

19. Impact of Event Tourism on Quality of Life of Consumers (Residents) in Developing Countries: A Review of Concepts, Methods, Issues, Evidence and Future Research Directions

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Abstract

Events are being used to a large extent to market tourism destinations. Stakeholders in event tourism include the organizers, government, tourists and residents. In developing countries the government is concerned with improving the quality of life of its citizens. Residents are involved with events in different capacities like volunteers, participants, suppliers, business etc. A tourism event definitely impacts the Quality of life of residents. Research concerning 'Event tourism' has undergone different phases from assessing the economic impact of events in 1970s and 1980s to how residents perceive the impact of these events in recent years. This paper seeks to present comprehensive review of the earlier research in these concepts and further wishes to add a premise that the position of the event in the life cycle could have differing impacts on quality of life of various stakeholders. It embeds different classes of events and their respective positions in life cycle that could have differing impacts on classes of stakeholders among residents. This, in turn, could impact their quality of life in varying degree and thus merit judgment on the efficacy of the events held and their contributions. This paper suggests a future direction for quantitative research on the impact of different types of events on quality of life of residents in developing countries. The implications would be reflected in effective allocation of resources for promotions of these events.

Key words: Event Tourism; Impact of Events; Quality of Life(QOL) of residents; Event Life Cycle.

Introduction

Today events are predominantly used to promote a tourist destination. Liburd & Derkzen (2009)state that “ with contemporary increases in leisure time and discretionary spending, governments and tourism organisations have adopted events as strategic means to international marketing and the promotion of a particular image”. “Festivals and events promote destinations, and political leaders have formulated destination plans based upon event calendars as a driver for tourist visitation” (Yeoman, 2013). This conceptual paper brings out the definitions of event, event tourism, QOL, classification of events, different impacts of events on residents, as stated in literature.

Government as Stakeholder

Government of India

The Government of India has launched a campaign of “Incredible India” to promote India to international tourists. The sanctioned funds are disbursed to the State/Union territory for execution of tourism development plans.

Government of Goa

The development of tourism in Goa rests with the State Government through its Department of Tourism and an independent organisation called Goa Tourism Development Corporation (GTDC). Both encourage events for promotion of Goa as tourist destination throughout the year.

Objective of the Research

Considering the significance of tourism in Goa, Government spends a substantial portion of its funds on hosting of events in Goa. The current research attempts to study the events and posit classifications by the typology in literature as a first stage, in order to further study their impact on the quality of life as perceived by residents. The study of perceptions would be covered in the subsequent stage of the research. The residents would also be categorized as for this purpose as stakeholders to discern the differences in perceptions, if any. The paper, thus, identifies gaps in literature that would be addressed in subsequent stages of the research.

Literature Review

The literature review consists of the following topics :

1. Event, Event Tourism
2. Event Life Cycle
3. Stakeholders
4. Quality Of Life

5. Impact Of Tourism And Mega/Major Events On Qol

1. EVENT

Definition

Event: Getz (1997) defined events as “temporary occurrences, either planned or unplanned”. Special Event is “one-time or infrequently occurring event outside a normal program”.

Event Tourism: “Event tourism’ is generally recognized as being inclusive of all planned events in an integrated approach to development and marketing” (Getz, 2008).

The evolution of Research studies in events is shown in table 5 below:

Table 1 : Evolution of research studies in Events

Year	Research Studies On Events
1970s and 1980s	Assessing the economic impact of events
1990s	understanding why tourists attended such events
2000s	More balance in event impact research as studies included assessing the social, cultural, and natural impacts of tourism events.
2008	how residents perceive the impact of these events on the community itself (Getz, 2008)

Source: (Chen S. C., 2011)

Significance

Getz (2008) states that “**Events are an important motivator of tourism, and figure prominently in the development and marketing plans of most destinations. Events have other important roles to play, from community-building to urban renewal, cultural development to fostering national identities—tourism is not the only partner or proponent. A special occasion can attract both tourists and local residents alike**”.

Typology

Classification of events have been done in a number of ways by different researchers as follows:

Getz (2008)

- I. Based on the differences in their purpose and program
 - II. Based on functionality
 - III. Based on Place of attachment
- Thomas et. al. (2008) state that “a differentiated, multi-dimensional classification of events can be carried out using the categories “target group”, “concept” and “staging of the event”.

- Events can also be classified depending on their stage in the event life-cycle (Hoffman et. al., 2001)

Typology Based On Form (purpose and program)

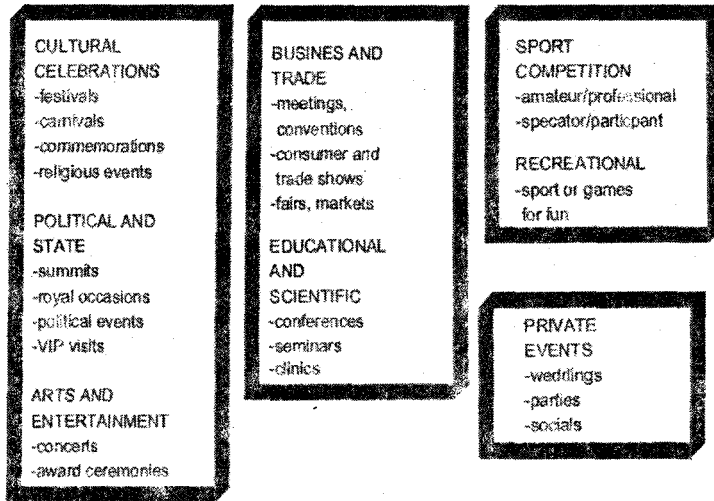


Fig 1: Typology of planned events Source (Getz, 2008)

In Goa, based on the above model, events can be classified as follows: Source :As on 6th August 2015 : (events as referred in tourism websites)

Cultural Celebrations

- **Festivals** : The Grape Escapade, The Goa Food and Cultural festival, The Goa Cashew and Coconut Fest, Goa Heritage Festival, Sao Jao, Bonderam, Shigmotsav, Goa Mango Festival
- **Carnival** : Carnival in Goa
- **Commemorations** : Goa Revolution Day, Goa Statehood Day, Goa Liberation Day, Independence Day, Gandhi Jayanti
- **Religious Events** : Ganesh Chaturti, Diwali, Christmas, Tripurari Poornima, Lairai Zatra, Chikal Kalo, Sangod, Colva Fama, Konsachem fest, Vasco Saptha, Feast of St. Francis Xavier, Dattajayanti, Feast of Three Kings
- Besides the above mentioned religious festivals, every Church, Temple and chapel also has their own feast.

Political And State: Events like the Common Wealth Heads of state meeting in Goa in 1985 fall in this category.

- a) **Arts And Entertainment** : IFFI (International Film Festival of India) , Sunburn, Classical Dance Festival -Mardol, Lokutsav (tribals of Goa) , Khell Tiatre festival,

Marathi Drama festival, Mando Festival, Lokotsav, The Goa Art and Literary Festival (GALF) fall under this category.

b) **BUSINESS And TRADE** : GITM (Goa International Travel Mart) and other private MICE events are included

c) **Education And Scientific** : D. D. Kossambi –Festival of Ideas is held every year

Many Educational and Scientific Conferences and Symposiums are also held in Goa by Educational Institutions .

d) Sports

Sports events consist of : **COMPETITION** : Indian Super League, Goa River Marathon, The 2014 Lusophony Games, AFC U-16 Football Championship, National Games 2016, U-17 FIFA World Cup 2017 and **RECREATIONAL** : Dhirio (Bull Fight)

e) Private Events

There are a lot of private events like Destination Weddings and Parties that take place in Goa.

An attempt has been made to classify the existing events in Goa as per the model in Fig

1. More events may be added to the above comprehensive list of events in Goa .

i) Typology Based On Functionality

Sr. No.	Event	Time	Tourist Demand
1.	LOCAL	Periodic & one time	low
2.	REGIONAL	Periodic & one time	medium
3.	HALLMARK	Periodic	High
4.	MEGA	Occasional	High

Table 2 : Typology of Events based on Functionality Source : Getz (2008)

“The above typology is based on functionality - The degree to which certain i) economic ii) tourism or iii) political goals can be met through hosting and marketing events” Getz (2008)

ii) Typology Based On Place Of Attachment

Events	Description
Mega	typically global in their orientation and require a competitive bid to ‘win’ them as a one-time event for a particular place.
Hallmark	cannot exist independently of their host community,
Local Or Regional	are by definition rooted in one place and appeal mostly to residents.

Table 3: Typology of Events based on place of attachment Source : Getz (2008)

Based on the above literature review, events in Goa are classified into Hallmark. Mega and Local or Regional . in case of functionality, the time of event and estimated tourist demand

are the criteria for classification as stated in Table 2 above. Place of attachment is discerned as per table 3.

TABLE 4: Events in Goa classified by functionality and Place of attachment

Event	Functionality	Place Of Attachment
Goa Art and Literary Festival (GALF)	HALLMARK	HALLMARK
IFFI (International Film Festival of India),	HALLMARK	HALLMARK
Sunburn	HALLMARK	HALLMARK
Classical Dance Festival Mardol	HALLMARK	HALLMARK
Carnival	HALLMARK	HALLMARK
GITM	REGIONAL	HALLMARK
D. D. Kossambe festival of ideas	LOCAL	LOCAL
Goa River Marathon	HALLMARK	HALLMARK
Dhirio	LOCAL	LOCAL
Lokutsav (tribals of Goa)	LOCAL	HALLMARK
Khell Tiatre festival	LOCAL	LOCAL
Marathi Drama Festival	LOCAL	LOCAL
Mando Festival	LOCAL	LOCAL
Lokotsav (Western Region)	REGIONAL	LOCAL
The Grape Escapade	HALLMARK	HALLMARK
The Goa Food and Cultural festival,	REGIONAL	LOCAL
The Goa Cashew and Coconut Fest	REGIONAL	HALLMARK
Goa Heritage Festival	REGIONAL	LOCAL
Sao Jao	REGIONAL	LOCAL
Ganesh Chaturti	LOCAL	LOCAL
Diwali	LOCAL	LOCAL
Christmas	REGIONAL	LOCAL
Lusofonia Games	MEGA	MEGA
U-17 Football world cup	MEGA	MEGA
Tripurari Poornima	LOCAL	LOCAL
Konsachem fest	LOCAL	LOCAL
Lairai Zatra	LOCAL	LOCAL

It can be seen that some events differ as per their typology based on functionality and place of attachment.

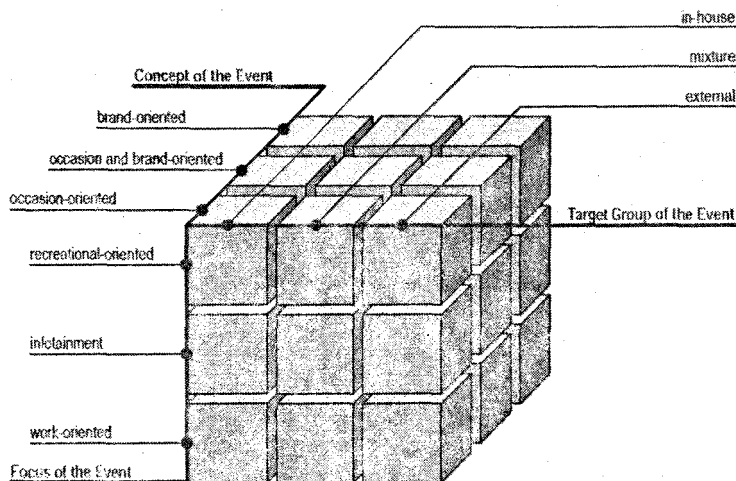
According to Thomas et. al. (2008) “a differentiated, **multi-dimensional classification of events** can be carried out using the categories “target group”, “concept” and “staging of the event”.

Target group focuses on the differentiation of events according to their target groups as often found in the literature. Thus, one can differentiate between public events (company-external) and corporate events (company-internal), whereby exhibition events (mixed forms) comprising for example, trade fairs and exhibitions, are also possible.

Concept: in work-oriented and leisure-oriented activities or the way an event is staged, whereby infotainment events (infotainment = information + entertainment) are classified between both characteristics.

Focus of the event: Here, the question is asked as to whether the event marketing is carried out brand or occasion-oriented, or whether both aspects apply.

Fig 2. Classification of events



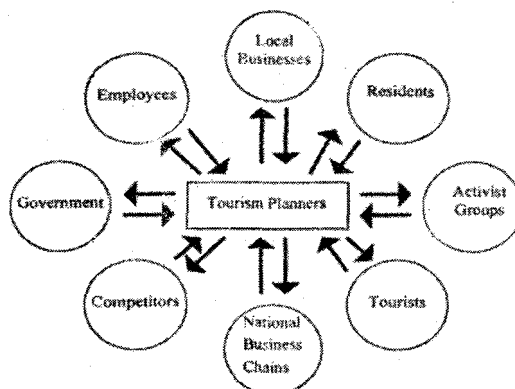
Source : Thomas et. al. (2008)

Focus of the event and concept of the event are similar to the purpose of the event as seen in the classification by Getz(2008), as per figure 1. Hence, the event classification attempted in this typology is based on target group only, namely the stakeholders.

Stakeholders: Sautter and Leisen (1999) state that “a Stakeholder as defined by Freeman(1984), is any group or individual who can affect or is affected by the achievement of the organisation’s objectives and by virtue of this has either the power to affect the firm’s performance and/or has a stake in the firm’s performance”.

Event Stake Holders

FIG.3 . Tourism Stakeholder Map



Source : (Sautter & Leisen, 1999)

After adopting the definition by Freeman(1984), for this study Stakeholder is any group or individual who can affect or is affected by the achievement of the event’s objectives and by virtue of this has either the power to affect the event’s performance and/or has a stake in the event’s performance, the following Stakeholders will be studied :

Residents: Local Businessmen, Participants, Volunteer, non-participants and Activist Groups(Environmentalists)

Government: The above stakeholders (target group) will be affected by events. However the order of importance may vary.

Events can also be classified depending on which stage they are in the event life-cycle
Event Life Cycle:

TABLE 5 : Evolution of Product life cycle model:

Researcher		No of Stages in Life Cycle
Theodore Levitt (1965)	Product	1. Introduction 2. Growth 3. Maturity 4. Decline
Butler (1980)	Tourism Area	1. Exploration 2. Involvement 3. Development 4. Consolidation 5. Stagnation 6. Decline/Rejuvenation/continued stagnation
Beverland et. al. (2001)	Events	1. Conception 2. Launch 3. Growth 4. Consolidation 5. Decline 6. Revival

Source: Walle (1994) & Hoffman et.al. (2001)

Many researchers have used the case study method to study festivals so as to find out their stage in the Event Life Cycle as shown in the table below:

TABLE 6: Research on Stages of Events

Title of Paper Author Year of publication	Aim	Findings
The carnivalesque and	1. identify the stages of the	there are three stages in the festival’s evolution:

<p>event evolution; a study of the Beltane Fire Festival</p> <p>Leisure studies 2014.</p> <p>Catherine M. Matheson and Ross Tinsley</p>	<p>festival’s evolution and their respective characteristics;</p> <p>2. distinguish features corresponding to the carnivalesque; and,</p> <p>3. examine the changes in event evolution, particularly regulatory interventions, and their effect.</p>	<p>1.revival and earlydevelopment; 2.development and regulation;</p> <p>3. maturation.</p> <p>The characteristics of these evolutionary stages are identified. As the festival has developed and been subject to increasing regulation, features of the carnivalesque have been reduced.</p>
<p>The Evolution of Wine Events in Australia and New Zealand: A Proposed model</p> <p>Darina Hoffman</p> <p>Mike Beverland, Edith Cowan, Michelle Rasmussen 2001</p>	<p>To examine regional wine events and proposes a wine event model which will be useful in understanding</p> <p>1.the life –cycle stages of events,</p> <p>2.Evolution of events over time,</p> <p>3. Characteristics of each stage</p> <p>4. key players and stake holders</p>	<p>This paper argues in favour of an event life-cycle model in wine event management. The model illustrates the benefits of integrating wider strategic literature with wine research.</p>

This research proposes the study of events with reference to the above stages mentioned by Beverland (2001) with the help of case study methodology.

Quality Of Life

Definition

Kaplanidou et al., (2013) states the definition by the World Health Organization (1997) - “individuals’ perception of their position in life in the context of culture and value systems in which they live, and in relation to their goals, expectations, standards and concerns. It is a broad ranging concept affected in a complex way by a person’s physical health, psychological state, level of independence, social relationships, and their relationships of salient features of their environment.”

In this study since various domains of Life are being studied , this research accepts Carneiro & Eusebio (2011) definition of QOL: “ the satisfaction perceived by individuals with several domains of their life, considering their needs and expectations”

Measurement Of QOL

QOL studies are frequently either objective or subjective. But Constanza et. al. (2006) says that “one’s QOL involves perception of satisfaction, in order to assess the QOL, both objective and subjective indicators are required.”

Table 7 : Quality Of Life Domain Source: (Dolnicar et. al., 2012)

Sr. No.	Domain	Sr. No.	Domain
1.	Work and material well being	9.	Goals/hopes for the future

2.	Health	10.	Self-esteem/acceptance
3.	Family and love	11.	Safety
4.	Leisure and recreational experience	12.	Stress
5.	Social Life	13.	Transport
6.	Education /learning	14.	Standard of living
7.	Neighbourhood/community	15.	Vacations
8.	Spiritual life	-	-

Further, the concept of quality of life has been research for its relationship with other constructs as mentioned below:

2. Impact Of Tourism And Events On Residents and their QOL

The works of some researchers on the topic Impact of tourism and events on residents and their QOL are mentioned below:

TABLE 8: Research on QOL

	Title of Paper Author Year of publication Journal Published	Aim
1.	Exploring the Nature of Tourism and Quality of Life Perceptions among Residents Andrek and Nyaupane (2011)	To go beyond attitude research and explicitly consider tourism's influence on QOL.
2..	Quality of life, Event Impacts, and Mega Event Support among South African Residents before and after the 2010 FIFA World Cup Kaplanidou et, al, (2013)	to explore the role of mega-event impacts on perceived satisfaction with quality of life and support among South African residents before and after the 2010 FIFA World Cup.

Conclusion

The literature review has unearthed the following:

1. Events can be classified based on the three different schemes as stated above in the literature, including the position of events in life cycles.
2. Different events could have different stakeholders
3. The stakeholders could vary in their perception of impact of events on QoL.

The literature review thus posits that there is scope to study the relationships between the events as classified through different schemes and their perceived impact on quality of life of different stakeholders.

Directions for Future Research

The research endeavors to study the perception of impact of events on QOL of following residents of Goa:

- a) Between residents who are participants in the event and non participants
- b) On different stakeholders

The research also proposes to study if events in different stages of life cycle impact different dimensions of QOL.

Managerial Implications:

Resources of Goa can be channelized properly. Allocation of resources(funds) to events can be according to QOL preferences for residents. Government policies can be made to support events which are desirable or modify the celebrations so as to maximise benefits and minimise ill effects on QOL of residents.

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