opportunities to be gained from the hosting of business events and we call on researchers to pay closer attention to this important sector. Further empirical research is imperative to help delegates, associations, business event organisers and governments maximise the benefits from face to face, hybrid and online business events for all stakeholders (communities, industries, destination economies), and to support the business event industry to continue to position itself as an important platform for social and economic development.

BUSINESS EVENTS AS TRANSFORMATIVE EXPERIENCES

ANJA HERGESELL, UNIVERSITY OF TECHNOLOGY SYDNEY, AUSTRALIA
CARMEL T FOLEY, UNIVERSITY OF TECHNOLOGY SYDNEY, AUSTRALIA
DEBORAH EDWARDS, UNIVERSITY OF TECHNOLOGY SYDNEY, AUSTRALIA

It has been over twenty years since Pine and Gilmore (1998) suggested the progression of economic value to staging experiences. The concept of the experience economy has since been widely accepted, particularly in events. Indeed, events have always been recognized to stage experiences as their business offering. However, customers increasingly expect experiences to be customized in line with Pine and Gilmore's (2016) progression in economic value to the next stage of economic offering: guiding human transformation. Researchers have started to examine the extent to which events support transformative experiences and relevant experience design in the context of leisure events. However, business events have not been systematically examined so far.

The present study thus aimed to assess the extent to which business events transform the way delegates work. While anecdotal evidence suggests that networking and the exposure to new ideas, knowledge, techniques and technologies in a conference-confined space and time can result in transformation (Edwards et al., 2017), there is no systematic assessment of whether conferences change the way people think and work. Conference organisers have focused on delivering satisfactory event experiences, and only recently industry associations have started to promote the idea of planning events that are not only satisfactory but create value to delegates, the industry and the local community. As such, knowing the extent to which various conferences already transform the way delegates work is crucial as a prerequisite to understanding the extent of change in event planning needed.

The present study is based on responses from 1,404 delegates who attended 12 international association conferences in Sydney over a two-year period. Conferences covered various fields within science, engineering and infrastructure, health, and professional services and technology. Online surveys prepared by the researchers were distributed among delegates after the event by the respective event organiser.

The findings show that most delegates gain new insights at the conference, but only for one third of them these had transformed the way they worked. Instead, the majority acknowledged the transformative power of conferences but did not perceive it as realised yet. The study thus corroborates the potential for transformative conference experiences but notes the need for customising conferences to enable more delegates to transform the way they work.

EVENT SPECTATORS' PERCEPTIONS ON THE IMPACT OF A REIMAGINED CULTURAL FESTIVAL IN CAPE TOWN, SOUTH AFRICA

JANICE J HEMMONSBEY-LODEWYK, CAPE PENINSULA UNIVERSITY OF TECHNOLOGY, SOUTH AFRICA

For two consecutive years, the events industry across the globe faced unanticipated disruption due to Covid-19, prompting event organisers to rethink event production and consumption. Despite the interruption from 2020 to 2021, events have resurfaced, and continue to present vast opportunities to local economies. The recovery of the event industry is particularly pertinent for developing countries such as South Africa which faces a multitude of challenges such as the high unemployment rates amongst the youth. The Cape Town Carnival (CTC), an annual cultural festival in Cape Town, was one of the many events canceled during Covid-19 but are of the few that resurfaced in 2022 with a reimagined event format, so as to comply with Covid-19 regulations at the time. This study, therefore, examined event spectators' perceptions regarding the impact of the reimagined CTC event as well as their experiences of the new event format were evaluated. The research design adopted in executing the current study incorporated a post-positivist research paradigm. A stratified random sampling approach was implemented, where a total of 400 questionnaires were administered, face-to-face, with the event spectators. Data was collected from five event hubs focusing on how the study participants perceived the new event format, the impact of the CTC event on the host city, the spectators' satisfaction with the event, and the demographic profiles of the spectators. The gathered data were analysed using the Statistical Package for Social Sciences (SPSS) version 27 software and the study's results were visually presented using frequency tables and charts. The study's results showed support for the event and interest to attend future editions of the event. With the prevailing Covid-19 restrictions in place at the time, the study participants favoured the reimagined event format. The event was rated very good to excellent as the participants were satisfied with various aspects of the event, including event venues and performances. The most salient issue emerging from the data was that the event ticketing system could be improved. Furthermore, the targeted social-cultural goals of the event were achieved through the experiences of event spectators. The study showed that the CTC remains a key event in Cape Town, especially for its contribution to the local economy and enhancing social and cultural impacts. The current study provides event organisers and practitioners with empirically based results of the event impact and satisfaction which are key in planning future editions of the event.

SPORT EVENT TOURISM ORGANISATIONS AND RESILIENCE THEORY – A SYSTEMATIC LITERATURE REVIEW

JANICE J HEMMONSBEY-LODEWYK, CAPE PENINSULA UNIVERSITY OF TECHNOLOGY, SOUTH AFRICA
BRENDON K KNOTT, CAPE PENINSULA UNIVERSITY OF TECHNOLOGY, SOUTH AFRICA

The growing sport event tourism sector generates substantial socio-economic impacts for host destinations. This fast-growing tourism sector had an estimated worth of $600bn before the Covid-19 pandemic. With economic activities, especially from major sport events, the Covid-19 pandemic significantly curtailed this sector's development, with a 20-30% decline in international tourist arrivals and the cancellation/ postponement of sport tourism events. The pandemic thus exposed the vulnerability of the sport event tourism industry to disasters. The Covid-19 pandemic has spurred on studies in the emerging topic of "resilience", emanating from organisational management theory. Resilience relates to how organisations proactively adapt to and recover from disturbances in the system. While the literature is advancing the knowledge of sport tourism, sport and tourism are generally still studied as isolated fields, which creates a considerable knowledge gap in the context of sport tourism resilience. The sport tourism field is evidently at an early and descriptive stage with still a considerable amount of work to be done to shape both research agendas and future directions, most notably with respect to developing resilience. It is from this backdrop, that this study aimed to determine existing applications of resilience theory to the sport tourism industry with a focus on the event sector - to assess its usefulness for organisations as they seek to recover from Covid-19. This paper reflects on the findings of a systematic literature review of articles relating to sport event tourism and organisational resilience (n=164). A qualitative analysis of the articles followed, using Atlas.ti (version 9). Codes were deductively applied through a list of predetermined themes based on existing theory/ knowledge relating to the study's research question and primary objectives. The findings revealed the lack of application of the resilience theory to this sector. It highlights governmental policy enforcements which have impending consequences for industry recovery. Albeit some local and international tournaments adapted their offering to include innovative event hosting formats. To this end, government regulations took precedence over business and the economy. A deeper analysis of the literature reveals the unique industry challenges and opportunities relating to organisational resilience for sport event tourism in times of global crises. The study extends the conceptualisation and application of resilience theory to the sport event tourism field of study. Drawing from this theory, it informs sport event tourism best practices in terms of preparedness for future crises and outlines an agenda for further research in this field.

INAPPROPRIATE BEHAVIOUR AT FINNISH POPULAR MUSIC FESTIVALS

MAARIT KINNUNEN, UNIVERSITY OF LAPLAND, FINLAND
ANTTI HONKANEN, UNIVERSITY OF TURKU, FINLAND

The awareness of the importance of decent behaviour has developed a lot after the emergence of the #MeToo social movement. The code of conduct at live music events has also got more attention and come under research (Baillie et al., 2022). These studies concentrate mainly on sexual harassment and violence against women. On the other hand, there are studies about the importance of safe spaces for LGBTQ+ people and how cis people feel safe in these spaces (Baxter et al., 2022). However, there is a lack of knowledge of different types of inappropriate behaviour at music festivals, and how under-represented groups experience it (Pernecky et al., 2019).

Our research data is from the Finnish Festival Barometer 2022, which was conducted in October-November 2022 and received 18,000 responses. The web survey was distributed by 24 festivals ranging from pop, rock, EDM and hip-hop, to metal, indie and jazz.

Up to 30% of the respondents had experienced inappropriate behaviour ranging from, physical violence or physically threatening situations and sexual harassment, to harassment because of gender, sexual orientation, ethnicity, disability, functional or mental capability, age, language, and clothing and/or appearance. The most common forms of inappropriate behaviour were sexual harassment, physically threatening situations, and harassment because of gender.

Usually, inappropriate behaviour occurred when watching the music performances, in a crowded or congested area, or in the licensing area. In 94% of the cases, the perpetrator was an audience member unknown to the respondent.

Men faced the least inappropriate behaviours (24%), whereas 35% of women had experienced it, and – most dramatically – up to 64% of other genders. The probability of facing inappropriate behaviour was bigger among under-represented groups than among members of the so-called majority. It is quite evident that ethnic minorities faced ethnic harassment, sexual minorities harassment because of sexual orientation, and disabled people due to their disability or capabilities. However, these minority groups also faced more appearance-related harassment and threats of violence.

The results of the Finnish Festival Barometer demonstrate that despite all the efforts to create a safer space for music events, there is still much work outstanding so that all participants have a trouble-free time.

ARTICULATING VARIOUS LEGACIES OF MAJOR SPORT EVENTS IN EMERGING NATIONS

BRENDON K KNOTT, CAPE PENINSULA UNIVERSITY OF TECHNOLOGY, SOUTH AFRICA
CEM TINAZ, THE HAGUE UNIVERSITY OF APPLIED SCIENCES, THE NETHERLANDS

The growing sport event tourism sector over recent decades generated substantial socio-economic impacts for host destinations. Large-scale and mega sport events (SMEs), such as Olympic Games and FIFA World Cups, have been more frequently hosted in emerging nations, with major events viewed as key factors in local and national development strategies. This has largely been driven by the assumption that they provide legacies.

This paper aims to articulate the legacy expectations of emerging nations from hosting major sport events. The discussion draws on a systematic literature review of legacy, following the PRISMA guidelines. "Sport event" and "legacy" were used to search for full-text, peer-reviewed academic journal papers published from 2000-2022. A manual, qualitative assessment of n=97 papers was conducted in order to determine the legacy focus of each article. The majority of these papers focused on Olympic Games (summer and winter), FIFA World Cups, major international championships, or a combination of these events. The countries with most contributions were South Africa and Brazil, with the most-published authors from these same countries.

The findings revealed the top legacy types as: social (31.1%) and political (17.5%). It proposes the following key legacy focus areas for emerging nations: Economic (economic stimulation and growth; enterprise development; and urban tourism); Environmental (sustainable events; environmental communication); Image/ brand (global identity, prestige and competitiveness); Infrastructure (sustainable development; mobility; and liveable spaces); Political (national identity formation; political symbolism; security; risk mitigation; human rights; and social transformation); Social (wellbeing; quality of life; and nation-building); Sport (sport development; participation; and venue usage).

This paper therefore contributes to a more nuanced understanding of sport event legacy within these nations, considering each nation's social and economic sphere, as well as its historic and political legacy.

THE BE IMPACTFUL FRAMEWORK: EVALUATING THE IMPACTS OF BUSINESS EVENTS

GENEVIEVE LECLERC, MEET4IMPACT, CANADA

The world of business events is experiencing a notable recovery and pending growth in a post-Covid world obsessed with reconnection, and international competition has intensified between destinations wanting to attract large-scale international events. On the flip side, associations and event owners are also increasingly seeking to build deeper connections and more lasting meeting legacies for the benefit of its community of practice, and destinations in which they meet. There is also an "elephant in the room" around international meetings, as scientists warn of the negative impact of in-person conferences as air travel is among the biggest sources of emissions of greenhouse gasses (GHG).

In the absence of valid metrics to defend the value of in-person business events (BEs) except for financial reasons, it's growingly difficult to measure and report on the positive benefits and assets they create for society. There's a void in the discourse on how they contribute to sustainable development priorities through the SDGs such as inclusive economies and societal progress, and they find themselves under attack for that ineptitude to demonstrate their true value.

Only recently has research been undertaken to identify these benefits and how stakeholders can measure and document their event legacy aspirations. While recent studies conclude that research saturation has not yet been achieved on legacy, we currently have significant understanding of outcomes from BEs allowing us to formulate hypotheses on the most likely legacies, how they occur and are maximized through actual cases, as well as to theorize on how they could be assessed. The organisation Meet4Impact has developed a new measurement framework for the outcomes and impacts of BEs loosely based on the Community Capitals Framework (CCF) described by Emery and Flora which "offers a way to analyze community and economic development efforts from a systems perspective by identifying the assets in each capital (…) and the resulting impacts across capitals.", and with input from industry stakeholders. The resulting BE Impactful Framework is a prototype currently being tested across 10 events with the aim of producing an evidence-based framework permitting stakeholders to evaluate and report on intended outcomes. The framework is structured at the 1st level across 8 dimensions of impact (capitals) under which can be found a series of "broad outcome" categories, who are then refined into more specific outcome, that can be evaluated through possible indicators.

Our presentation will cover the core concepts used in the framework, an overview of its structure, guidance for use, and a few case studies of where it is currently being tested, incl. a 3-year research project on 16 events in Canada.

AUGMENTED REALITY EXPERIENCE: AN INVESTIGATION ON MEGA SPORT EVENT ATTENDANCE

WENG SI (CLARA) LEI, MACAO INSTITUTE FOR TOURISM STUDIES, MACAO SAR, CHINA
HENRIQUE F. B. NGAN, MACAO INSTITUTE FOR TOURISM STUDIES, MACAO SAR, CHINA

With the rising adoption of immersive technologies in tourism events, it is essential to comprehend the optimal ways to implement these technologies and their impacts on attendees. Therefore, this study investigated the effects of utilizing Augmented Reality (AR) while watching a mega sporting event. Data collected from 204 participants who used AR during the Beijing Winter Olympics revealed that it indeed impacts the event experience – physical, cognitive, and emotional engagement. Moreover, the success of AR implementation was contingent on the effective visual design of the AR platform, which significantly affected users' perceived ease of use and usefulness of AR. These findings contribute to the existing literature in the event tourism field and offer specific managerial implications to improve event experience using AR.

ANALYSIS ON THE CONFIGURATION EFFECT OF LOCAL EXHIBITION INDUSTRY POLICY BASED ON LDA

DAKE LIU, BEIJING INTERNATIONAL STUDIES UNIVERSITY, CHINA
JINYAN HUANG, BEIJING INTERNATIONAL STUDIES UNIVERSITY, CHINA
KAI MEI, BEIJING INTERNATIONAL STUDIES UNIVERSITY, CHINA
PING LI, BEIJING INTERNATIONAL STUDIES UNIVERSITY, CHINA

The policy tool mix and its implementation effect of the exhibition industry have important implications in the context of China's gradual formation of a dual circulation pattern. This paper uses the LDA topic model analysis method and the fsQCA analysis method to extract policy topics and conduct condition configuration analysis based on the exhibition industry policies issued by 31 provinces in China, and explores the combination effect of different exhibition industry policy tools and the driving paths of exhibition industry development in various provinces. The results show that: there is no single policy tool that can have an absolute impact on the development level of China's exhibition industry; the combination effect of four types of policy tools, namely credit supervision, intellectual property protection, marketization, and reward support, is significant; there are obvious differences in the driving paths of exhibition industry development level in different regions of China. It is suggested that local governments should build and improve the policy tool allocation system for the exhibition industry in terms of environment, reform, incentive, etc., and choose the optimal development path according to local conditions.

UNDER THE MOONLIGHT: UNVEILING TOURISTS' NIGHTTIME TOURISM EXPERIENCE AND BEHAVIORAL INTENTION WITH A MIXED-METHODS APPROACH

NING LYU, BEIJING INTERNATIONAL STUDIES UNIVERSITY, CHINA
YAPING WANG, BEIJING INTERNATIONAL STUDIES UNIVERSITY, CHINA
HUIYING ZHANG, BEIJING INTERNATIONAL STUDIES UNIVERSITY, CHINA
BO PANG, BEIJING INTERNATIONAL STUDIES UNIVERSITY, CHINA

Aligned with grounded theory and self-regulation theory, this study aims to explore the underlying mechanism of tourist nighttime tourism experience, uncover prevalent travel trends, and enhance tourists' behavioral intentions. By employing an exploratory sequential mixed method design, the study first qualitatively identifies five dimensions of nighttime tourism experience—aesthetic, cognitive, emotional, escapist, and unique experience—through content analysis of online comments. Subsequently, a quantitative survey confirms the significant impact of nighttime tourism experience on tourist behavioral intention, with place attachment and tourism safety perception serving as a mediator and moderator individually. This research fills a gap in the literature by deconstructing the nighttime tourism experience and providing valuable insights for academics, practitioners, and policymakers involved in the development of nighttime tourism experiences in urban areas.

THE TRICKLE-DOWN THEORY: A REALITY IN FRENCH SPORTS!

FLORIAN MOUSSI-BEYLIE, UNIVERSITÉ GUSTAVE EIFFEL, FRANCE

Investments in elite sports and major sports events are often justified by policymakers by the trickle-down effect of elite sports on mass participation. According to this theory, sporting success, the organization of major international sports events on national soil, and the notoriety of athletes are all factors that encourage individuals to engage in sports (Frick & Wicker, 2016). This study aims to provide evidence of this effect in the French sports market. Previous studies on the subject have yielded contradictory results for each national market. In a recent study, Castellanos-Garcías et al. (2021) on the English market (33 sports over 10 years) highlighted a positive trickle-down effect that could last up to 4 years. However, null effects are observed in the Danish market (Storm et al., 2018). Sometimes, certain aspects of the trickle-down effect can have a negative impact on the number of licensed athletes, particularly the increase in gold medals won by Australian athletes following the 2000 Olympic Games on the Australian sports market (Ruseki and Maresova, 2014). It is important to verify whether these results are generalizable to the French context in order to enlighten public policies aimed at improving sports quality and strengthening mass participation with the approach of the Paris 2024 Olympic Games. To contribute to the understanding of this trickle-down effect, this study relies on public data on membership in 28 Olympic federations covering the period from 2012 to 2019. The dynamic panel regression models in SYSTEM GMM, which take into account key variables determining sports practice in France (income, working time, population, public investments in sports, internet use, and private sports facilities), reveal a positive effect of hosting major sports events on French soil and the notoriety of athletes on the number of licensed athletes in the same year. However, regarding sporting success through the number of gold medals won at major international competitions, a combination of a displacement effect and a training effect allows for a positive effect from the fourth year onwards.

EDUCATION FOR EVENTS - EVENTS FOR EDUCATION: CASE OF ERASMUS+ PROJECT 'SPOT'

TOMASZ NAPIERAŁA, UNIVERSITY OF LODZ, POLAND
KATARZYNA LEŚNIEWSKA-NAPIERAŁA, UNIVERSITY OF LODZ, POLAND

The goal of research is to evaluate how educational events might stimulate development of sustainable tourism. Understanding of local communities (their cultures, traditions, heritage, and environment, but also recent issues), is substantial when prioritising sustainable development goals. Thus, education becomes a focal point of future tourism.

Learning places by educational events enables understanding localities by visitors, linking cultures of hosts and guests, and contributing to local development. However, organisation of the educational events targeting local context successfully requires a lot of effort.

The case used in this research were three study visits organised within the framework of project 'SPOT - Sustainable Spatial Planning of Tourism Destinations' and granted by Erasmus+ Programme. The study visits were organised in three different locations and dates: 1) Mersin (Turkey) - December 6-10, 2021, 2) Peniche (Portugal) - May 9-13, 2022, and 3) Turin (Italy) - September 19-23, 2022. The goal of each study visit was to work with students on solving spatial planning issues of selected local tourism destinations. Students representing five different universities participated in the study visits: University of Lodz (Poland, leader of the project 'SPOT'), Inland Norway University of Applied Sciences (Norway), Mersin University (Turkey), Politécnico de Leiria (Portugal), and Politecnico di Torino (Italy). Scientific support was offered by the researchers from Institute of Geography and Spatial Organisation of Polish Academy of Sciences (Poland). The method applied to address research questions and evaluate study visits were focus group interviews conducted by the researcher with all students who participated in study visits.

Successful educational events contributing to sustainable development of tourism destinations must directly relate to the issues of tourism development. Participants of those events are eager to learn about the places visited, to meet with locals (we might call it 'responsible consumption of visited places'), and are ready to propose and discuss solutions for any issues diagnosed in visited places (this should be recognised as a real involvement and contribution of visitors). To achieve that particular goal, participants of those educational events must be prepared in advance. Thus, it is easier to approach demanded goals when including those events into educational programmes. But, during investigated educational events, the focus on local context is a must for participants. This confirms the efficiency of place-based learning, or geographically embedded problem-based learning.

GPT4 AND THE FUTURE OF MEETING AND EVENT EDUCATION AND WORKFORCE

GODWIN-CHARLES OGBEIDE, METROPLOITAN STATE UNIVERSITY OF DENVER, UNITED STATES OF AMERICA

This presentation aims to share critical information about AI (GPT4), its challenges to meeting and event education, and recommendations for the meeting and event industry. The study is inspired by the current trends in higher education and the advent of GPT4. This investigation is a conceptual study based on content analysis. The findings of this study indicate the need for substantial transformations in meeting and event education philosophies. The current decline in enrollment in many hospitality and tourism programs and the programmatic implications of GPT4 for higher education leaders, meetings, and events will be discussed. Inferences and Predictions for the future of meeting and event education will be offered.

THE ROLE OF RECREATIONAL EVENTS IN BUILDING SENSE OF COMMUNITY AMONG OVERSEAS FILIPINO WORKERS IN MACAO

RACHEL L PERALTA, MACAO INSTITUTE FOR TOURISM STUDIES, MACAO SAR, CHINA
UBALDINO SEQUEIRA COUTO, MACAO INSTITUTE FOR TOURISM STUDIES, MACAO SAR, CHINA
MICHELLE ESPIQUE, MACAO INSTITUTE FOR TOURISM STUDIES, MACAO SAR, CHINA

The Philippine community in Macao is broadly made up of two groups: those who were born or have lived in Macao for many years, and those who are in Macao for work purposes (Bernardo et al., 2018; Cordero et al., 2020). The latter is particularly crucial to the economy in the Philippines as remittances made by Overseas Filipino Workers (OFWs) are significant source of foreign revenues (Garcia et al., 2022). Although many choose to work abroad for socio-economic gain (Bernardo et al., 2018), understandably, these individuals working away from home are most susceptible to psychological distress and yet less likely to seek help (Martinez et al., 2022). Whilst some turn to religious prayers and activities for spiritual and psychological support (Cordero et al., 2020), OFWs recreate their cultural festivals and events to remind themselves of home. Indeed, previous studies support the link between festival attendance and sense of community and belonging (Jaeger & Mykletun, 2013). The role of mental health in building a sense of belonging is instrumental, particularly among immigrants and those settling into new environments.

Overseas Filipino Workers (OFWs) in Macao organise numerous activities with rich programmes, particularly on Sundays. For example, there are abundant religious activities as well as recreational events ranging from recreational classes to competitive sports. This study explores the perceptions of and the role of recreational events in building sense of community among OFWs. The data of the study is collected through semi-structured interviews by adopting an interpretivist paradigm and employing a stakeholder approach. We expect that the research will reveal important features pertaining to recreational events that encourage sense of community. Implications for further research and practical planning for these events are discussed.

VENDOR INTENTION TO BOOK SAME-SEX WEDDINGS IN THE U.S.

MARISA RITTER, HIGH POINT UNIVERSITY, UNITED STATES OF AMERICA
BRIANNA S CLARK, HIGH POINT UNIVERSITY, UNITED STATES OF AMERICA
MADELYNN STOKES, HIGH POINT UNIVERSITY, UNITED STATES OF AMERICA
JESSICA WIITALA, HIGH POINT UNIVERSITY, UNITED STATES OF AMERICA

Planning a wedding is a complicated process, particularly for same-sex couples who face potential implicit and explicit heteronormative biases from vendors (Robinson, 2016). Wedding vendors have also chosen to protect their ability to not book same-sex couples through the courts (Savage, 2017). Wedding vendors can significantly impact the wedding planning experience for potential clients. The consequences of vendors' decisions on whether to work with same-sex couples cannot be minimized, as they can create significant lasting effects within the industry. Therefore, the purpose of this study was to use the theory of planned behavior to predict the behavioral intent of wedding vendors to book same-sex weddings (Ajzen, 1991). Intention is measured through three items: attitude, subjective norms, and perceived behavioral control (Conner & Armitage, 1998). Using these measures, wedding vendors' intentions to book same-sex weddings were examined using a mixed-methods study comprised of a 2x1 experimental design and open-ended questions. Respondents were randomly assigned to one of two groups and presented with a manipulation: a visual collage of 1) heterosexual couple images or (2) same-sex couple images. The purpose of randomly assigned collages was to determine different levels of intention to book wedding clients dependent on the level of influence introduced. After respondents viewed the photos, they were presented with a survey using previously validated scales (Azjen, 1991; Hsu & Huang, 2012). Afterward, respondents were asked to answer open-ended questions about their personal beliefs, policies, and training. Using purposive and snowball sampling of U.S. wedding industry associations' member lists and social media groups, the study resulted in 611 usable responses from professionals who work in the U.S. and are over 18. Quantitative data were analyzed using ordinary least squares regression and mediation analysis, and a constant comparison method was used to analyze the qualitative data. It was hypothesized that when presented with images representing same-sex couples compared to heterosexual couples: H1: Respondents would show an increased intention to book same-sex weddings. H2: Respondents' a) attitudes, b) perceived behavioral controls, and c) societal norms would be positively impacted. H3: Respondents a) attitudes, b) perceived behavioral controls, and c) societal norms would mediate the relationship between the manipulation and intention. H1 was not supported. H2a, b, and c and H3 a, b, and c were all supported, indicating that exposure to images of same-sex couples positively impacts the intention to book same-sex couples. Qualitative data provided a further understanding of vendors' perceptions of same-sex weddings.

EXPLORING ATTRIBUTES AFFECTING ONLINE EVENT EXPERIENCES: PERSPECTIVES FROM ONLINE CONCERT ATTENDEES

SHERRY XIUCHANG TAN, MACAO INSTITUTE FOR TOURISM STUDIES, MACAO SAR, CHINA
XINYU ZHOU, MACAO INSTITUTE FOR TOURISM STUDIES, MACAO SAR, CHINA

Advancement of information technology allows people to meet virtually through various virtual tools and online platforms. To that end, online events flourished in recent years as online events are convenient, low cost and without geographic and distance restriction. Existing studies on event experiences are mostly about physical events. Elements of affecting online event experiences are under-investigated. Derived from the existing event experience theories, this study aims to explore the dimensions affecting people's experience of having online events, using online concerts as examples. Qualitative research method was employed in this study with fifteen in-depth interviews conducted. The results show that online event experience is affected by both event site environment and online environment. Attributes include the event layout and design, stage design on the event site, as well as internet connection, use of online platforms, equipment used by the online audience, interaction and engagement. This study contributes to expand current eventscape theories to an online event context. The findings from this study also provides valuable insights to event planners to offer better event experience to their online audiences.

PRICE-PERSONALISATION THROUGH CO-CREATION: CUSTOMER TYPOLOGY FROM A DIFFERENT ANGLE

ARKADIUSZ T TOMCZYK, BOURNEMOUTH UNIVERSITY, UNITED KINGDOM
DIMITRIOS BUHALIS, BOURNEMOUTH UNIVERSITY, UNITED KINGDOM
DAISY X.F. FAN, BOURNEMOUTH UNIVERSITY, UNITED KINGDOM
NIGEL WILLIAMS, BOURNEMOUTH UNIVERSITY, UNITED KINGDOM

In the era of connectivity, personalisation is an increasingly popular phenomenon in the marketplace. Every customer is unique, and with growing demand for transformative events and experiences, personalisation enables tailoring products and services to satisfy customers' needs and wants and to co-create memorable experiences. The shift toward customer-dominant logic illuminates the transmission of value-creating roles to customers beyond visible service interaction. Customer expectations are transforming as they are continually empowered to actively co-create their experiences. With customer heterogeneity, segmentation is still one of the fundamental concepts in marketing and revenue management. As personalisation drives value co-creation and customers' willingness to pay, the literature highlights the need for segmentation to acknowledge a growing complexity in the marketplace. The marketing literature suggests a linear relationship between demand for memorable experiences and customer willingness to pay. While the literature recognises the paradigm shift towards a customer-centric approach and the importance of personalisation, the holistic understanding of the influence of personalisation benefits on customer willingness to pay remains fragmented. This study addresses a timely matter and explores the relationship between customer expectations from personalisation and their willingness to pay.

This study adopts customer-dominant logic and, through a pragmatism stance, guides the methodological design using mixed methods built on deductive-inductive logic as the central concept that derives from existing knowledge. The employed methods include 38 semi-structured in-depth interviews and 202 online self-administrated surveys. The interpretive qualitative analysis identifies six distinctive customer types: Budget Adventures, Family Explorers, Relaxation Seekers, Relation Seekers, Delight Seekers, and Must-Have Customers. Data further demonstrates that consumers are keen to receive personalised offers but have various willingness to pay for them. The quantitative analysis suggests that the personalisation and customer willingness to pay relationship is not linear, and willingness to pay depends on the customer's internal and external context. Motives for customer purchase behaviour and personalisation expectations in a specific context influence the customer's willingness to pay. The findings provide new directions for experience co-creation, segmentation, and pricing strategies.

This study contributes by showing that customers do not have a singular perspective of the association between personalisation and willingness to pay but rather value different forms of personalisation depending on their context. It illustrates that customer personalisation expectations and their delight in receiving personalised offers vary, influencing their willingness to pay. The findings help managers decide what type of personalisation may best suit their customers.

UNDERSTANDING THE CONTRIBUTION OF TOURISM, HOSPITALITY, AND EVENTS SECTORS TOWARDS SOCIAL SUSTAINABILITY: A SYSTEMATIC NARRATIVE LITERATURE REVIEW

KATY CHORMAN TSE, UNIVERSITY OF SURREY, UNITED KINGDOM

The existing literature in tourism, hospitality, and events has highlighted the social significance and impact that could contribute to sustainable social development. Yet, not many studies have considered the factors that would contribute to this concept, and few focus on the case of sustainable tourism without taking on a broader perspective of viewing the industry sector as a whole. The concept of social sustainability (SS) has only received limited attention in tourism, hospitality, and events research, even though the sector is recognised as a catalyst for SS by the United Nations World Tourism Organization (UNWTO, 2017).

The article search was conducted across five electronic databases, guided by the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) Statement. A total of 151 articles on this topic published in peer-reviewed journals between January 1987 to September 2022 were included in the review.

The thematic analysis reveals four key categories related to SS in the experience economy, namely, drivers, barriers, moderators, and outcomes. Drivers can be grouped into four perspectives: service-provider, customer, community, and institutional driver. The key barriers include cultural barriers, awareness-related issues, governance and SS process issues, and governmental issues. And four moderating factors are identified: institutional context, community capability, the stakeholder perspective, and the experience economy industry. Lastly, the outcomes can be categorised into three sub-themes: equality and social justice, human wellbeing, and community wellbeing. The descriptive analysis shows that while most of the studies were conducted in an Anglo-American context, there is an increasing trend in SS studies in the field, focusing on both developed and developing countries.

This paper only included English articles from peer-reviewed journals on SS, which might have "skewed" the results in favour of English-speaking nations and those in the global North. The number of reviewed articles was relatively small, with a significant proportion of non-empirical studies.

This review highlights how impactful the experience economy could be in leading towards a socially sustainable future but also reveals how complex and problematic enacting socially sustainable outcomes can be in practice. These findings have practical implications for practitioners and policymakers working in pursuit of SS.

By establishing a basis of current knowledge in this domain and offering new insights and interpretations on SS for the experience economy sector, these findings contribute to the emerging body of knowledge on SS. They are relevant for broader tourism management, policy, and research. And as the first review of SS in the experience economy sector, this study offers unique insights and perspectives on this topic.

THE EUROVISION SONG CONTEST: THE CELEBRATION OF QUEER IDENTITY AND BELONGING

OSCAR VOROBJOVAS-PINTA, UNIVERSITY OF TASMANIA, AUSTRALIA

Srce veliko kakor svet [A heart as big as the world]
Nasmeh in iskrica v očeh [A smile and a sparkle in his eyes]
In beseda, ki poznaš jo tudi ti [And a word you know too]

These were the opening lyrics of the Slovenian entry 'Sestre' (English: 'Sisters') in 2002 Eurovision Song Contest (ESC). I do not speak Slovenian, yet as a 14-year-old teenager growing up in post-Soviet Lithuania, I was mesmerised by the Slovenian drag trio. There was a sense of pride and confusion, and the beginning of questioning my (sexual) identity. From this moment on, the ESC became part of my identity-building. I was not alone, soon I came to realise that the ESC is a celebration of queer identities – the 'gay Olympics' (Baker, 2017).

ESC, first held in 1956, is an annual international song competition that has become a major cultural event in Europe, Australia and beyond. While the contest has traditionally been associated with heteronormative expressions of identity, in recent years there has been an increasing representation of queer performers and performances at the contest. The ESC is a platform that enables queer politics not only through gay and trans visibility and camp aesthetics but also through its transnational fan cultures (Baker, 2017). As such, it enables queer folk to experience a sense of belonging and a feeling of community. This has synergies with Maffesoli's notion of neo-tribalism, whereby people from different walks of life come together for a shared purpose, passion, or emotion (Vorobjovas-Pinta, 2018). Academic literature has explored the notion of queer politics and the ESC (e.g., Baker, 2019; Hartal & Sasson-Levy, 2022; Lemish, 2004); yet there is limited research on what affect ESC has on queer identity-building.

This presentation (and indeed the research project itself) will be guided by my lived experience in a form of autoethnography and will be supported by interviews with queer-identifying Eurovision fans. This presentation will frame the queer identity-building through a neo-tribalism lens.

AGRICULTURAL SHOWS: CONNECTING PEOPLE, PLACE AND EMOTIONS

CAROLINE H WESTWOOD, SHEFFIELD HALLAM UNIVERSITY, UNITED KINGDOM

Agricultural shows are long established and key events, particularly for rural communities but with many interconnections to wider society. They are a space seemingly displaying the finest livestock, mechanical, technological, and skills innovations, but with many underlying economic, social, cultural and environmental features and influences (Langridge-Thomas et al, 2021). Despite their multifaceted significance, they remain relatively understudied events within the literature, particularly in the sphere of attendee's emotional connections to these events, something which the research in this article begins to address.

These long-established events provide an environment in which attendees attach significant emotions to their attendance, influencing memories of their involvement (Geoghegan, 2013). The shows act as a platform for like-minded individuals to come together, share knowledge, best practices, learn new skills and also socialise. These connections exist through the context of space (designated areas within the show) and place (the significance attendees attach to these events) (Smith, 2006).

Moreover, whilst this research seeks to consider the attendee perspective (at large); it is important to consider the notions of space and place in the context of how events shape and impact upon people, communities, and identity (Wise & Harris, 2019). Agricultural shows have existed for decades, often on the same (albeit temporary) site, whereby for 1 weeks each year the sites are transformed into event spaces evidencing the interconnected nature of these annual events within the local community. Whilst temporary in nature (and short in duration) Agricultural shows positively impact on local societies, through the generation of 'rural buzz', helping to maintain rural relations year-round notwithstanding the relatively short duration (Thomas, 2016).

This research through the use of informal interviews seeks to explore emotions in the context of attendees at these events, as both social and individual experiences investigating the role that history, nostalgia and reminiscence play in forming and strengthening these, usually positive, emotions. In doing so, it will provide a significant insight into the concept of emotions experienced within the context of agricultural shows as an event and how the space and physical place of the events have an impact on these event experiences. Data has been collected from various agricultural show attendees within the UK, with preliminary findings and analysis being shared through this paper.

THE ROLE OF 1940S REVIVAL EVENTS AS A FORM OF EDUTAINMENT.

JULIE E WHITFIELD, BOURNEMOUTH UNIVERSITY, UNITED KINGDOM

The purpose of this research is to provide a critical review of edutainment, within 1940s events in the U.K (United Kingdom). The main purpose of edutainment is to support education with entertainment (Aksakal 2015) it is a union of education with entertainment (Colace, et. al., 2006), it can provide an immersive and/or passive experience (Wyatt, 2022) for audiences. 1940s events expose attendees to an immersive experience of the era (DeGroot, 2008), which provides an understanding of the past. The events facilitate an efficient exchange of information through a social interaction (Moscardo, 2020). 1940s events can place themselves at the forefront of providing the narrative of the second world war era, keeping history alive for generations to come. The synergy between education and entertainment within 1940s events, has the potential to provide a greater effective, engaging, and memorable experience. 1940s events have a prime opportunity to provide an authentic experience of the era, telling the story in an edutaining way.

In May 2021, the researchers conducted semi-structured interviews with 1940s event attendees and organisers, to establish the importance of the role of education in an immersive and entertaining experience. Key areas of questioning included the relationship of education and entertainment in 1940s events and the organisers cultural duty to present an accurate representation of the past.

The research findings identified that the 1940s event organisers seek to present a true to life simulation of the wartime era, aiding a connection to the cultural past for attendees. A Key objective for the organisers is to provide a form of education for the attendees. The authors conclude that the event organisers have a cultural duty to present an accurate representation of the past, facilitating both education and cultural connections in an entertaining way.

OMNICHANNEL EXPERIENCES: THE ROLE OF SYMBOLIC INTERACTION AND EMOTIONS IN CORPORATE EVENTS

JESSICA WIITALA, HIGH POINT UNIVERSITY, UNITED STATES OF AMERICA

The experience economy and demand for customized, transformative experiences in a world where authentic and meaningful experiences exemplify the most significant economic value. The current proposed study seeks to investigate how the attendee experience may be enhanced through the strategic use of omnichannel experiences in corporate events. Symbolic Interaction Theory (SI Theory) will be used as a foundation for designing omnichannel experiences and determining the mediating role of emotions and attendee satisfaction on the likelihood to attend. A recent trend in corporate events has identified the omnichannel experience as a powerful event strategy. In the consumption of events, the characteristics of multiple digital channels within the consumers' journey (pre-event, during, and post-event) can create a customized journey for potential consumers and define the type of experience an individual will have. As such, experiences are considered multi-phased (anticipation, travel to the site, on-site activity/event, return travel, and recollection) (Berridge, 2007). Lazaris and Vrechopoulos (2014) discuss that the term omnichannel has been "extended to the point that it involved not just the simultaneous use of channels, but the experience that derives from the integrated combination of them" (p. 1).

The emerging paradigm of experience design in events involves manipulating planned occurrences and interactions. Event experiences are created or constructed due to multiple design processes whereby the environment must be designed, developed, and delivered according to SI Theory. SI Theory assesses various dimensions in creating a social reality based on the seemingly independent activities of individuals. Rossman and Schlatter (2008) identify six elements form any planned occurrence. Similar to the Interactive Experience Model (IEM) proposed by Falk and Dierking in 1991, experience is subjective and based on the individual consumer's perceptions; therefore, any planned occurrence may continuously change based on the interactions and interpretations of meaning. Thus, the nature of the experience can change. A primary aspect of SI is the nature of the interaction. Due to the number of potential interpretations of experiences based on varying perspectives, emotions can profoundly shape interactions (van Kleef et al., 2016). The implications of investigating satisfaction and intent in events have been well established (An et al., 2020; Nghiêm-Phú et al., 2021). The proposed methods will employ a 3x1 factorial experimental design with the random assignment of participants. The proposed study will test the experience throughout the customer journey (3) by the omnichannel experience strategy (1). Immediately following the stimuli, participants will be presented with an online survey. The data will be analyzed using MANOVA. The anticipated findings will inform event professionals in strategically designing meaningful, omnichannel event experiences.

Full Papers

EXPLORING MACAU GRAND PRIX ON INSTAGRAM

UBALDINO SEQUEIRA COUTO, MACAO INSTITUTE FOR TOURISM STUDIES, MACAO SAR, CHINA
CHEN WEI HUANG, MACAO INSTITUTE FOR TOURISM STUDIES, MACAO SAR, CHINA
HOU PENG LAM, MACAO INSTITUTE FOR TOURISM STUDIES, MACAO SAR, CHINA
IO KEI LEONG, MACAO INSTITUTE FOR TOURISM STUDIES, MACAO SAR, CHINA

INTRODUCTION

Instagram needs little introduction as one of the most popular social media platforms in the world with over two billion active users (Eldridge, 2023). Instagram has evolved through many generations since its launch in 2010 with the current version allowing users to post photos and/or videos in either permanent form or as temporary 'stories', live streaming video and instant messaging where users are able to 'follow' one another to create engagements such as 'likes' and comments. In addition, the platform also allows the use of tagging other accounts, hashtags and geotags in posts, and currently accessible in multiple platforms including Apple, Android and general internet browsers.

Instagram is also an effective marketing and advertisement tool, particularly in the use of celebrities in influencing consumers' buying behaviour (Djafarova & Rushworth, 2017). In Macao, it is one of the most popular social media platforms but research using Instagram as a platform to date is relatively scarce compared to other social media platforms despite its growing popularity (Volo & Irimiás, 2021; Yu & Sun, 2019). Although considered as an effective platform in the context of social media, Instagram is not the only in the market and certainly not the most prevailing in all markets.

Firstly, there is geographical dominance (or even cultural preference) on which social media platform to use. This may be due to language or access barriers. For instance, Instagram is not accessible in Mainland China. In another example, Line is almost exclusively used in South Korea as it is developed from there and in Japan, Twitter is simply more predominant. Second, it can be due to the type of contents shared. For instance, longer videos are more appropriate on YouTube and short thoughts prevail on Twitter compared to other platforms. Third, it could be due to generational differences – younger users prefer newer platforms with more innovative and novel functions while older generations are more inclined towards using existing platforms, such as Facebook, due to the 'fanbase' or 'friends' or 'followers' already accumulated over the years, or maybe the functions are well versed. Finally, it may be related to functionality such as where and how the platform can be accessed, as well as how it is connected seamlessly and integrated to other applications. For example, WeChat combines instant messaging, booking services, payment function as well as post sharing and commenting on one platform.

As one of Macao's most historical and successful major events – celebrating its 70th edition this year – the Macau Grand Prix is among the most challenging motorsport races in the world. Known for its hilly nature and sharp bends, the Guia Circuit is a 6.2km makeshift track transformed from public roads, famous for its stony walls and cliffsides, as well as christening ground for many top racers in history such as the Aryton Senna, Schumacher brothers, Edoardo Mortara, Lewis Hamilton, and so on. It is

the only racetrack in the world which features Formula 3, motorcycles and touring car races.

Recent research studies adopting a visual methodology to collect data from user generated contents such as online reviews and social media platforms are increasingly becoming popular (Akehurst, 2009; Volo & Irimiás, 2021; Wong & Qi, 2017) though related studies in a Macao-based context is scarce (Yu & Sun, 2019). Using the Macau Grand Prix as a case, this exploratory study uses a visual method to examine how the image of the event is constructed on Instagram. Specifically, geotags and hashtags are used to identify the sample for content-analysis adopting the framework by Acuti et al. (2018) in the context of Macau Grand Prix.

LITERATURE REVIEW

The Macau Grand Prix attracts many research studies over the years, particularly from Macao-based scholars, covering a variety of topics including event impacts and resident perceptions (Han et al., 2018; Tang & Wang, 2021), marketing (Couto et al., 2017; Vinnicombe & Sou, 2022; Xu et al., 2016) and event operations (Couto & Lei, 2022; Jinquan, 2016). Although festivals and events cater for both residents and tourists, destinations can harness the tourist dollar for socio-economic benefits (Getz & Page, 2024). To this end, the role of events in a destination image plays a critical role in attracting tourists (Wong & Qi, 2017; Xu et al., 2016). For instance, they reaffirm a destination's tourism offering, reinstate the positioning of the destination and potentially creates an 'eventful city' through festivalising the destination (Richards & Palmer, 2010).

Indeed, marketing topics cover a variety of topics and all provide important insights. In the context of Macau Grand Prix, Couto et al. (2017) deduce the important elements eventgoers expect at motorsports events other than the actual races; these provide vital cues to event organisers what to improve, therefore increasing satisfaction and allocating resources more efficiently. Xu et al. (2016) examine the pros and cons of event bundling, maintaining that such a strategy encourages better resources allocation, reaches diverse market segments, builds positive destination image and increases perceived value for money although a bundling strategy complicates event planning and creates crowding and higher prices.

This is useful information for both policymakers and event organisers in shaping a destination's event strategy; for instance, the Macau Food Festival and the Macau Grand Prix are often held around the same time, coupled with other events such as community-based festivals celebrating the Portuguese-speaking cultures in Macao, thereby creating an 'eventful' vibe. In an interesting study by Vinnicombe and Sou (2022), eventgoers are profiled and categorised in terms of their spending behaviour and preferences at the Macau Grand Prix. The findings of the study are crucial particularly to the many luxury hotels and service providers targeting this lucrative market to create corresponding products, thus more efficient use of resources and product attributes that are matching to the preferences by corresponding market segments.

It is therefore imperative to tap into destination marketing research, particularly in the present study to shed light on how Macau Grand Prix is portrayed on social media (Yu et al., 2020). Yu and Sun (2019) recommend an official Instagram account to

promote foodie culture in Macao given that such accounts are more trustworthy and more reachable to international markets. These findings have direct implications to destination marketers, particularly in the context of Macao in harnessing the brand of a UNESCO Creative City of Gastronomy.

In studies related to Instagram posts, Yu et al. (2020) and Aramendia-Muneta et al. (2021) conclude that certain characteristics of photos on Instagram are more popular than others, inducing more engagements and popular among followers. Not only these advice are crucial for content creators, such as destination marketers, they provide insightful and practical pointers in how to better utilise Instagram as a marketing tool and as importantly create engagements.

Although both studies claim a predominance of colour preferences with regards to higher likelihood of engagements, the findings are somewhat inconclusive. Interestingly, Aramendia-Muneta et al. (2021) point out some correlations between the type of engagements and contents of posts. Specifically, people and sceneries attract 'likes' while comments are often made for posts containing festivals and hotels, animals and water, as well as nocturnal tourist activities. The interesting insights and perhaps inconclusive nature of these studies provide a fertile research ground, in particularly for significant major events like the Macau Grand Prix which is highly instagrammable and insofar not yet researched in these contexts.

METHODOLOGY

Visual methods are increasingly popular as a data collection (Volo & Irimiás, 2021). While the scope of what constitutes visual methods is unclear, it is generally referred to as any data involving and related to non-textual sources (Rakić & Chambers, 2011). Following Acuti et al. (2018), in the present study, Instagram hashtags and geotags were used to generate data for subsequent content analysis. Instagram hashtags can be location-based, branded, industry, community-focused or descriptive, and geotags are location-based hashtags associated with a specific physical location on the map. The data collection was conducted during the period of 14 to 18 August 2023. As this is an exploratory and conceptual study, empirical data was collected for illustration at the conference – at best considered a pilot study.

Different keywords were used to select hashtags for analysis, but most combinations generated fewer than 500 or 100 posts. For instance, the spellings 'Macau' and 'Macao' generated very different results with the prior over 18,000 posts while the later just above 500 when used in original words of the event title #macaugrandprix. The sequence of the words was switched, for example, #grandprixmacao, but these also generated hashtags with significantly fewer posts. The research team attempted different ways of 'scraping' data from Instagram; for example, the PhantomBuster software was used to generate 'leads' but the free version only yielded 24 results of the 'top posts'.

Interestingly, we observed that different platforms yielded slightly different results with the same hashtag and same network. In addition, web browsers only display 30 posts associated with a hashtag while the mobile application does not seem to have this limitation. It was noted, however, that these limitations were not present when geotags were used; for example, *Macau Grand Prix* as a location generated about

13,300 posts on all platforms although only the first 12 of the top posts were displayed on web browser as opposed to the mobile phone version which displayed both 'top posts' and 'most recent' posts fully.

The main objective of this study is to explore how Macau Grand Prix is portrayed on Instagram to illustrate its relevant as a marketing tool at the conference. In order to minimise discrepancies and variances between computers and data access points, the research team decided to use the same smartphone and Instagram account on the same date using the same network. As shown in Figure 1 below, two datasets were included in the research sample; specifically, Dataset 1 included the top 30 posts of hashtag *#macaugrandprix* and to examine if different types of hashtags – specifically geotags – have different portrayals on Instagram, Dataset 2 included the top 30 posts of geotag *Macau Grand Prix*.

Figure 1. Two datasets used in the research sample

| Dataset 1 #macaugrandprix | Dataset 2 geotag Macau Grand Prix |
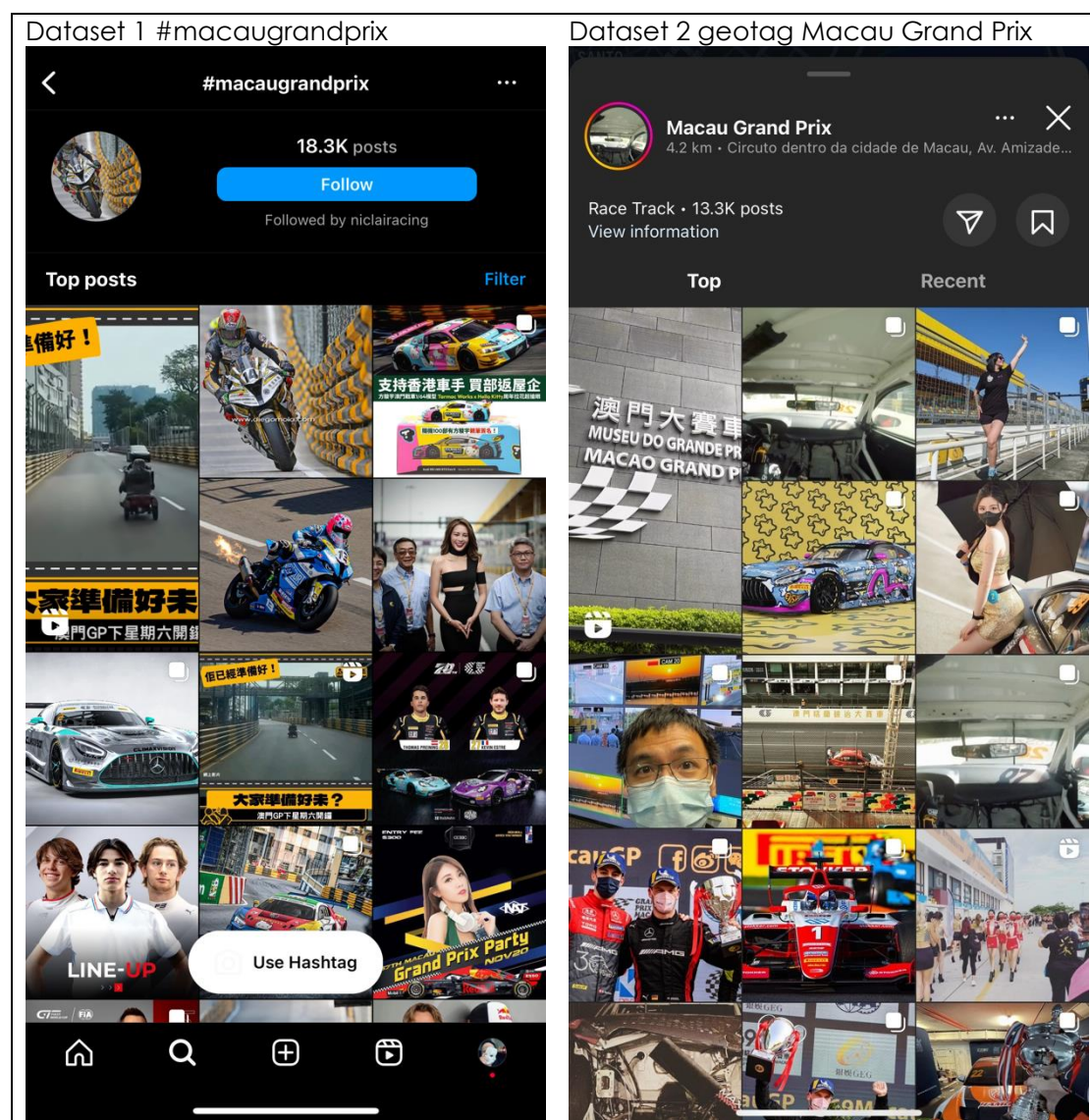
For each post of the two datasets, the various elements were manually downloaded for content analysis of visual information and textual information (Acuti et al., 2018),

specifically the photos, geotags, captions, hashtags and comments. Key attributes of graphical data were analysed, such as colour tone of the photos (Yu et al., 2020) and visual contents such as characters, activities, elements, and so on (Aramendia-Muneta et al., 2021), the use of celebrities (Djafarova & Rushworth, 2017) and if the visual data depict any specific social cause (Milanesi et al., 2022).

FINDINGS AND DISCUSSIONS

Among the two datasets, there were posts which were misplaced and did not reflect 'top post' characteristics; for example, there were posts with no engagement at all but related to Macau Grand Prix such as selfies or scenic posts. As illustrated in Figure 2, two posts were taken out; one featured a selfie of a man with 3 likes and the other a takeaway lunch with no engagement at all – positioned as top fifth and sixteenth respectively. Likewise, some posts were not related to Macau Grand Prix at all; for instance, photos of airports, cobblestone pavements and food. These bogus posts could be due to the Instagram algorithm to display these erroneously on the smartphone, possibly incorporating and as a result of machine learning. Nevertheless, these posts were removed from the analyses and subsequent ones were selected instead. Therefore, each dataset contained 30 'cleaned' samples, each clearly demonstrating top post characteristics, i.e. possessing substantial engagements such as likes and comments.

Figure 2. Bogus posts among the geotag 'top posts' (Dataset 2)
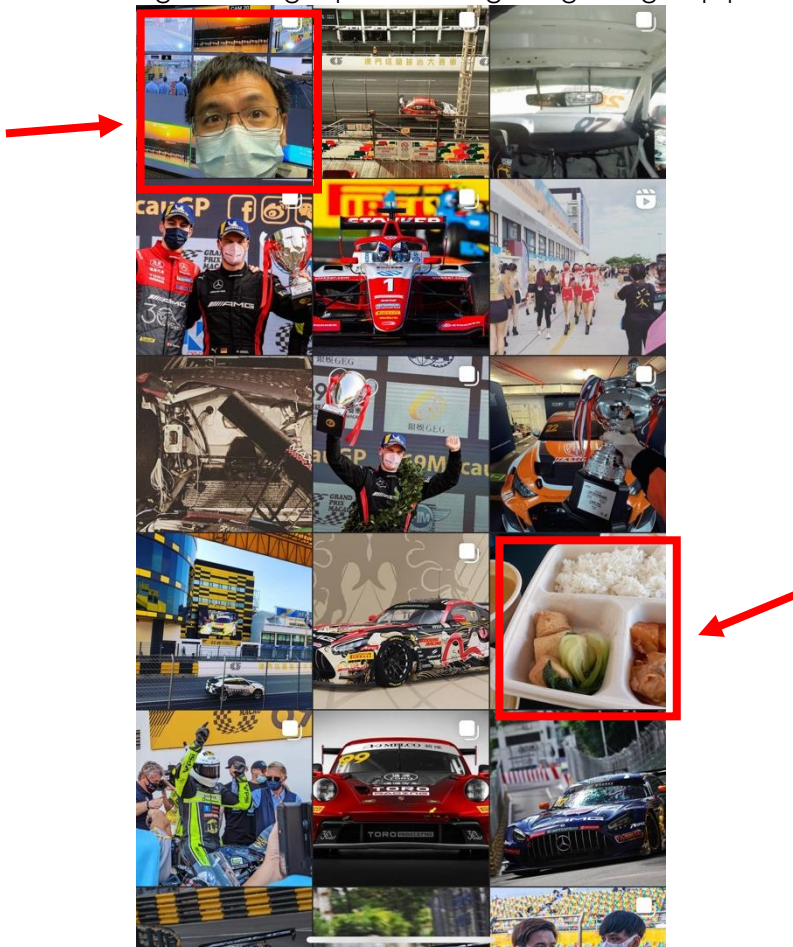
Both datasets demonstrated strong elements of the Macau Grand Prix and did not exhibit stark differences prior to in-depth analyses conducted by the research team. Although the relationship between colour tones and social media engagements are somewhat inconclusive in the literature (Aramendia-Muneta et al., 2021; Yu & Sun, 2019; Yu et al., 2020), the findings from this study did not seem to play a role at all. This could be due to the use of vivid colours on sportscars as well as the amount of graphical materials such as brand names, logos and sponsorship messages on the vehicles. Engagements such as likes and comments appeared not to have a relationship with colour tones.

Upon closer scrutiny of the datasets, geotag posts (Dataset 2) consistently generated much more engagements compared to hashtag posts (Dataset 1). This observation can be further elaborated in two interconnected aspects: post contents and engagement characteristics. Hashtag posts were more diverse in nature in terms of the topic and/or theme of the posts. For example, there were posts about merchandise products related to the Macau Grand Prix, marketing materials such as posters and brochures, as well as schedules and news about the event.

On the contrary, geotag posts were mainly about action elements from the circuit. Hashtag posts were also more static and motionless, as reflected by both cars and people featured in the visuals which were posing or stationary. Conversely, geotag posts were very animated, such as motorsports vehicles in races, models interacting with racers and spectators, podium action such as awarding trophies, interviews with racers and selfies by racers and celebrities. Racers are tagged in both datasets while in hashtag posts, celebrities were featured much more than racers.

There were a few interesting findings when analysing engagement patterns, both in terms of likes and comments. First, the level of engagements in geotag posts (Dataset 2) were significantly much more consistently and on average when compared to hashtag posts (Dataset 1) as illustrated in Figure 1. For instance, the number of likes on a geotag post was around 35,000 with many others in their thousands while on hashtag posts, only a handful posts were in their thousands, which were posts related to celebrities.

Figure 3. Engagements of top posts from both datasets
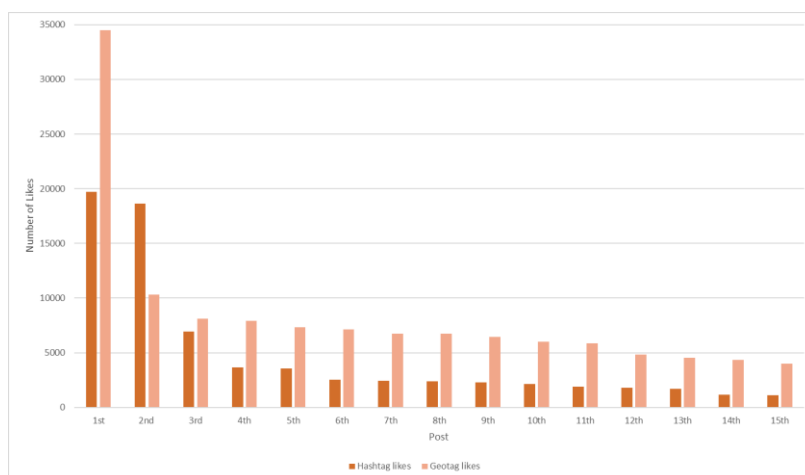
As shown in Figure 4 below, this phenomenon was particularly prominent in posts featuring celebrities and racers; the example from Dataset 1 is a post from a Hong Kong-based television star, generating nearly 20,000 and numerous comments while the post from Dataset 2 is a reflection post by one of the racers following the competition, generating only 6,000 likes and many supportive comments. As opposed to Aramendia-Muneta et al. (2021), there were distinctive features considering the level of engagement with post features such as language used, type of visuals (photos or videos) and number of visuals per post. Many comments were supportive messages to racers who posted their reflections following the races as well as phrases and emojis exhibiting excitement with news related to racing teams and racers.

Figure 4. Examples of posts from datasets with high engagements

From from Dataset 1 #macaugrandprix	From Dataset 2 geotag Macau Grand Prix
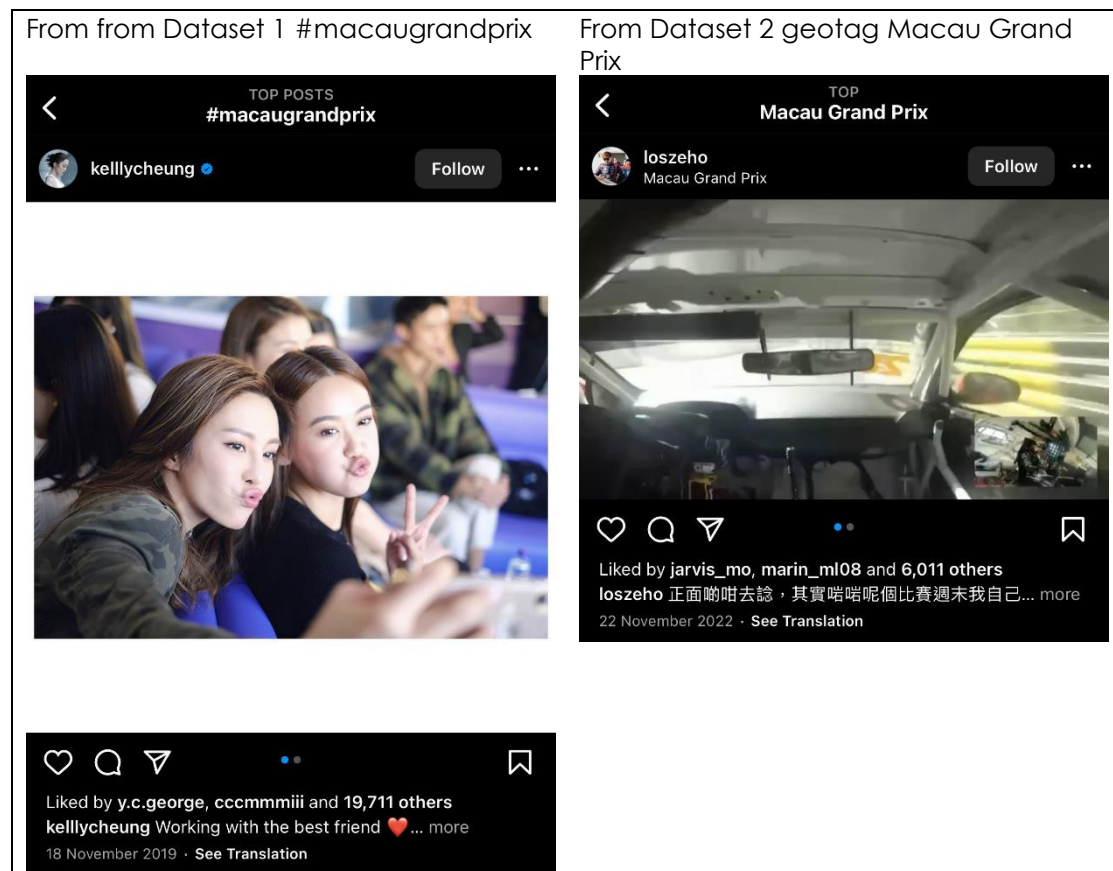
Regardless of type of tagged posts, both datasets supported the notion that celebrities, including the motorsports racers, attract engagements (Djafarova & Rushworth, 2017). This is definitely in line with the organisers in using celebrity endorsement and involving celebrities in awarding trophies and encouraging photo opportunities at the Macau Grand Prix, including side events and roadshows prior to the actual race days. Despite the Macau Grand Prix being the only racetrack featuring motorcycles, touring cars and Formula 3 races, the data did not demonstrate any explicit difference in terms of level of engagement and type of motorsports vehicle. Although this was actually a surprising observation, we cannot draw conclusions as the majority of posts actually featured touring cars – considered the most popular out of the three races – as opposed to an average distribution of all three types of vehicles.

CONCLUSIONS

At the onset of this exploratory research, we were curious about how Macau Grand Prix was portrayed on Instagram in the context of marketing. We wondered if it would be beneficial for event organisers, sponsors and other related businesses to utilise Instagram more as it might portray a more authentic perspective, thus more convincing that induce actual purchase behaviour. As we set out in this exploratory study, we deviated from our curiosity and embarked on a very different – though still connected to our core motives – conclusions to what we thought our study would contribute to knowledge.

Perhaps the key finding and most significant contribution – although cannot be conclusive as more substantial empirical research is required – is that geotag posts are more effective in generating engagements when compared to hashtag posts. Likely due to the vivid colours of the Macau Grand Prix, we did not note any inferences between colour tones and level of engagements as shown in previous studies (Aramendia-Muneta et al., 2021; Yu et al., 2020). However, policymakers, event organisers and destination marketers should make good use of geotags as they are likely to generate more engagements. For instance, there could be more users searching posts associated with a specific location using a geotag than one through a hashtag. This is somewhat counterintuitive as geotags are often used when 'checking-in' with a physical presence at the location while a hashtag is used to associate a location name rather than the physical address.

On the other hand, the 'celebrity effect' was prominent in posts involving racers and artists from the entertainment industry in terms of engagements, probably due to their huge fanbase, supporting the use of celebrity endorsement (Djafarova & Rushworth, 2017). As an event like the Macau Grand Prix attracts a lot of celebrities – racers in particular – but also other film and music stars who are there as spectators, presenting guests and collaborators in side and promotion events, it is imperative they are put to good use. Despite their presence and associated posts attract a lot of engagements, most likely due to the huge fanbase, marketers can harness their fans' interest in extending the interest and engagement of the event through these celebrities, for example, before and after the Macau Grand Prix, for example, as a reflective post by racer.

The connection between specific attributes of posts and level of engagements is supported in previous literature (Aramendia-Muneta et al., 2021). In our study, posts which are in motion and directly related to the Macau Grand Prix elements attract more engagements. For instance, posts which feature motorsports vehicles in action, models interacting with racers and celebrities as well as media interviews have more engagements. Previous research recommends an official Instagram account (Yu & Sun, 2019). If pursuing such an objective, marketers should note that posts should avoid motionless and static elements such as models posing for a photoshoot may not be effective a candid photo of models interacting. Likewise, thrilling footage from the racetrack appears to be more attractive so posts should feature action-packed contents, for example, a race car desperately in a pit stop seems to be better than one in a garage with professional lighting.

Finally, we believe further quantitative analyses with a more substantial dataset will draw more conclusive findings. Although we utilised two datasets based on two ways

of tagging posts on Instagram, only 30 samples each were included for analyses when each dataset contained over 10,000 posts, reflecting less than a 0.3% representation of the total posts. Besides, apart from local residents, the majority of tourists coming to Macao for the Macau Grand Prix is from Mainland China, who use XiaoHongShu as the main social media platform instead of Instagram. Therefore, a future study in a similar perspective should focus on the choice of social media platform that matches with the sampling population.

Last but not least, an anecdotal observation: despite more women are interested in motorsports events, it is clear the majority of spectators are men. That said, more Instagram users are women than men. It would be interesting to also explore related phenomena with regards to gender. Although this is an exploratory study, intended mostly to present as a conceptual idea at the conference and empirical data to provide some insights to support the idea, the research team concludes that this is a very interesting study potentially situated at a complex research environment. The findings from a more in-depth study would be beneficial to stakeholders of Macau Grand Prix.

REFERENCES

Acuti, D., Mazzoli, V., Donvito, R., & Chan, P. (2018). An instagram content analysis for city branding in London and Florence. *Journal of Global Fashion Marketing*, 9(3), 185-204. https://doi.org/10.1080/20932685.2018.1463859

Akehurst, G. (2009). User generated content: the use of blogs for tourism organisations and tourism consumers. *Service Business*, 3(1), 51-61. https://doi.org/10.1007/s11628-008-0054-2

Aramendia-Muneta, M. E., Olarte-Pascual, C., & Ollo-López, A. (2021). Key Image Attributes to Elicit Likes and Comments on Instagram. *Journal of Promotion Management*, 27(1), 50-76. https://doi.org/10.1080/10496491.2020.1809594

Couto, U. S., Lai Tang, W. S., & Boyce, P. (2017). What makes a motorsports event enjoyable? The case of Macau Grand Prix. *Journal of Convention & Event Tourism*, 18(1), 26-40. https://doi.org/10.1080/15470148.2016.1207121

Couto, U. S., & Lei, W. S. (2022). The Unexpected Accidents at Motorsport Events. In T. Brown, P. Higson, & L. Gaston (Eds.), *Events Mismanagement: Learning from failure*. Goodfellow Publishers Limited.

Djafarova, E., & Rushworth, C. (2017). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior*, 68, 1-7. https://doi.org/https://doi.org/10.1016/j.chb.2016.11.009

Eldridge, A. (2023). *Instagram*. Retrieved 24 August 2024 from https://www.britannica.com/topic/Instagram

Getz, D., & Page, S. J. (2024). *Event studies: Theory, research and policy for planned events* (5th Edition ed.). Routledge.

Han, A. F., Wong, K. I., & Ho, S. N. (2018). Residents' perceptions on the traffic impact of a special event: a case of the Macau Grand Prix. *Asia Pacific Journal of Tourism Research*, *23*(1), 42-55. https://doi.org/10.1080/10941665.2017.1399916

Jinquan, Z. (2016). Special event project management and marketing: a case study of the 59th Grand Prix 2012 in Macau. *Asia Pacific Journal of Sport and Social Science*, *5*(3), 187-201. https://doi.org/10.1080/21640599.2016.1232339

Milanesi, M., Kyrdoda, Y., & Runfola, A. (2022). How do you depict sustainability? An analysis of images posted on Instagram by sustainable fashion companies. *Journal of Global Fashion Marketing*, *13*(2), 101-115. https://doi.org/10.1080/20932685.2021.1998789

Rakić, T., & Chambers, D. (2011). Introducing visual methods to tourism studies. In *An introduction to visual research methods in tourism* (pp. 3-14). Routledge.

Richards, G., & Palmer, R. (2010). *Eventful Cities* (1st Edition ed.). Routledge.

Tang, J., & Wang, Y. (2021). Does tourism sports event make residents happier? — Exploring the SWB of Macau residents in the case of Macau Grand Prix. *Journal of Tourism and Cultural Change*, *19*(3), 403-421. https://doi.org/10.1080/14766825.2019.1711103

Vinnicombe, T., & Sou, J. P. U. (2022). Who are the Big Spenders at a Grand Prix In a Gaming Destination? *Event Management*, *26*(6), 1351-1365. https://doi.org/10.3727/152599522X16419948391023

Volo, S., & Irimiás, A. (2021). Instagram: Visual methods in tourism research. *Annals of Tourism Research*, *91*, 103098. https://doi.org/https://doi.org/10.1016/j.annals.2020.103098

Wong, C. U. I., & Qi, S. (2017). Tracking the evolution of a destination's image by text-mining online reviews - the case of Macau. *Tourism Management Perspectives*, *23*, 19-29. https://doi.org/https://doi.org/10.1016/j.tmp.2017.03.009

Xu, Y. H., Wong, I. A., & Tan, X. S. (2016). Exploring event bundling: The strategy and its impacts. *Tourism Management*, *52*, 455-467. https://doi.org/https://doi.org/10.1016/j.tourman.2015.07.014

Yu, C.-E., & Sun, R. (2019). The role of Instagram in the UNESCO's creative city of gastronomy: A case study of Macau. *Tourism Management*, *75*, 257-268. https://doi.org/https://doi.org/10.1016/j.tourman.2019.05.011

Yu, C.-E., Xie, S. Y., & Wen, J. (2020). Coloring the destination: The role of color psychology on Instagram. *Tourism Management*, *80*, 104110. https://doi.org/https://doi.org/10.1016/j.tourman.2020.104110

A PROFESSIONAL EVENTS REAPPRAISAL OF EDI: ACHIEVING EEDI THROUGH THE CIERA© FRAMEWORK.

REV RUTH H DOWSON, LEEDS BECKETT UNIVERSITY, UNITED KINGDOM
BERNADETTE ALBERT, LEEDS BECKETT UNIVERSITY, UNITED KINGDOM

INTRODUCTION

This paper focuses on inclusivity and accessibility throughout the events industry, in events, venues, and events education. An obvious issue facing events is the lack of diversity often presented by the line-up of conference speakers. Achieving diversity goes beyond bringing individuals of diverse backgrounds into the space, requiring assessment of that space and the impacts of failing to create culturally sensitive or culturally aware spaces for events that are then able to meet ethical, moral, and legal obligations for equality, equity, diversity, and inclusion. To identify excluding factors and mitigate them, an innovative cultural risk assessment, the Cultural Inclusivity and Equity Risk Assessment (CIERA© Albert & Dowson, 2022) has been developed, based on empirical research that:

- Explores lived experience, as diverse groups navigate their lives and spaces;
- Creates awareness of implicit and unconscious bias, stereotypes and potential prejudices;
- Provides tools and strategies to build cultural capital, catering to diverse needs to facilitate inclusive events and spaces;
- Engineers inclusivity into physical and virtual event spaces.

This work emerges from teaching, applied research, and consultancy. The impact of Western enlightenment, white positioning of cultural capital still results in a need to provide equitable spaces for diverse groups. Awareness of requirements for events management students and professionals to engage with issues around equality, equity, diversity, and inclusion came through creating course content within an undergraduate Events Management degree programme and supporting live event delivery across event types. This resulted in recognition that event managers needed to develop awareness of diversity, as well as skills and tools to embed inclusion in event planning and delivery. This created a catalyst for the CIERA© tool that applies risk management principles to developing and delivering events and venue management, providing equitable, culturally competent environments for inclusive spaces.

The CIERA© tool has gained traction and validity through its use across several projects and sectors. In 2021, support was provided in the BRIC-19 project (Edelman et al), through in-depth conversations with faith leaders regarding their pandemic and pre-pandemic experiences of developing and creating virtual and physical safe spaces. In 2022, a Leeds Beckett University consultancy project for the England & Wales Cricket Board, led by Prof. Thomas Fletcher, included implementation of CIERA© venue analysis, assessing inclusivity and inclusive practice, identifying potential cultural risks at leading county cricket grounds. In 2023, the development and delivery of an innovative strategic programme is enabling local churches to engage in the UK City of Culture 2025, through a process of planned venuefication and eventization of faith communities, offering CIERA© to enhance existing practice, embedding inclusion within sacred spaces.

The development of CIERA© established processes that support policy, procedures and guidelines for organizations in public, private and third sectors, enabling application of this practical tool to physical and virtual spaces, events and practices. The CIERA© approach supports diversity, equality, equity, and inclusion planning and provision, to deracialise secular and faith-related spaces, whether static, virtual, or created by venuefication, developing deeper perspectives of lived experiences navigating cultural spaces. Intended outcomes include developing processes that support policy, procedures and guidelines for faith and non-faith organisations to apply this practical approach to physical and virtual spaces, events, and practices.

Contextualisation

Celebrating cultural richness and diverse identities requires careful management of cultural risks. Events, whether large-scale or small, cultural, sporting or business, can provide opportunities to celebrate the wealth and distinctive diversity of local and national cultures and identities. Events can platform many voices that contribute to the variety that communities and nations offer, or conversely, create environments that facilitate and embed 'otherness' rather than 'oneness' (Kovacs, 2017). Today, communities and nations are not single voice entities. Their vitality comes from the blend of contrasting tones, as participants contribute meaningfully to a complex whole. Events can celebrate these diverse communities. However, past and present tensions also exist whereby cultural diversification, political pluralities, social structures, multilingualism and other characteristics, self-defined or otherwise, lead to alterity (Schroeder, 2001) or otherness. The CIERA© approach can provide operational frameworks that identify richness as well as potential for discord, enabling informed interventions to event design and delivery, addressing identified risks.

CIERA© rationale

The CIERA© model supports identification and management of cultural risks in event contexts. This proactive approach is important in events, festivals, celebrations, and event venues to ensure inclusivity for groups and individuals. The event manager role identifies, acknowledges and respects issues concerning values, rituals, behaviours, and diverse practices, providing and supporting inclusive event environments. This is relevant in the context of any event that leads to an influx of diverse attendees. The CIERA© process suggests specific areas to consider when planning events, proposing actions to manage risks. The rationale for this approach is on moral, ethical, and legal grounds. Undertaking such an assessment as part of ongoing event planning processes aims to enhance participants' event experiences, reducing damage potential or negative impacts, and (in the UK) to operate within the legal framework of the Equality Act (2010). Figure 1 illustrates interactions between inclusive event spaces and individuals.

Key areas for consideration include demographic contexts; gender and sexuality orientation; mental health awareness, including impacts of anxiety and depression on individual and crowd behaviours; ensuring accessibility to events and venues for those with visible and non-visible disabilities; awareness of sensitivities around race and ethnicity, with inclusive practice e.g. use of imagery, portrayal, stereotypes, bias and implicit / unconscious bias; language barriers and communication styles; specific religious protocols and considerations; event timing anticipating religious practices; dietary requirements and alcohol sensitivities; understanding different cultures; intersectionality; and enhanced development of cultural capital.

Figure 1: Relationship between inclusive spaces and individuals.
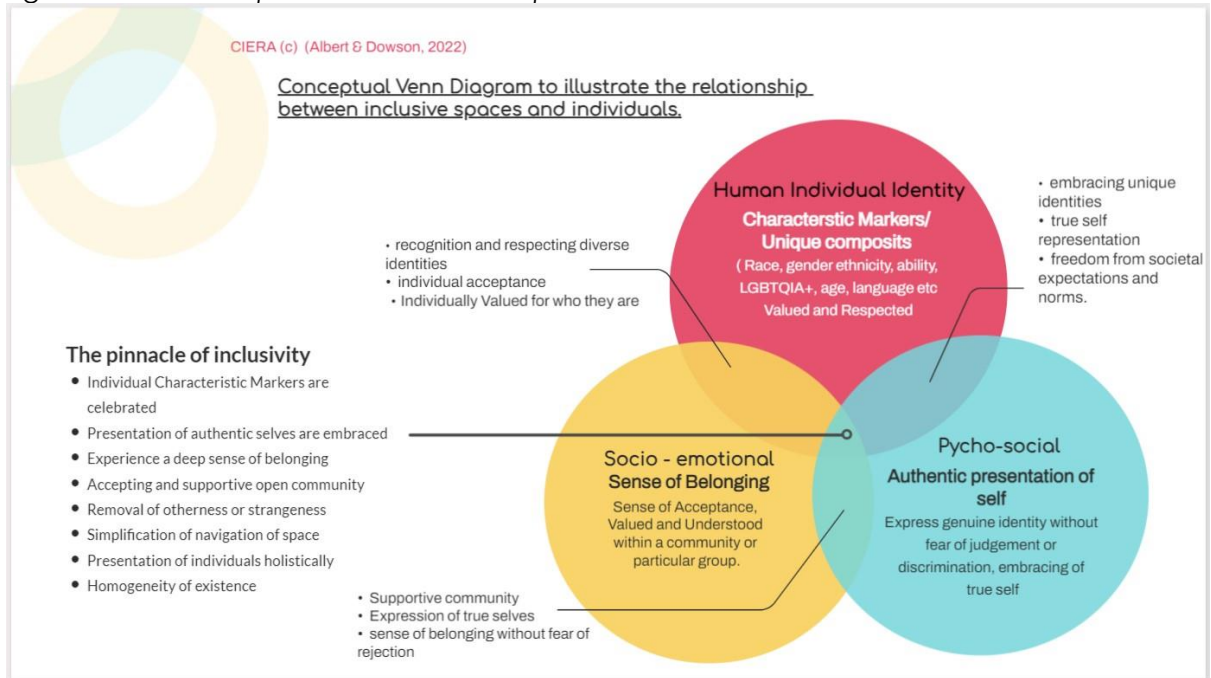
From event organization perspectives, ensuring that equity, diversity, and inclusion expectations are part of comprehensive, specialist training programmes, providing briefings for peripheral workers, benefits a diverse workforce. All staff (including outsourced functions, onsite traders / concessions and their employees, part-time or contract, on their first day or their hundredth) need to be aware of cultural differences and requirements that accompany diverse groups of people. All organisations require EEDI policies, and tools such as CIERA© provide inclusive spaces, facilitating a sense of belonging and value for those with diverse backgrounds, benefitting every employee.

Organisations should seek to facilitate space creation that engage diverse groups, enabling those who navigate those spaces to feel included, recognised, and respected. Opportunities for individuals to engage in environments where they can be their authentic self should be paramount, regardless of race, ethnicity, gender, sexual orientation, religion, ability or disability, neurodiversity, language, culture, heritage, or age. This enables representation to become inclusion, facilitating access to positive attributes that diverse groups can bring to any space or organisation.

Event marketing managers in the digital age perceive event marketing as a visual art, with photography and video as critical tools for reaching audiences. Nevertheless, there is limited awareness of 'visual barriers' as subconscious obstacles to participation, formed when groups are excluded from visual representation in marketing materials advertising events, or displayed onsite at venues. Alternatively, visible presence of diversity shown in photography, video and design can become a self-fulfilling prophecy, as greater representation fuels higher participation levels. This principle of diverse representation applies to public-facing aspects, e.g. sport. However, visual representation goes beyond marketing and is embedded in the culture of an organisation. If the only diversity is seen in event support services (e.g. catering, bar, cleaning staff) and not represented across management, it reinforces negative stereotypes and weakens action taken, further embedding othering and alterity.

LITERATURE REVIEW

Hall (2004) notes that modern life has served as a catalyst for multiple identities and subject positions that vary according to our experiences; however, Hall (1990) indicates that the post-modern subject has no fixed or permanent identity, and is formed or continuously transformed by ways in which surrounding cultural systems address or represent us. This poses challenges for inclusion and equity delivery, as group representation can impact on lenses through which others see them, and how they see themselves. In an era of super-diversity where complexity represents multifaceted interplays of transnationally-connected, multiple-origin, socially-stratified, racially-diverse, ethnically-positioned, gender and sexual orientation identified, aged and differently-abled communities, significant challenges are posed for policy development, research and delivery not just of diversity, but equity and inclusion (Vertovec, 2007).

Culture

A multifaceted, dynamic aspect of human society, culture encompasses beliefs, customs, traditions, values, and practices, the collective essence that shapes and defines the "way of life of a people" (Tylor, 1871). Culture frameworks the development of social identity and the lens through which individuals interpret the world, interacting and fostering belonging and unity. Culture plays a pivotal role in shaping human behaviour, communication patterns, art, literature, and the evolution of technology. Geertz (1973) asserted that culture includes expressed symbolic forms, stemming from systems of inherited conceptions through which individuals communicate, perpetuate, develop knowledge about attitudes toward life.

Cultural practices and expressions have profound impacts on every aspect of human existence, influencing economic systems and political structures to shaping personal values and social interactions. Moreover, culture is fluid, evolving over time through interactions, exchanges, and adaptations with other cultures. Tylor (1871) acknowledged that cultural complexity includes knowledge, belief, art, morals, law, custom, and other capabilities and habits acquired by people as members of society, shaping the richness and diversity of human societies, fostering appreciation for different worldviews, and promoting mutual understanding amongst people. This worldview is supported by Bourdieu's (1986) concept of 'cultural capital'; that individuals' cultural knowledge, experiences and practices contribute to the cultural wealth of their intangible assets, including familiarity with arts, literature, music, language proficiency, social etiquette, and cultural practices. DiMaggio (1982) agreed that those with higher cultural capital can access higher social mobility and academic attainment, with Savage et al (1992) asserting the those with higher cultural capital are more likely to excel in the workplace. Bourdieu and Passaroni (1977) noted that cultural capital could perpetuate existing social inequalities, with Le Roux and Rouanet (2010) acknowledging the role of cultural capital in increasing social stratification, impacting social cohesion and integration.

In this context, the impact on space design and delivery and lack of awareness of diverse cultural capital can influence navigation and intergroup relations, embedding existing prejudices. Verkuyten and Thijs (2002) noted that possessing cultural capital and expanding cultural competence could foster improved positive intergroup attitudes, reducing prejudice and the potential for 'alterity' and 'othering'. Building cultural capital and competence within event professionals potentially broadens the scope of events they deliver, providing enhancement opportunities through creating inclusive event design and concepts, producing spaces to engage and support the multiplicity of identifying characteristics of those occupying the event space.

Space Navigation

Concepts of space and space navigation are fundamental to how people manoeuvre through physical, social and psychological dimensions of the environments they inhabit. How individuals navigate space heavily influences and shapes human experience and behaviours within those environments. The perceptions, interpretations, and interactions of people with their surroundings can be influenced by cultural, societal, and individual facets, or 'space navigation', which can be impacted by how space is constructed, physically and psychosocially. Lynch (1960) developed the concept of 'imageability' which focuses on the mental mapping that takes place when individuals navigate spaces. Following this work, Norberg-Schulz (1980) and Feldman and Lynch (1988) evaluated how different cultural groups use and interpret space, expounding the importance of cultural context when evaluating spatial behaviours. Montello (1998) and O'Keefe and Nadel (1978) both discuss the role of perception and memory, linking spatial representation and how cognitive maps aid effective navigation of spaces.

Well-constructed event spaces that are easy to navigate should be designed to support identity, and cultural positioning therefore becomes key. Cresswell (2015) highlights the importance of creating spaces to foster community and identity, whilst Massey (1994) acknowledges traditional development and understanding of space as limited to Western-centric perspectives, failing to consider other cultural worldviews and experiences. The concept of space is multifaceted, fundamental to evaluating how individuals perceive, interpret, and interact with their environments based on their own lived experiences. Therefore inclusive space design is only possible through deep understanding of cultural dynamics of those who will navigate the space. Failing to consider diverse groups can create spaces that are difficult to navigate and 'other' or exclude those navigating the space.

Creating psychological safe spaces

To enable individuals to recognize and modify behaviour, or to honestly reflect on their existing lens within the context of the learning environment, it is fundamental to create a psychologically safe environment to challenge existing positions. Such spaces are characterized by environments whereby individuals feel understood, supported, accepted, and able to express themselves openly without fear of judgement. Although when constructing the learning environment there was no consideration that the type of delivery was underpinned by EEDI frameworks or principles, it became apparent that whilst facilitating the development of cultural capital and competence it was also necessary to provide a safe space for that engagement.

Fostering psychological safety is supported by research from Kozlowski and Ilgen (2006), suggesting that creating psychologically safe spaces positively influences individuals' desire to participate and engage. Page et al (2021) underscore this influence of psychological safety in facilitating difficult conversations about inclusion and diversity in organizational settings (e.g. academia, business), to encourage participants to express their perspectives and concerns. This is critical in environments where deep discussions, questioning existing positions and offering diverse viewpoints become key to re-learning. Creating cultural capital and competence often requires questioning existing individual positions and notions of social, psychological and physical spaces occupied by those engaged in the re-learning process, providing opportunities to reposition existing beliefs about diverse groups, held stereotypes and prejudices, and unconscious bias, as they juxtaposition others' lived experience against their own. Ely and Thomas (2001) demonstrated that psychological safety provides a platform for participants to feel comfortable challenging the status quo and empowered to voice dissenting opinions, with positive outcomes including

innovation, creative problem solving, advocacy and acknowledging and building inclusive practice.
Diversity, Inclusion, Equity and Equality

The concept of diversity has evolved over time, first coming to the fore in the mid-1960's with broader discussions continuing into the early 1970's, positioned against the backdrop of USA anti-discrimination legislation. Such efforts focused on affirmative action and non-discrimination, resulting in diversity becoming embedded in representation as part of the conversation and a catalyst for multi-disciplinary research.

In contemporary EEDI, diversity is rarely discussed in isolation, accompanying critical concepts of inclusion, equity and equality, and the interplay and interconnectedness of these concepts. However, these concepts are very different and need to be reconsidered as leading to inclusion outcomes:

- Diversity: the presence of individuals from different backgrounds, including but not limited to: race, ethnicity, gender, sexual orientation, age, abilities, from different geographic localities and cultures, and provides context for benefits of having different groups through representation but does not ensure delivery or access to the unique characteristics of these groups.
- Equity: fairness and provision of access to equal opportunities and resources, irrespective of defining characteristics, with the objective of achieving positive outcomes for those groups.
- Equality: treating all individuals the same, regardless of unique characteristics, needs or circumstances.
- Inclusion: creating environments where diverse individuals feel represented, valued, and can present authentically within those environments.

Bell et al (2012) note that achieving diversity becomes problematic due to multiple dimensions of diversity through intersectionality, whereby individuals identify with various identifying characteristics simultaneously, posing significant challenges for achieving diversity, as super-diversity through intersectionality becomes a key feature of contemporary society. However, to address challenges that accompany EEDI representation, power dynamics and equitable outcomes (Ahmed, 2012) are key to inclusion.

Within events, Calver et al (2023) audited key journals to gauge levels of engagement with EDI issues from 2011-2021, only identifying 49 articles that mention the topic, largely as a marginal concern or limited to special issues, and lacking evidence of growing engagement over the period reviewed. However, had they searched beyond journal articles, they would have encountered a range of more deeply connected resources, from event management textbooks by Dowson, Albert and Lomax (2023) and Dowson and Bassett (2018), to book chapters by Theodore (now Albert) (2018), and Dowson (2022), which consider EDI from the cultural risk perspective in some depth, with particular application to events. Gurin et al (2019) address impacts of diverse inclusive learning environments that foster higher cognitive outcomes and academic achievement, focusing only on academic research outputs within fields that have little or no application value which reflects challenges without truly becoming catalysts for change.

The argument for diversity is established through acknowledgement that cultural diversity fosters mutual understanding, respect, and appreciation for the richness of human heritage, promoting unity while celebrating differences. In this interconnected globalized world, preserving and respecting cultural diversity has become ever more

critical to sustainable development and harmonious coexistence (Geertz, 1973). By embracing cultural pluralism, societies can thrive on a global scale while safeguarding unique identities and local customs (Kymlicka, 2015). In this ongoing quest for harmony amid diversity, diversity itself will not provide an environment where those who may be 'othered' thrive. Brondani et al (2017) noted that in most instances, absence of cultural competence and inclusive practices, may produce higher instances of othering, broader disparities, and reduced engagement.

Unconscious Bias

It is necessary to understand how prejudice, stereotypes, and other discriminatory mindsets develop to understand the neurology of bias and how unconscious bias comes into play in how individuals navigate their everyday lives. To undo unconscious or implicit bias it is necessary to appreciate and acknowledge that although some bias is conscious and overt, humans, due to their neurology, are predispositioned to bias to make sense of their everyday lives, to facilitate decision-making and to process the volume of data required for daily conscious and unconscious functioning of the human system.

Kahneman (2011) delves into biases and pitfalls inherent in human thinking due to what is presented as the 'System 1' and 'System 2' brain functions, establishing that the System 1 brain operates on fast, intuitive, and automatic thinking, predominantly responsible for making rapid decisions or judgements relying on existing bias, generalisations and heuristics. This type of thinking dominates our everyday information processing, using cognitive short-cuts to navigate routine tasks and situations efficiently. Ratner and Amodio (2013) agree that cultural values and implicit attitudes can shape neural responses and pathways, leading to repetitive bias, providing a basis for cognitive illusions and fallacies about others. Even when aware, experts can fall prey to generalization, implicit or unconscious bias, impacting and shaping decision-making and choices. Yet this does not mean that those who are 'othered' escape embedded unconscious bias about their own identities based on the influence of social learning (Cheon et al, 2013), and external environmental factors such as media representation, education, and other environmental space factors. Constant embedding of stereotypes, cultural practice, and deeper cultural beliefs and how they are represented, often provide context for further generalisations about 'out groups' to themselves, thus creating environments where representation itself may carry self-directed bias, embedded through neurological pathways and cognitive control mechanisms. This may result in the unusual development of 'outgroup assimilation' or according to Berry (2005), "acculturalization" where individuals from marginalized or minority groups adopt practices, beliefs, norms, values, and cultural practices of dominant or majority groups. Such assimilation is driven by lack of authentic acceptance of individual unique characteristics, an active drive for social acceptance, or to facilitate pursuit of opportunities. The effects of acculturalization may lead to individual distancing from their original cultural, ethnic or other unique identities, and being assimilated into the majority culture.

Venuefication

Following a movement from what was previously limited to single-use venues (e.g. hotels, conference centres), many organizations with available spaces became multi-purpose event venues. The opportunity to increase income and use buildings and facilities when not required for their primary purpose enticed many organisations to open up spaces for hire by others, mainly for event purposes, a process labelled "venuefication" (Dowson & Lamond, 2017, p164).

The CIERA© model has potential to influence strategic decision-making processes of organizations regarding any move towards venuefication, extending the use of their spaces and facilities for events, or for events of a different nature to their primary purpose (e.g. sports stadia used for conferences, meetings, exhibitions, weddings). Undertaking a Cultural Risk Assessment at planning stages enables venue managers to develop a clear vision of technical and people resources, facilities, training and development needs to put in place to support diverse needs of event attendees and support staff. Once a venue is operational, the process can identify weaknesses and options for improvement that can be made to meet the requirements of existing and future participants. As with any risk assessment, the CIERA© process can also be applied to any single event.

The use of alternative venues for events is more complex than for specialist venues (e.g. hotels, conference centres) because of additional layers of meaning (Dowson and Wilson, 2023). For churches, this includes religious or spiritual elements. As shown in Figure 2 below, the theology of sacred space influences specific event uses of these facilities (also Dowson, 2021), and the level of impact depends on the theological perspectives of the denomination and faith tradition, as well as the perspective of the specific local church.

Figure 2: The eventization of faith – process (©Dowson, 2023).
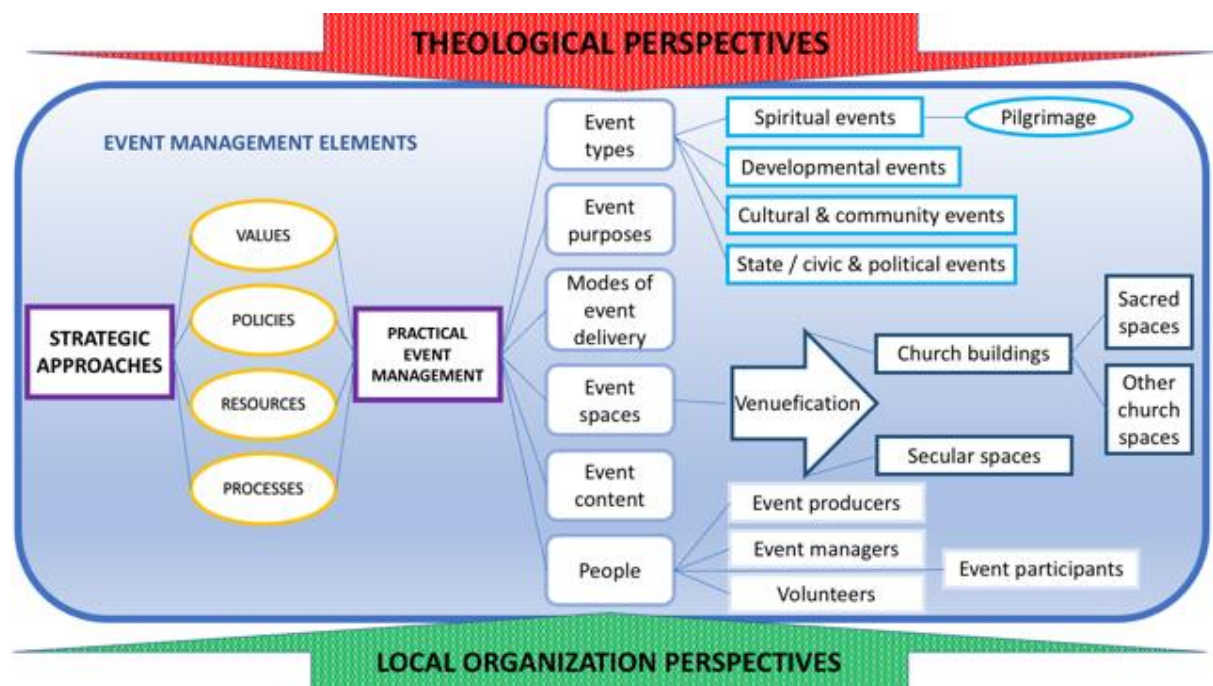
Applying a cultural risk assessment tool adds value across all event management elements, including the use of sacred space as an event venue.

Risk assessment basics

In every event, there are risks that need to be addressed. The professional event management planning process (Dowson, Albert and Lomax, 2023) includes detailed risk assessments to identify potential risks at the event, and to enhance and protect the event and public safety. These steps are:

1. Look for the hazards i.e., anything that can cause harm.
2. Decide who might be impacted/harmed, and how.
3. Evaluate the risks and decide what needs to be done first (if anything).

Theodore (now Albert) (2018) developed a specialist approach to risk assessment in religious event spaces that identifies standard risk factors i.e. logistics, operations, and acknowledges that cultural and religious factors also impact on how risk should be managed and monitored. Dowson and Lamond (2017) also note that an assessment of cultural, historical and religious values may impact on the planning, implementation, delivery and evaluation of an event. To facilitate diverse, inclusive, equal and equitable events, the CIERA© was developed on the same premise and follows a similar format, whilst engaging evaluators in identifying, implementing and actively planning for diverse needs. It also facilitates contingency planning, highlighting any lack of cultural capital or competence to deliver, according to the diverse groups present. CIERA© implementation can enable spaces to cater for the diverse nature of each audience, facilitating inclusive spaces to support navigation of event spaces and enhancing engagement with event participants and staff from diverse backgrounds, noting that there will always be cultural risks associated with events; risk exists in a context that can be addressed and mitigated; and carrying out risk assessment enables identification of potential risks and deciding what measures to implement to reduce risk.

METHOD AND RESULTS

This section describes the conceptual framework of how the CIERA© model has been created, over the span of more than nine years of practical and theoretical development and research. The origins of the CIERA© stems from identification of a problem and a lack of knowledge in events management theory, which specifically referenced the consideration of cultural difference, space navigation of minoritized groups or those with specific defining characteristics, and inclusivity in the planning and delivery of events. Within this timeframe and context, a broad array of research methodologies were evaluated and employed culminating in the formulation of the CIERA©.

Utilising the Gap Analysis research approach (Maggi, Savin-Baden & Howell-Major, 2022) the aim was to first identify then fill gaps in both educational and professional practice. This context required that consideration was given to the key factors, which included human perspectives and their impact on planning activity, to the need for inclusivity and the impact of cultural risks attached to a specific event or event environment. These results led to the development of what has become the CIERA© model. This longitudinal study of firstly cultural practices, rituals, space navigation, the concept of othering, utilised combined mixed methodology research, embedded in events education and professional event practice. Figure 3 plots this methodological development of CIERA©, which is described in more detail below, with consideration of the results of each element of the research throughout this section.

Over the nine-year period, a variety of research approaches were applied. leading to the development of the CIERA©. Initially it was determined that the phenomenological research paradigm was appropriate, as a systematic analysis of human experiences as well as an understanding of how human beings make sense of the world were required, in order to provide the basis and foundation for the CIERA©.

This was embedded in the research undertaken in developing the delivery of the Celebration, Ritual and culture module, with the output being the first iteration of the Cultural Risk Assessment (CRA) in a format which the students could apply and

evaluate. This included a combination of literature research and a reflexive, auto- and critical ethnographic approach (Madriz,2019), grounded in the researchers' own personal experiences, alongside wider groups' experiences, engagement with subjects from a variety of defining characteristics, through extensive narrative collection and observation. This fed into the overall development process, with the final CIERA© development utilising action research to test and adjust and improve each iteration of the tool.

Following this process it became evident that there was a requirement for in-depth analysis of various subjects, ranging from the origins of culture, identity and positioning, ritualistic behaviour, human psychology in terms of stereotypes, otherness, bias, both conscious and unconscious, and prejudice. How individuals navigate and engage with space, was also considered, as well as the development of a robust approach to reposition students' hermeneutic lens, specifically geared to evaluate their own position in society, their beliefs and the belief structures underpinning how they navigated the world, and, by extension, the impacts on how they planned and engaged in event delivery, for those outside of their own groups.

Figure 3: CIERA© development methodology.
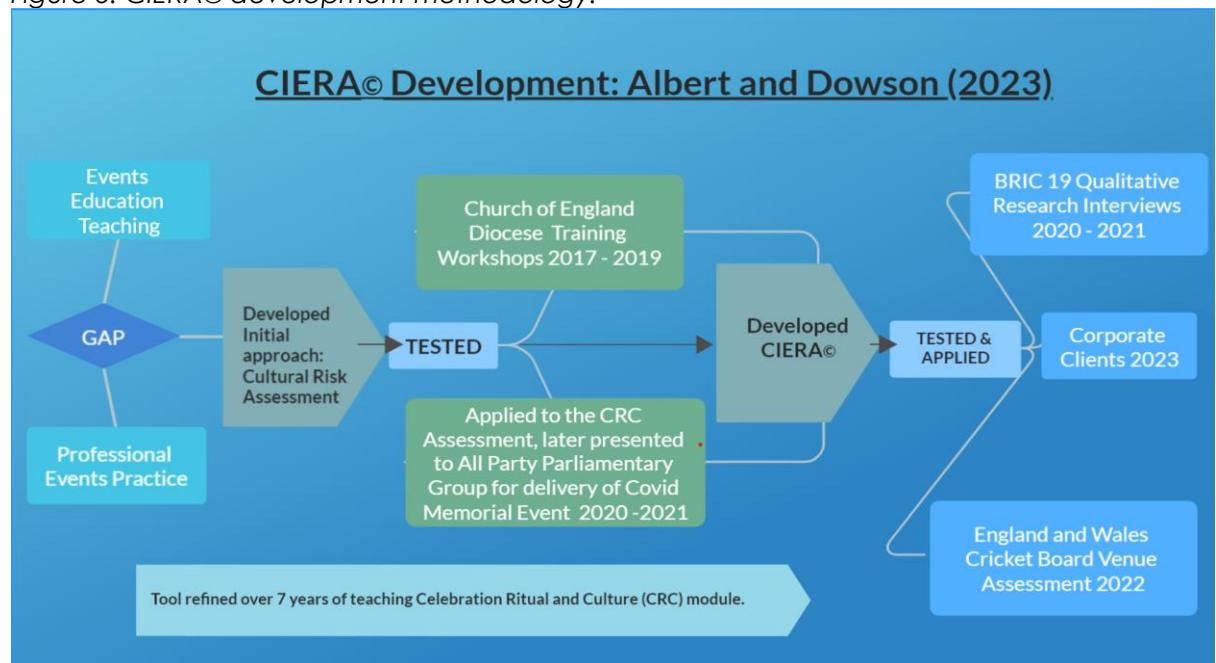
Upon analysis of various approaches, it was determined that Critical social theory would serve as a robust foundation for the development of practical tools that would bridge the gap between theoretical insights and practical application (Chillisa & Miskovic, 2019). The researchers employed critical social theory to review and dissect underlying power dynamics, structural inequalities, and systemic injustices that within the context of events often go unnoticed in conventional event practice, literature, and education. This lens enabled the researchers to critically examine the existence or nonexistence of models, policies, and practices, as well as uncover hidden biases, discrimination, and exclusionary mechanisms embedded within events and event professional delivery. It was determined that not only were the tools available minimal, but that there was a vacuum for policies and tools within this specific knowledge area (Guba and Lincoln, 2018).

Equipped with this deeper understanding, a practical tool was crafted, tested, applied and modified across public, private, and third sectors, then applied to case

studies, to develop a robust practical tool that was theoretically sound and responsive to real-world complexities of social issues impacting events and wider society. It was noted from the development and delivery stages, through to application of the CIERA© that the use and implementation of the CIERA© served as a process to identify and address inequality, inequity or inclusion within events and event spaces, and that there were multiple applications throughout various sectors. This resulted in a practical instrument for supporting the dismantling of inequitable and oppressive structures, fostering inclusivity, equality, and social justice, thereby effectively translating critical social theory into actionable strategies that drive meaningful change in our communities and institutions.

As former event professionals and continuing practitioners, events education delivery was approached through the intersection of practical events management, experiential learning, and critical assessment of event theory, combining experience with analysis of the needs of event management students to enable them to enter the employment arena with confidence and skills that provided solid foundations in the events industry. The developers of the tool came from diverse backgrounds, with experience of transnationally connected, multiple-origin, socially-stratified, racially-diverse, ethnically-positioned, gender-identified, age and differently-abled communities as well as facing being 'othered' within their own contexts of education and work. As event professionals, this aspect was identified as a key feature of event creation, planning and delivery, in terms of expectations and actuality. It became evident through other teaching activities that there was a need to broaden student perspectives of other cultures, considering how this could be introduced within the UK Centre for Events Management teaching programme. An appropriate starting point appeared when developing an elective module, 'Celebration, Ritual and Culture' (CRC). Students were introduced to the broad spectrum of demographic diversity, engaging with the cultural iceberg, encouraged to look below the surface to find and appreciate the multiplicity of individual differences that are not always overtly presented. The module ranged from twenty to eighty students, including ERASMUS and other international exchange students, enhancing cohort diversity. The development of the initial Cultural Risk Assessment took place within the CRC module, through teaching and assessing undergraduate students.

Delivering the CRC module continued for over ten years; establishing psychological safety enabled the cohort to actively engage with and openly question their own lenses and perspectives. Auto-ethnographic processes utilised the developers' experiences to engage students to participate and share their own experiences; students and academics were able to bring their own lived experience and perspectives to a culturally open, inclusive, psychologically safe, engineered space. One early module session required students to consider how each viewed their own geographic origins, racial profile, cultural background, religious group, class, political position, and gender identity. The introduction of simple questions: 'how many homes / places have you lived in?', along with 'where were you / your parents / your grandparents born?' opened class discussions that students afterwards shared with their housemates. These conversations also considered religious self-definitions; whilst the researchers' experiences both came from Christianity, that framing provided discourse of diverse religious denominations and deeper practices. Iterations of the module engaged additional academics and guest speakers from diverse backgrounds, with field trips providing students with opportunities to experience a variety of religious, cultural and ethnically diverse groups. Module delivery included visits to Jewish, Muslim, and Christian houses of worship, providing opportunities for students to build understanding and relationships with people of different faiths, experiencing cultural practices through open discussions and sharing food.

The teaching and learning approach captured the developers' experiences of living, studying and working in diverse communities, utilising existing knowledge through the creation and management of events for diverse audiences, providing further insights into event managers' needs. The assessment case studies were based on real-life examples, for students to plan an event that included structured identification and consideration of cultural risks that their event might encounter, proposing mitigating actions to support successful event delivery. The case studies initially focused on planning a specific wedding; students were able to question the couple, selecting from options including a UK or destination location, and religious or non-religious ceremony, with diverse racial, ethnic, cultural, religious, gender and sexual orientation participants. This was followed after several years with new case studies, planning a memorial service and celebration of life event for a religious or non-religious person. In 2020 a third option was introduced, focused on creating a national event to enable UK citizens to commemorate COVID bereavements. As the module progressed, the development of the Cultural Risk Assessment tool supported students' considerations of their own and others' diversity, to adding inclusion elements within the context of their chosen event, whilst building their own cultural capital to enhance their cultural competence as event professionals. To improve the concept, a practical session was introduced where students assisted guest clients, advising on inclusivity and diversity challenges faced in event delivery.

The process for teaching the cultural risk assessment included:
1. Identifying the purpose of undertaking a cultural risk assessment, based on which event elements may be impacted by failure to cater for attendees' diversity.

2. Applying the cultural risk assessment to real-life worked examples.

3. Developing the cultural risk assessment template.

4. Focusing on specific elements for the examples given.

For several years, collaboration was formed with the Church of England's Leeds Diocese, engaging ordained clergy and other stakeholders who attended as participants in a training workshop that contributed to their own professional development. Thus, feedback on the Cultural Risk Assessment was obtained from both students and guests, leading to incremental improvements through testing and adapting the Cultural Risk Assessment tool. A template of potential issues was constructed to guide the students in their considerations of cultural risks, to enable them to identify risks for the event attendees. These original elements are listed in Figure 4 below. The table was provided as an in-class handout as well as an online resource, for students and other participants. The purpose of the additional columns was to enable the students to state their proposals for managing the risks identified, with the opportunity to provide detailed commentary, rationale, and descriptions.

Figure 4: Initial elements of the Cultural Risk Assessment.

ISSUE	MANAGEMENT	COMMENTS
General Guest Protocols		
Demographic Context		
Location Issues		
Accessibility		
Dietary Requirements		
Etiquette		
Event Timing		
Gender		
Language		

ISSUE	MANAGEMENT	COMMENTS
Sexuality		
Specific Religious Protocols & Considerations		
Weather		
Other		

In 2021 two students from the cohort were invited to present their assessed work to the UK government's All Party Parliamentary Group on Faith and Society. They pitched their proposals for a national COVID commemoration event, including cultural risk assessments, considering faith and other perspectives, proposing meaningful rituals for people to come together both virtually and physically across the nation, and enabling public acknowledgement of the losses and legacies of the pandemic. Members of Parliament and senior civil servants present had detailed discussions with the students, acknowledging their creativity and insights (available at https://youtu.be/rnqg8AszHe0), and providing feedback and additional input into the process.

In 2018 and 2019 further development of the CRA tool came through an events management training workshop for the Anglican Diocese of Leeds, which was introduced as part of a planned programme to enable local church leaders to deliver their own events more efficiently and effectively, recognising the diversities that might exist in their own localities. These sessions took place within the CRC class. For the students, the aim was to enable them to learn how to create a cultural risk assessment for the module's final assessment. For the Leeds Diocese guests, the aim was to enable them to experience a cultural risk assessment process to implement in their own context, using real events, with input from event managers (the students). A third aim for all participants was to facilitate the development of an appreciation of engaging with diverse audiences in an inclusive way. A subsequent online workshop in 2021 with trainee clergy in the Church of Scotland met with less positive responses, as most participants came from contexts they perceived as not being diverse, and thus not requiring such input. In this setting, it was evident that the workshop may have benefited from an introductory session on diversity, inclusivity and equity, and the neurology of bias, to facilitate an opportunity to engage participants in assessing their own perspective; this element has now become a key aspect of the application and delivery of the CIERA©.

In 2021, the BRIC-19 project examined how British religious communities adapted to living in the COVID-19 pandemic and the resulting restrictions imposed on society. The developers contributed to an action-learning set within the programme, with three intended outcomes:

1. To present processes that support policy, procedures, and guidelines for faith organisations to apply a practical cultural risk assessment tool to their physical and virtual spaces, events, and rituals.

2. To support diversity, equality, equity, and inclusion planning and provision, and to deracialise majority religious and faith-related spaces, whether static, virtual or created by venuefication.

3. To develop a deeper understanding of people's lived experiences of navigating cultural spaces.

Over several months, semi-structured qualitative interviews were undertaken alongside in-depth conversations with individuals identified as spiritual leaders, across a spectrum of spiritual and faith-based perspectives. This input directly influenced the development from a cultural risk assessment tool into the CIERA© process, providing a context to further discuss perceptions of diverse groups within faith-based

organisations, and some challenges experienced by faith leaders in identifying key hazards and pitfalls encountered when there is limited knowledge about their groups. It was evident that the CIERA© needed to include a broader scope of identifying characteristics, as well as contextual engagement within the spaces inhabited, whilst providing a process to identify what the deliverer (of the event or space), did not know about the diverse groups they engaged with. The activity also highlighted the need to identify the gaps in cultural capital, and cultural competence and knowledge, to cover a broader scope of diversity.

In 2022 the England & Wales Cricket Board recognised the importance of actively recruiting players from diverse backgrounds, and to ensure that they create an environment for team members to be authentic within the work and event environment. For cricket, it was vital that such diversity became as visible on the pitch as off it. CIERA© was implemented to assess four cricket venues; with matchday visits to identify risks, areas for improvement, and examples of good practice. The venue reports addressed strategic aspects and protected and other relevant characteristics, accompanied by visual commentary, indicating potential for progress. In 2023, CIERA© was applied in a corporate marketing application, taking CIERA© beyond the events context, and working with faith organizations in the Bradford to enable purposeful engagement in the UK City of Culture 2025, developing strategic approaches to planning additional venuefication and the eventization of faith.

CONCLUSION

Research on EEDI and its practice underscores the benefit of reflecting on diversity and equality as drivers of unique characteristics; the true goal enables recognition of paradigm shift towards delivery of environments that convey equity and inclusion to inhabited spaces. Traditional ways of working include hierarchies and control methods, but some event organisations have developed new ways of working collaboratively in partnership with others (including their competitors) to survive and thrive. Competition requires a winner and losers, whilst collaboration and building alliances can enable successful outcomes for internal and external stakeholders. However, such action depends on organisational structure and strategy. Close partnership relationships involve teamwork at all levels of organisations involved, as individuals are encouraged to contribute across teams, broadening their roles and responsibilities. Partnerships with organizations that focus on supporting specific communities or cultural scenes can contribute actions that support audience and stakeholder development. The CIERA© process enables venues and events to become more accessible to audiences through marketing and event design, deploying local talent and embedding diverse programming content.
Through teaching, testing, application and experimentation in multiple contexts, the research that has led to CIERA© demonstrates potential beyond cultural risk assessments, as a valuable tool in any diverse context, where inclusivity, equity and equality are fundamental to delivery. This paper makes a significant contribution to event practice, as events and venues can benefit greatly from this approach that provides tangible actions to support policies and procedures. However, in part due to the ad hoc nature of the research, there is potential for future analysis and investigation to consolidate the contribution of the process and tool to established event theory.

REFERENCES

Ahmed, S. (2012). *On being included: Racism and diversity in institutional life*. Duke University Press.

Albert, B. & Dowson, R. (2022) *Cultural Inclusivity and Equity Risk Assessment: CIERA©* copyright.

Baden, Maggi, Savin – Baden & Howell- Major.(2022) *Qualitative Research*. *The essential guide to theory and practice*. Routledge Interactive, Taylor & Francis.

Bell, E., Figert, A., & Golden, A. (2012). Diversity in everyday discourse: The cultural ambiguity of "difference". *Text and Talk*, 32(1), 5-18.

Berry, J. W. (2005). Acculturation: Living successfully in two cultures. *International Journal of Intercultural Relations, 29*(6), 697-712.

Bourdieu, P. (1986). The forms of capital. In J. G. Richardson (Ed.), *Handbook of theory and research for the sociology of education* (pp. 241-258). Greenwood Press.

Bourdieu, P., & Passeron, J. C. (1977). *Reproduction in Education, Society, and Culture.* Sage Publications.

Brondani, M., MacEntee, M. I., & Bryant, S. R. (2017). Using 'Intersectionality' to address the impact of social determinants of health for older women. *The Journal of Applied Gerontology*, 36(5), 544-561.

Calver, J., Dashper, K., Finkel, R., Fletcher, T., Lamond, I. R., May, E., Ormerod, N., Platt L., & Sharp B. (2023) The (in)visibility of equality, diversity, and inclusion research in events management journals. *Journal of Policy Research in Tourism, Leisure and Events.* DOI: 10.1080/19407963.2023.2228820

Cheon, B.K., Im, D-M., Harada, T., Kim, J-S., Mathur, V.A., Scimeca, J.M., Parrish, T.B., Park, HW., &

Chiao, J.Y. (2013) Cultural modulation of the neural correlates of emotional pain perception: The role of other-focusedness. Neuropsychologia, 51(7) 1177-1186, ISSN 0028-3932, https://doi.org/10.1016/j.neuropsychologia.2013.03.018.

Chillisa, B., & Miskovic, M. (2019). A reflection on critical theory in social research in Africa. In Handbook of African Educational Theories and Practices (pp. 295-311). Spring

Cresswell, T. (2015). Place: An Introduction (2nd ed.). John Wiley & Sons.

DiMaggio, P. (1982). Cultural capital and school success: The impact of status culture participation on the grades of US high school students. American Sociological Review, 47(2), 189-201.

Dowson, R. (2021) An Exploration of the Theological Tensions in the Use of Churches for Events. *International Journal of Religious Tourism and Pilgrimage*. Vol. 9: Iss. 3, Article 6. https://arrow.tudublin.ie/ijrtp/vol9/iss3/6

Dowson, R. (2022) Managing complex issues in religious and spiritual events, festivals and celebrations. In D. Olsen & D. Timothy (Eds.). *Routledge Handbook of Religious and Spiritual Tourism.* (pp359-371) Routledge.

Dowson, R. (2023) *The eventization of faith – process©* copyright

Dowson, R., Albert, B. & Lomax, D. (2023) *Event planning and management: Principles, planning and practice.* (3rd ed.). Kogan Page.

Dowson, R. & Bassett, D. (2018) *Event planning and management: Principles, planning and practice.* (2nd ed.). Kogan Page.

Dowson, R. & Lamond, I. R. (2017) Religion and politics – Event, authenticity and meaning: A dialogical approach. In A. Jepson & A. Clarke, (Eds.). *Power, construction and meaning in festivals.* (pp153-167) Routledge.

Dowson, R. & Wilson, K. (2023) Alternative venues for business events. In: Arcodia, C. (Ed.) *The Routledge Handbook of Business Events*. Routledge.

Edelman, J., Vincent, A., Kolata, P. & O'Keeffe, E. (2021) *British Ritual Innovation under COVID-19.* Manchester Metropolitan University. https://tinyurl.com/bric19

Ely, R. J., & Thomas, D. A. (2001). Cultural diversity at work: The effects of diversity perspectives on work group processes and outcomes. *Administrative Science Quarterly*, 46(2), 229-273.

Equality Act 2010. (2010). London: The Stationery Office.

Feldman, S. S., & Lynch, R. L. (1988). Self-disclosure and spatial behavior: A comparison of American and Japanese students. *Journal of Cross-Cultural Psychology*, 19(3), 267-283.

Geertz, C. (1973). *The Interpretation of Cultures: Selected Essays*. New York: Basic Books.

Gurin, P., Dey, E. L., Hurtado, S., & Gurin, G. (2019). Diversity and higher education: Theory and impact on educational outcomes. *Harvard Educational Review*, 86(3), 431-463.

Guba, E.G. and Lincoln, Y.S. (1994) 'Competing paradigms in qualitative research'. In: Denzin, N.K. and Lincoln, Y.S., Eds., *Handbook of Qualitative Research*, Sage Publications, Inc., Thousand Oaks,105-117.

Hall, J. (2004). *Multiple Identities: Exploring the Complexity of Human Self-Perception*. Academic Press.

Hall, S. (1990). Cultural Identity and Diaspora. In J. Rutherford (Ed.), *Identity: Community, Culture, Difference,* (pp. 222-237). Lawrence & Wishart.

Kahneman, D. (2011). *Thinking, Fast and Slow*. Farrar, Straus and Giroux.

Kovacs, A. (2017). Phenomenological attempt at understanding otherness. Bulletin of the Transilvania University of Braşov, Series VII: *Social Sciences and Law*, 10(2), 79-86.

Kozlowski, S. W. J., & Ilgen, D. R. (2006). Enhancing the effectiveness of work groups and teams. *Psychological Science in the Public Interest*, 7(3), 77-124.

Kymlicka, W. (2015). Cultural Pluralism and the Dilemmas of State Building in Canada. In: R.
Mace, C.J. Holden & S. Shennan (Eds.) *The Evolution of Cultural Diversity: A Phylogenetic Approach* (pp. 29-41). University of Chicago Press.

Le Roux, B., & Rouanet, H. (2010). Measuring cultural capital: A critical tool for cultural studies. *Poetics*, 38(3), 237-264.

Lynch, K. (1960). *The Image of the City*. MIT Press.

Madriz, E. (2019). *Critical ethnography: Methods, ethics, and performance*. Sage Publications.

Massey, D. (1994). *Space, place, and gender*. University of Minnesota Press.

Montello, D. R. (1998). A new framework for understanding the acquisition of spatial knowledge in large-scale environments. In: M.J. Egenhofer & R.G. Golledge (Eds) *Spatial and Temporal Reasoning in Geographic Information Systems* (pp. 143-154). Springer.

Norberg-Schulz, C. (1980). *Genius Loci: Towards a Phenomenology of Architecture*. Rizzoli.

O'Keefe, J., & Nadel, L. (1978). *The Hippocampus as a Cognitive Map*. Clarendon Press.

Page, T. E., Turner, J. R., & Zolin, R. (2021). Psychological safety and trust in the conversation about diversity and inclusion. *Equality, Diversity and Inclusion: An International Journal*, 40(1), 3-18.

Ratner, K. G., & Amodio, D. M. (2013). Seeing "us vs. them": Minimal group effects on the neural encoding of faces. *Journal of Experimental Social Psychology*, 49(2), 298-301.

Savage, M., Warde, A., & Devine, F. (1992). Capitals, assets, and resources: Some critical issues. *The British Journal of Sociology*, 43(3), 437-462.

Schroeder, B. (2001). The Listening Eye: Nietzsche and Levinas. *Research in Phenomenology*, 31, 188–202. http://www.jstor.org/stable/24659214

Theodore, B. (now Albert) (2018). Risk assessing and the religious event space. In M. Korstanje, R. Raj & K. Griffin (Eds.), *Risk and safety challenges for religious tourism and events* (pp. 77-88). CABI.

Tylor, E. B. (1871). Primitive Culture. Vol. 1. John Murray. Cited in: P.A. Erickson & L.D. Murphy (Eds.) *Readings for a History of Anthropological Theory* (pp. 29-41). Broadview Press.

Verkuyten, M., & Thijs, J. (2002). School satisfaction of elementary school children: The role of performance, peer relations, ethnicity and gender. *Social Indicators Research*, 59(2), 203-228.

Vertovec, S. (2007). Super-diversity and its implications. *Ethnic and Racial Studies*, 30(6), 1024-1054.

EXPLORING THE VALUE OF CONFERENCES: THE TOURISM CONTRIBUTION AND BEYOND

CARMEL T FOLEY, UNIVERSITY OF TECHNOLOGY SYDNEY, AUSTRALIA
DEBORAH EDWARDS, UNIVERSITY OF TECHNOLOGY SYDNEY, AUSTRALIA
ANJA HERGESELL, UNIVERSITY OF TECHNOLOGY SYDNEY, AUSTRALIA

INTRODUCTION

Convention bureaux rely on host destination governments for the operational funding required to staff their organisations, promote their destination, stage and win bids, and support events. Governments are also involved in the provision of the necessary infrastructure to attract events, including convention and exhibition venues. In exchange, governments require their convention bureaux to report on the tourist expenditure generated by business events so that they can estimate their return on investment. Early attempts to measure the economic impact of business events were criticised for exaggerating the tourism contribution (visitor numbers, daily expenditure, nights spent away, and other economic contributions by visitors to the event destination) attributable to business events (Morgan & Condliffe, 2006; Foley et al., 2013). However, robust methodologies have been established which provide genuine estimates of the impact of business events on visitor economies that are acceptable to destination managers and other government agencies (Jago, 2012; Jago & Dwyer, 2006; Foley et al., 2014a). These measures have strengthened confidence in business events as a lucrative economic activity for host destinations. Whilst it is now well established that business events are important contributors to expenditure in the destinations in which they are hosted, research has shown that conferences, congresses and trade shows contribute much more than this (Foley et al., 2021). Business events are part of an ecosystem which produces benefits. Benefits are generated at or soon after the conference, or may come to fruition many years later.

However, evaluating these broader benefits is not as straightforward as measuring the tourism contribution, as noted by the following business event association leader:

Most jurisdictions still rely on what are essentially visitor economy measures, ... for the simple reason that these are easy to calculate and report on, in terms of justifying what for most destinations is a major investment in the infrastructure and ongoing promotion required to compete (Cameron cited in Foley et al., 2021, Foreword).

This paper draws on ten years of empirical business events research that investigates the broader value the business events industry brings to destinations, industries and communities beyond the tourism contribution, and argues that governments and other stakeholders need to be aware of, acknowledge and encourage these benefits. The paper draws on three large projects completed by the authors between 2010 and 2021:

The *Beyond Tourism Benefits Series* () undertaken for Business Events Sydney employed a mixed-methods research approach to identify and measure the benefits that accrued from international conferences and congresses held in Sydney, Australia. Interviews with conference organisers, sponsors, exhibitors, and delegates as well as an extensive literature review informed the development of research instruments,

which were subsequently used in online surveys of organisers and delegates (n=5144) from a range of professions, industries and conference types. Analyses across the various groups studied indicate that attitudes regarding the capacity for business events to provide accelerated knowledge creation, network development and long-term legacies are felt across a range of disciplines and areas of economic, cultural and social endeavour. Findings were shared with the industry partner in five project reports (Foley et al., 2010; Edwards et al., 2011; Foley et al., 2014b; Edwards et al., 2016; Edwards et al., 2019).

The *Long Tail of Business Event Legacies* project (Edwards et al., 2017, Edwards et al., 2022) was completed for Business Events Sydney and considered the role conferences played in the successes of high-achieving Australians. Participants were selected via a purposive sampling approach. They had to be high achievers from diverse fields to represent the influence of a broad range of conferences (medicine, physics, applied science, agriculture, social policy). We contacted high achievers in each field (Nobel Prize recipients, industry and community leaders) and chose people who had attended their first conference before 2007, to ensure a suitably long tail of conference influence for the research. Semi-structured interviews were conducted in 2017, recorded and transcribed. Secondary research was conducted to add further data to each case study. The stories were then returned to participants for verification. Stories of serendipity, innovation and driving social change emerged.

The *Value of Meetings Case Study Project*, completed for the Joint Meetings Industry Council (JMIC) (2016-2019), identified and developed nine business event industry case studies on the broader contributions that conferences, congresses, trade shows, convention centres and bureaux deliver to destinations, communities, industries and economies. The cases were drawn from: Europe, Asia, South America and Australia, and made available to industry on the JMIC website (JMIC, 2021). The findings from the case studies were then compared and synthesised. The analysis indicates that the global business event industry supports knowledge economies, industry innovation and community well-being (du Cros et al., 2017; Foley et al., 2021).

The following section presents the key findings from this body of research of which most has not been published beyond projects reports so far. We then propose a number of models and frameworks that can assist in explaining legacy identification, processes and outcomes.

FINDINGS

This section synthesises the key findings from the three projects in terms of seven types of value identified: encouraging industry innovation, attracting global talent, initiating scientific breakthroughs, driving social change, growing trade and investment, supporting vulnerable communities, and building talent recognition and scholarly output.

Industry innovation

Innovation agendas are central to government strategies for economic prosperity worldwide (Oates, 2016). These agendas generally encourage contributions to knowledge economies such as scientific advances, technological breakthroughs, and new sources of growth in key sectors. The Beyond Tourism Benefits research series

identified contributions made by international conferences to knowledge economies and industry innovation in key industry sectors in Australia, including, inter alia, health, agriculture, energy, advanced manufacturing, cyber security, and mining. Contributions were made through the new knowledge, techniques and technologies that delegates took directly back to their workplaces, improving the services they supplied to the broader community. In a health sector example, delegates from an international orthodontics conference held in Sydney reported that they were introduced to new technologies at the conference, which they took back to their practices to immediately improve outcomes for patients. Similarly, one of the collected international case studies, the heart health conference in Jonkoping, Sweden was found to stimulate a multiplier effect, whereby knowledge was shared and put into practice in multiple ways to achieve multiple legacies (Foley et al., 2021a).

Attracting global talent

Global talent is a valuable and highly sought-after commodity for most economies. Bringing new global talent into an industry sector introduces networks, knowledge, new ways of thinking, and new skills to local industries, vital ingredients for innovation. Our findings show that conferences not only develop global talent, they sometimes lure talented delegates to relocate to host destinations. A series of studies identified a steady stream of delegates who chose to relocate to Sydney following their conference experience. These delegates reported that they were inspired to relocate to Sydney because of the networks they established at the conference, and/or by developing new channels of communication with local delegates in their specialist area. Similar outcomes were captured at the annual London Tech Week, one of the case studies developed, which attracted global talent to the UK (Foley et al., 2021b).

Initiating scientific breakthroughs

Scientific breakthroughs can have huge impacts on humanity. The long tail research (Edwards et al., 2017) identified major scientific breakthroughs initiated at conferences. The idea of the long tail presented a novel way to conceptualise and capture those outcomes participants reported as coming to fruition years, and even decades, after the conference had taken place. For example, one of our interviewees, Professor Ian Frazer, explained that the idea for his research that led to the development of the lifesaving human papillomavirus (HPV) vaccine, that protects against cervical cancer, was initiated through an informal conversation with another delegate, after Frazer presented his paper at a conference. The vaccine has significantly reduced the risk of cervical cancer in Australia and elsewhere in the world. Similarly, another of the interviewees, Professor Brian Schmidt, reported that he used national and international conferences early in his career to establish relationships with key researchers in his field from around the world. He leveraged these relationships to build the High-Z Supernova Search Team, and he was eventually awarded a Nobel prize for research that fundamentally changed our understanding of the universe.

Driving social change

Corporate social responsibility is a crucial part of contemporary organisational ethics and there is a growing expectation that businesses and professional organisations associated with business events will have a social change agenda. Many business events are fully focused on a social issue, and conferences have proven to be an ideal forum for driving change. In our interviews, Australian politician, the Honourable Linda Burney MP, attributes the Aboriginal Educational Conferences of the 1990s to improvements in Indigenous education in Australia, conferences in which stakeholders gathered to argue, clarify issues, find consensus, and drive social change (Edwards et al., 2017c). In a further example, Professor Bill Bowtell argues that the international AIDS conferences that began in 1985 were the driving force behind profound changes in international and national policy that led to many people receiving treatment who otherwise would have died. He credited conferences as enabling the international community, governments, scientists, doctors, clinicians, the World Health Organisation, media, private sector foundations, and local communities to come together to determine what needed to be done, and why and how (Edwards et al., 2017d).

Growing trade and investment

Trade and investment are catalysts for thriving economies and central to the portfolios of most governments. Business events are ideal forums for soft diplomacy, and trade shows, in particular, can make significant contributions to trade and investment. A case study of London Tech week organized by London and Partners, United Kingdom, demonstrated that the event brings significant foreign investment to London, connects the entire local tech ecosystem, and positions the city as the heart of technological development in Europe (Thiebault, 2017; Foley et al., 2021b). Similarly, the case study of the China-LAC Business Summit, Punte del Este, Uruguay demonstrates that the event was used explicitly as a platform for soft diplomacy. The event resulted in new trade, foreign investment, political partnerships, and infrastructure development. These outcomes were achieved via business partnerships established between attending governments, investors and businesses from China, Latin America and Caribbean countries (Alvez et al., 2019; Foley et al., 2021f).

Supporting vulnerable communities

Many governments are concerned with finding ways to support vulnerable communities. Our research supports the idea that conferences can contribute to this in various ways as highlighted in the interviews with delegates and event case studies. Some conferences are designed directly around the issues faced by vulnerable communities, building knowledge and networks that drive change. For example, since the 1980s, the International AIDS Conferences have made significant contributions to the removal of stigma, and the development of clinical practice and treatment for AIDS communities on a global scale (Edwards et al., 2017). Other conferences consciously build support into their design. The International Congress and Convention Association (ICCA) purposefully chose to hold its annual conference in a developing destination, Kuching, Malaysia, in 2016, to support vulnerable communities and the local economy in the destination. The conference, through local employment, contributed to local skill development and incomes (Gaining Edge 2020). Additional social impact initiatives included hundreds of delegates bringing children's books to Kuching to donate to the Book Share charity for children's literacy, and delegate visits to the Semmengoh Nature Reserve aimed to

raise awareness and funds for the Orangutan Rehabilitation Centre in Sarawak (Mohamed Nor, 2017; Foley et al., 2021d).

The International Convention Centre (ICC) Sydney developed strategies to make a positive contribution towards the development of economically stressed regional economies in New South Wales, Australia by engaging small local suppliers via a targeted short food supply chain procurement program, purchasing 100% New South Wales wines, and incorporating local produce into their event menus (Foley et al., 2019; Harrison, et al., 2019; Foley et al., 2021c; ICC Sydney, 2023).

Building talent, recognition and scholarly output

International business events provide opportunities for local sector researchers, practitioners, entrepreneurs, and others to showcase their expertise to a global audience. Showcasing local talent enhances the reputation of the destination sector, which, in turn, contributes to increased international collaboration, recognition and career enhancement for local delegates, and foreign investment into the local sector, new business partnerships, and attraction of global talent to the destination. The case study of the Swiss Fintech Corner at the SIBOS conference in Geneva provides a good example of using a business event to showcase local talent. The conference organisers provided a platform that linked local fintech start-ups with international players at the SIBOS conference, raised Geneva's profile as a fintech hub, and increased awareness of the innovative fintech start-up sector in Geneva (Foley et al., 2021e).

Another case study, the assessment of a series of academic conferences by Wonderful Copenhagen, Denmark identified a range of positive outcomes for academics, including creating successful research partnerships, recognising, stimulating and energising scholarly output, and encouraging the development of emerging industry sectors (Foley et al., 2021g; Hansen et al., 2020; Hansen, 2018).

Conceptual models and frameworks

The focus of our research into the legacy of business events expanded from the more easily measurable tourism contribution to the evaluation of the longer-term legacies that bring benefits to academia, industries, governments and communities. The findings outlined above are significant for expanding the understanding and vision of what is possible for business events today, and how the value proposition of the business events industry can be broadened in the future. Over the course of our research, we proposed a number of conceptual models and frameworks to assist in explaining and enhancing the pursuit of legacy identification, processes and outcomes. The models and frameworks represent an incremental development in the theory whilst providing different but complementary insights, which all need to be considered. These include: the Business Events Knowledge Spiral; Business Events as Catalysts for Thriving Economies (Foley et al., 2016, 2021); the Conference Pathway to Innovation and Change, and the Conference Business Model (Edwards, Foley & Jasovska, 2022). Each is presented below.

Business Events Knowledge Spiral

Early research indicated that business event participants are predisposed and ready to gain and share new knowledge leading to knowledge transference (Zahra & George, 2002). We theorised that the transmission of knowledge is just as significant for innovation as knowledge creation, since it is only via diffusion that new knowledge can have social and economic impacts. Conferences facilitate and support a constant flow of knowledge interactions triggering the creation of new spirals of knowledge (Figure 1). They deliver the necessary conditions to prompt the various processes of knowledge conversion, informal (rich in tacit knowledge, i.e., socialisation and internalisation), and structural (dense in explicit knowledge, i.e., externalisation and combination). They provide the social system in which opportunities for exposure, experience, and expertise can improve knowledge dissemination and application.

Figure 1: Business Events Knowledge Spiral
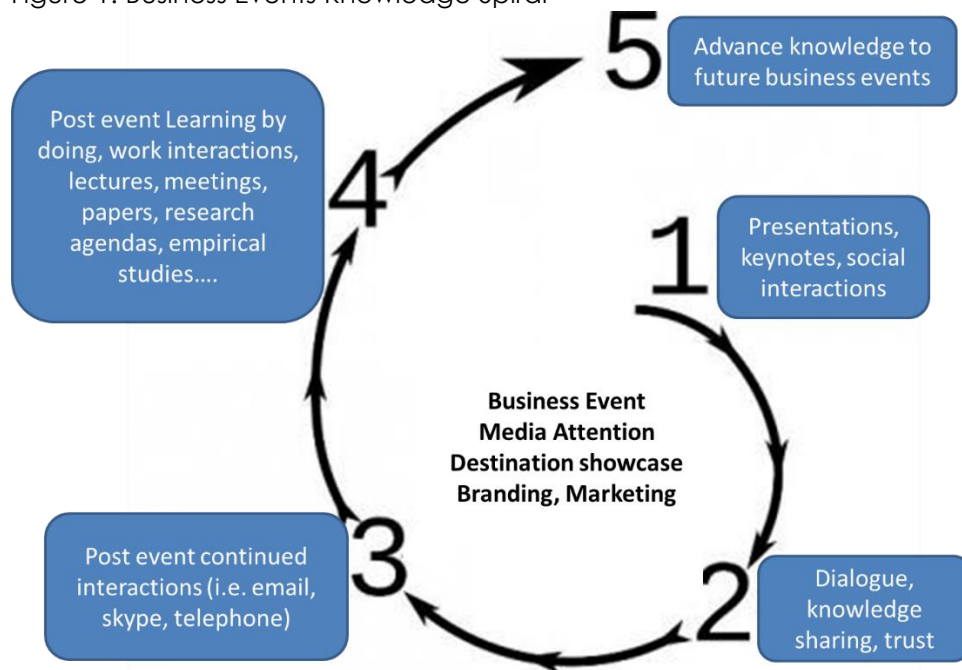
Source: Business Events as Catalysts for Thriving Economies (2016)

As the body of data expanded, we theorised that conferences are, in effect, the catalysts for thriving economies (Figure 2). In Foley et al. (2016, 2021), we concluded that the legacies derived from conferences have a lasting effect on delegates, governments, and local communities. They can be soft (knowledge enhancement, ideas exchange, reputation building, relationship forming, resource influencing) or hard (application of new techniques/technologies, improved skills, relocation to conference destination).

Figure 2: Business Events as Catalysts for Thriving Economies
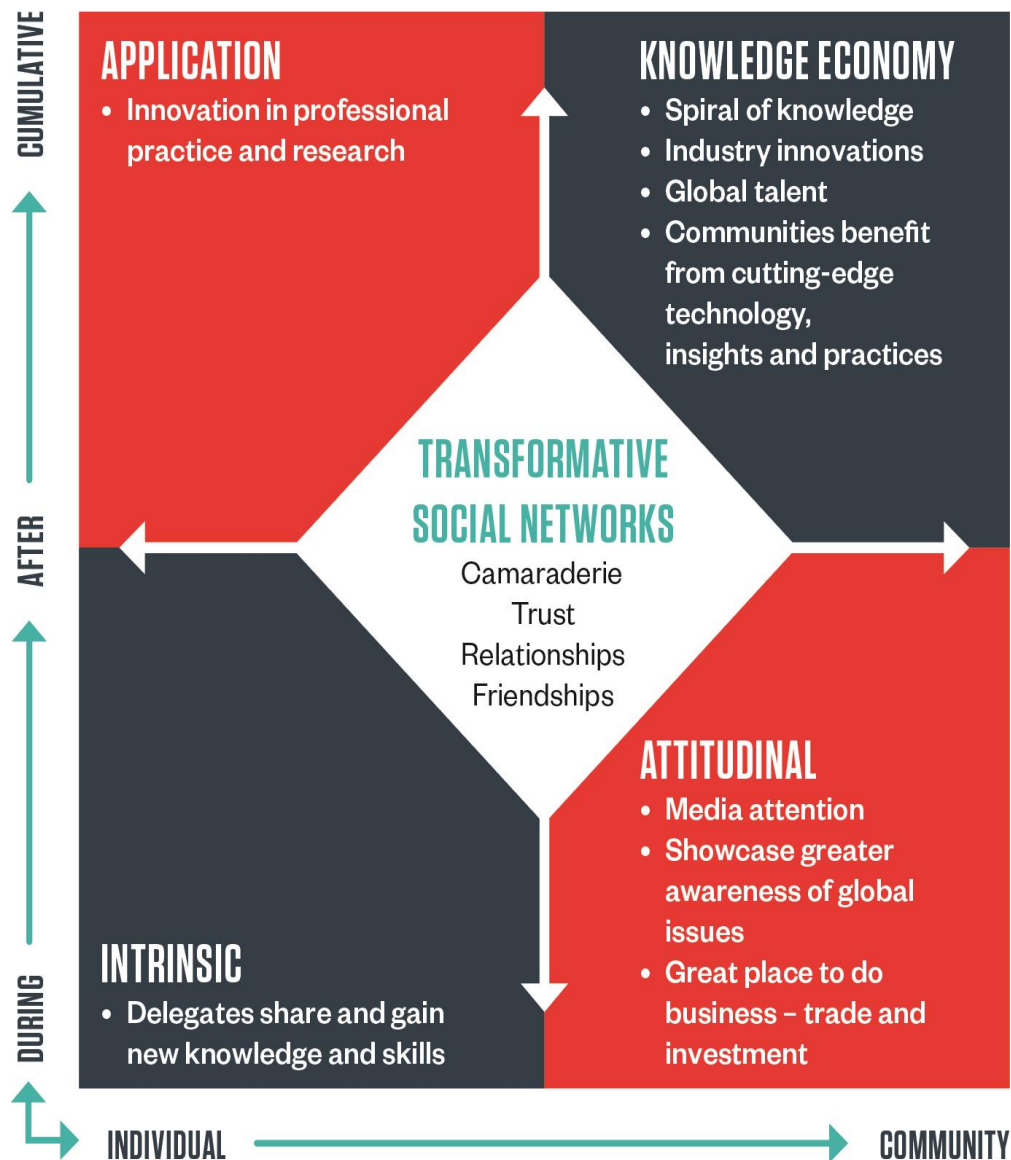
Source: Foley et al. (2021, p. 35)

At this point, we also observed a timeframe in which legacies are realised and diverse stakeholder groups are impacted (Figure 2). Individuals can build social capital directly as event participants who are part of social networks, which are active and accessible during business events. Delegates rely on meeting old contacts and getting to know new introductions through networking, formal presentations, and other activities during the event and immediately afterwards. It helps if there is time and space at the event for this to happen naturally, or it can sometimes happen as a result of a special initiative, as in conducting research at the event itself. Communities can benefit directly and indirectly from the mobilization of social networks and ensuing interactions and collaborations at conferences. These interactions and collaborations produce the benefits of innovation, economic development, and social change.

Progress can be made on even the most complex research problems when multiple and varied inputs are possible. Additionally, many participants have gained new

career opportunities from attending a business event. Application and innovation in many sectors can require individuals to take a long-term and strategic view of pursuing partnerships well after the event has finished. It is likely that the total benefit is far more than that which comes immediately after attending the conference as, over time, people convert their knowledge and networking into new opportunities. In the longer term, there are sometimes instances when business events can also be viewed chronologically as reference points for a change of paradigm (Edwards et al., 2017).

The conference pathway to innovation and change (2017-2018)

Figure 3 highlights that conferences act as a binding mechanism to enhance the collaborative nature of the sector to form partnerships that can lead to change. This important function of cohesiveness and collaboration advances knowledge and drives innovation in the respective industry sectors. Delegates can feel empowered by being a part of the community through meaningful experiences at the conference.

Figure 3: Conference pathway to innovation and change
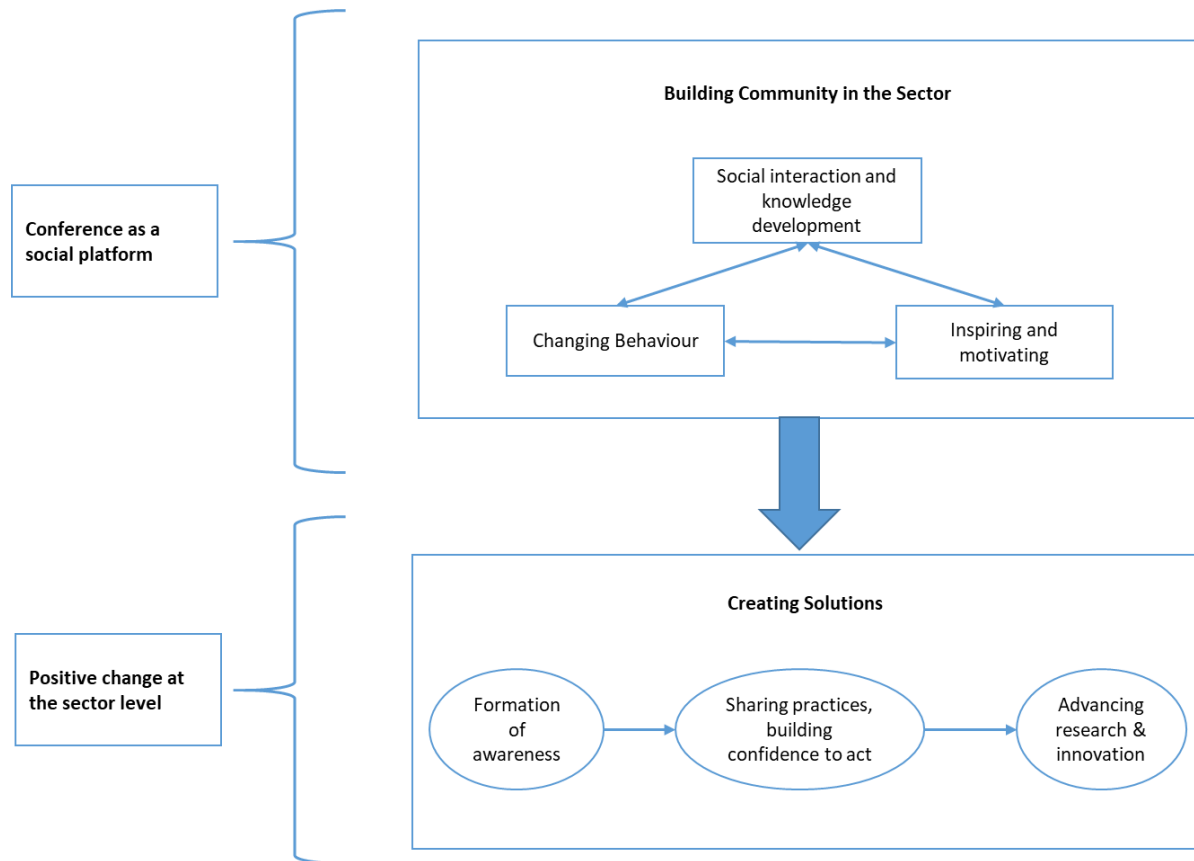
The element of building community in the sector (formed by, for example, listening to keynotes, social interaction, networking or sharing knowledge) is mutually inter-linked with the conference acting as a social platform or social space. The formation of the social platform is supported by the activities held pre-, during and post- the conference. Hence, the effectiveness of the conference as a social platform is

shaped by activities nurturing the participation of attendees. The framework demonstrates how conferences underpin sector changes from their emergence (formation of delegate awareness) through their nurturing (opportunities for networking, collaboration and engagement in innovation and research) towards dissemination (sharing practices and forming confidence to act i.e. aha moments). In this way, the conference event, as a collective actor, is an important facilitator of industry change.

Conference Business Model

Given what we were learning about the benefits being realised from conferences we then asked what would a conference business model look like. Drawing on the findings of Boons and Lüdeke-Freund (2013) we conceptualised a conference business model in Figure 4.

Figure 4: Conference Business Model

Immediate and long tail value provided to delegates, communities, industry sectors, and economies

Delegate relationships are formed and sustained. Knowledge is shared and expanded. Relationships are set up in the supply network.

Business Infrastructure

Customer Interface

Complex structure of organisers, associations, speakers, exhibitors, sponsors and suppliers

Financial Model Imperatives

Income & expenditure

Economic & social impacts

Source: Edwards et al., (2017, p. 138)

The value proposition gives an overall view of an organisation's bundle of products and services that provide measurable social value in concert with economic value (Osterwalder et al., 2005). In the context of conferences, the bulk of the value is offered by means of knowledge and networking opportunities via sessions, plenaries, workshops, trade exhibitions, various intellectual activities and a social program. The value proposition is facilitated through dialogue that occurs temporally and spatially

throughout the course of the event. During and after the conference the production and consumption of value continues among participants and an associated network of actors, which can lead to immediate and long tail outcomes of wider societal and economic benefit.

Business infrastructure dictates how the activities and resources of the conference are structured and managed. 'Business infrastructure portrays the network of cooperative agreements with other companies necessary to efficiently offer value' (Osterwalder et al., 2005, p. 18). It represents a complex network of suppliers, service providers and other supporting units that perform the functions vital for producing the tangible and intangible services that support the core activities required by conference participants (Baltacioglu et al., 2007). These may include IT support, food and beverage suppliers, venue operator, exhibitors and sponsors.

The customer interface is twofold. It reflects the attendees' ability to take responsibility for their consumption and distribution of knowledge and practices pre-, during and post-conference and explains how a conference establishes links between itself and its different attendee segments – academics, practitioners, organisers, associations, exhibitors, sponsors. The financial model imperatives reflect the importance of revenue flows for venues, suppliers, sponsors, exhibitors, and participants.

CONCLUSION AND FUTURE RESEARCH

Business events provide social environments that generate serendipitous encounters, innovation, new ideas and opportunities, and drive social change (Edwards et al., 2022). When event stakeholders are intentional about ensuring such legacies are created, managed and monitored, the outcomes can be very powerful. We propose that the business events industry can position itself as an important platform for social and economic development. All that is needed is a new perspective.

Collaborative models in which strategic partners are welcomed into 'rethinking' the event space lead to: business events being used for industry sector development; contributions to government strategic priorities; and supporting communities. Such models enable governments and other stakeholders to harness the broader value the industry can bring to destinations, industries, and communities, beyond the expenditure in the destination. Governments (and therefore the sector) have an opportunity to leverage more than the tourism contribution of conferences, taking advantage of the broader economic and social value on offer.

Whilst this paper has set out a number of legacies that can be realised from hosting business events, there are many more to be identified through empirical research and the concerted efforts of business event stakeholders to incorporate legacy strategies when hosting business events. But the industry needs support to continue to build this body of evidence. We invite researchers to empirically test, critique and improve the frameworks and models presented here. Using a single measurement tool for every business event is not possible or suggested. Methodology will need to be tailored to meet the contextual requirements of the individual business event and research aims. To support future research, Foley et al. (2019) provide a process for data collection, guidelines for evaluating business events, and a question bank to support interview/survey design.

Future research might explore the relationships between various legacies or between types of activities (such as networking) and legacy outcomes (such as knowledge creation) during or after the business event. The interaction of various activities and benefits could be mapped in greater detail via qualitative exploration and then measured quantitatively. Moreover, links and collaborations among various stakeholders should be explored. This would include, for example, links formed between academia and industry, and the role conference organisers play in facilitating these forms of collaboration.

Longitudinal data is needed. One example would be to record delegates' expectations before the business event, benefits gained during and immediately after the event, and the benefits realised in the long-term. Findings could be contrasted with the objectives set by stakeholders and their strategies to leverage benefits from the business event. For instance, how delegates use conferences to contribute to the development of professional careers, remains to be examined. Another relevant question is how greater collaboration between stakeholders can be facilitated and converted into positive long-term outcomes (e.g. funded research or the application of specific technology in practice) and whether/how event design and planning can play a role in this regard. Moreover, comparative studies focusing on several business events utilising the same research tool are essential. These would help to navigate specific strategies to leverage the benefits of large versus small events, events in regional versus city areas, and events organised by diverse parties.

The findings reported have been drawn largely from face to face business events. Can the benefits set out in this paper also be realised from online or hybrid events? Could the knowledge and skills gained over recent years in delivering online events be used for future advantage in delivering legacies for hybrid events? Indeed, some forward thinking and socially responsible professional associations actively choose their conference location based upon need in the destination community for upskilled local professionals (Foley et al., 2021d). Could the proliferation of hybrid events post-pandemic provide this form of community benefit to multiple locations each time a conference is held, giving practitioners from around the world greater access to international conferences in their fields?

The business events sector and its stakeholders are yet to fully capitalise on the opportunities to be gained from the hosting of business events. We call on researchers to help delegates, associations and business event organisers and governments maximise benefits from face to face, hybrid and online business events for all stakeholders (communities, industries, destination economies).

REFERENCES

Alvez, M., Sinigaglia, I., Lourdes, A., & Perrier, G. (2019). *11th China-LAC Business Summit 2018*. Punta del Este Convention and Exhibition Center, Uruguay XXI and Arquitectura Promocional. https://www.themeetingsindustry.org/web/wp-content/uploads/JMIC_Case-Study_Punta-del-Este_CHINA-LAC-Business-Summit.pdf
Business Events Council of Australia (2017). *The Value of Business Events to Australia*. https://www.businesseventscouncil.org.au/files/value_of_business_events_to_australia_2015-16_v2.pdf

du Cros, H., Foley, C., Edwards, D., & Hergesell, A. (2017). *Catalysts for thriving economies*. Report by University of Technology Sydney on behalf of Business Events Sydney. https://www.themeetingsindustry.org/web/wp-content/uploads/JMIC_Case-Study_BE-Sydney_Catalysts-for-thriving-economies-17.5.pdf

Edwards, D., Foley, C., & Jasovska, P. (2022). 'From Dirt to Shirt': Australian Cotton Conferences Driving Industry Transformation. *Event Management*, 26(5), 1041-1055.

Edwards, D., Foley, C., & Hergesell, A. (2022). Delegate Views on Face to Face and Online Conference Attendance. *International Journal of Business Events and Legacies*, *1*(1), 1-21.

Edwards, D., Foley, C., & Hergesell, A. (2019). *Legacy Report of Conferences held in New South Wales 2017-2018*. Report by University of Technology Sydney on behalf of Business Events Sydney.

Edwards, D., Foley, C., & Malone, C. (2017). *The Power of Conferences*, UTS E-Press. https://utsepress.lib.uts.edu.au/site/books/m/10.5130/978-0-6481242-0-7/

Edwards, D., Foley, C., & Malone, C. (2017a). Ian Frazer: Development of the HPV cervical cancer vaccine. In *The Power of Conferences*, UTS E-Press. 51-58. https://utsepress.lib.uts.edu.au/site/books/m/10.5130/978-0-6481242-0-7/

Edwards, D., Foley, C., & Malone, C. (2017b). Brian Schmidt: Proving that the universe is speeding up. In *The Power of Conferences*, UTS E-Press. 105-114. https://utsepress.lib.uts.edu.au/site/books/m/10.5130/978-0-6481242-0-7/

Edwards, D., Foley, C., & Malone, C. (2017c). Linda Burney: Indigenous educational reform. In *The Power of Conferences*, UTS E-Press. 115-124. https://utsepress.lib.uts.edu.au/site/books/m/10.5130/978-0-6481242-0-7/

Edwards, D., Foley, C., & Malone, C. (2017d). Bill Bowtell: Overcoming HIV/AIDs. In *The Power of Conferences*, UTS E-Press. 41-50. https://utsepress.lib.uts.edu.au/site/books/m/10.5130/978-0-6481242-0-7/

Edwards, D., Foley, C., & Hergesell, A. (2016). *Conferences: Catalysts for Thriving Economies*. Report by University of Technology on behalf of Business Events Sydney. https://www.businesseventssydney.com.au/media/2070/catalysts-for-thriving-economies-research.pdf>

Edwards, D., Foley, C., & Schlenker, K. (2011). B*eyond Tourism Benefits: Measuring the Social Legacies of Business Events.* Report by University of Technology Sydney on behalf of Business Events Sydney. https://www.businesseventssydney.com.au/media/1366/beyond-tourism-benefits.pdf

Foley, C., Edwards, D., & Weber, K. (2021). *Business Event Legacies: Global industry case studies*. Goodfellow, Oxford.
Foley, C., Edwards, D., & Weber, K. (2021a). Organisational Development Depends on Knowledge Sharing. In *Business Event Legacies: Global industry case studies*. Goodfellow, Oxford. 104-131.

Foley, C., Edwards, D., & Weber, K. (2021b). The Economic Legacies of Business Events – Measuring the Iceberg. In *Business Event Legacies: Global industry case studies*. Goodfellow, Oxford. 75-103.

Foley, C., Edwards, D., & Weber, K. (2021c). Legacies through Thoughtful Supply Chains. In *Business Event Legacies: Global industry case studies*. Goodfellow, Oxford. 132-164.

Foley, C., Edwards, D., & Weber, K. (2021d). Collaboration, Partnerships and Sustainable Development. In *Business Event Legacies: Global industry case studies*. Goodfellow, Oxford. 46-74.

Foley, C., Edwards, D., & Weber, K. (2021e). Business Events and Innovation. In *Business Event Legacies: Global industry case studies*. Goodfellow, Oxford. 197-220.

Foley, C., Edwards, D., & Weber, K. (2021f). Business Events and Diplomacy. In *Business Event Legacies: Global industry case studies*. Goodfellow, Oxford. 221-241.

Foley, C., Edwards, D., & Weber, K. (2021g). Academic Scholars and Conferences. In *Business Event Legacies: Global industry case studies*. Goodfellow, Oxford. 165-196.

Foley, C., Edwards, D., & Hergesell A. (2020). *Global meetings in a COVID world*. Report by University of Technology Sydney on behalf of Business Events Sydney. https://www.besydney.com.au/media/3558/global-meetings-in-a-covid-world-2020-infographic.pdf

Foley, C., Edwards, D., & Hergesell A. (2019). *Direct expenditure attributed to international conferences held in New South Wales 2017-2018*. Report by University of Technology Sydney on behalf of Business Events Sydney. https://www.besydney.com.au/media/3360/bes002_de6_conferencesinfographic_a4-2.pdf

Foley, C, Edwards, D., Jasovska, P., & Hergesell, A. (2019). *Business Event Legacies*. Report by University of Technology Sydney on behalf of Joint Meetings Industry Council. https://opus.lib.uts.edu.au/bitstream/10453/135365/2/Business%20Event%20Legacies.pdf

Foley, C., Edwards, D., Harrison, B., & Hergesell, A. (2019). *ICC Sydney: Feeding Your Performance*. Case study by University of Technology Sydney on behalf of ICC Sydney. https://www.themeetingsindustry.org/web/wp-content/uploads/JMIC_Case-Study_ICC-Sydney_Feeding-your-performance_Y2_18.9.pdf

Foley, C., Edwards, D., & Hergesell A. (2016). *Asian Incentive Events in New South Wales: expenditure and retail impact*. Report by University of Technology Sydney on behalf of Business Events Sydney. https://www.besydney.com.au/media/1616/asian_incentive_events_nsw.pdf

Foley, C., & Edwards, D. (2015). *Business Events: Advanced Value Measurement* [Paper presentation]. Joint Meetings Industry Council (JMIC) Conference on the Value of Meetings, Paris, France.
Foley, C., Edwards, D., & Schlenker, K. (2014). Business Events and Friendship: Leveraging the Sociable Legacies. *Event Management, 18*(1), 53-64.

Foley, C., Edwards, D., Schlenker, K., & Hergesell, A. (2014a). *Estimating Inscope Expenditure for Business Events held in New South Wales*. Report by University of Technology Sydney on behalf of Business Events Sydney. https://www.besydney.com.au/media/1617/estimating-inscope-expenditure-attributed-to-business-events-held-in-nsw.pdf

Foley, C., Edwards, D., Schlenker, K., & Hergesell A. (2014b). *Beyond Tourism Benefits: Building an international profile*. Report by University of Technology Sydney on behalf of FCCI. https://www.besydney.com.au/media/1618/fcci_report_2014_print.pdf

Foley, C., Schlenker, K., Edwards, D., & Lewis-Smith, L. (2013). Determining Business Event Legacies Beyond the Tourism Spend: An Australian Case Study Approach. *Event Management, 17*(3), 311-322.

Foley, C., Schlenker, K., Edwards, D., & Hayllar, B. (2010). *A Scoping Study of Business Events: Beyond Tourism Benefits*. Report by University of Technology Sydney on behalf of Business Events Sydney. http://hdl.handle.net/10453/16848

Gaining Edge (2020). *Legacies from ICCA Congress 2016, Kuching, Sarawak: How hosting ICCA 2016 impacted our future*. Business Events Sarawak and Borneo Convention Centre.

Hansen, T. (2018). *International Research Conferences: The Academic Impact*. Aalborg: University and Wonderful Copenhagen. https://www.themeetingsindustry.org/value-proposition/case-studies/.

Hansen, T., Pedersen, D., & Foley, C. (2020). Academic events: An empirically grounded typology and their academic impact. *Event Management, 24*, 481-497.

Harrison, B., Foley, C., Edwards, D., & Donaghy, G. (2019). Outcomes and challenges of an international convention centre's local procurement strategy. *Tourism Management, 75*, 328-339.

ICC Sydney (2023). *CSR*. https://iccsydney.com.au/about/csr/

Jago, L. (2012). *The Value of Business Events*. Report by Tourism & Business Events International on behalf of Joint Meetings Industry Council.

Jago, L., & Dwyer, L. (2006). *Economic Evaluation of Special Events: A practitioner's guide*. Common Ground Publishing Pty. Ltd. and the Cooperative Research Centre for Sustainable Tourism.

JMIC (2021). *Case studies*. https://www.themeetingsindustry.org/value-proposition/case-studies/
Morgan, A., & Condliffe, S. (2006). Measuring the Economic Impacts of Convention Centers and Event Tourism. *Journal of Convention & Event Tourism, 8*(4), 81-100.

Oates, G. (2016). Sydney positions conferences as catalysts for economic development. *SKIFT*. https://skift.com/2016/10/26/sydney-positions-conferences-as-catalysts-for-economic-development/

Mohamed Nor, M. (2017). The sustainability of the business events industry in Malaysia: Leveraging inter-organisational collaboration for the 55th ICCA Congress. Malaysia Convention & Exhibition Bureau. https://www.themeetingsindustry.org/web/wp-content/uploads/JMIC_Case-Study-Program_MyCEB_ICCA-congress-17.5.pdf

Thiebault, A. (2017). London Tech Week. London & Partners. https://www.themeetingsindustry.org/web/wp-content/uploads/JMIC_Case-Study_London-and-Partners_London-Tech-Week-17.12.pdf

EVENT SPECTATORS' PERCEPTIONS ON THE IMPACT OF A REIMAGINED CULTURAL FESTIVAL IN CAPE TOWN, SOUTH AFRICA

JANICE J HEMMONSBEY-LODEWYK, CAPE PENINSULA UNIVERSITY OF TECHNOLOGY, SOUTH AFRICA

INTRODUCTION

Covid-19 has imposed serious threats to the global events community, where events had either been cancelled or postponed. Event-related impacts for host destinations were thus significantly influenced by the lack of economic gains, job losses, social interactions, community engagements, and limited destination branding opportunities. To this end, some events have been reimagined to adapt to the changing environment which show their ability to reinvent and recover from such tragedies (Swart & Maralack, 2020). Events in Cape Town, South Africa, showed signs of reinvention, whether it was through the use of technology (i.e., the Cape Town Cycle Tour's virtual/ hybrid event), social media stories (i.e., marathon and swimming events), and redesigning event formats (i.e., the Cape Town Carnival (CTC)). In particular to reimaging of events, the CTC presents a good case study as this event has, since the emergence of Covid-19 in 2020, been cancelled from the annual events calendar mainly due to the large gatherings that do not permit social distancing.

Nonetheless, with more relaxed Covid-19 measures in South Africa in 2022 enabled the CTC to take place during this particular year, albeit with alternative venue hosting for crowd control purposes. Thus, instead of gathering in one large group stretching from Somerset Road into Green Point Main Road towards Cape Town Stadium, the Carnival performances were now hosted at five different venue hubs in proximity to one another in Cape Town city centre. These venues include, the Mountain of Memories at Hatfield Street Hub, the Cultural Roots at the National Gallery Hub, the Tales of Camissa at the South African Museum Hub, Imswenko at the Heritage Square Hub, and the Green Market Square Hub (Capetowncarnival.com, 2022). To further control the crowd numbers and adhere to Covid-19 regulations, the CTC has implemented paid attendance. The CTC had thus shown a level of resilience as it could not only recover from the pandemic, but also adapt to the changing environment for event hosting.

As a result of innovative practices of events, the theoretical trajectory of event planning and managing has quickly progressed to include recovery and or resilience theories. These theories have however not been sufficiently applied to a single case study of events but has been studied in the context to destination/ country's resilience, as well as organisational resilience (Daniels & Tichaawa, 2021; Miles & Shipway, 2020; Okafor et al., 2022). A recent systematic review by Hemmonsbey and Knott (2023) show the disproportionate research on event-related studies in comparison to event tourism sectors. Miles and Shipway (2020) acknowledge that the future of events and festivals can be shaped by the existing work of resilience research. This study, therefore, proposes to extend the theory by including unique constructs of event management, such as event impacts and sustainability towards a single event case study- the CTC. This study further purposes to help shape the landscape of events by providing empirical data on a single case study which may

help event management studies and moreover event practitioners understand how festival events inform the practices and policies for event hosting, especially in the face of crises and disasters. The primary objective of this study was to determine how the reimagined format of the CTC can become sustainable for future hosting. Reflections from event spectators were sourced during the event, to determine their overall experiences and satisfaction levels of the reimagined Carnival.

LITERATURE REVIEW

Multi-dimensional conceptual framework

According to the early research of Freeman (1984), the success in event management is dependent on the collaboration of groups or individuals called 'stakeholders'. Luštický and Musil (2016) posit that, such stakeholders hold contrasting interests and the degree towards their involvement in the event differs, depending on their role and responsibility of managing the event. As such, Andersson and Getz (2008) and Todd et al. (2017) categorise stakeholders into primary and secondary groups. Primary (being those who potentially impact the event), such as event organisers, sponsors, attendees/ spectators, participants, suppliers, employees, and volunteers, and secondary groups (those who are impacted by the event), such as the host community of events, media, tourist organisations, government, essential services, and businesses. The selected stakeholder group included in the current study are the event spectators or spectators involved in the purchasing of tickets and event experiences, thus link to the primary stakeholder group. The level of satisfaction among event spectators will allow event organisers to assess and if necessary, augment interactions and event experiences between event spectators and event (Xu et al., 2019) and thus justifies the adoption of the stakeholder theory for the current study.

Resilience is becoming increasingly popular in event-related research as a framework for understanding global systems (see Daniels & Tichaawa, 2021; Hemmonsbey & Knott, 2023). The concept of resilience was established in the early 1970s to predict oscillations in ecological systems and it was later extended to include integrated social-ecological systems (Cochrane, 2010). Simply stated by Boin and Lodge (2016), resilience refers to the capacity of a system to quickly resume its critical functions that were affected by disasters. Research by Boin et al. (2010), and later by McCartney et al. (2021) and Van Breda (2018) emphasise that, resilience can be a useful tool to not only understand events in times of crises, but it also offers guidelines to overcome negative impacts caused by the external environment. As such, with the reimaging of the CTC that proposed recovery strategies such as alternative formats to event hosting, suggest such resilient practices.

Covid-19 indeed taught event stakeholders to be resilient by adopting viable strategies to recover from the impacts of the pandemic. This had certainly called for a collective group of stakeholders. To this end, the study recognises the synergy between stakeholder influence and event recovery. Moreover, the key stakeholder group linked to 'event spectators' that will essentially support the event becomes imperative to the event success as it links to purchasing tickets, travel, and tourism, supporting local businesses. Carnival events are particularly seen as key destination products because of the economic, sociocultural, and environmental changes experienced by host communities. Local events or community events are considered

'family fun affairs' which are 'owned' by the community because their success depends on the local support through volunteer services, and use locally available facilities and venues (Janiskee, 1996). To this end, this study has adopted a multi-dimensional conceptual framework to illustrate the interrelated theories underpinning this study- i.e. stakeholder and recovery/resilience theories. Figure 1 illustrates the multi-dimensional conceptual framework linked to these theories which, through a reimagined CTC event, is argued to lead to an enhanced level of spectator satisfaction and their event experiences.

Figure 1: Multi-dimensional Conceptual Framework
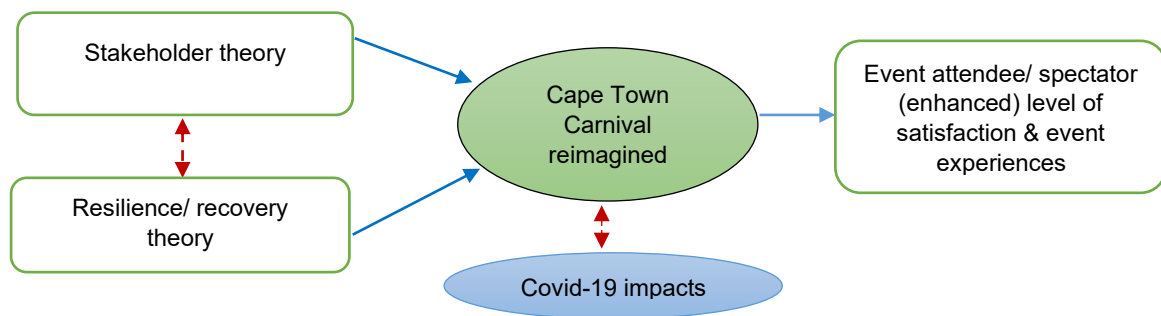
Source: Author

Events and Covid-19

The Covid-19 pandemic saw all kinds of events, whether it be cultural, business, fashion, religious, sport, social, or academic and awards ceremonies significantly affected (Gössling et al., 2020; Ranasingh et al., 2021). It had particularly impacted the global travel and tourism sectors as governments, in their efforts to curb the spread of the virus, have restricted international, and in some countries even domestic traveling, therefore limiting the mobility of people (Demir & Doker, 2020; Karabulut et al., 2020). As a result of these restrictions, it was predicted that international tourist receipts would decline by 20% to 30% in 2020 (which can be translated to a loss of approximately 450 billion US dollars in international tourism revenue) (Statistica, 2020). Further adverse effects of Covid-19 were the number of job losses in the tourism and event sectors, which lead to a great economic turmoil for governments. This therefore left the tourism sector extremely valuable under these unprecedented occurrences. (Gössling et al., 2020).

Mohanty et al. (2020) is of the view that, due to their massive and higher vulnerability, events suffer from an innate disadvantage in the Covid-19 context therefore, event organisers tend to postpone or reschedule their events and event visitors evidently suspend their travels. This may also be primarily because of the panic induced by such crises (World Economic Forum, 2015). Granted that most countries were under

lockdown and had limited movement, most governments had decided that any event involving large groups of people was not permitted. Because of the restrictive decision on the movement of people, billions in anticipated revenue for the industry was lost. Even after the vaccine rollouts, around August 2021, the global event sector was one of the last to resume their normal activities, which Hemmonsbey and Knott (2023) recognise to further hamper the recovery for the sector.

Nevertheless, to continue with operations, it was necessary for the event industry to develop recovery strategies that would assist in reigniting the industry. In line with this, Steriopoulos and Wrathhall (2021) suggest that the acquisition of resilience, as well as technology and time-management skills will go some way to ensure that this industry will be able to navigate a pathway to successful recovery and to this end propose a theoretical framework for transforming events, which includes social (human) connectivity, meaningful experiences, adaptive capacity and education, and self-care and well-being. More practical suggestions linked to domestic travel, which was strongly encouraged as a key imperative to regain traction and support for events and travel as a start to recovery (Avraham, 2020; Vegara-Ferri et al., 2020).

For abovementioned strategic reasons, domestic/ local events had to reimagine their hosting and consider the existing Covid-19 measures but still allow for successful and viable event hosting. The CTC hosted in Cape Town is one of the events that have opted for a reimagined event format in March 2022, when South Africa still had implemented Covid-19 restrictions for event hosting (such as social distancing, mask wearing, and controlled number of people at events). This was to account for such Covid-19 regulations and best practices.

Impacts of local, community events and festivals

Several tourism destinations are putting resources and efforts into organising events of various types and sizes for various benefits. Events are major catalysts for attracting tourists, which consequently help increase travel interest as well as improving the city's image and thus encouraging inward investment (Panfiluk, 2015, Snowball & Antrobus, 2020). Quinn (2010), also notes that, for residents, cultural events can promote the development of social capital, communal solidarity and identity, and leverage the development of infrastructure. Rust (2019) advances that cultural events such as festivals provide opportunities for unique shared experiences and can generate additional benefits such as, a sense of belonging. Hoksbergen and Insch (2016) add that, event attendees or spectators base their perceptions of such events to an anticipated level of enjoyment, which Pine and Gilmore (2011) recognise as a key contribution to value creation and enhanced overall experiences.

While the economic impact of festival events can be assumed because of ticket purchasing and tourism spending into the local economy, it is clear that such events hold significant social impacts as a community event. However, Quinn (2016) is of the view that event organisers tend to dominate the evaluation of the festival based on economic impacts, thus excluding other key measures, such as social and cultural value. Raising awareness and social activity (Kim & Petrick, 2005), enhance local ties (Rao, 2001), sustainably preserve local resources and facilities (Walker et al., 2013) are of such valuable aspects. When such aspects are properly managed, events can create a positive image of the host region.

David (2009) and Wee et al. (2017) further note that events have both direct and indirect links with the environment. Some of the negative environmental consequences of event tourism include contributing to pollution, littering, depletion of natural resources, brings environmental and carbon footprints. Since attendance of events involve locational changes where individuals travel to where they are hosted, it may result in the transmission of infectious diseases. These diseases may particularly include the transmission of Covid-19 as the recent virus. It is thus important for this study to include an awareness of Covid-19 measures put in place for the CTC event, and it is encouraged by David (2009), that event organisers should ensure that the event is favourable to the environment through the adoption of sustainable planning and development principles.

It is known that Cape Town city has been voted the Worlds' best destination for festivals and events for the years 2018, 2020 and 2021. More recently, Cape Town was named Africa's Leading City Destination in 2022 and Africa's best city brand 2023. The CTC is one of the events that contributes to the success of such accolades and therefore impacts greatly on the brand image of the city. This cultural event is a thus a pull factor on the social calendar of annual events hosted in Cape Town city and it is enriching the socio-cultural experiences of event visitors. With the re-imaged format in 2022, it is necessary for this study to determine whether similar sentiments of the event exist in the experiences of event spectators.

Uniquely, South Africa has a history of apartheid and ongoing socio-economic inequality, thus improving the diversity of audiences is a key goal of the Department of Arts and Culture (a Department in Provincial Western Cape Government) and also a requirement of many public and private funding agencies. According to Werner et al. (2014) and Glow et al. (2020), audience diversity in relation to cultural events can be defined in terms of household income, gender, age group, race, language, ability, education levels, and motive for attending. Glow et al. (2020) further explain that, improving audience diversity requires long-term organisational change and commitment and by focusing on a few limited demographic descriptors, like race and ethnicity, are of limited use in understanding, and thus reaching, diverse audiences.

Cape Town Carnival

There are a few studies on the CTC specifically and the impact of this cultural event in Cape Town, South Africa (see Sheldon & Mason, 2016; Machisa et al., 2018; Snowball & Antrobus, 2020). While these studies provide context to the CTC in relation to festival events' impacts, this current study is set out to add to the data from a unique lens, firstly the Covid-19 impact, and then the reimagined event format influence on event spectators. The CTC was established in 2007 and is operated by a non-profit trust. The CTC is considered a national flagship event and is part of the Department of Arts and Culture's Mzansi Golden Economy (MGE), which aims to increase and enhance the economic contribution of the arts (Machisa et al., 2018). The usual format of the Carnival Parade is free of charge, although a limited number of seated tickets on stands are provided at recent Carnivals, however, the 2022 reimagined event sold tickets for the event entrance at each of the hubs (which meant purchasing tickets were compulsory). This system was introduced to control the crowd numbers at each of the five hubs/ venues.

The Carnival has grown significantly since 2010, with around two dozen floats, an estimated 50,000 spectators, 1900 performers, and 50 participating groups. The Carnival is a one-day event. However, most of the core objectives of the Carnival are achieved in the months leading up to the public event during which float builders, musicians, artists, costume designers, performers, dancers, school, and other groups prepare for the parade (Snowball & Antrobus, 2020). The annual economic impact of the Carnival generated can be reported close to 15 million Rand (approximately, 80 000 USD), creating over 800 jobs (Machisa et al., 2018). In 2022 these numbers have increased to 58 million Rand (approximately 3 million USD) and 1400 jobs (Capetowncarnival.com, 2022). The Carnival Parade itself is positioned as a glamorous celebration of African identity, of diverse communities and the transformative power of creativity (Snowball & Antrobus, 2020).

The aims of the Carnival are to create an artistic, economic, and social opportunity to the community by staging a world-class parade that is safe and well attended. As well as to enhance networks and collaboration in the creative community, building skills, job creation, and training; and building social cohesion. In addition, the Carnival hopes to create a hub for clothing, costume, and set-building industries in the Western Cape, which is complementary to the already established film industry.

Although Cape Town is well-known as a tourism destination for both local and international visitors, especially for its scenic beauty and for the wine industry in the near vicinity and for this reason is regarded as one of the affluent and developed parts of South Africa, there are large areas consisting of informal housing, or shacks, mostly occupied by black and "coloured" South Africans. This is despite large-scale housing projects that have been in place since the end of apartheid in 1994. The Cape Flats area on the outskirts of the city is also known for its gang violence and poverty. Moreover, despite a relatively diverse economy, Cape Town has an unemployment rate of nearly 24%, which is nevertheless lower than the South African average. The largest language group is Afrikaans (35%), followed by isiXhosa (29%) and English (28%) (Snowball & Antrobus, 2020). Bearing this in mind, the CTC seeks to reach a wide range of culturally diverse people to socially unite people from diverse backgrounds in an affordable way.

METHODOLOGY

Based on the quantitative nature of this study, the positivism paradigm was adopted due to its approach to a 'single reality' that can be understood through scientific methods (Guba & Lincoln, 1994). The positivist paradigm of exploring social reality assumes that one can best gain an understanding of human behaviour using only objective and observable facts (Park et al., 2020). In line with this paradigm, the researchers used a survey instrument comprising questions with mostly predetermined response options that relate to the research objectives. This assist in confirming or refuting the already available research. Accordingly, the research design is linked to a case study design as it adopts a single case study- the CTC- for its investigation.

From a sampling perspective, the CTC was hosted in five different venues. Each venue hub has a capacity ranging between 2500 and 4500 people. Working on the maximum number of people that these hubs can accommodate, there will be between 10 000 and 22 500 people in total. In terms of the event spectators, using the sample size calculator, which includes the 95% confidence level, the sample size will

be 378 people (Raosoft, Inc., 2004). The current study has however achieved 400 usable surveys from the data collected. The sampling technique used for the quantitative data collection was the non-probability sampling method with a stratified random sampling approach, where it gives spectators an equal chance of being selected. The results of the data from event spectators cannot be generalised beyond the CTC event (i.e. to an event of a different context) (Acharya et al., 2013). The study does not seek generalisation but rather it seeks specific information into a unique case study.

Data collection and analysis

The study used a structured, face-to-face survey instrument to elicit the responses from event spectators at the 2022 CTC. This is the most appropriate instrument as it allows the fieldworkers to verify the informed consent and the confidentiality of the respondents, to explain and clarify the meanings of certain questions, as well as to explain the overall study's importance (Plowright, 2011). Closed-ended questions were based on the study's objectives. Likert scales are incorporated to elicit certain responses. The survey instrument was piloted during the fieldworker training sessions, which was helpful to check if the instrument will be easily understood amongst the respondents and it gave an opportunity to identify any potential problems with the survey so that they are addressed prior to conducting the study (Goodman et al., 2003).

According to Welman et al. (2005:17) data analysis is "the process of inspecting, cleaning, transforming and modelling data to highlight useful information, suggesting conclusions, and supporting decision-making". For this quantitative study, the data obtained from a survey instrument was captured on the Statistical Package for Social Sciences (IBM SPSS) (Version 27). This software permits researchers to run various statistical analyses on the data. In addition, data summaries were used to visually present the study's findings, and this will be in the form of tables, bar charts, and other graphic presentations of the subsequent sections of the paper.

Ethical clearance was obtained from the University of Cape Peninsula of Technology prior to data collection. All ethical protocols (such as confidentiality and the protection of participant's identity) were observed during the data collection phase. The participants were made aware of such protocols and their informed consent were derived upon their agreement to participate.

FINDINGS AND DISCUSSIONS

Event attendee profile

The geographic results show that the majority of event spectators at the CTC are from the Western Cape Province (75.5%), which indicates a strong local support for the event. Results of Gauteng (6.3%) and the Eastern Province (4.3%) showed the second and third most representation of other South African Provinces. Of the Western Cape attendees, the Cape Town City Centre (11.5%) had the largest number of attendees regionally. Demographic results indicate an almost equal distribution of males (52.0%) and females (48.0%). The average age of 38 years old indicated that more adults had attended the event. Almost half of the attendees were noted to be Coloured (48.5%), followed by Black/African (27.5%). More than twenty percent of the study

participants were White (21.5%) while Indians made up (2.5%) of the study participants. The diverse make-up of spectators at the CTC thus demonstrates the Western Cape and the broader South African's known diverse population as posited by Snowball and Antrobus, (2020).

Primary reasons for attending the CTC

The event spectators were asked whether they have attended the event before, and what spurred on their motivation to attend the event post lockdown. In addition, they have been asked whether they are in favour of the new event format. Results of previous attendance of spectators show that 63.2% of event spectators have attended the CTC before, thus they would have prior knowledge and expectations of the event formats, performances, and event experiences. While a significant number of spectators 36.8% had not attended the event, thus they have no comparisons of the usual event hosting. Of those who have indicated prior attendance, results show that the majority have at least attended 2-3 times before (46.2%). An attractive number indicated their attendance of between 4-5 times before (19.4%) and an almost equal number indicated at least more than one before (18.6%). The results thus reflect the loyalty among spectators of the Carnival and, more significantly, the CTC can attract new spectators.

Provided with a set of variables on reasons for event attendance at the 2022 CTC event, Table 1 below show the results of a 'fun experience' (38.0%) were main reasons for attendance. Closely following are 'invitations of friends and family' (29.8%), and 'the cultural experience' (17.5%). Such findings agree with studies such as, Janiskee (1996), Werner et al. (2014) and Glow et al. (2020) that emphasise 'culture' or cultural enrichments as a major outcome of festivals. Interestingly, event spectators were less 'curious to see how the event changed post- Covid-19' (5.3%), which again emphasise the loyal followers of the CTC, and more so, highlight the casual lack of interest of spectators to a reimagined event.

Table 1: What was your primary reason for attending the Cape Town Carnival? (n=400)	Frequency	Percent (%)
Curious to see how the event changed post-Covid-19	21	5.3
Fun to experience	152	38.0
Close to my place of residence	5	1.3
Invited by a friend or family member	119	29.8
Given tickets	24	6.0
Outdoor event	9	2.3
To enjoy cultural experience	70	17.5

Satisfaction levels of a reimagined CTC

To determine the satisfaction levels of event spectators, they were asked to rate the CTC on a rating scale indicating whether the event is deemed 'excellent', 'very good', 'average', 'below average' or 'poor'. The results in Figure 1 below clearly indicate the spectators' strong perception towards an 'excellent' (43.8%) event, while closely following are 'very good' (38.3%). Yet, a few spectators leaned towards 'average' (16.8%). The weighty indication towards the average rating may be as spectators had to get used to the new event format.

How do you rate the Cape Town Carnival? (in %, n= 400)
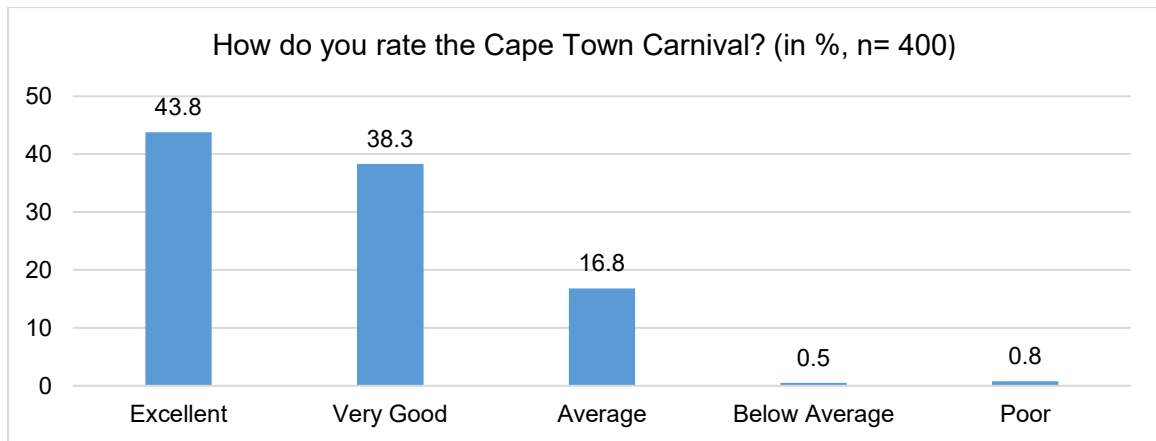
Specifically linked to the venues/ event hubs, which is the drastic change to the reimagined event, event spectators were asked if they were in favour of the CTC being hosted in the selected venues, making up national museums and cultural sites. A striking number of spectators indicated 'yes' (72.8%) to the venues being commendatory to the performances/ acts that they have viewed. A small number of spectators indicated 'no' (11.5%) and slightly more indicated that they are 'not sure' (15.8%), which yet again, could be due to the spectators getting accustomed to the new event format and venues.

In addition to soliciting the overall rating of venue satisfaction, the event spectators were probed on the venue offering. A list of variables was presented where spectators could select multiple responses. Considering that the performances had a specific amount of time allocated at each venue hub, as well as assigned times were allocated to move between venues to allow for a convenient and effective flow of the programme, the event spectators concurred that the event programme offered 'enough time to move between venues/ hubs' (66%). As well as, the event allowed for 'enough time to view performances (53.8%). In addition, the spectators held the view that the event had put 'proper Covid-19 measures' (60.8%) in place, such as social distancing, given the limited number of people allowed in each venue hub, sanitiser at each venue entrance, and the compulsory wearing of masks, thus the event made clear the importance of adhering to Covid-19 regulations. To this end, results show that the event 'permitted effective crowd control' (44.3%). What was however less favourably indicated is the 'universal access for disabled guests' (22.0%). See Table 2 below.

Table 2: In terms of venue(s) and space, the venue(s) used for the CTC -offers the following: (n=400)	Frequency	Percentage (%)
Enough time to move between venues/hubs	265	66.3
Permits effective crowd control	177	44.3
Proper Covid-19 measures	243	60.8
Enough time to view performances	215	53.8
Universal Access (e.g. wheelchair access)	88	22.0

Spectators' level of satisfaction with aspects of the event were further rated from 'Highly dissatisfied' to 'Highly satisfied'. Table 3 below shows ratings of variables, whereby all variables were favourably perceived as 'highly satisfied'. Outstandingly, the 'quality of performances' had been highly favoured among spectators with a score of (54.3%) indicating 'highly satisfied'. This validates previous results on the levels

of performances experienced at the event. It also verifies the aim of the CTC to elicit artistic performances that showcase the community and that yield socio-cultural experiences (Snowball & Antrobus, 2020). This positive result was followed by a highly satisfactory level of (50.7%) for the 'waste management' systems used at the event, which touches on the positive environmental impact of the event as advocated by David (2009). From the results it is further clear that the spectators' 'overall experience' was closely decided between highly satisfied and satisfied, with scores of (45.8%) and (45.5%) respectively. This may verify the spectators' careful review of the event in previous results on their overall event experiences being torn between 'excellent' and 'very good', but it also demonstrate the key contribution to value creation of events when spectators' overall experiences matches their anticipated level of enjoyment (Pine & Gilmore, 2011; Hoksbergen & Insch, 2016).

Interestingly, the variable linked to 'purchasing of tickets' has a somewhat even split between highly satisfied (36.5%) and satisfied (30.8%), and notably a handsome number have indicated 'dissatisfied' (20.0%). Reasons of an online ticket purchasing system for the CTC, which is new for this event, as well as the individual booking stages of the tickets (separate booking for each hub), might be explaining this result. Typically, the CTC is a free (street) event and spectators (even passers-by) can watch the performances, come, and go as they please, and bring their families at no cost. With the purchasing and scanning of tickets at the venue/ hub entrances, to control the number of people, the process of buying as well as associated costs clearly had an impact on the experiences of event spectators.

Table 3: Spectators' level of satisfaction with aspects of the events(in %, n=400)	HD	D	N	S	HS
Venue(s) suitability	3.5	4.0	9.0	38.0	45.5
Covid-19 regulations and protocols	1.3	2.8	9.5	41.3	45.3
Overall event experience	1.3	1.5	6.0	45.5	45.8
Quality of performances	1.3	2.3	8.8	33.5	54.3
Purchase of tickets	8.5	20.0	4.3	30.8	36.5
Event staff (marshals, security etc.)	3.3	7.0	9.0	35.3	45.5
Information dissemination (maps, Ask Me)	3.0	7.8	8.0	37.8	43.5
Crowd control measures	2.5	6.3	12.5	37.8	41.0
Time to switch between venues/hubs	3.8	6.3	9.0	33.5	47.5
Waste management (bins etc.)	3.8	4.8	9.5	31.3	50.7
Key: HD = Highly Dissatisfied, D = Dissatisfied, N = Neutral, S = Satisfied, HS = Highly Satisfied					

Perceptions on event experiences and future visits

Further results on the spectators' experiences of the CTC were probed on a rating scale where spectators indicated their level of agreeing with specific variables. Table 4 below shows an extremely high number of the spectators' experiences of the event to be 'strongly agreeing' to recommending visiting the CTC to their friends and family (71.5%). This result is in line with another indication on whether event spectators will be attending the CTC in the future, which a large majority indicated 'yes' (84.0%). Emanating from the previous results and justifying the satisfactory levels on the 'fun' factor and 'excellent event performances', the variable linked to 'the CTC performances were exciting and fun' were strongly agreed to (63.7%). Notably, the spectators strongly agreed to 'the event providing opportunities for tourism' (61.3%), as well as social opportunities for 'meeting new people' (53.3%), therefore linking to

the key social imperative and value of this community/local event for event spectators and for the host community. In addition, the variable linked to the 'event creating a sense of belonging to a community/ social group' were strongly agreed to (45.3%). Such lived social experiences through the CTC is advanced by Rust (2019) as one of the unique impacts that are shared through festivals amongst festival goers.

What is more, and reflective of previous sentiments, is the strong agreement to the 'set-up of performances being well designed and planned' (51.2%) which complements the first time and unorthodox hosting of a reimagined Carnival. Mirroring the beforementioned result, strongly agreed to is the 'opportunities to increased entertainment through the event' (49.6%). Following this result and in line with the diverse representation of the Carnival in terms of the attendee profiles, results show that 'there is an increased visibility of diverse communities of Cape Town at the event' (49.3%) and subsequently that the 'South African diversity is well represented at the event' (47.3%). Whether the event had 'increased the visibility of Cape Town through media' was however somewhat between 'agreed' (44.3%) and 'strongly agreed' (46.8%).

Table 4: Indicate the extent to which you agree or disagree with each statement (in %, n=400)	SD	D	N	A	SA
The event provides opportunities for tourism	0.5	0.8	5.5	32.0	61.3
The event increases the visibility of Cape Town through media	0.5	1.0	7.5	44.3	46.8
The event provides an opportunity to meet new people (i.e., someone that you would not ordinarily have met)	0.3	0.8	8.0	37.8	53.3
The event increases entertainment opportunities	1.0	0.5	7.3	41.6	49.6
The event made you feel a sense of belonging to a community/ social group	1.0	3.8	13.8	36.3	45.3
The diversity of South Africa is well represented at the event	0.8	2.5	12.3	37.3	47.3
The event increases the visibility of the diverse communities of Cape Town	0.3	1.8	12.0	36.8	49.3
The set-up of the performances in different hubs were well designed/planned	1.5	2.0	14.2	31.0	51.2
The performances of the Carnival were exciting and fun	0.3	1.3	8.0	26.8	63.7
I will recommend visiting the Cape Town Carnival to my friends and family	0.3	0.8	4.5	23.0	71.5
Key: SD = Strongly Disagree, D = Disagree, N = Neutral, A = Agree, SA = Strongly Agree					

CONCLUSIONS AND IMPLICATIONS

The CTC is a well-supported event on the Cape Town annual social calendar. While this event shows significant impacts for economic generation (Machisa et al., 2018), it is also a major spectacle for several socio-cultural impacts. These are typically linked to 'social belonging' and an overall 'fun' experience, which is also enunciated by Rust (2019). The event is further proven to attract a diverse set of people with different socio-cultural backgrounds and through this is demonstrating unity 'bringing people together' especially where a segregated past' legacy still linger in South Africa, and Cape Town specifically. The high number of 'visibility of diverse communities of Cape Town at the event' (49.3%) and subsequently that the 'South African diversity is well represented at the event' (47.3%), is evident of this. The CTC event thus promises a celebration of diversity as set out in it aims (Snowball & Antrobus, 2020).

While main reasons for visiting the event is linked to the 'fun' element and the curiosity of a reimagined CTC event is fictitious, indicates that efforts to reimaging as a recovery tactic remain managerial and bureaucratic and less strategic (for the long-term). Granted the Carnival has converted back to its normal (street parade) format in 2023 once all Covid-19 regulations were ceased in late 2022. What can be said about the reimagined event, is that it allowed for efficient time to view performances at each hub as event spectators indicated their strong positive sentiments around efficiency of venues. The hubs/ venues were appropriately selected and organised for the performances, and sufficient time was allocated to move between each hub. Moreover, the (designed) set-up of the performances at each hub, proved to be highly satisfactory (51.2%) amongst the spectator sentiments. The reimagined event in the form of alternative venues thus had a positive impact and left positive reviews/ experiences.

Nonetheless, the number of repeat visitation to the CTC as well as the ability to attract a significant number of new spectators, not only illustrates loyalty and visitor retention, but also visitor choice to attend the event, and moreover, purchase tickets for the event. The event organisers are therefore suggested to appeal favourably to these new audiences, while keeping their existing ones.

RECOMMENDATIONS FOR FUTURE RESEARCH

This study has investigated a single case study, which means that the findings cannot be generalised to different event contexts. It is recommended that more case studies are investigated to particularly gain more knowledge and best practices of reimagined events, and more over on the recovery of small-scale events and festivals from a global crises' perspective. This will provide a more holistic insight on the event industry and its resilience to the recent pandemic. This research can also be extended to include a qualitative approach where stakeholder interviews are conducted to elicit greater insight into resilient practices, event organisers decision-making processes and policy development. Therefore, this study is limited to the quantitative results from visitor perceptions.

REFERENCES

Acharya, A.S., Prakash, A., Saxena, P. & Nigam, A. (2013). Sampling: Why and how of it. *Indian Journal of Medical Specialties*, *4*(2), 330-333. DOI: http://dx.doi.org/10.7713/ijms.2013.0032

Andersson, T.D. & Getz, D. (2008). Stakeholder management strategies of festivals. *Journal of Convention & Event Tourism*, *9*(3), 199-220. DOI: https://doi.org/10.1080/15470140802323801

Avraham, E. (2020). From 9 / 11 through Katrina to Covid-19: crisis recovery campaigns for American destinations for American destinations. *Current Issues in Tourism*, *24*(20), 1–15. https://doi.org/10.1080/13683500.2020.1849052

Boin, A. & Lodge, M. (2016). Designing resilient institutions for transboundary crisis management: a time for public administration. *Public Administration,* *94*(2), 289-298. https://doi.org/10.1111/padm.12264

Boin, A., Comfort, L.K. & Demchak, C.C. (2010). The rise of resilience. *Designing resilience: Preparing for extreme events*. University of Pittsburgh Press.

Cape Town Carnival. (2022). https://capetowncarnival.com/ [04 February, 2022].

Cochrane, J. (2010). The sphere of tourism resilience. *Tourism Recreation Research*, *35*(1), 173-185. https://doi.org/10.1080/02508281.2010.11081632

Daniels, T. & Tichaawa, T. (2021). Rethinking sport tourism events in a post-Covid-19 South Africa. *AJHTL*, *10*(4), 1241-1256. DOI: https://doi.org/10.46222/ajhtl.19770720-160

David, L. (2009). Environmental impacts of events. In Raj, R. & Musgrave, J. (eds.), *Event management and sustainability*, (pp 66-75). CAB International. https://doi.org/10.1079/9781845935245.0066
Freeman, R.E. (1984). *Strategic management: A stakeholder approach*. Pitman.

Getz, D. & Andersson, T. D. (2008). Sustainable festivals: On becoming an institution. *Event Management*, *12*(1),1–17. https://doi.org/10.3727/152599509787992625

Glow, H. Kershaw, A. & Reason, M. (2020). Leading or avoiding change: the problem of audience diversification for arts organisations. *International Journal of Cultural Policy*. https://doi.org/10.1080/10286632.2019.1709060

Goodman, R., Meltzer, H. & Bailey, V. (2003). The Strengths and Difficulties Questionnaire: a pilot study on the validity of the self-report version. *International review of psychiatry*, *15*(1-2), 173-177. https://doi.org/10.1080/0954026021000046137

Gössling, S., Scott, D. & Hall, C.M. (2020). Pandemics, tourism and global change: a rapid assessment of COVID-19. *Journal of Sustainable Tourism,* 1-20. https://doi.org/10.1080/09669582.2020.1758708

Guba, E.G. & Lincoln, Y.S. (1994). Competing paradigms in qualitative research. *Journal of Qualitative Research*, *2*(105),163-194.

Hemmonsbey, J. & Knott, B. (2023). Sport event tourism organisations and resilience theory: a systematic literature review. *Event Management*, *27*, 537-557. https://doi.org/10.3727/152599522X16419948695116

Hoksbergen, E. & Insch, A. (2016). Facebook as a platform for co-creating music festival experiences: The case of New Zealand's Rhythm and Vines New Year's Eve festival. *International Journal of Event and Festival Management*, *7*(2), 84–99.

Janiskee, R.L. (1996). Historic houses and special events. *Annals of Tourism Research*, *23*(2), 398-414. https://doi.org/10.1016/0160-7383(95)00069-0

Karabulut, G., Bilgin, M.H., Demir, E. & Doker, A.C. (2020). How pandemics affect tourism: International evidence. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3579530 [06 February 2022].

Kim, S.S. & Petrick, P. (2005). Residents' perceptions on impacts of the FIFA 2002 World Cup: the case of Seoul as a host city. *Tourism Management*, 26, 25–38. https://doi.org/10.1016/j.tourman.2003.09.013

Luštický, M. & Musil, M. 2016. Towards a Theory of Stakeholders' Perception of Tourism Impacts. *Czech Journal of Tourism*, 5(2): 93-110. https://doi.org/10.1515/cjot-2016-0006

Machisa, P., Muresherwa, G. & Steyn, J.N. (2018). Multiple stakeholders' perceptions of the impacts of a carnival in Cape Town. *African Journal of Hospitality, Tourism and Leisure*, 7(3), 1-12. http://hdl.handle.net/20.500.11838/2750

McCartney, G., Pinto, J. & Liu, M. (2021). City resilience and recovery from COVID-19: The case of Macao. *Cities*, 112, 103-130. https://doi.org/10.1016/j.cities.2021.103130
Miles, L. & Shipway, R. (2020). Exploring the COVID-19 pandemic as a catalyst for stimulating future research agendas for managing crises and disasters at international sport events. *Event Management*, 24(4), 537-552. https://doi.org/10.3727/152599519X15506259856688

Mohanty, P. & Choudhury, R. (2020). Events tourism in the eye of the COVID-19 storm: Impacts and implications. In Arora, S. & Sharma, A. (Eds.), *Event Tourism in Asian Countries*, (pp 97-114). Apple Academic Press.

Okafor, L.E., Khalid, U. & Burzynska, K. (2022). Does the level of a country's resilience moderate the link between the tourism industry and the economic policy response to the COVID-19 pandemic? *Current Issues in Tourism*, 25(2), 303-318. https://doi.org/10.1080/13683500.2021.1956441

Panfiluk, E. (2015). Impact of a Tourist Event of a Regional Range on the Development of Tourism. *Procedia-Social and Behavioral Sciences*, 213, 1020-1027. https://doi.org/10.1016/j.sbspro.2015.11.520

Park, Y.S., Konge, L. & Artino, A.R. (2020). The positivism paradigm of research. *Academic Medicine*, 95(5), 690-694. https://doi.org/10.1097/ACM.0000000000003093

Pine, B. J. & Gilmore, J. H. (2011). The experience economy (Updated ed.). Harvard Business School Publishing.

Plowright, D. (2011). *Using mixed methods: Frameworks for an integrated methodology*. SAGE.
Quinn B. (2010). Arts festivals, urban tourism and cultural policy. *Journal of Policy Research in Tourism, Leisure & Events 2*, 264–279. https://doi.org/10.1080/19407963.2018.1556855

Quinn B. (2016). Problematising 'festival tourism': arts festivals and sustainable development in Ireland. *Journal of Sustainable Tourism*, 14, 288–306. https://doi.org/10.1080/09669580608669060

Rao, V. (2001). Celebrations as social investments: festival expenditures, unit price variation and social status in rural India. *The Journal of Development Studies*, 38, 71-97. https://doi.org/10.1080/713601102

Raosoft, Inc. (2004). Sample size calculator. http://www.raosoft.com/samplesize.html [03 February 2022].

Rust, E. (2020). Understanding experiential value creation at small-scale events: a multi-stakeholder perspective. *Journal of Policy Research in Tourism, Leisure and Events*, *12*(3), 344-362. https://doi.org/10.1080/19407963.2019.1701811

Sheldon, A.O. & Mason, J.E. (2016). One Love Ghoema Beat: Inside the Cape Town Carnival. *Ufahamu: A Journal of African Studies*, *39*(2), 244-246. http://escholarship.org/uc/item/02n158p4

Statistica. (2020). Year-on-Year Change of Weekly Flight Frequency of Global Airlines from January 6 to January 4, 2021, by Country. https://www.statista.com/statistics/1104036/novel-coronavirus-weekly-flights-changeairlines- region/ [30January 2022].
Steriopoulos. E. & Wrathall. J. (2021). Re-imagining and transforming events: Insights from the Australian events industry. *Research in Hospitality Management*, *11*(2), 77-83. https://doi.org/10.1080/22243534.2021.1917809

Swart, K. & Maralack, D. (2020). COVID-19 and the cancellation of the 2020 two oceans marathon, Cape Town, South Africa. *Sport in Society*, *23*(11), 1736-1752. https://doi.org/10.1080/17430437.2020.1805900

Todd, L., Leask, A. & Ensor, J. (2017). Understanding primary stakeholders' multiple roles in hallmark event tourism management. *Tourism Management*, *59*, 494-509. https://doi.org/10.1016/j.tourman.2016.09.010

Van Breda, A.D. (2018). A critical review of resilience theory and its relevance for social work. *Social Work*, *54*(1), 1-18. http://dx.doi.org/10.15270/54-1-611

Vegara-Ferri, J.M., López-Gullón, J.M., Valantine, I., Díaz Suárez, A. & Angosto, S. (2020) 'Factors influencing the tourist's future intentions in small-scale sports events. *Sustainabilty*, *12*(19), 1–18. https://doi.org/10.3390/su12198103

Walker, M., Kaplanidou, K., Gibson, H., Thapa, B., Geldenhuys, S. & Coetzee, W. (2013). "Win in Africa, with Africa": social responsibility, event image, and destination benefits. The case of the 2010 FIFA World Cup in South Africa. *Tourism Management*, *34*, 80–90. https://doi.org/10.1016/j.tourman.2012.03.015

Wee, H., Mahdzar, M., Hamid, Z.A., Shariff, F.M., Chang, F. & Ismail, W.N.H.M. (2017). Sustainable Event Tourism: Evidence of Practices and Outcomes Among Festival Organizers. *Advanced Science Letters*, *23*(8), 7719-7722. https://doi.org/10.1166/asl.2017.9561

Welman, C., Kruger, F. & Mitchell, B. (2005). *Research methodology*. Oxford University Press.

Werner, B. Hayward, J. & Larouche, C. (2014). Measuring and understanding diversity is not so simple: how characteristics of personal identity can improve museum audience studies. *Visitor Studies*, *17,* 191–206. https://doi.org/10.1080/10645578.2014.945352

World Economic Forum. (2015). How can the tourism industry overcome disasters? https://www.weforum.org/agenda/2015/11/how-can-the-tourism-industry-overcome-disasters/ [05 February 2022].

Xu, J., Wei, J. & Lu, L. (2019). Strategic Stakeholder Management, Environmental Corporate Social Responsibility Engagement, and Financial Performance of Stigmatised Firms Derived from Chinese Special Environmental Policy. *Business Strategy and the Environment*, *28*(6), 1027-1044. https://doi.org/10.1002/bse.2299

ARTICULATING VARIOUS LEGACIES OF MAJOR SPORT EVENTS IN EMERGING NATIONS

BRENDON K KNOTT, CAPE PENINSULA UNIVERSITY OF TECHNOLOGY, SOUTH AFRICA
CEM TINAZ, THE HAGUE UNIVERSITY OF APPLIED SCIENCES, THE NETHERLANDS

INTRODUCTION

The increased bidding for and hosting of large sporting events in emerging nations is a prominent manifestation of the devolution of wealth and power from the major developed countries to the fast-developing countries in Africa, Asia, the Middle East, and South America (Grix, Brannagan & Lee, 2019). The majority of emerging-market leaders aspire to improve the overall standard of living for their citizens in their countries (Tinaz & Knott, 2021). In a number of emerging nations, signature or sport mega events (SMEs) have emerged as important components of local and national development agendas. Host cities are seeing increased tourism, local investment, and employment as a result of hosting these events, however the likelihood of truly lasting legacies is uncertain.

The Morgan Stanley Capital International Emerging Markets Index (MSCI, 2020) is frequently used in economic and development studies (Tinaz & Knott, 2021). It currently includes data from 24 different nations, Brazil, Chile, China, Colombia, Czech Republic, Egypt, Greece, Hungary, India, Indonesia, Korea, Kuwait, Malaysia, Mexico, Peru, Philippines, Poland, Qatar, Saudi Arabia, South Africa, Taiwan, Thailand, Turkey and the United Arab Emirates. The majority of these countries have confronted challenges that are vastly different from those faced by the established western states. Over the past several years, we have seen a shift in the sports sector, particularly in hosting sporting events, away from the rich western countries toward the developing world.

The use of sport events as a vehicle to achieve social, economic, cultural, political, technological, and environmental objectives by decision-makers or investors is undeniably widespread throughout the world's emerging markets. The countries also acquire international recognition as a result of their event-related efforts. As a result, politicians, event organizers, and other influential stakeholders seek legacy outcomes from SMEs (Brittain et al., 2018).

In the past two decades, interest in sport event legacies has grown exponentially. Thomson et al. (2018) noted that since 2012, there has been a considerable growth in the amount of literature on large-scale sport event legacy in the sports and event management fields. Yet, a relatively small number of systematic reviews or synthesises of sport event legacy research have been published (Thomson et al., 2018).

In several cases, there is evidence of a difference in legacy realisation or objectives between developing and developed countries. Grix, Brannagan, and Lee (2019), for example, draw attention to the political legacy of SMEs, claiming that they have evolved into the ideal soft power project for emerging economies. According to Heslop et al. (2013), SME is "a fast-track to world recognition and reputation development" for rising countries, and this is supported by both the political and tourism/destination branding legacies (p.13).

Consequently, the purpose of this paper is to reveal the types of sport event legacies reported on or investigated in academic papers, as an indication of the legacy priorities of these nations.

LITERATURE REVIEW

Historically, the academic study of legacy has been predicated on the notion that it can be used to address economic and social problems as well as cultural, historical, and political challenges (Byers et al., 2019), which makes it particularly appealing to developing countries' development aspirations. In the literature, there are many distinct types of legacies that have predominated, including economic; social; cultural; environmental; health; sports participation; infrastructure; politics; tourism/destination branding; and security (Byers et al., 2019). It is difficult to assess the legacy of a person or organisation due to the fact that it is a "complex, fluid, and contentious term that is likely to be realised differently" across a variety of situations based on socio-economic and political aspects (Brownill et al., 2013:112–113).

Legacy has emerged as an important consideration in the development of SMEs (Spracklen, 2012), even if there has been a greater recognition of unintended repercussions (Cornelissen et al., 2011). Beyond the immediate benefits of SMEs, many increasingly propose a longer-term focus on building legacies from such events (Cornelissen, Bob, and Swart, 2011; Chappelet, 2012), with legacy being of either a planned or unplanned character (Cornelissen, Bob, and Swart, 2011). Bob, Cornelissen and Swart (2011) emphasised the necessity of understanding and assessing the legacies of SMEs.

The legacy of SMEs has risen in relevance in recent years, garnering attention from both academics and practitioners alike (Preuss, 2019). The growing interest in examining the legacy of SMEs has to a large extent replaced the debate on impacts (Cornelissen et al. 2011; Chappelet 2012). The notion of 'legacy' is considered "multi-faceted and far-reaching" (Chappelet 2012, p.83). In 2007, Preuss (2007) devised a legacy cube with three dimensions: the past, the present, and the future. The paper pointed out that legacies can be deliberate or unexpected, as well as positive or negative, and that both are possible. It also distinguished "soft" legacies, such as incorporeal or psychic communal benefits, from "hard" legacies, such as infrastructure. This led to the formulation of the most widely accepted definition of sport event legacy as:

> "... all planned and unplanned, positive and negative, concrete and intangible structures generated for and by a sporting event that last longer than the event itself, regardless of the time and space in which they were created." (p. 211)

Although there is some agreement on the definition of legacy, what it entails, and how it should be conceptualised, there is still disagreement on how it should be measured (Van Wynsberghe, 2016).

In the past decade, there has been increased criticism of the negative potential from hosting a mega-event. Critical questions and concerns have been expressed concerning the expanding expense, feasibility, long-term legacy, and repercussions of SMEs (Byers et al., 2021). Preuss (2019) explained that the costs of hosting and debate over a host government's expenditure of public funds, has made corruption a

real possibility. This, together with corruption allegations linked to the FIFA and International Olympic Committee (IOC) hosting selections, has led to increased public and media scrutiny of the benefits of SMEs for the host. In response, the IOC established the Sustainability and Legacy Commission in 2015, responsible for consulting with, coordinating with, and monitoring the legacy of the Olympic Games (IOC, 2018). Candidate cities are now required to track their legacy for several years after the Olympic Games as part of their host city contract (IOC, 2018).

The literature reveals a wide variety of different types or categories of legacies that could result from sport events. Chappelet and Junod (2006) compiled these into five types or themes, as follows:

- Sporting legacy: e.g. sporting facilities and related infrastructure upgrades; and an increase in sport participation, support and sponsorship.
- Urban legacy: e.g. changes made to the urban structure of the host city as well as the development of new urban districts and specialised areas.
- Infrastructural legacy: e.g. networks, ranging from transport to telecommunications, which are renovated or developed for a mega-event; access routes by air, water, road or rail; and the modernisation of basic services, such as water, electricity and waste treatment.
- Economic legacy: e.g. changes in the number of permanent jobs created and changes in the unemployment rate; economic investment opportunities; foreign investment attraction; and small business development/ entrepreneurship; the increase in tourists to a host region that stimulates the local economy.
- Social legacy: e.g. nation building and contribution to national pride; changed perceptions of residents; education; racial harmony; and environmental awareness.

Cornelissen et al. 2011 added three more legacies to this set, namely:

- Environmental legacy: e.g. reducing carbon footprint; integrating greening principles; and climate-responsiveness.
- Political legacy: e.g. the promotion of democracy, human rights and improved governance; enhancement of capacity within the public sector; improvements in skills and human resources capital in public and private sectors; interventions by government or non-government organisations.
- Image/ branding legacy: e.g. destination-profiling; host-region exposure; setting or changing the image of a host destination; changes in tourist image and reputation; and brand marketing for a host region.

Increasingly, attention is being paid to the possibility that sporting events and their legacies could serve as a platform to address global concerns and effect social change (Byers et al. 2021). For example, the United Nations (UN) has highlighted the significant role that sport plays in promoting the UN 2030 Agenda for Sustainable Development.

Preuss (2007) noted the following three issues that create challenges in developing a standardised legacy measurement approach:

- The same event creates different legacies if staged twice in one city/ nation: Both the events and the cities/ nations staging them are continuously developing such that the event has different requirements at a later stage of hosting and the host city/ nation has different environmental factors to consider (e.g. FIFA Football World Cup in Germany hosted in 1974 in comparison to 2006).
- Different events create different legacies if staged in the same city/ nation: Differing infrastructural requirements, social interests, media exposure, and location requirements result in a unique legacy. For example, Rio de Janeiro hosted both a FIFA World Cup in 2014 and an Olympic Games in 2016. Yet, the legacies attributed to these events differ substantially.
- The same event creates different legacies in different cities/ nations: This may be a result of a number of factors, including different infrastructure of the cities/ nations and the political targets pursued for the event. For example, a FIFA Football World Cup held in Germany in 2006 may yield very different legacies compared to the same event held in South Africa in 2010.

These challenges led the writers to propose that emerging nations may prioritise certain types of legacies over others, or report on certain legacies to a greater degree.

METHODOLOGY

This research aimed to draw attention to the subtle nuances and distinct variations in the SME legacy discourse among emerging nations by obtaining research findings from peer-reviewed, academic journal-based literature. The authors conducted a systematic qualitative review of scholarly articles that empirically investigate the legacies of MSEs hosted by emerging nations and that have been published within the last 20 years (between 2002 and 2022). Literature reviews, particularly for emerging topics, are becoming increasingly accepted as worthwhile research endeavours in the social sciences field (Pickering & Byrne, 2014). Although there has been some research into event legacy literature in emerging nations, there has been no systematic review of this literature to date. According to Thomson et al. (2020), researchers in event legacy studies are disproportionately concentrated in Western countries, and legacy research has been disproportionately biased in terms of geography.

This study was structured following the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines for conducting systematic reviews and meta-analyses (Liberati et al. 2009). An official protocol for the electronic search was devised, which was limited to sources in the English language. We used the phrases 'sport event' and 'legacy' to search for full-text, peer-reviewed academic journal papers published between 2000 and 2022. The starting date of 2000 was chosen as it symbolises the period when conceptual development and debate surrounding sport event legacy intensified (Thomson et al., 2013). The computerised search produced 270 sources; once duplicates throughout the database were removed, a manual screening of these sources was conducted to select only the papers that referred to emerging nations. The final number of sources selected was 97.

The sources were captured in an Excel spreadsheet, with the following bibliographic details captured from each source: title; authors; 1st author nationality; journal; year; event focus; country focus; and keywords. A quantitative analysis of the bibliographic data was conducted using descriptive statistics (i.e., frequencies), with matrices, tables or graphs produced to reflect the key findings.

A manual, qualitative assessment was conducted in order to determine the legacy focus of each article. The seven legacy types proposed by Cornelissen et al. (2011) were used as the legacy categories. The authors assigned the legacy focus, and in some cases a secondary legacy focus, after reviewing the title, keywords and abstract of each source. This review process also helped to eliminate any papers that did not fit the ambit of this investigation, such as articles focused only on theoretical constructs of legacy, rather than relating to an event or emerging nation context.

Once the legacy focus was assigned, a further, deeper analysis of the sources was conducted, combining the bibliographic findings, to allow for the discovery of key legacy themes from the sources. The findings are detailed in the following section, with the deeper analysis forming the basis of the discussion that follows.

FINDINGS

Bibliographic details

Lead researchers and location of universities

The nationalities of the first authors, according to their university affiliation, represented 22 different nations. Only 13 of these are emerging nations. The nations with the largest representation were: South Africa (24), UK (17) and Brazil (13). These three nations alone accounted for 56% of the articles. The first authors with the most papers were: Knott, B. (5 papers); Lee (4); Cornelissen, S. (3); Kim, H. (3); and Rocha, C. (3).

Year of publication and journal

The Journals with the most articles were: Sustainability (6); Leisure Studies (5); and Development Southern Africa (4). The years of publication with the most articles were: 2019 (15); 2020 (11); 2021 (10) and 2015 (10). Thirty-eight percent of articles were published between 2019-2021. Only 7% of articles were published before 2011.

Figure 1: Year of publication

Year of publication (n=97)
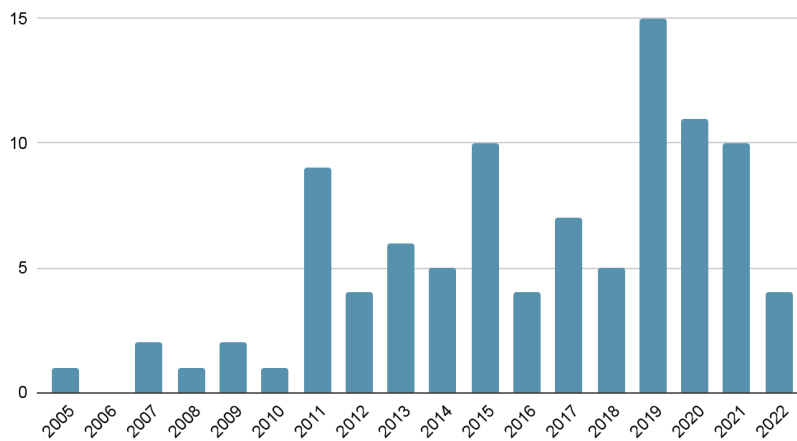
Table 1 reveals the impact of the 2010 FIFA World Cup (South Africa), the 2014 FIFA World Cup (Brazil); and subsequent mega-sport events in the following years that were held in emerging nations, such as the 2016 Olympic Games (Brazil), 2018 Olympic Games (South Korea), and 2018 and 2022 FIFA World Cups (Russia and Qatar respectively).

Event type and country focus

Sport mega-events dominated the focus of the papers, with FIFA World Cups (44) and Olympic Games (24) combining to account for 71% of the events featured. A further 10 articles covered more than one sport mega-event in the article. The remaining SMEs are listed in Table 1.

Table 1: Event type	(n=97)
FIFA World Cup	44
Olympic Games	24
Sport Mega Event (multiple)	10
UEFA EURO	5
Major event (multiple)	4
Commonwealth Games	2
University Olympiade	2
Asian Games	1
European Youth Olympic Games	1
Formula One	1
Pan-American Games	1

Tour de Taiwan	1

A total of 12 emerging nations were the focus of the papers reviewed. The countries most focused on were: South Africa (29), Brazil (25), South Korea (8), Poland (5) and Qatar (5). South Africa and Brazil clearly dominated the article count, accounting for 56% of the papers. A further nine articles featured a combination of emerging nations.

Types of Legacy

Keywords

An analysis of the keywords listed in each of the papers revealed the following most frequently listed keywords not surprisingly: sport mega event/ mega event (85), legacy (54), World Cup/ FIFA World Cup (53), Olympic Games (20). Among the keywords that indicated a legacy focus, the following featured most commonly: sports participation (5), sustainable development (5), stakeholders (5), nation branding (4), sports tourism (4), quality of life (3) and social impact (3). Figure 2 displays a word cloud of the keywords. However, these represent very low numbers and indicate that most of the papers did not clearly specify a legacy focus within the keywords of the paper.

Figure 2: Keywords

Legacy focus

The writers assessed the legacy focus of each paper by reviewing the article title and its keywords, followed by the article abstract. If the legacy focus was still not clear, the full paper was then consulted. The authors used the classification of legacy types as compiled by Cornelissen, Bob and Swart (2011), namely: economic; environment; image/ brand; infrastructure; political; social; and sport. Seven of the papers had a distinctive secondary legacy focus, so they were included in two categories. As

depicted in Figure 4, the papers were distributed as follows, from highest to lowest: social (31.1%); political (17.5%); economic (11.7%); infrastructure (11.7%); sport (10.7%); environment (8.7%); and image/ brand (8.7%).

While these findings give an overall indication of the distribution of legacies from the papers reviewed, the authors noted a few nuances within this distribution.
The following section discusses these findings, providing deeper insights and meaning to these results.

Figure 4: Legacy Types
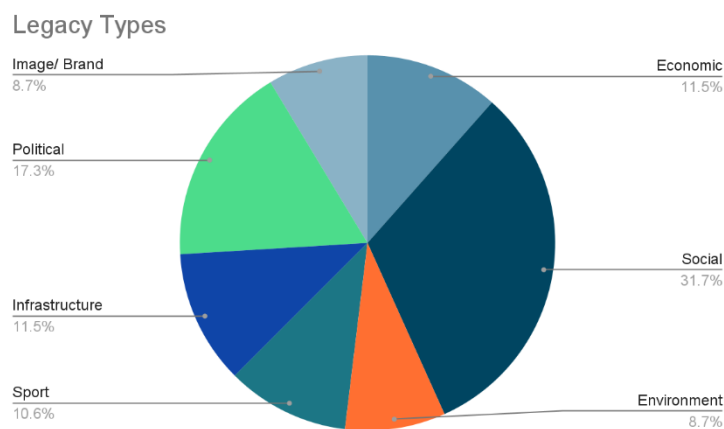
DISCUSSION

Although there are many similarities among emerging nations in terms of their socio-economic developmental status and challenges that they face, they also each face their own unique circumstances, priorities, policies and development agendas. Therefore, MSE legacy in these emerging nations must be understood within the context of each nation's social and economic sphere, as well as its historic and political legacy. This section now integrates a discussion based on the findings from a deeper, qualitative analysis of the data.

Social development legacy

While social legacy was clearly the major legacy type featured, the category was by no means uniform in its legacy focus. In its broadest uniformity, the papers largely related legacies for local residents and populations most impacted by an event. There was an indication that within this legacy type, a focus on wellbeing or quality of life of residents (e.g. Ma & Kaplanidou, 2017), which is not specifically related to sport participation, may become a growing legacy focus in future.

Within this categorisation, there were multiple examples of negative legacies, with examples of negative social ills attributed to event hosting (e.g. human trafficking) or

disruptions to communities through resettlement programmes (e.g. from Brazil's 2014 FIFA World Cup). However, these may not be unique to emerging nations only. The issue of human rights as a legacy outcome was mentioned in the context of social legacies, but only in a few papers (e.g. Graeff et al., 2021). This is perhaps surprising as a number of emerging nations have faced global media criticism surrounding human rights issues highlighted through the hosting of a sport event.

What does appear to be a more unique focus within this legacy type for emerging nations, is a focus on social development. Whether emerging from a colonial past (e.g. Brazil), a repressive regime (e.g. Poland), isolation and fragmentation (e.g. South Korea) or legislated racial and societal divisions (e.g. South Africa), MSE have been embraced for their social unifying effect for many historically or currently divided populations. This is sometimes referred to as "nation-building". Even with a focus on the future of MSE hosting, the legacy focus for Qatar's 2022 FIFA World Cup appears to be positive socio-cultural development initiatives (e.g. Al-Emadi et al.. 2022).

Politics, soft-power and sport-for-peace

A political legacy emerged as the second most common legacy type from the papers reviewed. It appears that emerging nations consistently expect mega-events to deliver on politically motivated aims. However, these aims can be divergent in their nature, from peace-related initiatives to global prestige and soft-power. For example, joint athlete participation in sport mega-events across the Korean peninsula has proved to be one of the sole means of bridging the divisions between the north and south, even normalising relations to some extent. The international media narrative highlighted a unification story surrounding the Pyeongchang 2018 winter Olympic Games.

A different example, more akin to global prestige, is linked to Qatar and the 2022 FIFA World Cup. An international communication strategy was employed by Qatar to emphasise the host nation's role in contributing to international aid, conflict resolution, and peacebuilding in the region (Al-Emadi et al.. 2022). This may also have been an aim to counter the largely negative publicity surrounding the lead up to the event, relating to its bidding process and the rights of migrant workers involved in the mega-event construction projects.

Although the South African example of historic division is rather different and based on racial classification and economic inequality, SMEs such as the 1995 Rugby World Cup and the 2010 FIFA World Cup, left a legacy as both socially and politically unifying catalysts, even if more symbolic in their effect (Black, 2007). The majority of the papers published in the immediate aftermath of the 2010 FIFA World Cup reflected on the social, historical and political context of the event, emphasising the legacy of the event in national identity formation and political symbolism for the host nation. The government's social transformation aim was also highlighted as a legacy priority in papers that focused on South Africa.

As mentioned previously, it is not always easy to isolate the legacy types. An example of a political legacy that impacted economic, social and sport legacies, is that of Brazil. In Brazil, there was an intentional political strategy behind its government bidding for and hosting serial sport mega-events for both political and economic benefits. The hosting of sport mega-events impacted public policies, funding, and communities in host cities. While this may have been beneficial to a few sport sectors,

it negatively disadvantaged certain population groups. It had adverse outcomes for Brazil's more excluded communities, while temporary funding was mainly channelled towards elite sport (Graeff et al., 2020).

In some instances, sport events are accused of being politically motivated from the perspective of the sport federation. Particularly in the case of SMEs, these global events could be seen as a means to promote globalisation and a neoliberal legacy. Governance and the politics of development are particular issues affecting emerging nations. These aspects raise awareness of a more sinister side to the political legacies within emerging nations, mentioned particularly in the cases of Brazil's 2014 FIFA World Cup and Russia's 2014 winter Olympic Games.
A related theme under political legacy, according to the legacy model used, is security. Five papers reviewed were focused solely on investigating improved security, crime reduction, or security risk mitigations as a legacy. These were mostly focused on the events from Brazil and South Africa, but also various events among emerging nations. Also linked to political security, there was mention of negatively perceived legacies such as the pacification and militarisation of host populations (Prouse, 2012).

The economics of tourism, image and branding

It is difficult to isolate different aspects of the economic legacy from sport events. While the model used in this study includes the tourism legacy as part of the economic legacy, others have preferred to separate these aspects. Furthermore, Byers (2019) combined included destination branding as part of the tourism legacy. While the aim of this paper was not to define legacy types, it serves to highlight the connected nature of legacies.

Almost half of the economic legacy papers related specifically to a tourism legacy. Economic legacies reviewed were typically related to: economic growth; GDP increase; and small enterprise development. However, tourism-related economic legacies included: increased tourism budgets; new source markets; increased urban tourism; sport tourism development; improvements of travel services; and repeat visitation.

Although related as a distinct legacy type in the model used in this study, "image/ branding" (accounting for over 8% of publications reviewed) is closely related to tourism legacy. The case of South Africa's hosting of the 2010 FIFA World Cup is preeminent in its focus on this legacy, with seven (out of nine) papers focusing on nation branding as a legacy for South Africa from the 2010 mega-event. These papers indicated that the SME left a legacy of global branding gains for the host nation, providing a boost to its emerging status and aiding the development of its sport tourism industry (e.g. Knott, Fyall & Jones, 2017).

Brazi, Poland and South Korea were also featured examples of image/ branding legacies for the host nation. For Poland, the hosting of the UEFA EURO 2012 was perceived as successfully showcasing the country's 'new face' internationally as it emerged from its communist legacy. The event is believed to have strengthened the Polish image among visitors and football fans and enhanced its international competitiveness (e.g. Wloch, 2020). Similarly, through its hosting of events such as the 2002 FIFA World Cup (and subsequently the 2018 winter Olympic Games), South

Korea aimed to portray its 'global' identity - highlighting its economic liberalisation and global prestige (e.g. Lee et al., 2005).

Infrastructure and development

Infrastructure legacy emerged as another contested legacy within the emerging nation context. A combination of positive and negative legacies were explored from a range of examples, including Brazil, Colombia, Poland, Qatar, South Africa, South Korea, Taiwan and Turkey. A broad set of themes are explored within this legacy, such as: urban planning; event planning; local development; sustainable development; post-event occupancy/ usage; mega-project construction; architecture; mobility; liveable open spaces; and public facilities.

A key area for papers with a focus on infrastructure legacy was "sustainable development" (e.g. Gulak-Lipka & Jagielski, 2020). While large-scale infrastructure development has been a hallmark legacy for most sport mega-events globally, within emerging nations, these events have been more catalytic in nature. It appears that the sport events can play a central or focul role for broader development within the host nation. For example, UEFA EURO 2012 became a central point for many development projects in Poland, primarily relating to sport infrastructure development. However, in many instances, the infrastructure legacies reported were far beyond merely the sport infrastructure required to host the events. Public transport, urban development, housing and public facilities (including parks and recreational spaces) were all cited as examples.

There was a strong link between infrastructure legacy and environmental legacy, through the lense of sustainable development. While environmental legacy was the least of the legacy types featured in the analysis, the papers on this topic emphasised a legacy through sustainable events. They also highlighted the positive role the events can play in environmental communication and messaging.

Sport legacy

The key standout focus of a sport legacy was the focus on sport participation, which accounted for nearly half the papers. This does not appear to be unique to emerging nations, yet it is still a key legacy feature. Other legacy aspects related to: sport development; sport facility usage; sport involvement; corporate social responsibility; and support for future sport events.
However, it should be noted that it proved difficult to isolate the sports legacy. For example, some papers referred to sport-for-peace initiatives, although the focus was clearly aligned to political legacy. Furthermore, outcomes from these initiatives emphasised positive social legacies.

CONCLUSION & CONTRIBUTION

This paper set out to ascertain if there is a difference in the legacy focus within emerging nations, by reviewing all peer reviewed journal articles on this topic that focused on examples from emerging nations. While not proposing that these nations be considered as a singular entity, this paper has highlighted the similarities across the papers reviewed and has drawn attention to the most pertinent examples.

The findings certainly highlights the need for a more critical assessment of sport event legacies in emerging nations. While the paper has attempted to isolate legacy types according to accepted frameworks, the findings indicate that legacies can very seldom be separated from each other. Legacies are certainly inter-connected. While of some merit for identifying differences from established nations, the broader legacy types reviewed in this paper are perhaps too broad in order to reflect the key legacy issues of importance for emerging nations. A deeper, qualitative analysis of the papers revealed nuances in legacy aims and delivery that highlights the differences within emerging nations more clearly.

For example, this paper has revealed legacy focus areas that may be already or become the focus of event planning or legacy research in these nations. The list below (and depicted in Figure 5) indicates the authors' summary of the key legacy focus areas for emerging nations at present and into the near future, namely:

- Economic legacy: economic stimulation and growth; enterprise development; and urban tourism.
- Environmental legacy: sustainable events; environmental communication.
- Image/ brand legacy: global identity, prestige and competitiveness.
- Infrastructure legacy: sustainable development; mobility; and liveable spaces.
- Political legacy: national identity formation; political symbolism; security; risk mitigation; human rights; and social transformation.
- Social legacy: wellbeing; quality of life; and nation-building.
- Sport legacy: sport development; participation; and venue usage.

Figure 5: Legacy focus for emerging nations

This paper adds to the EMBOK framework by extending the understanding of event legacies, sports events and how these play a role in emerging nations.The authors

propose that future legacy studies consider the paradoxes of development within underdevelopment among the emerging nations. For example, there is often little critique of apparent positive legacies such as investments in world-class sport facilities that cause exclusion and the redirection of investment from other means of development. The opportunity costs associated with these legacies certainly need to be considered. Another broader critique of the legacy studies in emerging nations is the consideration of the host population's approval of the event. Many of the emerging nations are countries where democracy is not entrenched or where citizens have less say in the selection of events and the decisions surrounding the legacy aims. Greater citizen partnership and inclusion is therefore encouraged in the setting of legacy agendas.

REFERENCES

Al-Emadi, A., Sellami, A.L. & Fadlalla, A.M. (2002). The Perceived Impacts of Staging the 2022 FIFA World Cup in Qatar. Journal of Sport & Tourism, 26(1):1-20.

Brittain, I., Bocarro, J., Byers, T. & Swart, K. (2018). Legacies and mega events: Fact or fairy tales? Oxon: Routledge.

Brownill, S., Keivani, R., & Pereira, G. (2013). Olympic legacies and city development strategies in London and Rio; beyond the carnival mask? International Journal of Urban Sustainable Development, 5(2):111–131.

Byers, T., Hayday, E. & Pappous, A. (2019). A new conceptualization of mega sports event legacy delivery: Wicked problems and critical realist solution. Sport Management Review, 23(2):171-182.

Byers, T., Hayday, E.J., Mason, F., Lunga, P. & Headley, D. (2021). Innovation for Positive Sustainable Legacy From Mega Sports Events: Virtual Reality as a Tool for Social Inclusion Legacy for Paris 2024 Paralympic Games. Frontiers in Sports and Active Living, 3:625677.

Chappelet, J. (2012). Mega sporting event legacies : A multifaceted concept. Papeles de Europa, 25:76-86.

Chappelet, J.L. & Junod, T. (2006). A tale of 3 Olympic Cities: What can Turin learn from the Olympic legacy of other Alpine cities? In: Major sport events as opportunity for development: proceedings of the Valencia Summit, Valencia, October 17-19, 2006. Valencia: Instituto Nóos, 83-89.

Cornelissen, S., Bob, U,, & Swart, K. (2011). Towards redefining the concept of legacy in relation to sport mega-events: Insights from the 2010 FIFA World Cup. Development Southern Africa, 28(3):307-318.

Graeff, B., Ghiggi, M.V., Amaral, S.C., Borin, T., Araujo, G., Bretherton, P. & Pires, C.F. (2020). The closer to danger, farther from harm? The impact of sport mega events in communities affected by infrastructure associated with the FIFA World Cup 2014 in Porto Alegre. Geoforum, 113:146-53.

Graeff, B., Ghiggi, M.V. & Knijnik, J. (2021). The Impact of a Sport Mega Event in the Right to Access Public Education: The Case of the Porto Alegre Communities Affected by the 2014 Brazil World Cup. Journal of Sport and Social Issues, 45(5):447-63.

Grix, J., Brannagan, P.M. & Lee, D. (2019). Sports mega-events and the concept of soft power. In Entering the Global Arena. Singapore: Palgrave Pivot, 23-36.
Gulak-Lipka, P.A. & Jagielski, M.I. (2020). Incorporating sustainability into mega-event management as means of providing economic, social and environmental legacy: a comparative analysis. Journal of Physical Education and Sport, 20(5):2859-66.

Heslop, L.A., Nadeau, J., O'Reilly, N. & Armenakyan, A. (2013). Mega-event and country co-branding: Image shifts, transfers and reputational impacts. Corporate Reputation Review, 16(1):7-33.

IOC. (2018). Legacy strategic approach: moving forward. https://www.olympic.org/~/media/Document%20Library/OlympicOrg/Documents/Olympic-Legacy/IOC_Legacy_Strategy_Full_version.pdf?la=en [Accessed April 19 2022]

Knott, B., Fyall, A., & Jones, I. (2017). Sport mega-events and nation branding: Unique characteristics of the 2010 FIFA World Cup, South Africa. Journal of Contemporary Hospitality Management, 29(3):900-923.

Lee, C.K., Taylor, T., Lee, Y.K. & Lee, B. (2005). The impact of a sport mega-event on destination image: The case of the 2002 FIFA World Cup Korea/Japan. International journal of hospitality & tourism administration, 6(3):27-45.

Liberati, A., Altman, D.G., Tetzlaff, J., Mulrow, C. & Gøtzsche, P.C. & Ioannidis, J.P.A. (2009). The PRISMA statement for reporting systematic reviews and meta-analyses of studies that evaluate healthcare interventions: explanation and elaboration. BMJ, 339:b2700.
MSCI Emerging Markets Index (2020). https://www.msci.com/countries-heat-map [Accessed 12 Jan. 2020].

Preuss, H. (2007). The conceptualization and measurement of mega sport event legacies. Journal of Sport & Tourism, 12:207–227.

Preuss, H. (2019). Event legacy framework and measurement. International Journal of Sport Policy and Politics, 11(1):103-118.

Prouse, C. (2012). Framing the World cUPP: Competing discourses of favela pacification as a mega-event legacy in Brazil. Recreation and Society in Africa, Asia and Latin America, 3(2).

Spracklen, K. (2012). Special issue on the unintended policy consequences of the Olympics and Paralympics. Journal of Policy Research in Tourism, Leisure and Events, 4(2):121-2.

Thomson, A., Cuskelly, G., Toohey, K., Kennelly, M., Burton, P. & Fredline, L. (2018). Sport event legacy: A systematic quantitative review of literature. Sport Management Review, 22(3):295-321.

Thomson, A., Kennelly, M. & Toohey, K. A systematic quantitative literature review of empirical research on large-scale sport events' social legacies. Leisure Studies, 39(6): 859-876.

Thomson, A., Schlenker, K. & Schulenkorf, N. (2013). Conceptualising sport event legacy. Event Management, 17(2):111-122.

Tinaz, C. & Knott, B. (2021). Sport and Development in Emerging Nations. Routledge: Oxon, UK.
Wloch, R. (2020). Two dynamics of globalization in the context of a sports mega-event: The case of UEFA EURO 2012 in Poland. Globalizations, 17(1):45-59.

AUGMENTED REALITY EXPERIENCE: AN INVESTIGATION ON MEGA SPORT EVENT ATTENDANCE

WENG SI (CLARA) LEI, MACAO INSTITUTE FOR TOURISM STUDIES, MACAO SAR, CHINA
HENRIQUE F. B. NGAN, MACAO INSTITUTE FOR TOURISM STUDIES, MACAO SAR, CHINA

INTRODUCTION

The popularity of mega sporting events has surged in recent years, with some locations leveraging these events to attract global visitors. Considering the varied backgrounds of attendees, it is not surprising that there is a spectrum of knowledge and familiarity with the specific sports events they attend. However, having prior knowledge is crucial as attending an event with limited knowledge can affect on experience (Geus et al., 2016). To address this, organizers employ augmented reality (AR) technologies to seamlessly integrate information(Rogers et al., 2017), minimizing disruption during the event. This allows attendees to access real-time information and statistics about the athletes and sports they are watching without having to disengage from the event (Goebert, 2020; Rogers et al., 2017). A notable example of this was the Beijing Winter Olympics 2022, which featured an impressive AR exhibition during the opening ceremony.

While these technological advancements aim to alleviate cognitively demanding tasks that could affect the event experience, it is still uncertain whether they enhance the overall experience of attendees. Does AR merely serve as a showcase of technology, or does it add genuine value that enhances the experience of event attendees?

Virtual Reality (VR) studies indicate that using VR during sports games enhances the flow of experience (Kim & Ko, 2019) and perceived enjoyment (Langaro et al., 2022). However, to reap the benefits of VR during mega sporting events, attendees must perceive the technology as useful and user-friendly (Capasa et al., 2022), as only then will they positively evaluate and use the technology. Thus, in sports tourism, the Technology Acceptance Model (TAM model) is often used to explore AR adoption intention from a consumer perspective (Goebert & Greenhaigh, 2020). Yet, most research on AR in sports tourism has narrowly focused on the antecedents of AR usage, largely overlooking its impact on the experiences of event attendees (Goebert & Greenhaigh, 2020; Rogers et al., 2017). While the TAM model helps to understand the cognitive processes driving AR usage, it does not clarify the extent to which AR usage during mega sporting events leads to increased satisfaction, enjoyment, and overall experience. Although it is plausible to argue that AR should enhance attendees, as seen in other sectors (M. C. T. Dieck et al., 2021; Goebert & Greenhaigh, 2020), previous studies have reported conflicting results, indicating a potentially negative impact of AR/VR (Rogers et al., 2017). It is important to note that AR enhances reality with technology, while VR recreates reality in a virtual space. Hence, existing VR evidence can only be considered as a reference, necessitating a separate investigation for AR. This study aims to explore the antecedents of AR usage during mega sporting events and its impact on attendees. By examining the effects of AR usage during mega sporting events, this study will deepen our understanding of sport event participants and extend our knowledge of the current TAM framework in

this underexplored context. This study will provide valuable insights for mega sporting event organizers, aiding them in making informed decisions regarding AR adoption in future events and improving their overall know-how. In addition, this study is part of study, which also examines event participants' future visit intention and word of mouth.

LITERATURE REVIEW

AR and Tourism

Augmented Reality (AR) is an immersive technology that supplements reality with virtual objects in real-time, enhancing the viewership experience, as opposed to Virtual Reality (VR), which replaces reality with a virtual replica(M. C. T. Dieck et al., 2021; Rauschnabel et al., 2022). Due to technological advances, AR and VR have become more accessible and integrated into consumers' mobile phones, facilitated by 5G networks. This accessibility allows Destination Management Organizations (DMOs) to incorporate AR into destinations, heritage sites, landmarks, and event tourism such as Meetings, Incentives, Conventions, and Exhibitions (MICE) without requiring standalone headsets. As international travel resumes post-COVID, virtual events are expected to revert to in-person events, increasing AR adoption.

Although AR is significant, its usage and implications are relatively new research areas, primarily conducted in heritage sites(Haugstvedt & Krogstie, 2012), museums(Jung et al., 2015), and theme parks, with few studies on sports events or festivals(Yung & Khoo-Lattimore, 2019). Limited sports research evidence shows conflicting results on whether AR improves viewers' experiences(Rogers et al., 2017), leaving the implications of AR usage in sport tourism events largely unknown. Therefore, examining AR antecedents can help form a conceptual framework for studying this area. The current study proposes a research model based on the Technology Acceptance Model (TAM) (Jung et al., 2018; Zhu et al., 2022)that addresses AR antecedents, event experience(Geus et al., 2016), and behavioral outcomes.

TAM is a widely recognized model for understanding technology acceptance and usage, including AR and VR. Applying TAM helps evaluate attendees' attitudes towards using AR, providing insights into technology adoption likelihood and overall experience. However, it is essential to consider the resulting impact beyond predicting usage. Incorporating the Event Experience Scale (EES), designed to measure event experiences across affective, cognitive, and physical engagement dimensions, enables a comprehensive assessment of participants' holistic experience at mega sports events when using AR. Integrating TAM and EES provides a unique analysis of the factors influencing AR adoption and its impact on event experiences, an approach rarely examined simultaneously in previous similar studies. This holistic approach offers a more in-depth understanding of AR adoption drivers and their effects on attendees' overall experience, illuminating the interplay between technology acceptance and event engagement.

Antecedents of using AR

Technology Acceptance Model (TAM)

116

The technology acceptance model (TAM) is a fundamental theory in technology-related studies, indicating that perceived usefulness and perceived ease of use are crucial in determining technology adoption. Perceived ease of use refers to the individual's assessment of the effort needed to use specific technology, while perceived usefulness relates to the belief that the technology will enhance performance and productivity. Both these factors are essential for understanding the acceptance and adoption of immersive technologies like AR in mega sports events and festivals, as indicated by extensive research (Capasa et al., 2022; M. C. T. Dieck et al., 2021; Goebert, 2020).

In the context of AR at events, perceived ease of use is critical as it evaluates the attendees' ability to engage with AR content, navigate AR interfaces, and perform actions using AR. It helps researchers comprehend the AR usability aspect and its impact on attendees' overall experience. Therefore, this study utilizes the TAM model (Bagozzi et al., 1992) to analyze AR in tourism and its effect on attendees' attitudes towards AR. For AR to be positively evaluated and subsequently used, it must be perceived as useful and easy to use. If AR is easy to use but not useful, the attitude towards the technology is generally negative (Goebert & Greenhaigh, 2020), leading to a significant decrease in usage. Hence, AR that is perceived as easy to use and useful usually results in favorable attitudes and usage.

However, the quality of the AR presentation is a vital prerequisite for this. Numerous studies have confirmed that visual appeal is associated with several positive outcomes, such as building a stronger brand image (Ganjoo, 2020), generating more traffic and visits (Chi, 2018; Dedeke, 2016), and commanding higher prices for products (Patel et al., 2020). The literature consensus suggests that visual appeal is undeniably crucial. Specifically, in immersive technologies like VR and AR, visual appeal significantly influences perceived usefulness and perceived ease of use (Goebert, 2020; Jung et al., 2015). Conversely, visually cluttered platforms are generally hard to navigate, affecting users' perceived ease of use and usefulness negatively.

Therefore, it is reasonable to propose the following hypotheses:
H1: AR visual appeal (VIS) positively affects the Perceived Usefulness (PU) of AR.
H2: AR visual appeal (VIS) positively affects the Perceived Ease of Use (PEU) of AR.
H3: Perceived Usefulness (PU) positively affects the attitude (ATT) towards using AR.
H4: Perceived Ease of Use (PEU) positively affects the attitude (ATT) towards using AR.

Adoption of AR and the Impact on Event Experience

The influence of the Technology Acceptance Model (TAM) and the attitude towards AR is anticipated to affect the event experience as substandard technological implementations can deteriorate the overall experience. A positive interaction with AR, marked by perceived value in terms of utility and ease of use, typically results in a favorable event experience (Ahmad et al., 2022). Essentially, when AR interactions align with user expectations and meet their requirements, it contributes to an enjoyable event experience. On the contrary, if the interaction is disappointing or provides an inferior user experience, it creates a negative perception, leading to an aversive effect. This negative perception can subsequently influence the overall event experience adversely.

For the examination of spectators' experiences during a large-scale sports event, the current research utilized the Event Experience Scales (EES) (Geus et al., 2016), which is based on the experience economy concept (Pine & Gilmore, 1998) and has been tested in different cultural and art events (Barrera-Fernández & Hernández-Escampa, 2017; Barrera-Fernández et al., 2016; Coetzee et al., 2019). The EES comprises four dimensions: 1. Affective engagement, 2. Cognitive engagement, 3. Physical engagement, and 4. Experience novelty, similar to the conceptualization of planned event experience by (Getz, 2012). The affective engagement dimension relates to emotions, feelings, preferences, and values, while the cognitive engagement dimension involves awareness, perceptions, memory, learning, judgment, and interpreting the experience. The physical engagement dimension pertains to behavior and physical activity. Geus et al. (2016) indicated that these three dimensions were founded on a theoretical model and align with previous research on the psychological nature of leisure experiences (Mannell & Kleiber, 1997).

The EES scales were evaluated in Europe, America, and Hong Kong (Richards, 2020), and although initially tested in Asia, the findings support the validity of the scales in other Asian regions or cities (Richards, 2020). The ESS was selected for its relevance to event experience research, particularly its capacity to measure participants' cognitive and affective engagement, which has been used in mega sports event research (Goebert et al., 2022). The implementation of ESS in this study aimed to extract cognitive, affective, and physical responses from participants engaging with AR during a sports event.

Cognitive Engagement

Cognitive responses encompass thoughts, reflections, knowledge structure (re)construction (learning), and the psychological processes involved in information processing (Lavidge & Steiner, 1961). Regrettably, prior AR research primarily focused on psychological ownership and decision comfort (Hilken et al., 2017), but other aspects of cognitive engagement deserve more attention, given AR's potential to stimulate intellectual development and learning (Kowalczuk et al., 2021). Cognitive engagement can be triggered by the immersive AR experience during games, encouraging spectators to learn about the AR platform and receive real-time game updates. Event organizer' can reduce attendees' cognitive load and enhance satisfaction by thoughtfully planning and providing event-related knowledge (Kowalczuk et al., 2021). Spectators may not always understand the game rules, and it is often challenging to follow athletes' performance with the naked eye. However, AR can provide game rules, real-time athlete performance, and historical data simultaneously on a venue' screen or a spectator's smart device. This AR feature should pique spectators' curiosity to access and receive instant information. Although Goebert et al. (2022) provided initial evidence for this, further research is required to comprehensively understand' cognitive engagement's role.

Hence, it is plausible to assert that an individual's attitude towards AR could impact their cognitive engagement.

H5a: AR Attitude (ATT) positively impacts Cognitive Engagement (COG) in AR event experiences.

Physical Engagement

The connotative aspect of the event experience is reflected in physical engagement, which refers to the active participation and involvement of the user in the event. AR enhances user interactivity with reality, creating an immersive experience that physically engages the user in various ways. Evidence indicates that event attendees may engage differently in events when using immersive technologies like AR and head-mounted displays or other wearable devices (M. Claudia Tom Dieck et al., 2021). Ultimately, AR can alter the interface when attending an event, providing a radically different experience for attendees. Consequently, their AR evaluation can significantly affect their event engagement. While actual physical engagement in spectating mega sports events is unlikely, AR has facilitated various forms of fan participation. For example, immersive technologies enable multiple interactions with navigational maps and athletes' information during games, representing different forms of physical engagement as described in the EES. Access to related information via AR may enhance a spectator's physical engagement during a sports event. Therefore, if well-designed and integrated AR stimulations are provided, it is reasonable to hypothesize that spectators' physical engagement could be positively influenced.

H5b: AR Attitude (ATT) positively impacts Physical Engagement (PHY) in AR event experiences.

Affective Engagement

Affective engagement is another crucial dimension of event experience, encompassing a spectrum of emotional responses, feelings, and preferences distinct from cognitive aspects. Although various conceptualizations of this construct exist, it is commonly theorized as perceived enjoyment in AR literature (Rese et al., 2017; Spreer & Kallweit, 2014; Yim & Park, 2019). However, affective responses like enjoyment only represent one facet of emotion and may not capture the essence of affective engagement. For example, liking and preferences are other affective components that can be included as they are often associated with AR experiences (Arghashi & Yuksel, 2022; Kowalczuk et al., 2021; Manis & Choi, 2019). Therefore, it is logical to assert that the current study should examine a broader conceptualization of emotional engagement resulting from AR experience (attitude). Specifically, event attendance has been shown to evoke emotions and generate excitement (Li & Wood, 2016). As identified by Coetzee et al. (2019), attending an event can lead to other affective experiences, such as adventure, excitement, and intimacy. Integrating AR into the event can further enhance emotional and affective engagement. For example, remote viewers can enjoy a more immersive experience through AR, transcending the limitations of distance and enhancing a sense of involvement in the event (Arghashi & Yuksel, 2022). Hence, AR can augment the affective engagement during an event, evoking a broad range of emotions and fostering a more holistic sense of engagement.

H5c: AR Attitude (ATT) positively impacts Affective Engagement (AFF) in AR event experiences.

In summary, this research aims to examine the causal relationship between AR attitude, cognitive engagement, physical engagement, and affective engagement

during a sports event. Figure 1 illustrates the research framework. The hypotheses posit that a favorable AR attitude can lead to higher cognitive, physical, and affective engagement, ultimately enriching the event experience. This study will contribute to the extant literature by providing empirical evidence on the effects of AR on event experiences while elucidating the underlying psychological mechanisms involved.

Figure 1. Research model
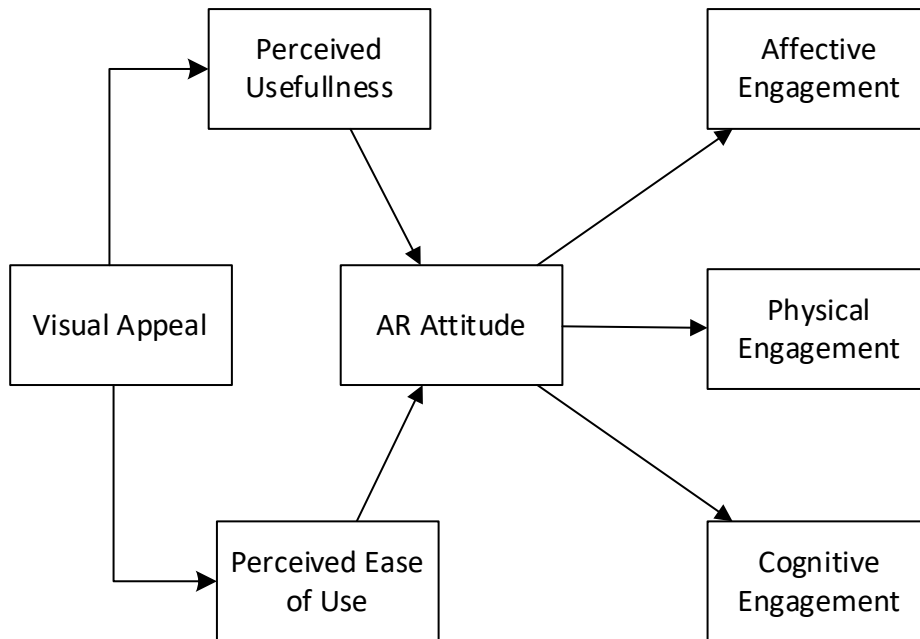
METHODOLOGY

The study employed a quantitative method to investigate the precursors and impacts of utilizing augmented reality (AR) in major sporting events. Although there are numerous significant sporting events, the Beijing Winter Olympics was selected because it reportedly utilized the most advanced technologies available at that time to enhance the customer experience, including the latest 5G applications (Aisyah, 2021). The Olympic venues and roads were fully covered by 5G signals, enabling AR usage. Remarkably, over 64 million people accessed the Olympic Web and App during the 2022 Beijing event, setting a new record for a Winter Games edition (IOC, 2022).

Sample and Sampling Method

The Tencent questionnaire, a widely used and reputable online survey platform with 1.2 billion active users (Review, 2022) was employed to recruit participants. This platform was chosen because it could filter participants who had attended the Beijing Winter Olympics from its extensive user base. The questionnaires were distributed online after the Beijing Winter Olympics to ensure that the participants had

experienced the AR features at the event. Those who did not use AR during their attendance were excluded. Additionally, participants were selected based on their answers to screening questions that assessed their interactions with AR features (e.g., usage of AR applications, engagement with AR content). These questions aimed to obtain responses from participants who had interacted with AR, ensuring that their responses accurately represented their actual experiences and that only those with similar AR experiences were included in the study (i.e., using smartphone AR while watching the games, as explicitly stated in the survey instructions). This approach ensured a fair comparison among participants. A total of 452 participants were contacted, and 204 met the inclusion criteria (refer to Table 1 for specific demographics).

Measures

The questionnaire consisted of 3 items that measured the visual appeal of AR and 8 that assessed perceived usefulness and perceived ease of use of AR (Goebert & Greenhalgh, 2020). Additionally, event experience comprised of 3 constructs that were examined through affective engagement (6 items), physical engagement (3 items) and cognitive engagement (6 items) (Geus et al., 2016). Participants responded to all items on a 7-point Likert scale, 1=totally disagree, and 7=totally agree. All scales were adapted from previous studies and the wording was adjusted to suit the current context of research in AR. Finally, participants provided demographic information (e.g. age, gender, education, monthly income) was at the end of questionnaire.

RESULTS

Measurement validity and reliability

Table 1. Participants' Demographic Information

Variable		%	Variable		%
Gender	Male	53.9	Age	19 - 25	35.3
	Female	46.1		26 - 35	45.1
				36 - 45	15.7
Education	Junior High school	3.4		46 - 55	3.9
	High School	12.7			
	Bachelor Degree	67.2	Income (CNY)	3199 or below	16.7
	Master Degree	5.9		3200 - 5332	27.5
	Doctor Degree	2.9		5333 - 8532	28.4
	Professional Degree	7.8		8533 - 10665	14.2
				10666 - 15997	8.8
				15997 or above	4.4

Table 1 and 2 present the descriptive statistics, as well as the reliability and validity of each measure. The measures demonstrate high internal consistency, as evidenced by the Cronbach's alpha and composite reliability (CR) values exceeding the recommended threshold of .70. All measures met the minimum average variance extracted (AVE) requirement (> .50), and the standardized loadings of all items on their respective factors surpassed the suggested minimum of .70, indicating convergent validity. Discriminant validity was evaluated by comparing the square

root of each construct's AVE value with the inter-construct correlations of other constructs of interest (Fornell and Larcker Criterion). All constructs exhibited a higher square root of AVE value than their respective inter-construct correlations, confirming discriminant validity. Supporting this finding, none of the Heterotrait-Monotrait (HTMT) Ratios exceeded *0.90,* which would have indicated a lack of discriminant validity.

Partial Least Squares Structural Equation Modelling (PLS-SEM) was used to examine the structural relations of the variables with Smart-PLS v.3.2.9. PLS-SEM presents a higher degree of statistical power when compared to covariance-based structural equation modelling (CB-SEM). Additionally, the sample size requirement was also lower than CB-SEM. Thus, PLS-SEM is the most suitable analytical procedure. The significance of the path coefficient of the model was examined using PLS-SEM with a 5000 subsamples bootstrapping procedure.

Table 2. Discriminant Validity Assessment

	α	CR	AVE	\multicolumn{7}{c}{Fornell-Larcker Criterion}	\multicolumn{7}{c}{Heterotrait-Monotrait Ratio}
				1	2	3	4	5	6	7	1	2	3	4	5	6	7
1. AFF	.92	.94	.73	.85													
2. ATT	.81	.89	.73	.36	.85						.42						
3. COG	.92	.94	.68	.75	.38	.86					.82	.45					
4. INT	.93	.95	.82	.78	.35	.79	.91				.81	.41	.82				
5. PEU	.88	.92	.74	.31	.69	.36	.29	.86			.33	.78	.40	.32			
6. PHY	.88	.93	.81	.73	.40	.72	.81	.32	.90		.89	.48	.89	.87	.35		
7. PU	.87	.91	.72	.35	.75	.36	.34	.72	.37	.85	.40	.75	.41	.39	.79	.43	
8. VIS	.86	.92	.78	.36	.72	.36	.34	.69	.40	.75	.41	.78	.40	.39	.76	.47	.82

As illustrated in Table 3, the visual appeal (VIS) of AR significantly influenced the perceived usefulness (PU) (β= 0.024, t-statistics= 35.8, p-value= 0) as well as the perceived ease of use (PEU) of the AR (β= 0.048, t-statistics= 14.473, p-value= 0), which are H1 and H2. Subsequently, as depicted in the technology acceptance model (TAM), both PEU (β= 0.059, t-statistics= 3.892, p-value= 0) and PU (β= 0.058, t-statistics= 11.135, p-value= 0) significantly influenced attitude towards AR (ATT), which are H3 and H4.

Table 3. Results of PLS-SEM Analysis

	Path Coefficient	t-statistics	p-value	Hypothesis
R^2 value for PU	0.717			
VIS -> PU	0.847	35.800	0.000	H1 Support
R^2 value for PEU	0.482			
VIS -> PEU	0.694	14.473	0.000	H2 Not Support
R^2 value for ATT	0.679			
PEU -> ATT	0.228	3.892	0.000	H3 Support
PU -> ATT	0.644	11.135	0.000	H4 Support
R^2 value for AFF	0.142			
ATT -> AFF	0.187	2.317	0.021	H5a Support
R^2 value for PHY	0.166			
ATT -> PHY	0.258	3.875	0.000	H5b Support
R^2 value for COG	0.166			
ATT -> COG	0.207	3.640	0.000	H5c Support

The three components of event experience were affected differently by ATT. specifically, affective engagement (AFF) was significantly influenced by ATT (β= 0.081, t-statistics= 2.317, p-value= 0.021). Similarly, both ATT (β= 0.067, t-statistics= 3.875, p-value= 0) had a significant effect on physical engagement. Conversely, cognitive engagement was significantly influenced by ATT (β= 0.057, t-statistics= 3.64, p-value= 0), which are H5a, b and c.

DISCUSSION & CONCLUSION

While immersive technologies are becoming more popular and have applications in various contexts, there is limited research on using AR in tourism mega sport events. We know little about the reasons for its use, its impact on attending mega sports events, and its potential implications. This study, therefore, investigated the causes and consequences of AR use in a mega sport event, addressing the need for more research in the AR and tourism event industry (Yung et al., 2022). (M. C. T. Dieck et al., 2021); Yung et al. (2022) stressed the importance of using AR for events, especially in a post-COVID world. They argued that virtual events, marked by a low social presence, would likely revert to in-person events once international travel restrictions are lifted. Although virtual events are primarily hosted for convenience, their impact on the event sectors is relatively limited. On the other hand, integrating AR into the physical environment transforms the space into a virtual setting, significantly enhancing the event experience, as demonstrated by this study.

The results indicated that the Technology Acceptance Model (TAM) effectively explains the acceptance and adoption of AR in tourism mega sports events. As noted in AR and VR literature, TAM is a crucial model for predicting technology acceptance and usage (M. C. T. Dieck et al., 2021; Langaro et al., 2022). Our results emphasized the importance of creating user-friendly and useful interfaces for attendees to effectively use AR during the games. This aligns with numerous studies in other research contexts, as a platform that is hard to use is likely to result in a negative experience and deter users, making it challenging to maintain usage (Capasa et al., 2022; M. C. T. Dieck et al., 2021). This is a common challenge for immersive technologies, websites, and mobile devices. However, while creating an easy-to-use interface is crucial, the functional value of the interface should also be considered. Our findings suggest that the AR platform must be user-friendly to fully engage users while watching the games. The motivation to use immersive technologies is also linked to the user's utilitarian values towards the AR application. Consistent with Goebert and Greenhaigh (2020) findings, we found that the two central TAM components, perceived ease of use and perceived usefulness of AR, largely depended on the interface's visual design, as hypotheses 1 and 2 were supported.

This would subsequently affect the overall experience and evaluation (attitude towards AR) as proposed by the TAM. This reaffirms previous findings that technological applications are more effective when visually appealing (Chi, 2018; Dedeke, 2016; Goebert & Greenhaigh, 2020). The relationship between aesthetics and usability can be partly understood by how information is organized and presented. When information is disorganized and presented asymmetrically, it is usually considered aesthetically displeasing. As nature dictates, beauty is greatly influenced by perceptions of symmetry (Lloyd, 2010). Our findings suggest that these conditions lead to a better event experience. Specifically, the results indicate that

attitude towards AR affects event experience, namely cognitive, affective, and physical engagement since hypotheses 5a, b, and c were supported.

Expectedly, immersive mediums like AR can enhance event experience in three dimensions: effective, physical, and cognitive engagement (Geus et al., 2016). Previous studies reported similar findings, where soccer fans had a better game experience through VR (Langaro et al., 2022). Since immersive applications provide additional information while watching the games, individuals have more to think about and reflect on due to the vast amount of information. This may also offer learning opportunities as AR presents information that would not be available otherwise, enhancing the cognitive aspect of the event experience. These results align with those reported in Goebert et al. (2022).

At the affective level, our results show that AR can also elicit an emotional response by stimulating excitement and senses during the event and creating memorable post-event experiences (Richards, 2020). VR and AR users generally expressed greater enjoyment from the immersive experience (Kowalczuk et al., 2021) because, ultimately, this extension of reality can amplify users' emotional responses (Javornik, 2016).

Additionally, AR allows users to interact with hyper-reality, keeping them active and engaged with the event, significantly enhancing physical engagement in events, even if AR was only meant for spectating the games. Physical engagement in blended reality is achieved through the user's interaction with the menus, buttons, and additional information provided by the AR interface while watching the games. However, it seems that specific designs related to AR usability have varying effects on the event experience. AR's perceived ease of use may facilitate cognitive engagement in the event, but it does not necessarily enhance affective or physical engagement, similar to what M. C. T. Dieck et al. (2021) reported earlier.

Theoretical & Practical Implications

The study also offers valuable insights for event managers when deciding on the application and highlights the implications of AR usage for event creation and planning. Implementing AR in event content and program creation is costly, so it is crucial to understand the effects of AR on the attendees' event experience. The study results reveal the positive aspects of adopting AR for the event, with aesthetics and visual design (visual appeal) being crucial in affecting attendees' attitudes towards using AR. Therefore, event managers should carefully select a supplier capable of providing outstanding aesthetics and visual design of the AR interface. As suggested by the study model, excellent visual appeal (AR interface design) is essential for creating a positive event attending experience and future event attendance intention. However, apart from aesthetics, event organizers may want to focus on different TAM aspects to enable different event experiences. When the main focus is to engage participants cognitively, priority should be given to designing a user-friendly AR platform. In contrast, AR utility (perceived usefulness) should be prioritized to emphasize enjoyment (affective engagement), interactivity, and active participation (physical engagement) in the event.

REFERENCE

Ahmad, H., Butt, A., & Muzaffar, A. (2022). Travel before you actually travel with augmented reality – role of augmented reality in future destination. *Current Issues in Tourism*, 1–18. https://doi.org/10.1080/13683500.2022.2101436

Aisyah, K. (2021). *Beijing to Hold High-Tech Winter Games*. https://opengovasia.com/beijing-to-hold-high-tech-winter-games/

Arghashi, V., & Yuksel, C. A. (2022). Interactivity, Inspiration, and Perceived Usefulness! How retailers' AR-apps improve consumer engagement through flow. *Journal of Retailing and Consumer Services, 64*, 102756. https://doi.org/10.1016/j.jretconser.2021.102756

Bagozzi, R. P., Davis, F. D., & Warshaw, P. R. (1992). Development and Test of a Theory of Technological Learning and Usage. *Human relations, 45*(7), 659–686. https://doi.org/10.1177/001872679204500702

Barrera-Fernández, D., & Hernández-Escampa, M. (2017). Events and placemaking: the case of the Festival Internacional Cervantino in Guanajuato, Mexico. *International Journal of Event and Festival Management, 8*(1), 24-38.

Barrera-Fernández, D., Hernández-Escampa, M., & Arista-Castillo, L. (2016). The Festival Internacional Cervantino in Guanajuato, Mexico: Tourist profiles, symbolic anthropological perceptions and urban presence. *Athens Journal of Tourism, 3*(2), 231-248.

Capasa, L., Zulauf, K., & Wagner, R. (2022). Virtual Reality Experience of Mega Sports Events: A Technology Acceptance Study. *Journal of Theoretical and Applied Electronic Commerce Research, 17*(2), 686–703. https://doi.org/10.3390/jtaer17020036

Chi, T. (2018, 10 March 2018). Mobile commerce website success: Antecedents of consumer satisfaction and purchase intention. *Journal of Internet Commerce, 17*(3), 189-215. https://doi.org/10.1080/15332861.2018.1451970

Coetzee, W. J., Lee, C., & Faisal, A. (2019). Predicting intentions to revisit and recommend a sporting event using the event experience scale (EES). *Event Management, 23*(3), 303-314.

Dedeke, A. (2016). Travel web-site design: Information task-fit, service quality and purchase intention. *Tourism Management, 54*, 541–554. https://doi.org/10.1016/j.tourman.2016.01.001

Dieck, M. C. T., Dieck, D. T., & Jung, T. (2021). Exploring Usability and Gratifications for Virtual Reality Applications at Festivals. *Event Management, 25*(6), 585-599. https://doi.org/10.3727/152599521X16106577965152

Dieck, M. C. T., Dieck, D. T., & Jung, T. (2021). Exploring Usability and Gratifications for Virtual Reality Applications at Festivals. *Event Management, 25*(6), 585–599. https://doi.org/10.3727/152599521x16106577965152

Getz, D. (2012). Event Studies: Discourses and Future Directions. *Event Management, 16*(2), 171-187. https://doi.org/10.3727/152599512x13343565268456

Geus, S. D., Richards, G., & Toepoel, V. (2016). Conceptualisation and operationalisation of event and festival experiences: Creation of an event experience scale. *Scandinavian Journal of Hospitality and Tourism, 16*(3), 274-296.

Goebert, C. (2020). Augmented reality in sport marketing: Uses and directions. *Sports Innovation Journal, 1*, 134-151. https://doi.org/10.18060/24227

Goebert, C., & Greenhaigh, G. P. (2020). A new reality: fan perceptions of augmented reality readiness in sport marketing. *Computers in Human Behavior, 106*, 106-231. https://doi.org/10.1016/j.chb.2019.106231

Goebert, C., Greenhalgh, G., & Dwyer, B. (2022). A whole new ball game: Fan perceptions of augmented reality enhanced sport broadcasts. *Computers in Human Behavior, 137*, 107388. https://doi.org/10.1016/j.chb.2022.107388

Haugstvedt, A.-C., & Krogstie, J. (2012). Mobile augmented reality for cultural heritage: A technology acceptance study. 2012 IEEE international symposium on mixed and augmented reality (ISMAR),

Hilken, T., de Ruyter, K., Chylinski, M., Mahr, D., & Keeling, D. I. (2017). Augmenting the eye of the beholder: exploring the strategic potential of augmented reality to enhance online service experiences. *Journal of the Academy of Marketing Science, 45*, 884-905.

IOC. (2022). *Beijing 2022 Facts and Figures*. International Olympic Committee. Retrieved 10 Aug from https://olympics.com/ioc/beijing-2022-facts-and-figures

Javornik, A. (2016). 'It's an illusion, but it looks real!'Consumer affective, cognitive and behavioural responses to augmented reality applications. *Journal of Marketing Management, 32*(9-10), 987-1011.

Jung, T., Chung, N., & Leue, M. C. (2015). The determinants of recommendations to use augmented reality technologies: The case of a Korean theme park. *Tourism Management, 49*, 75-86.

Jung, T. H., Lee, H., Chung, N., & tom Dieck, M. C. (2018). Cross-cultural differences in adopting mobile augmented reality at cultural heritage tourism sites. *International Journal of Contemporary Hospitality Management*.

Kowalczuk, P., Siepmann, C., & Adler, J. (2021). Cognitive, affective, and behavioral consumer responses to augmented reality in e-commerce: A comparative study. *Journal of Business Research, 124*, 357-373. https://doi.org/10.1016/j.jbusres.2020.10.050

Langaro, D., Oliveira, P., & Correia Loureiro, S. M. (2022). Exploring a New Form of Interaction in the Match Day: Virtual Reality Technologies among Fans of Soccer. *Journal of Promotion Management, 28*(6), 729-748. https://doi.org/10.1080/10496491.2021.2015517

Lavidge, R. J., & Steiner, G. A. (1961). A Model for Predictive Measurements of Advertising Effectiveness. *Journal of Marketing, 25*(6), 59–62. https://doi.org/10.1177/002224296102500611

Li, Y.-N., & Wood, E. H. (2016). Music festival motivation in China: Free the mind. *Leisure Studies, 35*(3), 332-351.

Lloyd, D. R. (2010). Symmetry and Beauty in Plato. *Symmetry, 2*(2), 455–465. https://doi.org/10.3390/sym2020455

Manis, K. T., & Choi, D. (2019). The virtual reality hardware acceptance model (VR-HAM): Extending and individuating the technology acceptance model (TAM) for virtual reality hardware. *Journal of Business Research, 100*, 503–513. https://doi.org/10.1016/j.jbusres.2018.10.021

Mannell, R. C., & Kleiber, D. A. (1997). A social psychology of leisure. *Venture Publishing Inc.* https://doi.org/social

Patel, V., Das, K., Chatterjee, R., & Shukla, Y. (2020, 23 August 2020). Does the interface quality of mobile shopping apps affect purchase intention? An empirical study. *Australasian Marketing Journal (AMJ), 28*(4), 300-309. https://doi.org/10.1016/j.ausmj.2020.08.004

Pine, B. J., & Gilmore, J. H. (1998). Welcome to the experience economy. *Harvard business review, 76*, 97-105.

Rauschnabel, P. A., Babin, B. J., tom Dieck, M. C., Krey, N., & Jung, T. (2022). What is augmented reality marketing? Its definition, complexity, and future. *Journal of Business Research, 142*, 1140–1150. https://doi.org/10.1016/j.jbusres.2021.12.084

Rese, A., baier, D., Geyer-Schulz, A., & Schreiber, S. (2017). How augmented reality apps are accepted by consumers: A comparative analysis using scales and opinions. *Technological Forecasting and Social Change, 124*, 306-319. https://doi.org/10.1016/j.techfore.2016.10.010

Review, W. P. (2022). *WeChat Users by Country 2022*. https://worldpopulationreview.com/country-rankings/wechat-users-by-country

Richards, G. (2020, 2020/09/01). Measuring the dimensions of event experiences: applying the Event Experience Scale to cultural events. *Journal of Policy Research in Tourism, Leisure and Events, 12*(3), 422-436. https://doi.org/10.1080/19407963.2019.1701800

Rogers, R., Strudler, K., Decker, A., & Grazulis, A. (2017). Can Augmented-Reality Technology Augment the Fan Experience?: A Model of Enjoyment for Sports Spectators. *Journal of Sports Media, 12*(2), 25-44. https://doi.org/10.1353/jsm.2017.0009

Spreer, P., & Kallweit, K. (2014). Augmented Reality in Retail: Assessing the Acceptance and Potential for Multimedia Product Presentation at the PoS. *MR, 1*(1), 23-31. https://doi.org/10.15764/MR.2014.01002

Yim, M. Y.-C., & Park, S.-Y. (2019). "I am not satisfied with my body, so I like augmented reality (AR)". *Journal of Business Research, 100*, 581–589. https://doi.org/10.1016/j.jbusres.2018.10.041

Yung, R., & Khoo-Lattimore, C. (2019). New realities: a systematic literature review on virtual reality and augmented reality in tourism research. *Current Issues in Tourism, 22*(17), 2056-2081. https://doi.org/10.1080/13683500.2017.1417359

Yung, R., Le, T. H., Moyle, B., & Arcodia, C. (2022). Towards a typology of virtual events. *Tourism Management, 92*, 104560.

Zhu, C., Io, M.-U., Ngan, H. F. B., & Peralta, R. L. (2022). Understanding augmented reality marketing in world cultural heritage site, the lens of authenticity perspective. *Journal of Vacation Marketing*, 13567667221090990.

ANALYSIS ON THE CONFIGURATION EFFECT OF LOCAL EXHIBITION INDUSTRY POLICY BASED ON LDA

DAKE LIU, BEIJING INTERNATIONAL STUDIES UNIVERSITY, CHINA
JINYAN HUANG, BEIJING INTERNATIONAL STUDIES UNIVERSITY, CHINA
KAI MEI, BEIJING INTERNATIONAL STUDIES UNIVERSITY, CHINA
PING LI, BEIJING INTERNATIONAL STUDIES UNIVERSITY, CHINA

INTRODUCTION

The exhibition industry, as an emerging comprehensive industry, has important significance in stimulating regional economic growth, expanding employment opportunities, adjusting industrial structure, promoting international cooperation and building city image. In recent years, China's exhibition industry has achieved amazing development and has become an important platform for building a modern market system and an open economic system. Policy support plays a very important role in the process of the development and expansion of the exhibition industry, such as reward support policies, institutional reform policies, mode innovation policies and other policy factors that will directly affect the development level of the regional exhibition industry (Ye Qianlin et al., 2022). The current research on the policy types for the development of China's exhibition industry can be divided into the following categories: first, financial and tax support category: exhibition activities belong to capital-intensive, requiring a large amount of capital investment to maintain the stable development of the exhibition industry (Zhang Yan et al., 2009; Lin Yuanyuan et al., 2012), this type of policy has strong replicability and obvious regional transmission and diffusion characteristics. Second, optimizing market environment category: China's exhibition industry's legal system is not perfect enough, mainly reflected in unclear hosting subjects, complex processes, vague responsibilities and other aspects (Shen Yi, 2018). Some exhibition laws and regulations have obvious polarization, which is manifested in that national-level exhibition projects have fewer disputes than ordinary exhibition projects, but most small and medium-sized exhibitions still have intellectual property disputes (Lu Yiting et al., 2022), the way to solve the problem of lack of integrity in the exhibition industry is to establish a sound industry credit system and guarantee mechanism (Liu Zhongnan et al., 2008). Third, encouraging innovation category: with information technology becoming the main driving force for the development of the exhibition industry, informatization and digitalization have gradually become the new characteristics of China's exhibition market development (Li Hui, 2022). In the current fierce international market competition, promoting industry digitalization and industrial upgrading, cultivating compound professional talents with global vision, and improving the overall quality of industry practitioners have become the consensus of the global exhibition industry (Wang Zhiping, 2019). Fourth, reforming management system category: as an external organization for the development of exhibition industry associations, the government plays a key role in promoting the development of exhibition industry. The effective allocation of exhibition industry resources depends on the promotion of government and the self-discipline autonomy of industry associations (Zhang Xuan et al., 2012). Government should gradually withdraw from direct participation in commercial exhibitions, shift from administrative-led to market-regulated, and provide targeted policy guidance and support (Zhong Ying et al., 2014).

In the quantitative analysis of China's exhibition industry policy, existing research mainly uses co-word analysis method or social network analysis method, which can clearly and visually depict and present the change path of policy topics within a specific period of time, study the cooperation network between policy document issuing institutions, but cannot explore the configuration effect between policy factors and the impact of policy factor combination on the development level of exhibition industry. This paper introduces LDA topic model and fsQCA into the research field of exhibition industry policy for the first time, which can solve the subjectivity of influencing variables selection for exhibition industry development to some extent, and also conduct configuration effect research on China's exhibition industry policy tools.

Based on the above background, this paper will elaborate on the policy tools that affect the development of China's exhibition industry and the policy tool combinations that promote the development of exhibition industries in each province. First, the policy conditions affecting the exhibition industry are extracted by LDA and the measurement method of the development level of exhibition industry in each province is proposed. Then, based on the fsQCA method, the paths for realizing the development of high-level exhibition industry in each province are derived and discussed. Finally, conclusion will be drawn and policy implications will be put forward.

THEORETICAL FRAMEWORK

This study is based on natural language processing (NLP), information retrieval, and public opinion theory. By combining these three theories, this study introduces an innovative and multidimensional research method for policy-making, which lays the foundation for future policy analysis and public opinion research.
Latent Dirichlet Allocation (LDA) is a powerful tool in the field of natural language processing. We use LDA, a key NLP tool, to extract latent themes from our corpus (a large collection of texts related to exhibition industry policy (Bleiet al., 2003). LDA uses Gibbs sampling to iteratively assign each word in each document to a topic, and update the topic distribution according to the newly assigned word and topic. After multiple iterations, the model converges to a set of stable topic distributions, which can be interpreted and analyzed to gain a deeper understanding of the underlying topics in the corpus. LDA provides an evidence-based framework for evaluating and optimizing policy research, showing the focus of policy tools. The essence of QCA method is a holistic perspective, exploring the causal complexity of multi-factor configuration thinking, widely used in studying the impact mechanism of multiple conditional factors overlapping and interacting on the outcome. Therefore, studying causal complexity problems is the main application scenario of QCA method. The development level of exhibition industry is the result of multiple factors concurrent, its influence process is complex, and linear and nonlinear influence mechanisms are intertwined. Taking the policy text data of exhibition industry in 31 provinces of China as research cases, fsQCA method is suitable for dealing with such problems.

SETTING CONDITIONS AND RESULT

The result variable is the exhibition industry development level index of each province. According to the exhibition industry literature (Wang Yonbing, 2018), this paper selects the data of seven secondary indicators from the China Exhibition

Industry Statistical Report published in 2019 and calculates the exhibition industry development level index of each region by principal component analysis. These seven indicators are the sum of the number of exhibition management departments, civil associations and research institutions in each province; the number of professional exhibition halls; the area of exhibition halls; the number of exhibitions; the area of exhibitions; the number of UFI China members and the number of UFI China exhibition certifications.

Conditions or policy types that may affect the development of the exhibition industry in different regions include industrial guidance policies, financial and tax policies, and industry standardization policies (Xia Long et al., 2020). Through LDA topic model, several policy topic factors that affect the development of the exhibition industry are extracted, and the topic strength corresponding to each topic is used as condition variables to explore the impact of different policy factor combinations on the regional exhibition industry development level.

INFORMATION RETRIEVAL AND POLICY SOURCES

Table 1. exhibition industry policy text statistics table (part).

| Serial number	Policy title	Potency level	Issuing department	Release date
1	Opinions of the General Office of Qingdao Municipal People's Government on Several Policies and Measures to Support the Development of the Exhibition Industry	Local normative documents	Qingdao Municipal People's Government	2018.10.09
2	General Office of the People's Government of Guangdong Province on the issuance of Guangdong Province to promote the implementation of the program for the development of regional tourism notice	Local working papers	People's Government of Guangdong Province	2018.07.27
3	Implementation Opinions on Further Promoting the Innovative Development of the Exhibition Industry	Local normative documents	Beijing Municipal Commission of Commerce	2017.12.29
4	Fuzhou Exhibition Development Special Funds Management Measures	Local normative documents	Fuzhou Municipal People's Government	2017.03.06
5	Shandong Provincial Department of Commerce on the issuance of Shandong Province exhibition industry transformation and upgrading of the implementation of the program notice	Local working papers	Shandong Provincial Department of Commerce	2016.08.12
	......	......	......	......
406	Notice of the General Office of Fujian Provincial People's Government on the Issuance of the Implementation Plan for the Reform and Development of the Exhibition Industry	Local working papers	Fujian Provincial People's Government	2015.07.29

Considering the lag of policies, this paper selects the textual data of exhibition industry policies in 31 provinces in China from 2015 to 2018. Due to the influence of COVID-19, the statistical caliber of part of the data after 2020 has changed, so it is not included in the research period after 2020. The magic weapon of Peking

University, renowned for its normative and authoritative collection and arrangement of policy texts, was used to retrieve policy documents (Schwartz et al.,2013). Keywords including, exhibition, fair, and trade fair were employed in the search, yielding over 710 records. To refine the scope of the research and provide more accurate direction, only normative documents such as regulations, opinions, notices, and decisions were retained, and reference is made to the "White Paper on Policies and Regulations of the National Exhibition Industry" issued by the China Exhibition Economy Research Association (CEERA). Consequently, a total of 406 policy documents were included in the research scope. The period covered spans from 2015 to 2018, and encompasses 31 provinces. Detailed information is shown in Table 1.

ANALYSIS OF LDA TOPIC MODEL OF EXHIBITION INDUSTRY POLICY

LDA topic model is not limited by the size of the text, effectively minimizes human intervention and generates document-topic matrix and topic-word matrix (Amara et al., 2021). The probability of each topic appearing in the document can reflect the importance of the policy document to a certain topic, thus indicating the relative importance of the topic (Albalawi et al., 2020). The calculation steps of LDA topic model are as follows: clean and segment the text; load the segmented file, build the dictionary and vector space; establish the topic classification; use posterior probability and other methods to calculate. This study conducts LDA topic modeling on 460 policy texts. Existing studies usually use coherence and perplexity to evaluate the effectiveness of LDA model. Topic perplexity and coherence are used to determine the optimal number of topics. Lower perplexity indicates better model clustering, higher coherence score indicates better model performance (Röder et al., 2015). The detailed process is shown in Figure 1.

Figure 1. Data acquisition process.
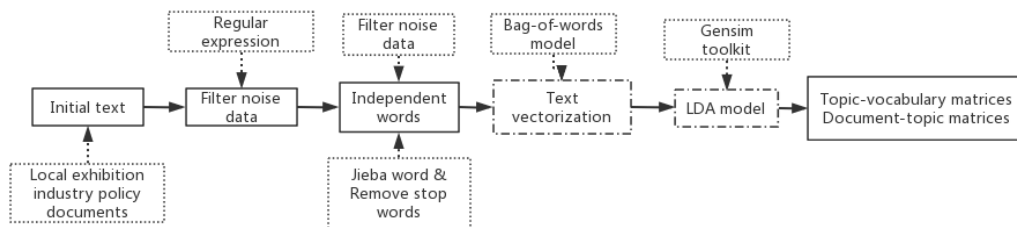
SUBJECT IDENTIFICATION

The analysis jointly identifies topic perplexity and topic consistency. Concurrently, case-related keywords are recorded. According to the summary of existing research on the policy tools of exhibition industry, the topics corresponding to the keywords are summarized. The detailed results are shown in Table 2.

Table 2. Subject heading distribution.

Themes	Theme name	Keywords
T1	Credit supervision	Filing, information, credit,laws, regulations, archives, review, administrative

T2	Intellectual property protection	Intellectual property, patent,trademark, intellectual property office, rights protection, assistance, dispute, case
T3	Reward and support	Reward, fund, special fund, subsidy, support, finance, evaluation, special
T4	Marketization	Institution, reform, system, marketization, specialization, cooperation, industry association, standard
T5	External cooperation	Trade, cooperation, export, investment, platform, foreign trade, import and export, attract investment
T6	Industry integration	Consumption, characteristic, agriculture, integration, tourism industry, ecology, rural, sports
T7	Informatization	E-commerce, logistics, platform, technology, e-commerce, format, cross-border, data

THEME STRENGTH

Using the LDA model in the Gensim toolkit, we calculated the theme strength of each topic in each case. theme strength reflects the relative proportion of a topic in each text sample. According to the results, the key topics of the exhibition industry policy are intellectual property protection, marketization, reward support, foreign cooperation and industry integration. Among them, reward support and marketization have the highest topic strength. The program running results are shown in Table 3.

Table 3. Theme strength

Province	Theme1	Theme2	Theme3	Theme4
Shanghai	0.128	0.058	0.077	0.160
Yunnan	0.141	0.002	0.021	0.282
Inner Mongolia	0.095	0.018	0.002	0.155
Beijing	0.196	0.012	0.187	0.089
Jilin	0.051	0.117	0.009	0.138
Sichuan	0.064	0.003	0.224	0.198
Tianjin	0.020	0.118	0.119	0.109
Ningxia	0.044	0.061	0.172	0.094
Anhui	0.034	0.012	0.336	0.208
Shandong	0.048	0.070	0.198	0.220
Shanxi	0.130	0.006	0.128	0.119
Guangdong	0.067	0.039	0.297	0.087
Guangxi	0.113	0.056	0.050	0.231
Xinjiang	0.000	0.000	0.000	0.044
Jiangsu	0.058	0.059	0.191	0.131
Jiangxi	0.099	0.083	0.021	0.084
Hebei	0.107	0.071	0.097	0.169
Henan	0.013	0.002	0.283	0.172
Zhejiang	0.166	0.010	0.185	0.230
Hainan	0.018	0.012	0.286	0.039
Hubei	0.001	0.109	0.215	0.147
Hunan	0.092	0.130	0.051	0.175
Gansu	0.070	0.012	0.005	0.210
Fujian	0.087	0.142	0.208	0.070
Tibet	0.005	0.005	0.005	0.005
Guizhou	0.067	0.026	0.128	0.039
Liaoning	0.031	0.010	0.082	0.289
Chongqing	0.041	0.003	0.009	0.244
Shaanxi	0.040	0.088	0.104	0.123
Qinghai	0.009	0.110	0.012	0.091
Heilongjiang	0.003	0.011	0.003	0.532

USING QUALITATIVE COMPARATIVE ANALYSIS TO EXPLORE THE EFFECT PATH

We used the fsQCA 3.0 software to obtain the results; the steps are as follows. First, we converted the data into fuzzy sets. Three anchor points should be determined to measure the values, namely non-membership (0), full membership (1), and indifference (0.5, or crossover point) (Ragin, 2009). This paper selected the median of each condition as the indifferent anchor point, and selected the top 10% and bottom 10% as the full membership and non-membership anchor points. Second, we performed a necessary condition analysis to determine whether any conditions need to be met to obtain the outcome. Third, we looked for sufficient conditions and paths to achieve a high level of exhibition industry development. Considering the benchmark given by existing studies (Greckhamer, 2016) and the cases of this study, we defined the minimum acceptable consistency level as 0.8, and the cases were not less than 30.

RESULTS

According to Carsten Q., the consistency of a necessary condition should not less than 0.9 (Fiss et al., 2018). Considering the amount of the paths, we determine the verification standard as: first, a solution is effective if the solution consistency is not less than 0.75 (Haesebrouck et al., 2019; Emmenegger et al., 2014). Second, the effect path of the largest raw coverage and not less than 80% of the largest raw coverage are considered being effective. We named each path according to its characteristics so that readers can understand it easily.

Table 4. Analysis of necessary conditions. Following the nomenclature, the symbol (~) represents the negation of the characteristic.

Conditions (Theme) tested	Consistency	Coverage
T1	0.663	0.667
~T1	0.610	0.527
T2	0.554	0.550
~T2	0.633	0.553
T3	0.724	0.736
~T3	0.601	0.515
T4	0.706	0.708
~T4	0.516	0.447
T5	0.463	0.496
~T5	0.829	0.680
T6	0.580	0.566
~T6	0.754	0.670
T7	0.625	0.611
~T7	0.662	0.586

From the perspective of set theory, conducting a necessary analysis of a single factor is to test whether the outcome is a subset of a certain factor set. If a factor always appears in the outcome, the antecedent variable can be considered as a necessary factor for the occurrence of the outcome (Ragin, 2009). The results of necessity analysis are shown in Table 4, and the consistency of each condition variable is lower than 0.9, which indicates that there is no necessary condition for high-level exhibition industry development. In other words, the paths for each province in China to achieve high-level exhibition industry development are diverse. Therefore, we used sufficiency analysis to sort them out, and the results are shown in Table 5.

Table 5. Sufficient configurations of antecedent conditions for the development of high-level exhibition industry. Note: Based on Fiss's (2011) notation, the symbol '○' means absence of the condition and '●' means presence of the condition.

Antecedent conditions	Configuration (TF) Number				
	TF1	TF2	TF3	TF4	TF5
T1	●	●	○	●	○
T2	●	●	○	○	●
T3	○	●	●	●	●
T4	●	○	●	●	●
T5	●	●	○	○	○
T6	●	○	○	○	○
T7	○	●	●	○	○
Raw coverage	0.277	0.346	0.263	0.291	0.293
Unique coverage	0.048	0.075	0.052	0.051	0.065
Consistency	0.918	0.912	0.953	0.931	0.957
Solution coverage	0.646				
Solution consistency	0.908				

Table 5 shows the five configurations found by the algorithm with acceptable consistency indices (≤ 0.80). In addition, the raw coverage values range from 0.26 to 0.35. Following Ragin's (2009) suggestion, this paper proposes the intermediate solution. Moreover, according to the notation of Ragin and Fiss (2008), a black circle (●) indicates the presence of a factor, a white circle (○) indicates its absence, and a blank cell indicates an ambiguous factor. The diversity of these configurations indicates that they are sufficient but not necessary.

DISCUSSION

The perfect construction of credit system and the protection of intellectual property rights are conducive to the creation of a good environment for the development of exhibition industry, and the marketization, specialization, foreign cooperation and industrial integration development are all indicative of the development path of the conference and exhibition industry in this region. This paper summarizes the construction of credit system and the protection of intellectual property rights as the market environment for the development of exhibition industry, and summarizes the marketization, foreign cooperation and industrial integration as the reform of the exhibition industry. industry's reform. From Table 5, it can be observed that credit regulation, intellectual property protection, marketization, and incentives and support serve as key conditions in each of the five grouping configurations. Combined with the current development situation of China's exhibition industry, this paper summarizes the five configurations in table 5 into four types around the above four key conditions.

(1) "Environment-reform" driven type. Configure TF1 represents this development mode, which points out that a good business environment and active market-oriented reform as the key conditions, supplemented by foreign cooperation and

industrial integration development can promote the high-level development of the exhibition industry. The representative region of this model is Shanghai. As the city with the highest index of China's exhibition industry development level, Shanghai has a high degree of marketization and internationalization of exhibition industry. In 2019, more than 95% of the exhibition activities in Shanghai were organized by enterprises, and in recent years, it has continued to deepen the market-oriented operation mechanism of and exhibition industry. In terms of policies, the Shanghai Municipal Government has issued a number of policies and regulations to safeguard the development environment of the local exhibition industry, and the favorable business development environment of the exhibition industry has made Shanghai the preferred city for global brand commercial exhibitions to land in the Chinese market. By the end of 2018, the world's top 10 multinational exhibition groups have set up wholly-owned or joint ventures in Shanghai, and Shanghai's status as a global hub for the exhibition industry has continued to rise.

"Environment-Incentive" driven type. Configure TF2 represents this development mode, which points out that the development of the local exhibition industry can be promoted by improving the market environment of the exhibition industry, giving positive financial incentives to the exhibition industry, and strengthening the information construction of the local exhibition industry. The representative province of this path is Guangdong Province. Relying on its advantages of superior location, strong policy support, favorable business environment and extensive foreign cooperation, Guangdong Province has been in the first tier of the national development level of the conference and exhibition industry, and the 2018 China Business Environment and Private Entrepreneurs Evaluation Survey Report pointed out that Guangzhou City and Shenzhen City are in the top two cities in China in terms of the overall score of business environment.

"Reform-Incentive" driven type. Configure TF3 represents this development model, which points out that effective market-oriented reforms and positive financial incentives as the key conditions, supplemented by information technology construction as the marginal conditions can also promote the development of the exhibition industry. The representative province of this pattern is Henan Province. Henan's exhibition industry started late and its market environment of exhibition industry is not perfect, but Henan actively grasps the opportunity of the development of exhibition industry and actively promotes the reform of exhibition industry. In view of the long-term "government-led" management mode of Henan's exhibition industry, Henan has accelerated the process of marketization, which has a remarkable effect, and the development level of its exhibition industry has always been in the third echelon of China.

(4) "Environment-reform-incentive" driven type. This development model is represented by configure TF4 and TF5, which point out that a standardized market environment, effective market-oriented reform and positive financial incentives as the key conditions can promote the high-level development of the exhibition industry. In this development model, the optimization measure of market environment in configure TF4 is the construction of industry credit system, and the representative province of this path is Zhejiang Province. The index of the development level of exhibition industry in Zhejiang Province has always ranked among the top five in China. During the 13th Five-Year Plan period, Zhejiang has taken the construction of "Credit Zhejiang" as the top project for comprehensively deepening the market-

oriented reform, and the responsibility system for credit supervision has basically been completed, with Hangzhou, Wenzhou and Yiwu included in the first batch of national projects for the construction of social credit system. Hangzhou, Wenzhou and Yiwu are included in the first batch of national model cities for the construction of social credit system, and the construction of the province's credit system continues to be optimized. In addition, the Zhejiang government pays special attention to work according to the law of the market, play the basic role of the market, and explore the mode of industrialization to run meetings and exhibitions. In the "environment-reform-incentive" driven type, Configuration TF5 focuses on the protection of intellectual property rights as the key to optimizing the market environment, and the representative province of this path is Shandong Province, where the index of the development level of the exhibition industry has been in the top three in China in the period of 2015-2019.

CONCLUSIONS

In the research field of exhibition industry policy, this paper introduces the LDA theme model analysis method and fsQCA analysis method, and takes the exhibition industry policies issued by 31 provinces in China as the cases to carry out LDA theme extraction and conditional grouping state analysis, to explore the impacts of different combinations of policy tools on the development of regional exhibition industry. Through the analysis and discussion of the results, the following conclusions can be obtained. First, the development level of the exhibition industry is comprehensively affected by credit regulation, intellectual property protection, marketization, incentive support, foreign cooperation, industrial integration and informationization. Among them, credit regulation, intellectual property protection, incentive support, and marketization are the core conditions, but none of these policy variables are necessary to promote the development of the provincial exhibition industry. The improvement of the development level of regional exhibition industry needs to be realized through the combination between policy elements. Secondly, there are five driving paths for the development level of China's high exhibition industry in 2015-2018, which can be summarized into four development modes: environment-reform" driven, "environment-incentive" driven, "reform-incentive" driven, and "environment-reform-incentive" driven. Thirdly, there are obvious differences in the driving path of the development level of the exhibition industry in each province of China, and the choice of the path of the development level of the high-level exhibition industry is closely related to the regional resource endowment, the market business environment, and industrial advantages, etc. Provinces with different development situations can achieve the same level of high-level development of the exhibition industry by adopting the appropriate combination of policy tools.

The policy implications based on the conclusion are as follows. First, the improvement of the development level of regional conference and exhibition industry is the result of the joint action of many kinds of policy tools. There is no single policy tool that can have an absolute impact on the development level of exhibition industry. Therefore, it is necessary to build and improve the policy tool configuration system for the development of China's conference and exhibition industry, focusing on the four types of core policy tools, namely, credit supervision, intellectual property rights protection, marketing, and incentives, to establish and improve the policy system for the exhibition industry. Therefore, it is necessary to build and improve the policy tool configuration system for the development of China's exhibition industry. Secondly, in

the context of China's gradual expansion of opening to the outside world, promotion of high-quality economic development, and high-speed development of new-generation information technology, foreign cooperation, industrial integration, and informatization policy tools will play an important role in the high-level development of the exhibition industry, and the use of these types of policy tools can be appropriately strengthened. Thirdly, regional governments should combine the foundation of local exhibition industry, regional environment and development stage, and choose appropriate driving paths to improve the development level of local exhibition industry.

Finally, in order to obtain more targeted conclusions, future research can take the following measures: include the eastern, middle and western regions of China or municipalities directly under the central government in the scope of policy research, obtain more accurate data, adopt a more comprehensive method of measuring the index of the level of development of the exhibition industry, or choose a broader or more targeted condition.

REFERENCES

Ye, Q., Duan, L., & Zhu, W. (2022). Measurement and influencing factors analysis of China's exhibition industry structure level. *Statistics and Decision*, *38*(08), 67-71.

Zhang, Y. (2009). *Public participation research in public policy evaluation process* [Master, Chinese Master's Theses Full-text Database]. Guizhou University.

Lin, Y. (2012). *Research on the current situation and strategy of domestic exhibition communication* [Master, Chinese Master's Theses Full-text Database]. Nanchang University.

Shen, Y. (2018). *Legal improvement of China's exhibition system* [Master, Chinese Master's Theses Full-text Database]. Ningbo University.

Lu, Y., Zhang, M., & Jia, M. (2022). Research on the current situation and countermeasures of intellectual property protection in large-scale exhibition activities. *China Collective Economy,* (15), 100-102.

Liu, Z. (2008). Preliminary exploration of establishing integrity mechanism in China's exhibition industry. *China Business and Market*, (9), 41-43.

Li, H. (2022). Development countermeasures of intelligent commercial exhibition based on information technology. *Business Exhibition Economy*, (13), 11-13.

Wang, Z. (2019). Exploring the way out for the exhibition industry. *China Exhibition,* (11), 40.

Zhang, X. (2012). Analysis and enlightenment of domestic and foreign exhibition policies - taking Germany and Chengdu as examples. *Modern Business*, (21), 162.

Zhong, Y. (2014). *Research on market access system of China's exhibition industry* [Master, Chinese Master's Theses Full-text Database]. East China University of Political Science and Law.

Blei, D.M., Ng, A.Y., & Jordan, M.I. (2003). Latent dirichlet allocation. *Journal of Machine Learning Research*, *3*(Jan), 993-1022.

Wang, Y. (2018). *The impact of the development level of the exhibition industry on the regional service industry economic growth* [Master, Chinese Master's Theses Full-text Database]. Zhejiang University of Finance and Economics.
Xia, L., Shen, Q., & Wang, J. (2020). Development of exhibition industry and transformation and upgrading of industrial structure - empirical study based on intermediary effect. *Industrial Economics Review*, *11*(6), 114-126.

Liu, S., & Liu, Y. (2014). Analysis of Guangdong province's exhibition policy types, characteristics and urban correlation. *Science and Technology Management Research*, *34*(13), 107-110.

Schwartz, L., Hunt, M., Redwood-Campbell, L., & De Laat, S. (2013b). Ethics and emergency disaster response. Normative approaches and training needs for humanitarian health care providers. In *Public health ethics analysis* (pp. 33–48). https://doi.org/10.1007/978-94-007-3864-5_3

Taieb, M. a. H., Taieb, M. a. H., & Aouicha, M. B. (2021). Multilingual topic modeling for tracking COVID-19 trends based on Facebook data analysis. *Applied Intelligence*, *51*(5), 3052–3073.

Albalawi, R., Yeap, T. H., & Benyoucef, M. (2020). Using Topic Modeling Methods for Short-Text Data: A Comparative Analysis. *Frontiers in Artificial Intelligence*, *3*. 42.

Röder, M., Both, A., & Hinneburg, A. (2015, February). Exploring the space of topic coherence measures. In *Proceedings of the eighth ACM international conference on Web search and data mining* (pp. 399-408).

Ragin, C. C. (2009). *Redesigning social inquiry: Fuzzy sets and beyond*. Chicago, IL: University of Chicago Press.

Greckhamer, T. (2015). CEO compensation in relation to worker compensation across countries: The configurational impact of country-level institutions. *Strategic Management Journal*, *37*(4), 793–815.

Greckhamer, T., Furnari, S., Fiss, P. C., & Aguilera, R. V. (2018). Studying configurations with qualitative comparative analysis: Best practices in strategy and organization research. *Strategic Organization*, *16*(4), 482–495.

Schneider, C. Q., & Rohlfing, I. (2016). Case studies nested in fuzzy-set QCA on sufficiency: Formalizing case selection and causal inference. *Sociological Methods & Research*, *45*(3), 526-568.

Schneider, C. Q., & Rohlfing, I. (2014). Case studies nested in fuzzy-set QCA on sufficiency. *Sociological Methods & Research*, *45*(3), 526–568.

Haesebrouck, T. (2019). An alternative update of the two-step QCA procedure. *Quality & Quantity*, *53*(6), 2765–2780.

Walter, A. (2014, November 5). *QCA, The Truth Table Analysis and Large-N Survey data: the benefits of calibration and the importance of robustness tests*. https://www.alexandria.unisg.ch/handle/20.500.14171/86171

THE ROLE OF RECREATIONAL EVENTS IN BUILDING SENSE OF COMMUNITY AMONG OVERSEAS FILIPINO WORKERS IN MACAO

RACHEL L PERALTA, MACAO INSTITUTE FOR TOURISM STUDIES, MACAO SAR, CHINA
UBALDINO SEQUEIRA COUTO, MACAO INSTITUTE FOR TOURISM STUDIES, MACAO SAR, CHINA
MICHELLE ESPIQUE, MACAO INSTITUTE FOR TOURISM STUDIES, MACAO SAR, CHINA

INTRODUCTION

The Overseas Filipino Workers (OFWs) have been instrumental in meeting Macao's labour demands for decades (Bernardo et al., 2018; Cordero et al., 2020). In the 70s and 80s, many highly educated individuals immigrated to Macao to assume teaching positions at all levels as there was a crucial shortage of teaching professionals using English as the medium of instruction, considering for hundreds of years the languages of teaching instruction were Portuguese and later in Chinese in colonial Macao (Lam & Leong, 2022). In the 90s, many Filipinos came to a much more affluent Macao to assume domestic work looking after the elderly and children in families whose adults were in full-time jobs (Cordero et al., 2020). Starting in early 2000s, many Filipinos arrived in Macao taking up numerous skilled jobs in the tourism and hospitality sector due to the unprecedented economic boom following the deregulation of the gaming concessionaries (Bernardo et al., 2018; Cordero et al., 2020).

According to the population census conducted in 2021 (DSEC, 2022), 4.8% of the total population were born in the Philippines. Despite not all OFWs eventually become Macao residents due to the local residency and immigration laws, many of these Filipinos become a much valued and integral component of the society (Bernardo et al., 2018). For instance, the OFWs in Macao account to over 17% of the non-resident workers (DSEC, 2022), even at the height of the pandemic when many overseas workers were laid off, OFWs made up nearly 16% of the total, evident of their significance to the local workforce ecosystem. The Philippine community in Macao is broadly made up of two groups: those who were born or have lived in Macao for many years and those who are in Macao for work purposes. Not only the OFWs alleviate the local workforce needs of the burgeoning hospitality industry, but the remittances made by the workers to their families and loved ones back in the Philippines is also a significant source of foreign revenue (Advincula-Lopez, 2005; Garcia et al., 2022).

Although these Filipinos chose to work away from home for socio-economic gain (Advincula-Lopez, 2005; Bernardo et al., 2018; Garcia et al., 2022), understandably, these individuals working abroad are also most susceptible to distress and problems, but yet less likely to seek help (Martinez et al., 2022). Whilst some turn to religious prayers and activities for spiritual and psychological support (Cordero et al., 2020), many overseas workers in general and not necessarily of Philippine origin, join and recreate their homegrown cultural festivals and events to remind themselves of home (Fu et al., 2015). These festivities are thought to bring the Filipino communities together for hedonic purposes (Mesana & De Guzman, 2022; Oracion, 2012), such as to alleviate the distress and pressure partly induced by homesickness. Indeed, previous studies (Derrett, 2003; Jaeger & Mykletun, 2013; Van Winkle et al., 2013) support the link

between festival attendance and sense of community and/or belonging, particularly among immigrants (Kitchen et al., 2015) and those settling into new environments (Lauckner et al., 2022).

The OFW communities in Macao organise numerous activities, packed with activities and rich in programming. In addition to the abundant religious activities mostly on Sundays, there are also many recreational activities that range from picnics to competitive sports and tournaments. The study explores the perceptions of and the role of planned recreational events in building sense of community among OFWs in Macao.

LITERATURE REVIEW

OFWs in Macao are able to benefit from socio-economic prospects for themselves and their families at home (Bernardo et al., 2018), earning significantly much more otherwise than in the Philippines although the job variety and scope are often limited, qualifications and skills undervalued, talents and potential are untapped. For example, many OFWs with a university degree are employed as domestic workers in Macao, earning much more than an office job back home in the Philippines. Likewise, many skilled personnel such as those trained in special forces are employed in Macao taking up security and guard jobs, typically seen locally in residential high-rises, office buildings and government facilities.

Despite being undervalued, OFWs are known to alleviate poverty through their remittances (Garcia et al., 2022) and create social capital for themselves and their family (Advincula-Lopez, 2005). This is primarily due to the money sent home were mostly spent on inducing social capital – rather than on investments – such as education support for children and siblings, sponsorships in family events, medical costs and social security. These elements encompass the different forms of social capital (Coleman, 1988) and such goodwill gestures are pivotal in growing social capital (Adler & Kwon, 2002), particularly between peers (Putnam, 2015) and immigrant populations potentially leading to cohesion (Portes & Vickstrom, 2011).

While these are well-documented and it is quite expected there is stress and hardship that arise naturally in any job, and particularly OFWs who work and live away from families for an extended period of time, a recent study suggests that OFWs are unlikely to seek help in relieving themselves (Martinez et al., 2022). Indeed, Bernardo et al. (2018) concludes that meritocracy and religious faith are instrumental in influencing OFWs perceptions of working abroad. In other words, OFWs are likely to 'bite the bullet' during hardships, which is consistent with a study based on OFWs in Macao (Cordero et al., 2021), specifically referring to OFWs relying on religious practices and peers within these religious communities for support.

This study aims to explore the perceptions of recreational events in building sense of community among OFWs in Macao. Recreation is one of the six major categories of leisure activity and it includes sports, arts, and recreation in the countryside (Haywood et al., 1989). Outdoor acivities such as walking, sightseeing, swimming, hiking, and spending time in nature (Neuvonen et al., 2018) could also be classified as part of recreational activities. To this end, events and sense of community, including a plethora of related concepts such as belonging, cohesion and inclusion, are well supported in the literature (Arcodia & Whitford, 2006; Derrett, 2003; Jaeger & Mykletun,

2013; Van Winkle et al., 2013; Wilks, 2011). Events potentially encourage social capital (Arcodia & Whitford, 2006; Wilks, 2011), features such as trust, shared values and norms are pivotal in social cohesion and belonging (Jaeger & Mykletun, 2013). These emotions are in turn important in creating a sense of community (Derrett, 2003; Van Winkle et al., 2013). In addition, Fu et al. (2015) and Jaeger and Mykletun (2013) conclude that events bring out the identities of the participants, thus instilling a sense of belonging. This is probably more apparent for diaspora and immigrant communities which may find a connection to home particularly enticing.

Quality of life is akin to sense of belonging and it pertains to feelings of being valued by others in a group. Two dimensions compose sense of belonging: 1) 'valued involvement' such as "feeling valued, accepted, and needed", and 2) 'fit' of the capacity of a person to complement a group or system (Ross, 2002, as cited in Kitchen et al., 2015, p. 3). Moreover, positive mental health could also result from sense of belonging in the community. This is evidenced by the immigrant-respondents of Kitchen et al.'s (2015) study where it was found that the immigrant-respondents displayed a sense of belonging to the city where they are residing now while a strong feelings of belonging maintained their ethnic group. Aside from that, festivals and events have also been found to improve the well-being and quality of life of residents (Yolal et al., 2016); thus, it is not only the immigrants who could benefit from the immigrant communities' events and festivals but also citizens of the host country. It could be said that recreation could act as a bridge between the immigrants' culture and the host country's culture (Kim et al., 2016, 2016a). Furthermore, in the study of Lauckner et al. (2022), recreational activities were not only found to help newcomer-respondents immerse in their new residence in Canada, but it is also a source of fun, relaxation, socialization, wellness, and belonging. The 'small encounters' of recreational activities that the new immigrants had in their communities developed their sense of belonging and these include walking, fishing, biking, sitting in the park, going to the beach and city parks, having coffee or drinks in one's house or place, playing sports, sharing food, among others (p. 2113). Therefore, in the present case, the OFWs in Macao are likely to experience a sense of community through participating in these recreational events.

METHODOLOGY

This study adopts a qualitative, constructivist design (Berger & Luckmann, 1991; Denzin & Lincoln, 2005) in exploring the perceptions of and the role of planned recreational events in building sense of community using the case of OFWs in Macao (Yin, 2013) using semi-structured interviews (Huberman & Miles, 2002). These interviewees were recruited via personal networks of the authors and additional interviewees were invited via referral sampling. The sample size was capped at five following no significant new information gathered from the interviews (Fusch & Ness, 2015). The interviewees were OFWs working in Macao and their relevant background particulars are listed below in Table 1.

Table 1. Background of the respondents

Interviewee No	Gender	Age	Occupation	Years in Macao
1	Female	48	Domestic Helper	17 years
2	Female	28	Cook in a Brazilian Restaurant	5.5 years
3	Female	31	Steward/Cleaner	6 years
4	Male	49	Service Bar Ambassador	17 years

143

| 5 | Female | 50 | Domestic Helper | 14 years |

The interviews were conducted in June to July 2023 by the two members of the research team native in both English and Tagalog. The questions were developed based on the literature review and relevance to the central research question, which was to explore the perceptions of and the role of planned recreational events in building sense of community among OFWs in Macao. Specifically, questions derived from the literature on OFWs working abroad (Bernardo et al., 2018; Cordero et al., 2021) and events and sense of community (Derret, 2003; Fu, 2015; Kitchen et al., 2015) were included in the research instrument. The main questions are listed below, which also formed the basis of deductive coding.

1. Warm-up questions – Personal details and work history in Macao
2. Working in Macao – Purpose, feelings, happy moments, challenges, benefits of being an OFW
3. Leisure – Activities for leisure during day off, with whom, frequency, and benefits
4. Attending events – Type of events, with whom, frequency, activity types, purpose, benefits
5. How attending events alleviate issues related to working in Macao

Using the Gioia et al. (2013) method through thematic analysis (Braun & Clarke, 2006; Terry et al., 2017), the data analysis involved a four-step process of data reduction, data presentation, drawing conclusions and verifying the data (Huberman & Miles, 2002). Specifically, the authors first coded the verbatim transcriptions of the interviews in its original language and compared to ensure consistency using the framework of themes derived from the interview questions. As the themes emerged from the data, the authors rearranged the structure of the themes and sub-themes to shed light on the role of recreational events in building sense of community among the OFWs in Macao. Tagalog quotes were translated into English, then back-translated and agreed among authors only as they were used as in-text citations. Figure 1 in the following shows the data structure of the study presented based on Gioia et al. (2013).

Figure 1: The role of recreational events in building a sense of community
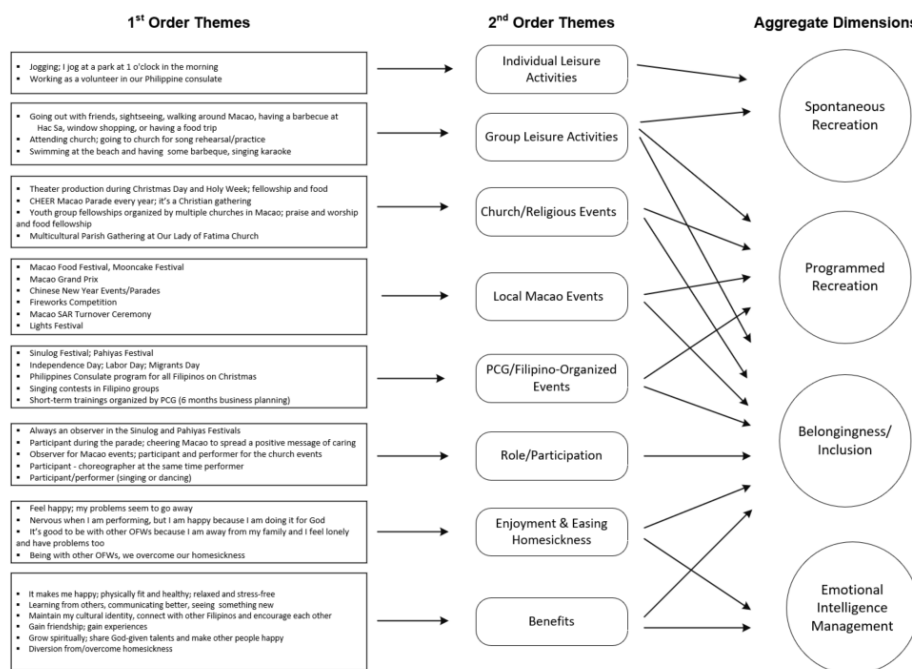
FINDINGS AND DISCUSSIONS

Four themes emerged from the analysis of the collected data from the interviews conducted among five respondents. As shown in Figure 1, these four themes include Spontaneous Recreation, Programmed Recreation, Belonging/Incusion, Emotional Intelligence Management.

Spontaneous Recreation

The respondents perform leisure activities that are unplanned. The spontaneous recreation could be done alone or with friends. The spontaneity of these activities depend on the respondents' work shift, particularly the respondents who work in the hotels/casinos.

The nature of the respondents' work would sometimes allow them to do leisure activities by themselves. The common individual leisure activity that they engage in is jogging at their convenient time, going to church after work, and volunteering to help other OFWS at the Philippine General Consulate.

> *Individual Leisure Activities:*
> "There were times that I jog at a park at 1 o'clock in the morning and I didn't worry it's safe walking around 24/7 here." (Interviewee 3)
>
> "Jogging. I am also working as a volunteer in our Philippine consulate." (Interviewee 4)
>
> " Going to church at night time after work." (Interviewee 1)

For leisure activities that involve friends or other people, these are done spontaneously based on their own and that of their friends' availability, which is on their day-off that usually falls on a Sunday. Among OFWs, it is common for them to go out and have fun together, roaming around Macao, dining together, going to the beach, and attending Mass or fellowship. These are the collective activities done by the OFWs in Macao, as attested by the interviewees.

> *Group Leisure Activities:*
> " Going out with friends, sightseeing, walking around Macao, having a barbecue at Hac Sa, window shopping, or having a food trip" (Interviewee 1)
>
> "Attending church, going out with friends, and walking around Macao" (Interviewee 2)
>
> " My friends and I usually go to the beach to swim and have some barbeque other times we just met at someone's house to drink, some karaoke, talk about anything." (interviewee 3)
>
> "Sometimes we go to church and have rehearsal/practice of songs to be sung during Sunday Mass" (Interviewee 5)

Programmed Recreation

Aside from spontaneous recreational activities, OFWs in Macao also engage in programmed recreational activities. These are grouped into four categories namely group leisure activities, church/religious events, Local Macao events, and PCG/Filipino-organized events.

The interviewees mentioned that on their free time, they attend Mass or religious event every Sunday with their siblings or their friends. OFWs rely on their religion and religious practices for support (Cordero et al., 2021). And afterwards, the OFWs hang out with their friends to eat, sing, dance, and have fun together. These are considered programmed recreation because they do these every Sunday or every day off.

> *Group Leisure Activities:*
> "On Sunday, my sister and I go to church in the daytime." (Interviewee 1)
>
> "Attending church." (Interviewee 2)
>
> "During day off or free time, I usually go with my friends, eating, having fun, singing and dancing, especially when there is a birthday celebration" (Interviewee 5)

In addition to the usual Sunday attendance to Mass and fellowship, there are also programmed leisure activities that the interviewees do every year, especially during important religious occasions such as Christmas or Holy Week. These include parades and theater productions. Moreover, they also attend the annual events organized locally by the Macao government such as the Macao Food Festival, Macao Grand Prix, Chinese New Year, and Lights Festival. Likewise, the interviewees also attend annual religious-cultural events organized by the Philippine Consulate General or Filipino organizations in Macau, which include Sinulog Festival (January), Labor Day (May), Migrants' Day, Pahiyas Festival, and Philippine Independence Day celebration (all three in June).

> *Church/Religious Events:*
> "I attend CHEER Macao Parade every year." (Interviewee1)
>
> "In our Church, we also have some small events like theater production during Christmas Day and Holy Week and there is fellowship and food after." (Interviewee 2)
>
> *Local Macao Events:*
> "I attended Macao Food Festival with my friends." (Interviewee 1)
>
> " Food festivals, Macau Grand Prix, shows like fireworks competition, Lights festival, Chinese New Year events." (Interviewee 3)
>
> *PCG/Filipino-Organized Events:*
> "The events at our Embassy, our Independence day, Labor Day, and Migrants Day." (Interviewee 4)
>
> "I watch the Pahiyas Festival and the Sinulog Festival." (Interviewee 3)

Belonging and Inclusion

Despite the OFWs tendency for self-reliance in managing stress and problems (Martinez et al., 2022), they still long for social network support from friends and other OFWs and offer the same support to fellow OFWs. On a personal level, volunteering is a way to help and show support to other OFWs. In addition, the sense of belonging and inclusion could be obtained by joining friends fulfill their religious obligations and experience entertainment. Their attendance to different types of events, whether local or Filipino-organized ones, are not only opportunities for socialization but also for building friendship and fostering camaraderie, maintaining cultural identity, and sharing their talents and resources. This affirms Lauckner et al. (2022) findings of

'small encounters' of leisure activities that are beneficial to new immigrants in Canada. Moreover, performing these recreational activities help them manage their homesickness because they find their friends and groups a semblance of family. The recreational events that they participate in, particularly those that are organized by the Philippine Consulate General and other Filipino associations, allow them to showcase their culture through food, dance, and songs as well as strengthen their national pride and sense of patriotism, and fortify their religious faith and devotion. This is similar to the findings of Kim et al. (2016, 2016a) among Korean immigrants that their own culture is bridged to the host country's culture through events and festivals in the community, which, in turn, is also beneficial to residents of the host country (Yolal et al., 2016).

Individual Leisure Activities:
"Also, now, I'm working as a volunteer in our Philippine consulate. So I'm helping all those my co-OFWs in their OEC registration" (Interviewee 4)

Group Recreational Events:
"Attending church, going out with friends, and walking around Macao." (Interviewee 3)

"Sometimes, I also get invited by a friend to have dinner outside, sometimes we go to church and have rehearsal/practice of songs to be sung during Sunday Mass." (Interviewee 5)

"They are like family to me. They are mostly Brazilian, Macanese, and Portuguese, but we are part of the same church." (Interviewee 2)

Church/Religious Events:
"Because we do it together. We help each other. I have peace. I enjoy. I feel good that's why I know I belong. I feel happy. The people watching us are all smiling. They are happy because we are chanting blessings for Macao. I think when I see them smiling and happy; I think they welcome us. Like the people of Macau welcome us." (Interviewee 1)

"They are like family to me. They are mostly Brazilian, Macanese, and Portuguese, but we are part of the same church." (Interviewee 2)

Local Macao Events:
"Yes, somehow it gives a sense of belonging when attending or witnessing these activities. Although I have attended the same activity over the years it always feels a little different each time and it has become my tradition to attend these events all over Macao and I get to know more about their culture, their attitude towards these events especially the Chinese New Year where they give red envelopes to people randomly all throughout the week or month. The more CNY I spent here the more I understand what's the real meaning of giving out red envelopes. This is also the time where I felt that I belong here despite of being not Chinese" (Interviewee 3)

PCG/Filipino-Organized Events:
"I feel the attention and support from members of the group because we are all Filipinos, and I feel the importance and presence of everyone." (Interviewee 5)

"Because these are one of the major events in the Philippines that were brought

here, so I feel at home, as if you are in your own home. So joining these makes me proud because we carry with us the flag of the Philippines. Also because of food, it feels like I am in the Philippines. At the same time, your importance in the group - they listen to you, they follow what you tell them - it feels like I have a purpose. " (Interviewee 4)

Role/Participant:
"Participant. During the parade, we shout something in Chinese to cheer Macao to spread a positive message of caring for Macao. I am a performer in the Tribute to Employers event. We [the employees] sing or dance to entertain them [employers]." (Interviewee1)

"Both participant and performer for the church events. In our church, I help serve where I am needed." (Interviewee 2)

"In the cultural dances that we do, I am the choreographer at the same time performer. " (Interviewee 4)

Enjoyment & Easing Homesickness:
"When I attend these events the people there are like second family. I have that feeling this is my family here. I have a family here." (Interviewee 1)

"It makes me happy. I have someone to share everything and I can share anything because they are so understanding. It's good to have someone who always listens and gives wise advice. Because they treat me like family so whenever I am there I feel like I am close to my family." (Interviewee 2)

"Feeling homesick is absolutely normal but joining events that remind me of home lessen this feeling and it also helps a lot when I see more fellow Filipinos also attending or performing. I also get to talk to people in our own language even in other dialects like Hiligaynon and Bisaya. It somehow refreshes the feeling of being at home because my family speaks Hiligaynon, friends in Bisaya and most of the Filipinos here in Macau speak Tagalog." (Interviewee 3)

"Another is because of devotion (Sinulog and Pahiyas). My gratitude cannot be paid and when you share by joining these events, my life is happier because you are sharing your blessings." (Interviewee 4)

"Joining these events make me feel relaxed and not to feel homesick. After a long week of work as a DH, these events help me a lot to alleviate my homesickness. Joining and participating in any event or celebration makes me blissful, and I have the energy again for the coming week days." (Interviewee 5)

Benefits:
"For me, the benefit is I am also blessed. I gain friendships. I learn more from them too." (Interviewee 1)

"Learning or seeing something new. I learn how to communicate well and get along with other people." (Interviewee 2)

" Somehow there were times that I miss home but spending time with friends eases that feeling and they also have become my family." (Interviewee 3)

"The benefits for me is to widen and help fellow citizens in such humble way and share the talents that God has given me. Other than blessings, my mental and physical bodies work together. Also my creativity is enhanced because I need to think how to make the dances better." (Interviewee 4)

"Participating in these events, I maintain my cultural identity, connect with other kababayans that I have never met before, building relationships with new Filipinos around." (Interviewee 5)

Emotional Intelligence Management

OFWs who participate or perform during these events are mostly motivated by internal rewards. Despite being undervalued at work (Bernardo et al., 2018), they do what they do for self-improvement and the effect is self-awareness of what they are capable of and having an identity beyond their work.

> *Enjoyment & Ease for Homesickness:*
> " Other than blessings, my mental and physical bodies work together. Also my creativity is enhanced because I need to think how to make the dances better. I feel happy at the same time, like what I said earlier, my problems seem to go away and the fatigue from doing the dances, they fade away (tiredness and lack of sleep). " (Interviewee 4)
>
> "Blissful, self-fulfillment, it increases my self-esteem" (Interviewee 5)
>
> "During practices, some have self-pity because they are only working as domestic helpers. So I tell them, once they leave the house of their employer, you are not a maid anymore. I motivate them during events that we transform even through dancing. I tell them to leave their problems at work, move on, and not get stuck by bad vibes." (Interviewee 4)

Some OFWs dealing with homesickness are self-aware of their emotions and being with other OFWs specifically in gatherings organised by the church provides opportunity for them to empathize with each other. OFWs show a strong understanding of self and others making them thoughtful about how they would influence others on a spiritual level. While they focus on spiritual growth, helping or reaching out to others becomes the natural outflow.

> *Benefits:*
> "We share with others our problems. Then we pray and encourage each other. We give advice to them. Telling them be strong or I know how you feel or me too [I feel the same thing]. It's good to be with other OFWs because I am away from my family and I feel lonely and have problems too." (Interviewee 1)
>
> "I have compassion for other people who do not have Jesus." (Interviewee 1)
>
> "I learn how to communicate well and get along with other people, and most of the time I am in the Church so I grow spiritually with them." (Interviewee 2)

OFWs also build meaningful relationships and learn to manage their emotions to lessen or even eliminate the effects of negative emotions or even physical exhaustion. Managing emotions is

usually done through diverting focus from negative emotions to connecting with others or engaging in activities. The result of which is more positive outlook and response to the situations they face; thus, ensuring positive mental health (Kitchen et al., 2015).

"I gain more friends, relaxation, gain experiences, feel stress-free." (Interviewee 5)

"Because I'm away from my home to overcome homesickness, number one. Number two in volunteering, I learn a lot from my fellow OFWs, as well as learning a lot about documents in our Embassy. Number three, in jogging, my mental and physical health because although some problems, if you have time for jogging, you wonder away from our problems focusing on what you are doing. That's the reason why I always go to jogging, and then physically fit because you will not be into obesity. Instead, it makes you feel healthy." (Interviewee 4)

" A diversion from homesickness. Somehow there were times that I miss home, but spending time with friends eases that feeling and they also have become my family." (Interviewee 3)

CONCLUSION

This study provides a glimpse on the recreational activities of Overseas Filipino Workers (OFWs) in Macau and how these develop a sense of community. Through an in-depth interview of five OFWs in Macao who have been working as OFWs for five to 17 years now, their leisure activities and attendance to festivals were examined.

The data from the interviews attest to the importance of recreational activities for OFWs to develop a sense of community. The different types of recreational activities that they do, whether individual or group activities, spontaneous or programmed, reveal the Filipinos need for belonging and inclusion when working abroad. Their active participation to Macao local events as well as to Filipino-organized events show their robust quest for diversion from work, strengthening human interactions, and empowering their individual capacity to rise from the challenges of working distantly from their families. Beyond their personal reasons for joining recreational events emerge an intrinsic motivation to seek enjoyment and at the same time, to challenge themselves to rise from the labels of being merely called domestic helpers, as many of them are. Their self-worth or self-esteem is reinforced by their attendance to various events and festivals and for them, this is crucial in maintaining their holistic well-being. The predicaments that they encounter from work seem to disappear when they rise from their personal inadequacies and merge with their peers and organization-mates to form a unifying force as they perform and participate in various events and festivals. Although most of the satisfaction they feel are self-experienced, when put together as a team or group, their level of belonging increase and this becomes a powerful force in helping them manage and overcome homesickness, in ensuing cohesion with the group, and in promoting and in strengthening national identity and pride.

Thus, it is suggested that the Philippine Consulate General in Macau spearhead more activities and festivals for OFWs in Macao to participate in. These activities could be sports events to provide an alternative avenue for OFWs who are not inclined to dancing and singing to showcase their athletic talents. In addition, as mental health is of optimal importance among OFWs, the PCG can offer emotional intelligence development trainings for interested OFWs to equip them in dealing with themselves and others as well as build their value as workers.

Since this is a pilot study, there are limitations encountered. First, the number of interviewees was limited to five and this small number could affect the generalizability of the findings. Secondly, time was another limitation for this study. The limited time given to conduct said research may have also hampered the collection of data from a bigger sample size.

For future research, the researchers endeavor to investigate further on the recreational activities of OFWs in Macau utilizing mixed methods to obtain responses from more OFWs in Macao. The correlation between the type of event and level of participation and sense of belonging would be further investigated as well.

REFERENCES

Adler, P. S., & Kwon, S.-W. (2002). Social Capital: Prospects for a New Concept. *Academy of Management Review, 27*(1), 17-40. https://doi.org/10.5465/amr.2002.5922314

Advincula-Lopez, L. V. (2005). OFW Remittances, Community, Social and Personal Services and the Growth of Social Capital. *Philippine Sociological Review, 53*, 58-74. http://www.jstor.org/stable/23898130

Arcodia, C., & Whitford, M. (2006, 2006/01/08). Festival Attendance and the Development of Social Capital. *Journal of Convention & Event Tourism, 8*(2), 1-18. https://doi.org/10.1300/J452v08n02_01

Berger, P. L., & Luckmann, T. (1991). *The social construction of reality*. Penguin Uk.

Bernardo, A. B. I., Clemente, J. A. R., & Wang, T. Y. (2018). Working for a better future: Social mobility beliefs and expectations of Filipino migrant workers in Macau. *Australian Journal of Psychology, 70*(4), 350-360. https://doi.org/10.1111/ajpy.12209

Braun, V., & Clarke, V. (2006, 2006/01/01). Using thematic analysis in psychology. *Qualitative Research in Psychology, 3*(2), 77-101. https://doi.org/10.1191/1478088706qp063oa

Coleman, J. S. (1988). Social Capital in the Creation of Human Capital. *American Journal of Sociology, 94*, S95-S120. https://doi.org/10.1086/228943

Cordero, D. J., Leal, M., & Corpuz, J. C. (2021). The unwavering faith of Filipino catholic workers in Macau: Personal narratives of motivation amid distant employment. *The International Journal of Religion and Spirituality in Society, 11*(1), 155-169. https://doi.org/10.18848/2154-8633/CGP/v11i01/155-169

Derrett, R. (2003). Festivals & regional destinations: How festivals demonstrate a sense of Community & Place. *Rural Society, 13*(1), 35-53. https://doi.org/10.5172/rsj.351.13.1.35

DSEC. (2022). *Detailed results of 2021 population census*. www.dsec.gov.mo

Fu, Y., Long, P., & Thomas, R. (2015). Diaspora community festivals and tourism. In C. Newbold, C. Maughan, J. Jordan, & F. Bianchini (Eds.), *Focus on festivals: Contemporary European case studies and perspectives* (pp. 201-213). https://doi.org/DOI:10.23912/978-1-910158-15-9-2644

Fusch, P. L., & Ness, L. R. (2015). Are we there yet? Data saturation in qualitative research. *The Qualitative Report, 20*(9), 1408-1416.

Garcia, K. L., Habaña, K., & Canto, D. (2022). The effects of labor migration and OFW remittances on the level of poverty in the Philippines. *Journal of Economics, Finance and Accounting Studies, 4*(1), 203-221. https://doi.org/https://doi.org/10.32996/jefas.2022.4.1.13

Gioia, D. A., Corley, K. G., & Hamilton, A. L. (2013). Seeking qualitative rigor in inductive research: Notes on the Gioia methodology. *Organizational Research Methods, 16*(1), 15-31. https://doi.org/https://doi.org/10.1177/109442811245215

Haywood, L., Kew, F., Bramham, P., Spink, J., Capenerhurst, J., & Henry, I. (1989). Leisure activities. In L. Haywood, F. Kew, P. Bramham, J. Spink, J. Capenerhurst, & I. Henry, eds. *Understanding leisure* (pp. 44-151). Routledge.

Huberman, A. M., & Miles, M. B. (2002). *The qualitative researcher's companion*. Sage.

Jaeger, K., & Mykletun, R. J. (2013). Festivals, identities, and belonging. *Event Management, 17*(3), 213-226. https://doi.org/10.3727/152599513X13708863377791

Kim, J., & Iwasaki, Y. (2016). Role of leisure-generated meanings in adaptation to acculturation stress of Korean immigrants in Canada. *Loisir Et Société / Society and Leisure, 39*(2), 177–194. https://doi.org/10.1080/07053436.2016.1198592

Kim, J., Heo, J., & Lee, C. (2016a). Exploring the relationship between types of leisure activities and acculturation among Korean immigrants. Leisure Studies, 35(1), 113–127. https://doi.org/10.1080/02614367.2015.1055295

Kim, J., Heo, J., Dvorak, R., Ryu, J., & Han, A. (2017). Benefts of leisure activities for health and life satisfaction among Western migrants. Annals of Leisure Research, 21(1), 47–57. https://doi.org/10.1080/11745398.2017.1379421

Kitchen, P., Williams, A. M., & Gallina, M. (2015). Sense of belonging to local community in small-to-medium sized Canadian urban areas: A comparison of immigrant and Canadian-born residents. *BMC Psychology, 3*(1), 28. https://doi.org/10.1186/s40359-015-0085-0

Lam, J. F. I., & Leong, W. I. (2022). Translanguaging and multilingual society of Macau: Past, present and future. *Asian-Pacific Journal of Second and Foreign Language Education, 7*(1), 39. https://doi.org/10.1186/s40862-022-00169-y

Lauckner, H., Gallant, K., Akbari, M., Tomas, G., nee White, T. P., & Hutchinson, S. (2022). Picturing recreation: Newcomers' perspectives on experiences of recreation. *Journal of International Migration and Integration, 23*(4), 2101-2123. https://doi.org/10.1007/s12134-021-00921-2

Martinez, A., Calsado, C., Lau, J., & Brown, J. (2022). 'I don't know where to seek for help, so I just kept my silence': A qualitative study on psychological help-seeking among Filipino domestic workers in the United Kingdom. *SSM - Qualitative Research in Health, 2*, 100125. https://doi.org/https://doi.org/10.1016/j.ssmqr.2022.100125

Mesana, J. C. B., & De Guzman, A. B. (2022). Happiology in community festivals: A case of Filipino repeat local participants. *Leisure Studies, 41*(1), 129-145. https://doi.org/10.1080/02614367.2021.1948594

Neuvonen, M., Riala, M., Nummelin, T., Sievänen, T., Tuulentie, S. (2018) Future perspectives on outdoor recreation in Finland, Leisure/Loisir, 42:4, 365-388, DOI: 10.1080/14927713.2019.1581991

Oracion, E. G. (2012). The Sinulog Festival of Overseas Filipino Workers in Hong Kong: Meanings and contexts. *Asian Anthropology, 11*(1), 107-127. https://doi.org/10.1080/1683478X.2012.10600859

Portes, A., & Vickstrom, E. (2011). Diversity, social capital, and cohesion. *Annual Review of Sociology, 37*(1), 461-479. https://doi.org/10.1146/annurev-soc-081309-150022

Putnam, R. D. (2015). Bowling alone: America's declining social capital. In *The city reader* (pp. 188-196). Routledge.

Terry, G., Hayfield, N., Clarke, V., & Braun, V. (2017). Thematic analysis. In C. Willig & W. Stainton-Rogers (Eds.), *The SAGE handbook of qualitative research in psychology* (Second ed., pp. 17-37). SAGE Publications Ltd.

Van Winkle, C. M., Woosnam, K. M., & Mohammed, A. M. (2013). Sense of community and festival attendance. *Event Management, 17*(2), 155-163. https://doi.org/10.3727/152599513X13668224082468

Wilks, L. (2011, 2011/11/01). Bridging and bonding: Social capital at music festivals. *Journal of Policy Research in Tourism, Leisure and Events, 3*(3), 281-297. https://doi.org/10.1080/19407963.2011.576870

Yin, R. K. (2013). *Case study research: Design and methods*. Sage Publications.

Yolal, M., Gursoy, D., Uysal, M., Kim, H.L., & Karacaoğlu, S. (2016). Impacts of festivals and events on residents' well-being. *Annals of Tourism Research, 61*, 1-18. https://doi.org/10.1016/j.annals.2016.07.008

EXPLORING ATTRIBUTES AFFECTING ONLINE EVENT EXPERIENCES: PERSPECTIVES FROM ONLINE CONCERT ATTENDEES

SHERRY XIUCHANG TAN, MACAO INSTITUTE FOR TOURISM STUDIES, MACAO SAR, CHINA
XINYU ZHOU, MACAO INSTITUTE FOR TOURISM STUDIES, MACAO SAR, CHINA

INTRODUCTION

Events are special occasions that gather people together with series of activities and immersive interactions (Getz, 2008). Traditionally, events take place in a physical setting, such as convention center, ball room, arena or outdoor place, where people will meet face to face. The advancement of information technology and penetration of internet application allow people to meet and interact through various social media and online platforms (Buhalis & Law, 2008). Researches show that online events enjoy benefits in many ways: no geographic barrier, low cost, easy access to bigger a client base (Kharouf et al, 2020, Wreford et al, 2019). The restrictions on travel and physical gathering during the Covid-19 pandemic have fostered exponential increase of online events. Not only internet-based meetings have become the norm, events with more complex elements, such as concerts, also strived to find innovative ways to transform to online spaces. Attendee's experience is crucial for an event's success and re-patronage of future participants. It is widely acknowledged by scholars that event experiences are affected by both tangible elements (e.g., the event venue design and layout, facilities and equipment) and intangible elements (e.g., service by the event staff, ambiance of the event). Despite the extensive literatures in this regard, most of the current studies are conducted to understand physical events, very little empirical studies have been performed for an online events. With increasing number of online events being organized, event attendee's experience in those events is still unknown. Based on the current event experience theories from physical events, this study aims to explore the dimensions affecting people's experience of having online events, using online concerts as examples.

LITERATURE REVIEW

The concept of servicescape is proposed by Bitner (1992) to understand important factors influencing service quality in a physical service environment. These factors mainly include the space layout, equipment, signage, decoration as well as the ambience. While Bitner (1992)'s framework focus more on the tangible factors, scholars later find out that intangible dimension, e.g., attitude of the staff, interactions between the staff and the consumer, also play important roles of shaping the consumers experience (Rosenbaum and Massiah, 2011). Event is a unique gathering for a special occasion for purposes of either business, celebration, leisure of social interactions with relatively large crowd. It is planned for a delineated period to offer unique experience beyond everyday life (Jago & Shaw,1998; Getz, 2005). The importance of experience has been widely recognized by both industry practitioner and scholars (Boswijk et al 2009;Oh et al, 2007). Creating memorable and unique experiences is essential to attract and retain consumers as well as maintaining competitive advantages. Events provide dynamic and immersive experience to visitors through series of activities and ambience, such as performance, products display, games and interactions among various participants. Event experience is the attendee's comprehensive cognitive reflection of not only the event setting and content designed by the event organizer but also his/her participation in the event. Build upon the concept of servicescape, "eventscape" is adopted in the event context in understanding and better structure the elements affecting event experiences (Brown et al., 2015; Carneiro et al., 2019). Dimensions frequently identified includes: the event program, the venue and its design, facilities and services (Bruwer, 2014; Lee et al., 2008; Mason & Paggiaro, 2012;). Event program means the event content, such as

activities, performances or games for event attendees to join, have fun and entertain. Event venue means the choice of venue, the layout design, and decoration. Facilities and services include parking, rest room, seating areas, information counter and so on. Event formats and themes are very diverse, ranging from business event, traditional festival, to sports events. The above dimensions are considered as common attributes applicable in many event types. On top that, each event category might have its own featured dimensions that affect event experiences. For example, food quality and food variety play a crucial role in a food event on top of those common attributes. Likewise, the level of the athletes is an attractive point for sports event audience. Hence, on top of eventscape, similar concepts, such as "festivalscape" is proposed to identified festival event features (Lee et al., 2008). Despite the extensive literatures in service experience of different event types, most of these studies are conducted on a physical event setting. Although scholars slightly started to attach attention to events hold in an online setting (Kharouf, et al, 2020; Simons, I. 2019), comprehensive studies on the factors affecting the holistic online event experience remian rare.

METHODOLOGY

Due to the exploratory features of this study, a qualitative research method was employed. Qualitative studies allow researchers to obtain deeper and more detailed information about particular phenomenon and/or behaviors (Silverman, 2013). Semi-structure in-depth interviews were conducted for data collection. Respondents are peoples who have joined online concerts in the last 12 months. Respondents were from mainland China, Hong Kong SAR and Korea. All respondents were informed that the interviews would be recorded and used for academic research purposes. In total, fifteen interviews were performed, with six face-to-face and nine online through social media. In order to provide a relax and quiet environment for information, face-to-faces interviews were conducted in offices or homes of the respondents. The interview questions are mainly about: where they join the event, the environment and equipment used for joining the event, people together and interactions during the event. Interview questions are sent to the respondents before the interviews for reference. Open-ended questions are also provided for the interviewees to further elaborate on their experience of enjoying the online concerts. Interviews lasted for twenty to thirty minutes. All interviews were conducted in Chinese and recorded upon the respondents' consent. They were also transcribed and then translated in to English. Content analysis was conducted in an inductive way. Codes were discussed and referred from previous literatures, and then themes were consolidated into themes.

FINDINGS

Table 1: Respondents profile

Respondent	Gender	Age Range	Online event	Hybrid event
A	Female	18-25	√	√
B	Female	18-25	√	
C	Male	18-25	√	
D	Female	18-25	√	√
E	Female	18-25	√	
F	Female	18-25	√	
G	Male	18-25	√	
H	Female	18-25	√	
I	Female	18-25	√	√
J	Female	18-25	√	√
K	Male	41-50	√	
L	Female	18-25	√	√
M	Female	18-25		√
N	Male	26-35	√	
O	Female	26-35	√	

Respondents' profiles

In total, fifteen participants have been interviewed. Majority (fourteen) of the respondents joined concerts broadcast pure online. Six respondents watched concerts hold in a hybrid mode, which meant the show had both online and on-site audience. Among fifteen respondents, twelve are female (80%) and three are male. In term of age, all respondents are quite young. Twelve respondents were between 18 to 25 (73.3%), two (13.3%) were between the ages of 26 to 35. Only one interviewee was in the age range of 41 to 50. For more details of the respondents' demographic features, please refer to table 1 below.

Motivations of attending online event

There are many reasons for people to attend events online. During the Covid-19, a great portion of event attendees were "forced" to join events online due to restrictions on travel and crow gathering. However, despite those force majeure factors, people still have various motivations of joining an online event.

Joining a physical event undoubtedly provide better experiences, as it allows people to meet fact-to-face, enjoy the ambiences created by physical settings, such as the venue decoration, lighting and sound effects. They can see their idol in a real world. However, joining a physical event might involve a series of preparations, such as fighting for entry tickets, transportation and travel arrangements if the event is held in a different city. Online events provide a very good alternative channel for people to enjoy the event in a much convenient and accessible way. People can join the event using a computer or a smart phone by simply clicking a link in the internet, anywhere.

> "...attending online concerts is also a good experience, no need to worry about the travel expenses, watching with friends can promote my idol as well."

Online event experience

The results showed that people's experience of having online concert was affected by a number of factors: event design, technology and equipment, internet and online platform, social interaction.

Event design
The event design is the core element that affect attendee' enjoyment, regardless whether the event is physical or online. This aspect includes the event content and activities, the event venue ambience and the performance. This is the foundation of an event product presented to attendees. Even though the online participants will not sit on the real venue, scenes of the venue will be showed on the screen through the Internet.
> "...the style of the performer, including the lighting are all well designed and arranged, so through the screen I can see so many details very clearly that I might not see in physical place, so I am satisfied with the online concert experience."

Technology and equipment
Technology and equipment mean two folds. First part is the professional audio equipment, video equipment, stage lighting, and choreography effects used on the event site. This fundamentally decides the quality of the sound and aesthetic effects which will be transferred online later. The professional technology chosen and employed has an impact on the richness and variation of the audience's experience. Majority of respondents claimed that they were happy with the official equipment used in the online concerts, and they explained how the equipment made their feeling and experience better.

> "...sitting in the physical venue there also have some big screens displaying, if look at the true lights and then compare the screen can easily see the difference in lighting..."

Second, equipment used to capture the sound and scene, then transfer into digital codes in the Internet and livestreaming platform are also important. Respondents said how the cameras captured the scenes on the stage, such as explosions, flames, and other choreographed effects, decides what they can see on the screen. This not only relies on the equipment itself, but also the professionalism of the photographer in controlling the shooting and switching from scene to scene. The official audio equipment of online concerts can make audiences hear the performance music more clearly. But, live performances might create echo or other un-known noises. Some responders mentioned that the stage lighting was presented differently from the screen to physical stage. As one audience member who attended a hybrid concert said, there was a difference between the lighting effects on the screen and what it actually was on the event site. The lights become dim and the colors aren't brilliant.

> "...the online concerts use some very advanced effects, like the performance with VR effects, however, you can't see it if you are in the event site..."

The physical equipment not only means the equipment adopted by the event organizer mentioned above, but also refers to the equipment and facility used by the attendees to watch the event online. One respondent claimed that he had better surrounding sound audio at home, and the sound was similar to what he heard at the physical concert. This enhanced his experience. Some of respondents chose to buy an additional clear screen to watch the event. The details of the performers, and the features of the stage layout could be seen very precisely.

> "...I chose to use the HD screen, so I could see the stage performance very clearly, even the pores and makeup of the performers. I was personally satisfied with the experience..."
> "...I equipped my room with better sound system, and the surround acoustics made my experience better..."

Internet and online platform
Almost all respondents mentioned the internet stableness and speed. The majority of viewers indicated the quality of the event was very sensitive to the network connection. Sound and pictures became blur from time to time. This was affected by the Wi-Fi connection at the online audience place and the livestreaming platform's data processing speed and quality. The huge number of users online at the same time would affect the quality of the screen. One interviewee said that when he chose to watch with an App, the network kept lagging and the entire page was unresponsive. When he switched to another official broadcast app, the video was smoother and clearer due to the smaller number of people online. Online platforms or App usually also offered options of the picture pixels. So, if the viewer was in a place where the network environment was poor, they could choose a lower level of pixel to make the video smoother. Some viewers mentioned that the network varied depending on the devices. When they used desktop computers, mobile phones, or other portable screen computing devices, the network was more stable and better quality of the image. However, when they chose to watch through TV or with a huge screen, the network had some delays from time to time.

> "The sounds and videos are not synchronized, and the image quality during the performance is very poor which affected my viewing experience, the official network lags frequently. From other comments I knew that many viewers also reported the poor image quality, network lag, so I can sure my own computer and network have no problem."

To some extent, whether or not the webpage could create a satisfying online environment for the audience can affects their experience. Some responders said their feelings about online concerts would change because of the design of the official concert website. For

example, a more concise and intuitive webpage design, where live comments can be easily found, will increase audience satisfaction with online concerts. Some respondents said they like to read comments from other viewers, and the number of people online at the same time which showed on the live screen will give them a stronger sense of empathy and fan belonging.

> "... *I watched the online concert through BiliBili, the design of their website is very simple and precise, and the live page designed in a convenient way. Viewers can see how many people are watching the online concert same time.*"

Social interaction
When watching a concert online, the audience's physical engagement and interaction has an impact on their experience. The audience's experience of online performances is determined by whether they are watching alone, with a few good friends, or even with a group of fans in a movie theater. Some respondents stated that they prefer to watch alone since the peaceful environment creates a more immersive experience. Some people said they like to watch with their friends because it's more fun to share ideas with others. Some respondents said they went to an offline small concert venue hosted by a fan group, with a capacity of up to 200 people. Being able to join many fans in expressing their opinions for their idols, such as waving light sticks or singing in chorus, gave them the impression that they were already there.

> "…*The fans around created the feeling as we were actually in the concert, and people could bring snacks and drinks into the venue as they pleased...*"
> "... *When I watched the online concert in the cinema, the people around me are very excited and drive the atmosphere. I think the concert is not only about the interaction with the singer, but also the interaction with the fans around me is important as well.*"

Most respondents said they would send live comments at online concerts, and during the intermission between the two stages, the idols would interact with the comments in the pop-ups, read the comments, or answer questions, allowing their emotional needs to be met. Some interviewees even stated that performers would make real-time alterations based on fan response and song demand (e.g., fans noted multiple times in their comments that they wished to see a song played live), enhancing the audience's sense of participation and accomplishment.

> "...*the hosts reply to comments through the platform's live comments, you can see that it is real-time and interactive with the audience ... few questions are randomly selected for the performers to answer.*"
> "...*some of the songs were also scheduled to be performed through feedback and requests from fans in the comments. I think it's great because it's like I'm involved in their performance because I give them input on their setlist...*"

Content engagement refers to audiences involved with the content of the performance. Through participation with the content, audiences come up a sense of connection with the performer, as stronger the sense of connection, it can generate empathy and immersion of audiences. When they hear their idols sing their favorite songs, the majority of respondents become enthusiastic or sing together with them; when they are unfamiliar with the stage and music performance, their sense of connection with them is weaker. Several responders mentioned that the online concert they watched, online fans can feature a chorus with performer, and each fan's screen could appear on the giant screen in the background of the performance. The anticipation of chorus making them feel like they were a part of performance and giving them a better sense of immersion.

"...when I hear my favorite songs, I can't help but sing along with them...basically at the end of every concert, there is a song that is sung in chorus with the fans, for online concert it will show fans living in the backscreen so that the performers can see the fans as well. "

DISCUSSION AND CONCLUSION

This study is a pioneer attempt to explore online experience using an entertaining event as the study object. It contributes to expanding current event experience theories to an online event context. Existing event experience studies mostly were conducted on events in a physical event setting (Geus et al, 2016, Lade et al 2004, Silvers, 2004). At the online event context, some of the physical elements still play important roles in determining the satisfaction of event experience. For example, tangible elements such as the event layout, stage design, and audio and video equipment are still considered as crucial foundation of the event quality. On top of the physical equipment used on the event site, the facilities and technology employed to broadcast the event online is a new attribute emerged from this study. This almost implies that online events are facing more challenges to ensure the event quality delivered to the attendees. Organizers need to pay efforts at two layers, the onsite and online environment. Similarly, according to previous literature, social interaction is another key aspect of in the event experience prism (Morgan,2008). In physical events, events provide a good occasion for friends and families to do things together. People can have direct contact with each other, having conversation, having food & beverage together. For online events, in many cases, people join online event alone at their home. Comparatively, online events provide much less opportunity to interact with other people. Nevertheless, the needs of getting connect is still valid. Therefore, virtual interaction during the online event is considered as source of enjoyment. Virtual interaction can be conducted in the form of texting box on the livestreaming platform. Online attendees are able to "say" something on the virtual event space, and also see others comments. In this way, online attendees feel they are socially connected with others. Moreover, the social interaction of online events does not happen purely in virtual space. Having friends in a room to watch the online concert allows physical interactions, which are considered to make the online experience more enjoyable (Nordvall et al, 2014).

From a practical perspective, the findings provide valuable references to event organizers and managers, particularly for entertainment-related businesses. Although the world will get back to normal, and most events will get back to its physical format as the restriction under the pandemic will be lifted. However, online events enjoy certain benefits. It allows the organizer to reach a much bigger client base due to low cost, conveniences and no time constraints. Based on the study's findings, some organizers might consider continue integrating the online format into their physical event and make it a hybrid one. This study shows several factors that influence event experience and loyalty. Given the importance of rich online performance content to audiences, concert organizers should take advantage of the opportunity to create designs and stages that appeal to a broader audience. Increase the number of different camera angles to provide more viewing options by taking advantage of the audience's recognition of concerts experience. Also, to prevent lagging and website crashes caused by the influx of spectators, the equipment and network systems used should be thoroughly inspected. The proper application of new technology can increase audience interest in novelty and event participation. A simple and clear webpage design is more likely to create a pleasant mood when event organizers choose the live streaming platform to provide to the audience. Higher-quality equipment, such as sound and screens and active interaction and engagement among both online and onsite participants result in higher audience satisfaction. Although online audience pay much less entry fees (or even no fee), they have great potential to become an onsite audience if time and budget allows.

LIMITATION AND FUTURE RESEARCH

Several limitations have been recognized in this research. First, due to time constraints and connections, the respondents of this research mainly are people between 18 to 35. The outbreak of the Covid-19 during the interview period had restrict the researcher to reach more potential respondents. This might lead to some bias in terms of the preference of the event experience. Different age group might have different perception and priorities regarding the same events. Similarly, the respondents are from mostly mainland China. Expending to a wider geographic converge will surely better reflect consumers' perception from different cultural backgrounds. In addition, this study only investigated one type of event: online concerts. The attributes related an entertaining event might be different from other types of events, such as exhibitions, conferences or festivals. For future research, more event types are suggested to include in the research. In addition, quantitative methods with questionnaire survey are also recommend to gather information from larger samples.

REFERENCES

Bitner, M. J. (1992). Servicescapes: The impact of physical surroundings on customers and employees. *Journal of marketing*, *56*(2), 57-71.
Boswijk, A., Thijssen, T., & Peelen, E. (2007). *The experience economy: A new perspective*. Pearson Education.
Brown, G., Lee, I. S., King, K., & Shipway, R. (2015). Eventscapes and the creation of event legacies. *Annals of Leisure Research*, *18*(4), 510-527.
Bruwer, J. (2014). Service quality perception and satisfaction: Buying behaviour prediction in an Australian Festivalscape. *International Journal of Tourism Research*, *16*(1), 76-86.
Buhalis, D., & Law, R. (2008). Progress in information technology and tourism management: 20 years on and 10 years after the Internet—The state of eTourism research. *Tourism management*, *29*(4), 609-623.
Getz, D. (2005). *Event management & event tourism* (2nd ed.). New York, NY: Cognizant Communication Corporation.
Getz, D. (2008). Event tourism: Definition, evolution, and research. *Tourism management*, *29*(3), 403-428.
Geus, S. D., Richards, G., & Toepoel, V. (2016). Conceptualisation and operationalisation of event and festival experiences: Creation of an event experience scale. *Scandinavian journal of hospitality and tourism*, *16*(3), 274-296.
Jago, L., & Shaw, R. N. (1998). Special events: A conceptual and definitional framework. *Festival Management and Event Tourism*, *5*, 21–32
Kharouf, H., Biscaia, R., Garcia-Perez, A., & Hickman, E. (2020). Understanding online event experience: The importance of communication, engagement and interaction. *Journal of Business Research*, *121*, 735-746.
Lade, C., & Jackson, J. (2004). Key success factors in regional festivals. Event Management, 9(1–2), 1–11.
Lee, Y. K., Lee, C. K., Lee, S. K., & Babin, B. J. (2008). Festivalscapes and patrons' emotions, satisfaction, and loyalty. *Journal of business research*, *61*(1), 56-64.
Mason, M. C., & Paggiaro, A. (2012). Investigating the role of festivalscape in culinary tourism: The case of food and wine events. *Tourism management, 33*(6), 1329-1336. https://doi.org/10.1016/j.tourman.2011.12.016
Morgan, M. (2008). What makes a good festival? Understanding the event experience. *Event management*, *12*(2), 81-93.
Nordvall, A., Pettersson, R., Svensson, B., & Brown, S. (2014). Designing events for social interaction. *Event Management*, *18*(2), 127-140.
Oh, H., Fiore, A. M., & Jeoung, M. (2007). Measuring experience economy concepts: Tourism applications. *Journal of travel research*, *46*(2), 119-132.
Ryan, W. G., Fenton, A., Ahmed, W., & Scarf, P. (2020). Recognizing events 4.0: the digital maturity of events. *International Journal of Event and Festival Management*, *11*(1), 47–68. https://doi.org/10.1108/ijefm-12-2019-0060
Rosenbaum, M. S., & Massiah, C. (2011). An expanded servicescape perspective. *Journal of Service Management*.

Silvermann, D. (2013). *Doing qualitative research: a practical handbook*. Verlag nicht ermittelbar.

Silvers, J. R. (2004). Updated EMBOK structure as a risk management framework for events. Retrieved from www.juliasilvers.com/embok/EMBOK_structure_update.htm

Simons, I. (2019). Events and online interaction: The construction of hybrid event communities. *Leisure Studies*, *38*(2), 145-159.

Tattersall, J., & Cooper, R. (2014). Creating the eventscape. *Strategic event creation*, 6, 141-165.

Wreford, O., Williams, N. L., & Ferdinand, N. (2019). Together alone: An exploration of the virtual event experience. *Event Management*, *23*(4-5), 721-732.

CONFERENCE SECRETARIAT
Stokłosy 3, 02-787 Warsaw, Masovian Voivodeship, Poland

VISTULA SCHOOL OF HOSPITALITY
MPI POLAND CHAPTER
DMC POLAND

www.makingwavesinevents.org