

**Patterns and Trends in Event Tourism Study Topics Over 30 Years**

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## **Abstract**

Title: Patterns and Trends in Event Tourism Study Topics Over 30 Years

Event studies have been considered as one area of research discipline since the early 2000s. Because the significance of events as a motivator of tourism has become obvious, interest in the study of events has continuously increased. However, there have been few attempts to investigate past studies in the event field. If the event field is to become more sophisticated and mature, it is necessary to examine the progress which has been achieved in event studies. For the reason, the present study purposed to investigate shifts and patterns evident in event studies over the past thirty years. By reviewing 178 event-related articles collected from the *Annals of Tourism Research*, the *Journal of Travel Research*, and *Tourism Management*, published between 1980 and 2010, an investigation was carried out in regard to trends in academic writings related to events. The current study also looked for possible factors that could affect the topics of event studies. The study found that, even though the number of event studies has dramatically increased since 2000, and subject areas have become more diversified, the focus has still remained on a very limited number of topics. This study contributes insights into directions for future event research based on the main findings.

Keywords: Event studies, content analysis, subject areas, patterns, academic literature

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## CHAPTER 1. INTRODUCTION

### 1.1 Overview

Academic journals play an important role for researchers because they not only produce, disseminate, and exchange academic knowledge, but they also provide a means to evaluate research and to inform decisions concerning appointment and promotion (Weiner, 2001). For this reason, many scholars consider academic journals as playing an important role. Van Doren, Koh, and MaCahill (1994) stated, “Research journals are considered to be the major showcase of research in the field” (p. 308). Additionally, some researchers believe that the performance of academic journals can reflect the development of an academic community. Therefore, many studies have been conducted to investigate the achievements of academic publications by rating and ranking the publications (Graburn & Jafari, 1991; Van Doren, Koh, & McCahill, 1994; Mckercher, 2005).

However, more specifically, articles in academic journals also serve as significant indicators which reflect the performance of academic research. Therefore, Baloglu and Assante (1999) argued that an examination of past studies in a field is needed for the further development and credibility of the field because it clarifies the boundaries of disciplines and helps to understand the practice of research. These scholars have also said that the maturity and sophistication of a field can be assessed by analyzing discipline topics, methodology, and statistical techniques used in studies. Notably, numerous researchers have attempted studies which examine the subjects of academic researches (Crawford & McCleary, 1992; Xiao & Smith, 2006; Yoo & Weber, 2005). A major goal



of analysis on topics used in studies is to identify research trends and future research directions. While reviewing topics in academic articles, the studies discovered the most frequently researched areas, new emerging interests and what is needed for additional studies in the field. Similarly, Crawford and McCleary (1992) stated that the purpose of investigating subject areas in a field is “to determine where we are now, how far we have progressed, and where we need to go in the future” (p.156).

Similar to many other academic fields, tourism researchers have also made efforts to investigate past studies by conducting content analysis. However, even though there has been recognition that the number of event studies in the tourism field has continuously grown since the 1980s, because of the significance of “event” as a motivator of tourism (Uysal & Gitleson, 1994), there have been few attempts to review the studies. A content analysis conducted by Formica (1998) investigated the most frequently researched areas, geographic distribution of authors, and research methodology of event studies, the examination was limited only to studies focusing on specific types of events, such as special events and festivals. Also, the study addressed only the articles issued from 1970 to 1996. So, at this moment, it is necessary to examine overall event studies since the 1980s, when the field started to grow in earnest. While reviewing the topics of studies, it is especially necessary to identify changes in events, which have been addressed in event studies over the past thirty years, in order to understand trends in the professional event field that has a significant relationship with event studies. Moreover, it is important to know how studies have progressed and to suggest what studies should be carried out in the future. Consequently, compared to Formica’s previous study, it is

obvious that the current study should be a more in-depth examination of trends in event studies.

## **1.2 Objectives of the Study**

This thesis has four study objectives. First, it aims to review events-related academic articles published in the top three leading tourism journals: *Annals of Tourism Research*, *Journal of Travel Research*, and *Tourism Management* from 1980 to 2010. Second, by reviewing the previous studies, this study will investigate subject areas in event tourism researches well as trends in academic event studies. In other words, this study will look for shifts and patterns in event studies over thirty-one years. Lastly, by examining external factors, which can affect event academic research, such as type of publication or trends in the events field, this study will look for reasons behind the change and growth in event studies and suggest future directions for event studies based on its findings. The specific objectives of this study are:

- 1) To review articles related to events published in the top three leading tourism journals during the last three decades.
- 2) To investigate subject areas of event studies published in the top three leading tourism journals.
- 3) To examine changes and growth in academic research related to events in tourism.
- 4) To suggest direction for future research in event studies.

### **1.3. Research Questions**

The following six research questions are proposed to direct this thesis in order to identify trends in topics in event studies and propose future research directions:

Q1. What kinds of topics related to events have been examined in tourism journals?

Q2. Are there significant shifts and patterns in subjects of event studies published in three tourism journals, ATR, JTR, and TM, from 1980 to 2010?

Q3. Are there any other factors that can affect topics of event studies?

Q4. What can be inferred related to the professional event field from changes in event studies?

Q5. How far have event studies progressed?

Q6. What event-related studies should be carried out in the future?

### **1.4 Significance of the Study**

The results of the present study can provide an understanding of characteristics of event studies published in tourism journals. Also, findings of this study can help researchers to identify specific research areas. The expected implications for both academic and practical perspectives include:

- 1) The present study would increase awareness among academia and researchers about the characteristics and development of research in event studies.

- 2) The present study would increase the understating of the meaning of “event” in the tourism industry by reviewing event studies published in tourism journals.
- 3) The present study would be a useful reference guide for academic researchers who contribute to event studies, which is relatively new area of research.
- 4) The present study would extend practical knowledge of the event field.

### **1.5 Organization of the Thesis**

The present study includes five chapters. Chapter 1, the introduction, provides a brief background of content analysis and academic research in the event industry. The chapter also includes the necessity of the present study, research objectives, research questions, and the significance of the study. Chapter 2 identifies relevant previous literature regarding content analysis in tourism research and provides definitions of coding items. Chapter 3 presents descriptions of the research methodology, including design of instruments and the coding process. In Chapter 4, results and the main findings of the present study are provided, including general information and preliminary analysis. Chapter 5 provides an overview of the study, discussions and conclusions, theoretical contributions, and implications, as well as study limitations and recommendations for future research.

## CHAPTER 2. LITERATURE REVIEW

The literature review is composed of four parts: background of event studies, explanation regarding planned events, investigation of past content analyses, and disciplinary scope of tourism journals.

The first part is background of event studies. In this part, the definition of event studies and its purposes will be discussed. Also, academic attempts in the field and topics that are discussed will be described.

The second part is an explanation of planned events. To investigate trends in the event management field shown in event studies, which is an academic field dealing with planned events, it is first necessary to define the types of planned events in detail. Therefore, all possible planned events will be defined and the influence of them in event tourism business will be discussed.

The third part is an investigation of previous content analyses. A review of previous content analyses, which focused on subject areas of literature and methods of the studies, will be conducted. Specifically, the main findings will be outlined, such as whether there are specific patterns in subjects in other academic fields after reviewing methods and findings of the previous content analyses.

The fourth part is the disciplinary scope of tourism journals. To examine differences shown in event studies by journal, it was necessary to look at the aims and scopes of each journal. The kinds of academic fields that are addressed in tourism journals and the question of whether there are any differences among the three journals

selected for this study will be discussed at the end of the literature review portion of this study.

## **2.1 Event Studies**

An 'event' as a general dictionary definition means an accident or incident. However, the meaning of 'event' can be used differently in academic fields. 'Event' has a specific meaning in 'event studies'. Generally, a special event, which means public events with a purpose of celebration, is considered an event. However, 'planned events' defined by Getz (2008) specifically clarifies the definition of event studies. Planned events refer to events that have specific purposes, so they are always designed to generate particular outcomes. For example, festivals, conferences, and fairs classified as planned events are accompanied with different intentions and outcomes (Getz, 2008). Therefore, briefly speaking, event studies is an academic field studying planned events.

Getz (2008) stated that academic attempts to explore the event field has existed for a long time, but the recognition of 'event studies' as a discipline began in the early 2000s. In event studies, social, cultural, environmental, and economic phenomena related to planned events are discussed and the foundation of theoretical and academic structures of the field is built. However, additionally, as Getz (2008) stated, because new academic fields such as event studies arise from professional practice, there is a very close relationship between event studies, which is an academic field, and event management, which is a professional field. Accordingly, event studies also produce practical knowledge related to the design, production and management of events.

Many scholars have paid attention to the event field since the 1960s. In the beginning of the event field, studies focusing on event management were considered as studies within the recreation and leisure fields and few articles related to events were published (Formica, 1998; Getz, 1989). However, since the 1980s, 'events' have started to be recognized as one of a number of attractive research topics. Two major event-related tourism journals, *Festival Management and Event Tourism (FMET)* and *Journal of Convention & Exhibition Management (JCEM)*, began their first publications in 1993 and 1997, respectively (Getz, 2008; *Journal of Convention and Event Tourism*, n.d.). In the 2000s, the events sector has grown so as to justify several international-sized special events.

As a topic within event studies, event impact assessment has received frequent research attention for decades. Formica (1998) also observed that the most frequently investigated area in event studies was economic/financial impact. Also, the majority of event studies has focused on organizational aspects of event management. In Formica's study, 62 out of 83 studies were related to organizational factors, such as impact assessment, marketing, profile of event, sponsorship, management, and trends and forecasts (Formica, 1998). However, in the early 1990s, interest in individual factors such as motivation and demand rose. Uysal, Gahanm and Martin, (1994) published the first article related to why people attend events; various studies from the 1990s and 2000s have investigated individual thoughts and behaviors, such as how satisfaction affects intention to revisit events and festivals, how local residents and event participants perceive values from events, what participation patterns are observed during events, and so on (Lee, Patrick, & Crompton, 2007; Getz, 2008; Yuan & Jang, 2008) Above all, as

individual aspects of event participants or local residents began to be considered as the key to successful service businesses, there has been increased recognition of the need for studying and exploring what people think and what people need (Lee, Petrick, and Crompton, 2007). Because many scholars have already realized that events provide not only tangible outcomes such as money, but also intangible benefits created by positive visitor experiences, more studies focusing on personal experiences and perceptions have been published recently (Getz, 1989).

## **2.2. Planned Events in Event Tourism Business**

As previously mentioned, because event studies is a field focusing on planned events, it is necessary to look into what planned events are in detail. Firstly, planned events, which mean special events that have a specific purpose and outcome, are categorized into two types: private events or public events. To determine what is private event or public event, two elements are considered: (1) ownership and (2) event forms. First, events can be differentiated by ownership of the events. Andersson and Getz (2009) stated that private events are a type of service provided by private firms. When a private firm has ownership of the event, it is a private event. Its goal is to generate high revenues at low cost and to attract a willingness to pay from consumers. On the other hand, public events are produced and operated by the public sector or, in other words, government. Government serves community-based events, which are beneficial to the public and focus on producing socio-cultural benefits. While private events are based on consumer orientation, which means delivering services that produce high profitability, public events are based on product orientation, focusing on cultural and economic fairness.



Second, private events and public events can be determined by event forms. Getz (2008) defined private events as small-sized, individual or corporate events in his book. Examples such as personal celebrations, ceremonies, funerals, holiday theme parties, and church socials can be classified as private events. These kinds of small events mostly aim at an exchange of emotions or shared values in a group. On the contrary, public events are large-scale events such as festivals, major sport events, fairs and exhibitions. Usually, large-scale public events attract media coverage and have substantial impacts on community.

Andersson and Getz (2009) differentiated private events and public events by organizational definitions to fit to their research by studying festival ownership, governance, structure and content. Accordingly, the concept determined by Andersson and Getz (2009) has conceptual differences from the general meaning of private events and public events. However, the second concept determined in the book written by Getz in 2008 is the most basic and general definitions of events. For this reason, in this study, private events are considered as small-sized, individual or corporate events, and public events are defined as large-scale events that bring substantial impacts to a community.

Getz (2008) classified events into 8 categories by primary purposes and forms as shown Figure 1. The first category is cultural celebrations. Festivals, carnivals, heritage commemorations, religious rites and rituals and ethnic events fall under cultural events. The primary goals of cultural celebrations are to rejoice, praise and memorize special occasions, but many cultural events have the purpose of promoting tourism (Getz, 2008). For example, the Munich Oktoberfest in Germany and Mardi Gras in New Orleans originated as small, local events to celebrate a particular occasion of a certain region.

However, the events have grown into an internationally renowned festival and carnival and attract foreign tourists (Ritchie, 1984). Also, as an example of religious or ethnic events, there is a form of authenticity or reenactment. The staged authentic events are held at historical sites such as castles or places of pilgrimage, which are best known for heritage tourism (Chhabra, Healy, & Sills, 2003).



**Figure 1. Typology of Planned Events.** Adapted from “Event Tourism: Definition, evolution, and research,” by Getz, D. 2008, *Tourism Management*, 29, p. 404. Copyright 2007 by Elsevier Ltd. Adopted with permission.

Political events refer to any event produced for government and political parties (Getz, 2008). Generally, political events such as the G20 summit of leading industrialized countries, royal weddings, coronations and inauguration of the president or religious leaders are not held for purpose of tourism, but those events obviously attract significant numbers of tourists (Ritchie, 1984).

Arts and Entertainment are a type of cultural event, so they look similar to cultural celebrations but their purpose for events is different. Hughes (2000) defined “arts” as performing arts. Also, he explained that entertainment refers to variety shows or performances delivered by singers, comedians, magicians and dancers and it includes plays, musicals, opera, ballet and orchestral concerts. However, Getz (2008) included not only performing arts but also literature and visual arts in “arts”. To celebrate or think about cultural and historical meanings is not a purpose of Arts and Entertainment. The events focus more on providing pleasure and entertainment and also aim at being cultural tourism products at the same time (Getz, 2008).

There are many similarities between business events such as conventions, exhibitions, and trade shows and educational events such as conferences and seminars. Both events are primarily held for the purpose of sharing knowledge and information. Also, because the purpose of a group gathering is more important than the attractiveness of a tourism destination, attendees consider practical factors to be more important, such as distance, cost, accessibility, safety, facilities, and contents of a convention or conference rather than focusing on the attractions in a destination. Accordingly, it is obvious that convention tourism and conference tourism are considered as meetings or events because they have distinctive characteristics from event tourism (Hiller, 1995). However, because the final goal of each event is different, there is a huge difference between the two. For example, business events obviously aim at engaging in commerce and promoting markets, and educational events have purposes of training and socializing (Getz, 2008).

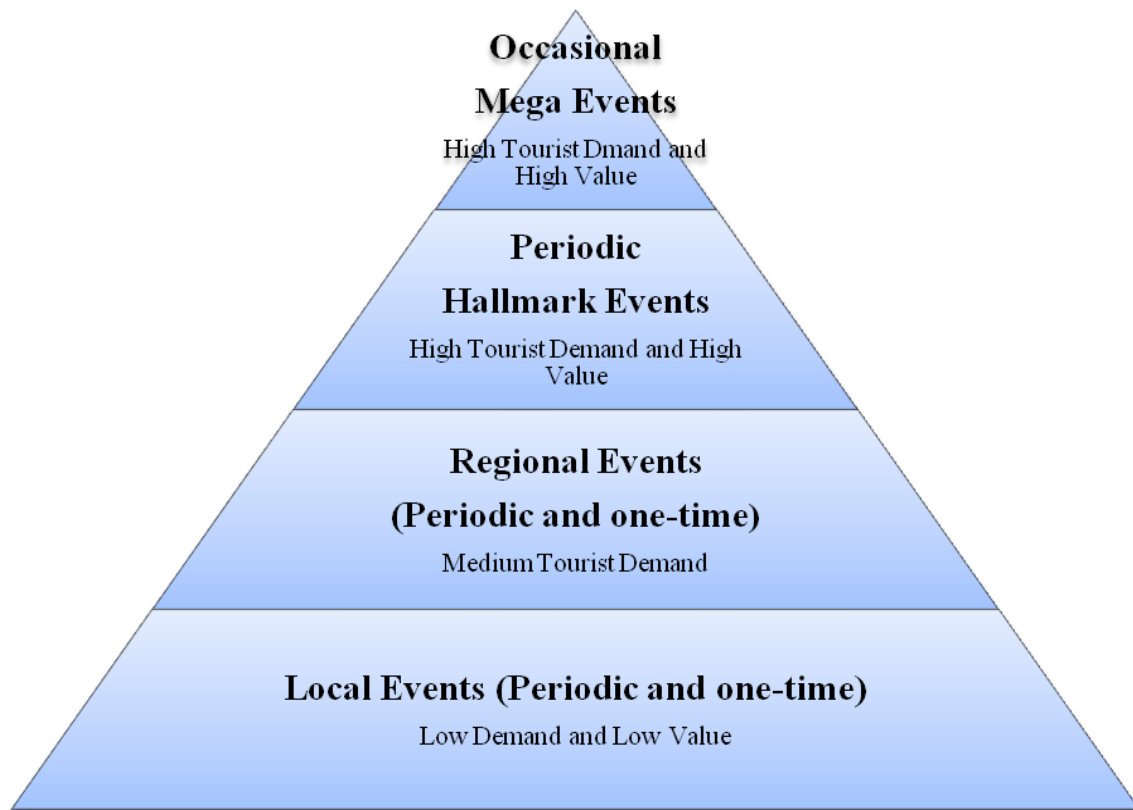
Sports events are considered as “big business” which generates a turnaround of the venue (Getz, 2008). Daniels, Norman, and Henry (2004) defined a sports event as “all forms of active and passive involvement in sport activity, participated in casually or in an organized way for noncommercial or business/commercial reasons (p.180).” Based on this, they investigated the economic impact of sports events based on the consumption tendencies of event participants (Standeven & De Knop, 1999). This includes not only global sporting events like the Olympic Games and the World Cup, but also Sport-for All Events, which includes small-scale sporting events that do not require any entry qualifications and involve very little competition among the participants, such as local youth baseball games. Small- or large-scale sporting events have become the major factor bringing positive economic impacts to destinations and the tourism industry of hosting cities (Getz, 2008).

There are various types of events, ranging from large-scale mega-events to small local festivals. Getz (2008) set four levels of events as shown Figure 2: local events, regional events, periodic hallmark events, and occasional mega events. The study explained that several values, such as growth potential, market share, quality, image enhancement, community support, environmental value, economic benefits, sustainability, and appropriateness of events, are considered in determining the classification level of events (Getz, 2008). Also, Getz (2008) observed that local and regional events, which are located on the base level of the figure, have low potential in terms of tourism while hallmark and mega events have high values on potential and benefits. As shown in Figure 2, the relationship between supply and demand of events is in inverse proportion while

the quantity of local- and regional-level events is far greater than the quantity of hallmark and mega-events, despite the low demand.

Wood (2009) demonstrated that local events require support from local government and community members. In other words, when local events are designed, the involvement of the local government and the participation of residents are the most important elements. Community-based events are for sharing values with residents and promoting regional development, but the events are also a way of returning public funds gained from local events. Eventually, community events aim at embodying public rights and fairness, not economic gains. At this moment, the term “community” has a conceptual meaning as a group that has shared values and similar interests, rather than geographical meaning.

Mega-events refer to the largest-scale leisure and tourism events. According to the definition proposed at the International Association of Scientific Experts in Tourism (AIEST) conference in 1987, mega-events should serve at least one million visitors, so international-level events, such as the Olympic Games, World Fairs, and World Cup games, can be considered as mega-events (Getz, 2008). In previous studies related to mega-events, the most frequently cited topic is the economic impact of the events. This is because mega-events are associated with long-term planning and significant investment. Host cities expect long-term positive consequences from industrial relocation and foreign investments. Economic profitability and regional development are major goals of mega-events. For these reasons, many host cities reconstruct infrastructure and build new event facilities. However, destination cities often suffer from problems caused by long-term debts taken on as a result of the costs of hosting mega-events (Roche, 1994).



**Figure 2. 4 Levels of Events.** Adapted from “Event Tourism: Definition, evolution, and research,” by Getz, D. 2008, *Tourism Management*, 29, p. 407. Copyright 2007 by Elsevier Ltd. Adopted with permission.

### 2.3 Previous Content Analysis

Several content analysis studies have been conducted to review past literatures in the social science field, such as marketing, consumer behavior, and tourism and hospitality. This was done to assess the development of academic research and to provide suggestions for future research (Baloglu & Assante, 1999). In particular, some scholars have examined subject areas of literature to study trends in academic writing. Because study methods and findings described in the previously attempted content analyses were important resources, it was necessary to inquire into the previous literature.

Firstly, Helgeson, Kluge, Mager, and Taylor (1984) aimed at understanding trends in consumer behavior research conducted from 1950 to 1981. So they collected articles in ten publications including business journals and proceedings such as *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Business*, and *Proceedings of the Associations for Consumer Research* published during the time period. Each researcher reviewed a total of 15,000 articles from the publications, and they screened valid sample articles based on the definition of consumer behavior proposed by Engel, Kollat, and Blackwell (1973). Finally, the study found that the number of consumer behavior articles had dramatically increased during the thirty-two years and it was proven that the number of articles published in the 1970s multiplied eighteen times compared to the number published in the 1950s. The study also concluded that the thirty-seven major topics most frequently discussed in the consumer behavior research had been impacted by societal, technological, economic and environmental factors.

There have also been several efforts to examine subject areas and the nature of research in the tourism and hospitality field. Baloglu and Assante (1999) investigated the subject matter and research methodology used in hospitality studies to investigate boundaries and the direction of the field. They examined the contents of a total of 1,073 articles from five hospitality academic journals published between 1990 and 1996. The coding categories for the study were adopted from a similar study performed by Chon, Evans, and Sutherlin in 1989, and each article was coded by both researchers. The study included two parts. First, subjects such as industry focus (lodging, food service, education, and tourism) and functional area (administration and strategy, marketing, finance, human resources, operations, and research and development) were classified by types of journal

and year of publication. The second part dealt with methodology such as data collection methods, sample types, and quantitative statistical techniques and followed the same process. All findings were based on frequency analysis, and the study concluded that limitations of research occurred from inappropriate sampling methods and statistical techniques that could be overcome with more sophisticated research methods.

Xiao and Smith (2006) studied trends of subject areas in tourism research by reviewing thirty years of cumulative subject indexes of *Annals of Tourism Research*. To identify major subject matter in tourism research and to examine changes in the subjects during this period, the subject index of *Annals* was divided into six five-year periods and all data were coded in a qualitative research program, Nudist's Nvivo. The study identified thirteen subjects: methodology, development, impacts, organization and association, the United States, tourist, international tourism, planning, resort, culture, marketing, motivation, and attractions, which consistently appeared as the most frequently cited topics over thirty years. The study also identified fourteen headwords: conference/congress/seminar, industry, destination, Third World, employment, tourism, hotel, policy, demand, transportation, domestic tourism, Caribbean, ethnic, and government, which were major headwords, but appeared inconsistently. Four patterns were observed in the study. First, studies related to basic theories and definitions in tourism declined while typological studies related to tourists, tourist experiences, and tourism products steadily increased. Second, interest in economic and industrial orientations, such as investment, international relationships and employment, have risen. Third, frequency of marketing and management topics, such as Internet, destination management, consumer and risk, has increased, but frequency of subjects in hospitality



and recreation has declined. Fourth, studies focused on specific countries have broadened from North America, which was historically a dominant topic, to Europe, Asia, Australia and New Zealand, while the frequency of studies on Central and South America, Africa and Pacific Islands has remained low. However, studies about regions of North America are still dominant and had greater focus on local and regional factors than on global sites.

As previously mentioned in the introduction, Formica (1998) reviewed articles related to special events and festivals and investigated the development of festivals and special events studies. The scholar collected 83 articles published from the 1970s to 1996 in four journals, ATR, JTR, TM and FMET. Then, the study looked at year of publication, affiliations and geographic information of the authors, research methods performed and statistical techniques used in past event studies. As a result, the study observed that only a few studies were published during the first two decades and the number of event studies has dramatically increased since the 1990s. Also, it was found that event studies had been conducted mainly in the North America region, and frequency analysis had been most frequently used in event studies. The economic and financial impact assessment was the most popular topic, at 15 out of 83, and sponsorship and marketing were the second most frequently researched areas. The study stated that these results reflected the significance of these areas in the event field. Also, Formica (1998) argued that the complete lack of studies focusing on human resources should have been a temporary manifestation and that more qualified papers dealing with human resources were required.

It should be mentioned that it was possible to investigate definitions, study methods, and results from the past content analyses but definitions for functional areas were still not clear because studies had used different types of definitions. For this reason,

in order to be clearer in regard to the functional areas, this study looked at past explanations from the previous studies. Rivera and Upchurch (2008) investigated functional areas of hospitality management articles based on Fayol's management theory. Originally, Fayol (1987) formulated five categories regarding functional areas: planning, organizing, commanding, coordinating, and controlling. These were based on six generic activities for industrial undertakings: technical, commercial, financial, security, accounting, and managerial (Rivera and Upchurch, 2008). Rivera and Upchurch (2008) developed the theory into six categories:

- (1) Coordination: harmonize all the activities of a concern so as to facilitate its successful functioning;
- (2) Finance: search for an optimum use of capital;
- (3) Marketing: the selling of goods and products;
- (4) Production: operation efficiency where output is maximized in relation to input;
- (5) Control: verifying that everything occurs in accordance with the plans;
- (6) Personnel: process of obtaining and maintaining employees in order to build up an organization.

Baloglu and Assante (1999) also examined functional areas of articles in five hospitality journals. The researchers borrowed definitions of functional areas from previous studies, and the six categorized functional areas are as follows (Chon, Evans, & Sutherland, 1989; Crawford & McCleary, 1992):

- (1) Marketing: consumer satisfaction and loyalty, service quality, marketing mix (product, place, price, promotion), segmentation, target marketing, branding, and market research;
- (2) Finance: asset management, buyouts, profitability, economic forecasting, economic impacts of the industry, financial analysis and management, valuation techniques, financial statements, and cash flows;
- (3) Administration/strategy: strategic planning, management style, accounting, organization, organizational structure, crisis management, information, communication, and environmental trends;
- (4) Operation: inventory management and purchasing, facility management, management contracts, liabilities and legal issues, safety and security, productivity, sanitation, energy and waste management, menu engineering and planning, food cost management, and quality control;
- (5) Research and development: technological advancements, information-gathering and analysis, development, and innovations;
- (6) Human resources: employee selection and training, turnover, job satisfaction, employee attitude, sexual harassment, labor costs, empowerment, employee benefits, organizational behavior, employer/employee liabilities, and workforce diversity.

Based on the definitions provided by two studies, it was discovered that there were some differences between the explanations of the functional areas used in the studies. However, because the five primary functions of management proposed by Henry Fayol (1987) originated from the same theory, it was shown that two studies focused on the same

points. Even though the concepts of functional areas from the two studies were related to the same points, the second concept was adopted in the current study both because various researchers used it for their studies and because it was clearer than the first.

## 2.4 Disciplines Affecting Research Topics

Sheldon (1990) indicated that mature research fields have several journals across various disciplines and that the diversity of the study areas reflects the development of the field. Also, Burdge (1983) stated that each research journal is intended for particular audiences, such as specific groups of scholars who have common disciplinary interests. Tourism journals have progressed with the evolution of numerous tourism-related disciplines. As a result, the study by Cheng, Li, Patrick, and O’Leary (2009) found twenty-one disciplinary focuses used in tourism journals and demonstrated that each journal was intended for different scopes and audiences.

**Table 1. Aims and Scopes of Tourism Journals**

Journal	Aims & Scope	Year first published
ATR	<i>Annals of Tourism Research</i> is a social sciences journal focusing upon <b>the academic perspectives of tourism</b> . While striving for <b>a balance of theory and application</b> , Annals is ultimately dedicated to developing theoretical constructs. Its strategies are to invite and encourage offerings from various disciplines; to serve as a forum through which these may interact; and thus to expand the frontiers of knowledge in and contribute to the <b>literature on tourism social science</b> . In this role, Annals both structures and is structured by the research efforts of a <b>multidisciplinary community of scholars</b> .	1973
JTR	<i>Journal of Travel Research</i> , published quarterly, is the premier, peer-reviewed research journal <b>focusing on travel and tourism</b>	1963

	<b>behavior, management and development.</b> The first scholarly journal in North America focused exclusively on travel and tourism, <i>JTR</i> provides researchers, educators, and professionals with <b>up-to-date, high-quality, international and multidisciplinary research on behavioral trends and management theory</b> for one of the most influential and dynamic industries.	
TM	<p><i>Tourism Management</i> is the leading international journal for <b>all those concerned with the planning and management of travel and tourism.</b></p> <p>Tourism comprises a multitude of activities, which together form one of the world's fastest growing international sectors. The journal takes an interdisciplinary approach and includes <b>planning and policy aspects of international, national and regional tourism as well as specific management studies.</b></p> <p>The journal's content reflects its <b>integrative approach</b> - including primary research articles, discussion of current issues, case studies, reports, book reviews and forthcoming meetings. <b>Articles are relevant to both academics and practitioners,</b> and are the results of anonymous reviews by at least two referees chosen by the editor for their specialist knowledge.</p>	1980

*Note.* Table 1. Aims and Scopes of Tourism Journals. Adapted from journal web sites accessed 4/10/11

Also, several studies observed that each journal had different characteristics and functional purposes. Jamal, Smith and Watson (2008) investigated missions, scopes, year of first publication, and intended audiences of tourism journals. Tourism journals such as ATR, JTR, and TM, which have been known for their long history and leading performance, had similarities and differences in terms of disciplinary approaches to tourism (Ryan, 2005; McKercher, Law, & Lam, 2006). As shown in Table 1, ATR focuses on building multidisciplinary academic fields in tourism and also contributes to the balancing of theory and application. JTR concentrates on travel and tourism behavior, management, and development. TM focuses on planning and management of travel and

tourism while it aims not only at academicians but also at practitioners. Accordingly, it was discovered that each tourism journal aims at different disciplinary goals.

## CHAPTER 3. METHODOLOGY

### 3.1 Journal Selection

For this study, articles from *Annals of Tourism Research*, *Journal of Travel Research*, and *Tourism Management* were chosen. The reason why these three tourism journals were selected for this study is that these publications have been recognized as the top three leading tourism journals by several researchers. For example, McKercher, Law, and Lam (2006) carried out a survey to assess the performance of 41 types of tourism journals. As a result of the survey of 314 tourism experts, ATR gained the highest score in terms of percentage of awareness and mean quality rating. TM was the second-highest scored journal and JTR followed as the third. In another study, Pechlaner, Zehrer, Matzler, and Abfalter (2004) measured the international tourism journals in terms of readership frequency, scientific and academic relevance, reputation and impact on the authors' academic careers. As a result of the measurement, JTR was ranked as the best journal in the United States while the overall scores of ATR and TM led them to be ranked second and sixth, respectively. However, outside of United States, ATR was rated the highest and TM and JTR followed as the second- and third-rated journals. Based on the two previous evaluations of tourism journals, it was concluded that ATR, JTR, and TM had good overall reputations, and that they were highly influential in the tourism field. For that reason, other scholars have selected these three journals when they conducted content analysis to investigate past studies in tourism-related fields. Similar to other content analysis studies, this study also chose to use the three leading journals, which have been recognized as the most influential tourism journals.

### **3.2 Article Selection**

First, the articles which included the specific terms “event” or “festival” in titles, abstracts, or keywords, were collected from each journal. Because TM began publication in 1980, only the articles published from 1980 to 2010 were selected for this study. As a result of the process, a total of 247 articles were collected from the three journals. After reviewing the entire collection of articles, notes, comments, letters, and book reviews, the editor's comments and the articles that were not directly related to events or festivals were excluded from this study. Finally, a total of 178 articles were classified as valid articles.

### **3.3 Design of Instrument**

The questionnaire has 22 questions with four main parts, selected mostly from previous literature (Helgeson, et al., 1984; Formica, 1998; Rivera & Upchurch, 2008) and modified appropriately for this content analysis. The first part contains two questions about basic information of articles, such as publication year and name of journals. The second part includes 6 main questions and 2 subcategorized questions related to subject areas. Each question relates to functional areas, level of analysis, focus of study and topics related to individual perspectives, organizational aspects and miscellaneous areas. The third part was created for inquiring as to which types of events were addressed in the articles. Three questions were asked to clarify typology of events, such as whether it is a private event or public event or if it is a local/regional, national, or international sized event. The last part has 8 questions related to research methodology. Each question dealt with usage of hypothesis, purposes and structures of the study, research methods, data



collection methods, target populations and statistical techniques. Most questions are multiple choice questions except for one related to year of publication.

### **3.4 Data Analysis**

No content analysis software was used for this study. Instead, the author and one other graduate student participated in this study as coders. Before the coding process started, the coders had two training sessions on February 11<sup>th</sup> and 13<sup>th</sup> in 2011. During the training sessions, the two coders familiarized themselves with terms and definitions from the questionnaire and practiced together by coding two similar event studies. In addition, each coder received the following: instructions, a copy of explanations of definitions referred to in previous literatures, 190 coding sheets, and 178 articles. Each coder had from February 14<sup>th</sup> to 28<sup>th</sup> to read the entire collection of articles and input data into an SPSS file. All articles, coding sheets, instructions, explanations and SPSS files were collected from the two coders on March 1<sup>st</sup>. All collected data were reviewed again, and hard copies of coding sheets and data files on SPSS were compared to one another. After reviewing all data, it was concluded that the data of the fourth part related to research methodology were not valid due to low agreement between the two coders and missing values, so it was decided not to use the fourth part for this study.

Prior to studying subject areas of event studies, which is a primary goal of this study, reliability of this study was tested by measuring agreement rates of the two data sets collected from the coders. Because this study is a content analysis based on the interpretation of two coders, it was necessary to examine the agreement of subjective judgment of the two coders. The agreement rate (in other words, the inter-coder

reliability or inter-rater reliability) was tested by Statistical Program for Social Sciences (SPSS). The values, called “Kappa statistics” in SPSS, indicated the strength of agreement between the two sets of data (Stemler, 2001).

### 3.5 Profiles of Collected Event related Articles

A total of 178 event articles, which were published in ATR, JTR, and TM journals from 1980 to 2010, were analyzed for this study. As shown in Table 2, the number of event articles from ATR totaled 44, and 24.7% of the total number of event studies were reviewed. Also, 53 JTR articles comprised 30.3% of the articles reviewed. Finally, 81 TM papers were reviewed, constituting 44.9% of the articles. Accordingly, it was observed that TM published the largest volume of event-related tourism studies among the top three tourism journals.

**Table2. Number of Articles by Journal**

Name of Journal							
ATR		JTR		TM		Row Total	
n	%	n	%	n	%	n	%
44	24.7	53	30.3	81	44.9	178	100.0

## CHAPTER 4. RESULTS AND FINDINGS

### 4.1 Measurement of Agreement on Interpretations by Two Coders

The agreement rates between the two interpretations of the categories, such as functional areas, topics and typology of events, were relatively low. First, as shown in Table 3, the values of Kappa statistics for functional areas, level of analysis, and focus of study were rated at 0.314, 0.324, and 0.356, respectively, while the measure of agreement on the two parts related to topics of event articles was the lowest, at 0.295 and 0.249, respectively. The value of Kappa statistics for the parts discussing types and scope of events were comparatively high, at 0.357, 0.417, and 0.350, respectively.

**Table 3. Results of Inter-coder Reliability**

Variables	Measure of Agreement	Variables	Measure of Agreement
Journal Name	1.000	Topics from Visitor/Participation	.295
Published Year	1.000	Topics from Event/Tourism	.249
Functional Area	.314	Private vs. Public	.357
Level of Analysis	.342	Typology of Event	.417
Focus of Study	.356	Scope of Event	.350

As shown in Appendix B, if the value of Kappa statistics is between 0.21 and 0.40, or between 0.41 and 0.60, it indicates fair or moderate agreement (Landis & Koch, 1977; Stemler, 2001). Consequently, because most values of Kappa statistics, except the value of 0.417 for typology of event, are between 0.21 and 0.40, this content analysis demonstrates fair agreement of interpretation by the two coders. Even though the

agreement rate of the two data sets for this study was much lower than 0.61, which indicates a good quality of content analysis, this study will proceed to the next step based on the data gained from the author (Kvalseth, 1989; Stemler, 2001)

#### **4.2 Frequently Researched Topics in Event Studies**

Like many other content analysis studies that examine subject areas of academic writings, frequency analysis was mainly used in this study. To answer to the following question, “which area or topic is the most frequently investigated item in event studies over the thirty one years?” the author calculated the number of observations and frequency distribution. First, as shown in Table 4, among 6 categories from functional areas, the number of studies in research and development was the greatest. There were a total of 74 articles and research and development totaled 41.6 % of 178. Administration and strategy was the second, at 20.8%, and finance was the third, at 12.9%. Additionally, control and operation was 11.8% and marketing was 10.7%. On the other hand, there were only two articles related to Human Resource management, at 1.1%.

The amount of research conducted on organizational aspects of events was much greater than research examining individual characteristics of people who are involved in events. Among 135 organizational level studies, there were 51 studies related to events and 73 articles related to tourism. Also, among 42 individual-level research studies, which was less than one-third of the total, articles studying individual characteristics of event participants were the greatest, at 19. Additionally, there were 18 tourist-related studies and only 11 local residents-related studies. However, 6 studies, which did

concentrate on research methods, politics, or theory, were classified as “other” in the focus of study section.

Among topics related to the individual characteristics of event participants and tourists, motivation and perception of event participants and tourists were the most popular topic, with 14, while and topics related to demographic information such as visitor segmentation have been also frequently discussed over the thirty one years. In addition, there were 7 satisfaction/intention, 5 attitude, and 5 behavioral studies.

The most noticeable item among topics related to organizational aspects of event and tourism analyses was impact assessment for events. Among 20 topics in the section investigating organizational aspects of events and tourism, the number of articles related to impact of events was the most, at 45. When considering the number of choices included in the question, the percentage, 25.3%, was obviously a significant portion. Topics related to event administration and tourism development were also observed as frequently discussed topics. According to the results in this section, it tended to be stronger in topics related to strategy or development than other factors, such as risk management, finance, or marketing.

**Table 4. Frequency of subject Areas**

Variables	n	%	Variables	n	%
<i>Functional Areas</i>			<i>Topics from Visitors/ Tourists (Con't)</i>		
Administration/Strategy	37	20.8	Demand	1	0.6
Research/Development	74	41.6	Behavior	5	2.8
Finance	23	12.9	Satisfaction/Intention	7	3.9
Control/Operation	21	11.8	Demographic Info.	10	5.6
Marketing	19	10.7	Other	9	5.1
HR	2	1.1	Not Applicable	109	61.2
Other	2	1.1			
			<i>Topics from Event/Tourism</i>		
<i>Level of Analysis</i>			Event Coordination	5	2.8
Individual	42	23.6	Event Marketing	7	3.9
Organizational	135	75.8	Event Risk MGMT	3	1.7
Other	1	0.6	Event HRM	1	0.6
			Event Administration	17	9.6
<i>Focus of Study</i>			Event Evaluation	9	5.1
Event side	51	28.7	Event Finance	2	1.1
Tourism side	73	41.0	Event Tourism	10	5.6
Local Resident	11	6.2	Tourism Study	7	3.4
Event Participant side	19	10.7	Forecasting	7	3.9
Tourist side	18	10.1	Tourism Risk MGMT	9	5.1
Other	6	3.4	Tourism R&D	16	9.0
			Destination Promotion	4	2.2
<i>Topics from Visitors/ Tourists</i>			Tourism Organization	1	0.6
Attitudes	5	2.8	Destination Development	9	5.1
Life Style	1	0.6	Impact of Event	45	25.3
Motivation	14	7.9	Specific Industry Sector	5	2.8
Decision Making	1	0.6	Other	8	4.5
Perception	14	7.9	Not Applicable	14	7.9
Participation Pattern	2	1.1			
			Total	178	100.0

### **4.3 Examination of Patterns of Subject Areas by Years**

To investigate if there was any shift in subject areas of event studies over the thirty-one years, all articles reviewed were divided into three categories. Each category referred to a ten-year period, so the first category was for the 1980s, the second was for the 1990s, and the third one was for the 2000s. In the previous study, researchers divided the thirty years of cumulative subject index of tourism research into six five-year periods. However, because of the small volume of event studies, when data were divided into six categories, it was difficult to detect differences among variables. For this reason, the present study selected three categories of ten-year periods.

#### **4.3.1 Functional Areas**

As shown in Table 5, subjects of event studies in the 1980s were mainly related to the Administration/Strategy and Research and development fields at 77.8%. However, the percentages of studies related to these two fields have declined during the more recent twenty years to 69.1% in the 1990s and 57.6% in the 2000s. There has been a total decline of 20.2% from the 1980s. On the contrary, the percentages related to Control/Operation, Finance, Marketing, and HRM have increased. The percentage of Control/Operations field has noticeably increased from 5.6% in the 1980s to 15.3% in the 2000s. Also, it was shown that the percentage of Finance studies has increased from 5.6% to 13.6%. Accordingly, increased percentages of the two fields totaled 17.7%. Compared to other fields, it appeared that the changes in event studies related to the Marketing field were small, but in fact the percentage of event studies in Marketing has increased from 5.6% to 11.0%. The number of studies in the HRM field still remains very low.

**Table 5. Functional Areas by Year**

Functional Areas	1980 - 1989		1990 - 1999		2000 - 2010		Row Total	
	n	%	n	%	n	%	n	%
Administration/Strategy	5	27.8	13	31.0	19	16.1	37	20.8
Research/Development	9	50.0	16	38.1	49	41.5	74	41.6
Finance	1	5.6	6	14.3	16	13.6	23	12.9
Control/Operation	1	5.6	2	4.8	18	15.3	21	11.8
Marketing	1	5.6	5	11.9	13	11.0	19	10.7
HR	0	0.0	0	0.0	2	1.7	2	1.1
Other	1	5.6	0	0.0	1	0.8	2	1.1
Column Total	18	100.0	42	100.0	118	100.0	178	100.0

### 4.3.2 Level of Analysis

In the 1980s, as shown in Table 6, studies that investigated organizational aspects were dominant, at 88.9%, while only 11.1% of individual level studies have been published. However, over the thirty-one years examined in this study, the tendencies of which areas receive examination have barely changed. As time goes by, research that studies personal characteristics and individual aspects has increased. It was observed that the percentage of studies exploring individual level analysis has gradually increased during the time period, from 11.1% in the 1980s to 28.0% in the 2000s. At the same time, organizational level studies have declined, from 88.9% in the 1980s to 71.2% in the 2000s. However, studies related to organizational aspects, such as planning and management, remain dominant, at 71.2%.



**Table 6. Level of Analysis by Year**

Level of Analysis	1980 - 1989		1990 - 1999		2000 - 2010		Row Total	
	N	%	n	%	n	%	N	%
Individual	2	11.1	7	16.7	33	28.0	42	23.6
Organizational	16	88.9	35	83.3	84	71.2	135	75.8
Other	0	0.0	0	0.0	1	0.8	1	0.6
Column Total	18	100.0	42	100.0	118	100.0	178	100.0

### 4.3.3 Focus of Study

In this section, an investigation was conducted to determine whether there was any shift in point of view in event studies by year. Even though the articles were about event studies, it was observed that 41.0% of the studies were mainly discussed from the tourism side. Also, it was found that high interest in the event and tourism side has been continuously maintained regardless of the passage of time because the percentages of the event and tourism side have remained high even though the total percentages of the two sides have declined from 77.7% in the 1980s to 65.2% in the 2000s. However, many shifts were observed in local residents, event participants, and tourists. As seen in Table 7, in the 1980s, interest in the tourist side was the highest, at 11.1 % among the three sides. However, in the 1990s, the percentage of the tourist side had dramatically declined to 4.8% and studies related to the tourists' side were weakly represented during the period. Instead, the percentage of event participants has increased from 5.6% in the 1980s to 9.5% in the 1990s, and the number of studies related to event participants was twice the number of studies focusing on the tourists. In the 2000s, the percentages of event participants and tourists were equivalent, at 11.9%. Even though there was not a

significant increase in terms of percentage, the number of local residents has greatly increased in the 2000s.

Consequently, in the 1980s, interest in tourists was the highest, but in the 1990s, the event participants' side was the highest. In the 2000s, interest in local residents dramatically increased. Also, it was observed that there was overall growth in the three sides during the thirty-one years: local residents, event participants, and tourists.

**Table 7. Focus of Study by Year**

Focus of Study	1980 - 1989		1990 - 1999		2000 - 2010		Row Total	
	n	%	n	%	n	%	n	%
Event side	6	33.3	15	35.7	30	25.4	51	28.7
Tourism side	8	44.4	18	42.9	47	39.8	73	41.0
Local Resident	1	5.6	2	4.8	8	6.8	11	6.2
Event Participant side	1	5.6	4	9.5	14	11.9	19	10.7
Tourist side	2	11.1	2	4.8	14	11.9	18	10.1
Other	0	0.0	1	2.4	5	4.2	6	3.4
Column Total	18	100.0	42	100.0	118	100.0	178	(100.0)

#### **4.3.4 Topics from Event Participants Side**

Because there was a small number of articles which discussed topics related to event participants and tourists, it was difficult to detect differences and shifts in subjects by years. In the 1980s, only five articles were published on event participants and tourists. Topics such as perception, participation pattern, demand, and demographic background of event participants were discussed in the event studies. In the 1990s, attitudes, motivation, perceptions, behavior, satisfaction/intention and demographic backgrounds of event participants were selected as topics. Lastly, in the 2000s, it was observed that the

topics that had been frequently cited in event studies in 1990 were continuously popular as topics, but the number of articles dramatically increased. Articles discussing motivation and perception increased from two in the 1990s to eleven in the 2000s. Based on this result, it was found that motivation and perception of event participants and tourists were determined as important factors in event studies in the 2000s and interest in attitude, motivation, behavior, and satisfaction/intention have gradually increased during the last thirty-one years. Also, as one of the significant observations, it was found that topics in event studies have become more diverse as time has gone by.

**Table 8. Topics from Event Participants Side by Year**

Topics from Visitors/ Tourists	1980 - 1989		1990 - 1999		2000 - 2010		Row Total	
	n	%	n	%	n	%	n	%
Attitudes	0	0.0	1	2.4	4	3.4	5	2.8
Life Style	0	0.0	0	0.0	1	0.8	1	0.6
Motivation	0	0.0	3	7.1	11	9.3	14	7.9
Decision Making	0	0.0	0	0.0	1	0.8	1	0.6
Perception	1	5.6	2	4.8	11	9.3	14	7.9
Participation Pattern	1	5.6	0	0.0	2	0.8	2	1.1
Demand	1	5.6	0	0.0	0	0.0	1	0.6
Behavior	0	0.0	1	2.4	4	3.4	5	2.8
Satisfaction/ Intention	0	0.0	1	2.4	6	5.1	7	3.9
Demographic Info.	1	5.6	3	7.1	6	5.1	10	5.6
Other	1	5.6	2	4.8	6	5.1	9	5.1
Not Applicable	13	72.2	29	69.0	67	56.8	109	61.2
Column Total	18	100.0	42	100.0	118	100.0	178	100.0

#### **4.3.5 Topics from Event Tourism Side**

In the 1980s, some topics in events and tourism were dominantly discussed. Only three topics, event evaluation, tourism research and development, and impact assessment for events, were studied more than once. In the 1990s, a wider variety of topics was discussed compared to the 1980s. Impact assessment for events was the most popular topic, at 21.4%, with the second highest percentage being event administration, at 11.9%. Because there were no published articles discussing event administration in the 1980s, this was a noticeable growth. The number of event studies focusing on event coordination, event administration, forecasting, and destination development increased during this period. In the 2000s, impact analysis and event administration were continuously considered as the most interesting topics. Because of the significant expansion of event studies, it was observed that the number of articles increased in the 2000s and the number of studies discussing event marketing, event administration, tourism risk management, event tourism, event finance, and tourism research and development have noticeably increased.

In this section, among the 20 topics determined as the most frequently selected, impact assessment for events was the most popular, regardless of the progression of time. Additionally, the research showed that the number of articles discussing impact analysis in the 2000s was eight times the number found in the 1980s. Also, interest in tourism risk management has gradually increased. On the contrary, the percentage of studies related to tourism research and development has continuously declined over the thirty-one years.

**Table 9. Topics from Event Tourism Side by Year**

Topics from Event/Tourism	1980 - 1989		1990 - 1999		2000 - 2010		Row Total	
	n	%	n	%	n	%	n	%
Event Coordination	0	0.0	3	7.1	2	1.7	5	2.8
Event Marketing	0	0.0	1	2.4	6	5.1	7	3.9
Event Risk MGMT	0	0.0	1	2.4	2	1.7	3	1.7
Event HRM	0	0.0	0	0.0	1	0.8	1	0.6
Event Administration	0	0.0	5	11.9	12	10.2	17	9.6
Event Evaluation	3	16.7	2	4.8	4	3.4	9	5.1
Event Finance	0	0.0	0	0.0	2	1.7	2	1.1
Event Tourism	1	5.6	2	4.8	7	5.9	10	5.6
Tourism Study	1	5.6	0	0.0	5	4.2	6	3.4
Forecasting	0	0.0	2	4.8	5	4.2	7	3.9
Tourism Risk MGMT	0	0.0	2	4.8	7	5.9	9	5.1
Tourism R&D	3	16.7	4	9.5	9	7.6	16	9.0
Destination Promotion	1	5.6	1	2.4	2	1.7	4	2.2
Tourism Organization	0	0.0	1	2.4	0	0.0	1	0.6
Destination Development	1	5.6	4	9.5	4	3.4	9	5.1
Impact of Event	4	22.2	9	21.4	32	27.1	45	25.3
Specific Industry Sector	1	5.6	0	0.0	4	3.4	5	2.8
Other	3	16.7	2	4.8	3	2.5	8	4.5
Not Applicable	0	0.0	3	7.1	11	9.3	14	7.9
Column Total	18	100.0	42	100.0	118	100.0	178	100.0

#### 4.4 Differences of Subject Areas by Journals

As previously mentioned in the literature review, the three tourism journals have different aims and scopes. Accordingly, topics, which are addressed in event studies, can change depending upon which journal is being consulted. In a nutshell, ATR aims at broadening and developing tourism research across various disciplines while JTR focuses on behavioral trends and management theory in tourism. TM concentrates on the

planning and management of travel and tourism. Several differences were observed by comparing the three journals.

#### 4.4.1 Functional Areas

As seen in Table 10, it was observed that the rates of Administration/Strategy, R/D, and Finance areas are dominant regardless of journal. However, obviously some differences among the three journals were observed. ATR sets itself apart from the other two journals by focusing more on R/D, with Administration/ Strategy being its strongest area, at 43.2%. Also, it was found that ATR has focused on various research fields while the other two journals have concentrated on some areas. JTR has a distinguishable characteristic compared to ATR and TM in that it shows its strength in finance. The rate of Finance in ATR is 15.9% and the percentage of Finance studies in TM is only 2.5%. On other hand, this field in JTR represents 25.9% of the articles. Also, it is observed that total rates of Management studies, such as Control/Operation, Marketing, and HRM, in TM total 28.8% and are relatively higher than the percentages for the areas in other journals, i.e., 18.2% of ATR and 20.4% of JTR.

**Table 10. Functional Areas by Journal**

Functional Areas	ATR		JTR		TM		Row Total	
	N	%	n	%	n	%	n	%
Administration/Strategy	19	43.2	7	13.0	11	13.8	37	20.8
Research/Development	8	18.2	22	40.7	44	55.0	74	41.6
Finance	7	15.9	14	25.9	2	2.5	23	12.9
Control/Operation	4	9.1	5	9.3	12	15.0	21	11.8
Marketing	3	6.8	6	11.1	10	12.5	1	10.7
HR	1	2.3	0	0.0	1	1.3	2	1.1
Other	2	4.5	0	0.0	0	0.0	2	1.1

Column Total	44	100.0	54	100.0	80	100.0	178	100.0
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#### 4.4.2 Level of Analysis

Despite several assumptions based on different aims and scope of each journal, it was impossible to detect any difference in the level of analysis by journal. Because ATR encourages the development of multidisciplinary research in the tourism field and emphasizes diversity of academic research, it was expected to have more evenly distributed rates between two variables, Individual level analysis and Organizational level analysis. Because JTR focused not only on management but also on tourism behaviors, it was also expected to demonstrate higher rates of individual level analysis than the observed value. However, all three journals showed similar tendencies on level of analysis. More than two-thirds of the articles in each journal were related to organizational aspects in event studies.

**Table 11. Level of Analysis by Journal**

Level of Analysis	ATR		JTR		TM		Row Total	
	n	%	N	%	n	%	n	%
Individual level	11	25.0	12	22.2	19	23.8	42	23.6
Organizational level	33	75.0	41	75.9	61	76.3	135	75.8
Other	0	0.0	1	1.9	0	0.0	1	0.6
Column Total	44	100.0	54	100.0	80	100.0	178	100.0

#### 4.4.3 Focus of Study

In terms of Focus of Study, while ATR and TM showed similar tendencies, JTR had different characteristics. First, ATR and TM have more published articles on the

tourism side than on the event side. ATR published 45.5% of studies on the tourism side and only 22.7% of articles on the event side. Similarly, TM contained 41.3% of the articles on the tourism side and 28.8% of studies on the event side. On the contrary, JTR published an almost equivalent amount of articles on both sides: 37.0% of JRT articles were on the tourism side and 33.3% of writings were related to the event side. Secondly, ATR and TM concentrated more on the tourist's side than event participant's side. As shown in Table 12, ATR published 13.6% of tourist studies but only 6.8% of event studies. Also, TM published 12.5% of studies on the tourist side but only 8.8% of event research studies. However, JTR contained 16.7% of the articles on the event participant's side while studies related to the tourist side comprised only 3.7% of the articles. Based on these results, it was found that ATR and TM focused more on tourism and tourists in event studies, but JTR had a significantly stronger presence in regard to events or event visitors in its studies.

**Table 12. Focus of Study by Journal**

Focus of Study	ATR		JTR		TM		Row Total	
	n	%	n	%	n	%	n	%
Event side	10	(22.7)	18	(33.3)	23	(28.8)	51	(28.7)
Tourism side	20	(45.5)	20	(37.0)	33	(41.3)	73	(41.0)
Local Resident	4	(9.1)	4	(7.4)	3	(3.8)	11	(6.2)
Event Participant side	3	(6.8)	9	(16.7)	7	(8.8)	19	(10.7)
Tourist side	6	(13.6)	2	(3.7)	10	(12.5)	18	(10.1)
Other	1	(2.3)	1	(1.9)	4	(5.0)	6	(3.4)
Column Total	44	(100.0)	54	(100.0)	80	(100.0)	178	(100.0)



#### 4.4.4 Topics focusing on Event Participants Side

In this section, ATR and JTR showed similar tendencies. Perception was the most frequently discussed topic, at 9.1% and 13.0%, respectively. On the contrary, motivation was the most frequently discussed topic in TM, yet perception was much less frequently found as a topic at only 3.8%. Perception, motivation, and demographic background of visitors and tourists were commonly published in the three journals.

**Table 13. Topics focusing on Event Participant Side**

Topics from Visitors/ Tourists	ATR		JTR		TM		Row Total	
	n	%	n	%	n	%	n	%
Attitudes	3	6.8	2	3.7	0	0.0	5	2.8
Life Style	0	0.0	0	0.0	1	1.3	1	0.6
Motivation	3	6.8	3	5.6	8	10.0	14	7.9
Decision Making	0	0.0	0	0.0	1	1.3	1	0.6
Perception	4	9.1	7	13.0	3	3.8	14	7.9
Participation Pattern	1	2.3	0	0.0	1	1.3	2	1.1
Demand	0	0.0	0	0.0	1	1.3	1	0.6
Behavior	1	2.3	2	3.7	2	2.5	5	2.8
Satisfaction/ Intention	2	4.5	3	5.6	2	2.5	7	3.9
Demographic Info.	2	4.5	4	7.4	4	5.0	10	5.6
Other	6	13.6	3	5.6	0	0.0	9	5.1
Not Applicable	22	50.0	30	55.6	57	71.3	109	61.2
Column Total	44	100.0	54	100.0	80	100.0	178	100.0

#### 4.4.5 Topics focusing on Event Tourism Side

By types of journals, it was shown that there were some differences. First, in ATR, impact analysis for event, event administration, and tourism R&D were frequently discussed. On the contrary, it was shown that 40.7% of total JTR articles focused on

impact assessment studies, and event studies such as event coordination, event marketing, event administration, and event evaluation were dominant. In fact, tourism research, such as event tourism, tourism risk management, tourism R&D, and destination development, were stronger than event studies in TM.

**Table 14. Topics from Events and Tourism Side by Journal**

Topics from Event/Tourism	ATR		JTR		TM		Row Total	
	N	%	n	%	n	%	n	%
Event Coordination	2	4.5	2	3.7	1	1.3	5	2.8
Event Marketing	0	0.0	3	5.6	4	5.0	7	3.9
Event Risk MGMT	0	0.0	1	1.9	2	2.5	3	1.7
Event HRM	0	0.0	0	0.0	1	1.3	1	0.6
Event Administration	5	11.4	2	3.7	10	12.5	17	9.6
Event Evaluation	1	2.3	4	7.4	4	5.0	9	5.1
Event Finance	1	2.3	0	0.0	1	1.3	2	1.1
Event Tourism	1	2.3	2	3.7	7	8.8	10	5.6
Tourism Study	2	4.5	0	0.0	4	5.0	6	3.4
Forecasting	1	2.3	2	3.7	4	5.0	7	3.9
Tourism Risk MGMT	2	4.5	2	3.7	5	6.3	9	5.1
Tourism R&D	5	11.4	4	7.4	7	8.8	16	9.0
Destination Promotion	2	4.5	0	0.0	2	2.5	4	2.2
Tourism Organization	0	0.0	0	0.0	1	1.3	1	0.6
Destination Development	2	4.5	1	1.9	6	7.5	9	5.1
Impact of Event	11	25.0	22	40.7	12	15.0	45	25.3
Specific Industry Sector	1	2.3	2	3.7	2	2.5	5	2.8
Other	4	9.1	3	5.6	1	1.3	8	4.5
Not Applicable	4	9.1	4	7.4	6	7.5	14	7.9
Column Total	44	100.0	54	100.0	80	100.0	178	100.0

#### 4.5. Inferred Trends in Event Professional Field

Among 178 articles, 151 studies addressed public events. However, only 7 studies analyzed private events, such as corporate events or individual celebrations, and 2 studies addressed both, in order to compare private events and public events. Also, in the section that investigated the scope of events, 90 studies, or more than half, analyzed local and regional events and 37 articles discussed international events. Only 14 articles discussed national events.

**Table 15. Typology of Events I**

Category	n	%
Private Event	7	3.9
Public Event	151	84.8
Both	2	1.1
Not Applicable	18	10.1
Local/Regional Event	90	50.6
National Event	14	7.9
International Event	37	20.8
Not Applicable	37	20.8
Column Total	178	100.0

When comparing three types of events, local/regional, national, and international events, in the 1980s, local and regional events were dominant at 83.3%, yet national and international events represented 0% and 16.7%, respectively. However, as seen in Table 16, it was observed that the portion of studies addressing national events and international events has since grown. In the 2000s, the total rate of studies analyzing national and international events became more than twice of the number found in the 1980s.

**Table 16. Size of Event by Year**

Size of Event	1980 - 1989		1990 - 1999		2000 - 2010		Row Total	
	n	%	n	%	n	%	n	%
Local/ Regional	10	83.3	20	62.5	60	61.9	90	90
National	0	0.0	3	9.4	11	11.3	14	14
International	2	16.7	9	28.1	26	26.8	37	37
Column Total	12	100.0	32	100.0	97	100.0	141	(100.0)

Events analyzed in 178 articles were divided into 8 categories based on definitions by Getz(2008). The 8 categories are: any event, cultural event, political event, business event, educational event, art/entertainment, sports event, and “other”. The articles that discussed events in the any event category totaled 28, or 15.7% of the total number of event studies. Also, there were 48 total cultural events including 5 subcategories: ethnic event, food/culinary event, cultural/art event, historical event, and religious event. Among these 5 categories, cultural/art event was the largest, at 15.2%. Political events included 9 articles and totaled 5.1%. Business events, such as conventions, corporate events, and fairs, totaled 6 at 3.4%. Sports events were the second largest category among the 8 event categories, while a total of 40 sports event studies were mostly related to one international mega-event, the Olympic Games.

**Table 17. Typology of Events II**

Category of Events	Subcategories	n	%
Event	Any Event	28	15.7
Cultural Event	Ethnic Event	2	1.1
	Food/ Culinary Event	6	3.4
	Cultural/Art Event	27	15.2
	Historical Event	11	6.2
	Religious Event	2	1.1

Political Event	Political Event	9	5.1
Business Event	Convention	1	.6
	Corporate Event	1	.6
	Fair	4	2.2
Educational Event	Conference	4	2.2
Art/Entertainment	Music Event	3	1.7
Sport Event	Sport Event	40	22.5
Other	Disaster/Accident/Crisis	27	15.2
	Other	10	5.6
	Not Applicable	3	1.7
Column Total		178	100.0

As shown in Table 18, the portion of studies addressing cultural events and sports events has dramatically increased over the thirty-one years. Even though sports events were never discussed in the 1980s, they have become the second most frequently discussed event in tourism studies in the 1990s and 2000s. Also, the number of event studies addressing cultural events has increased from 3 in the 1980s to 34 in the 2000s.

**Table 18. Type of Events by Year**

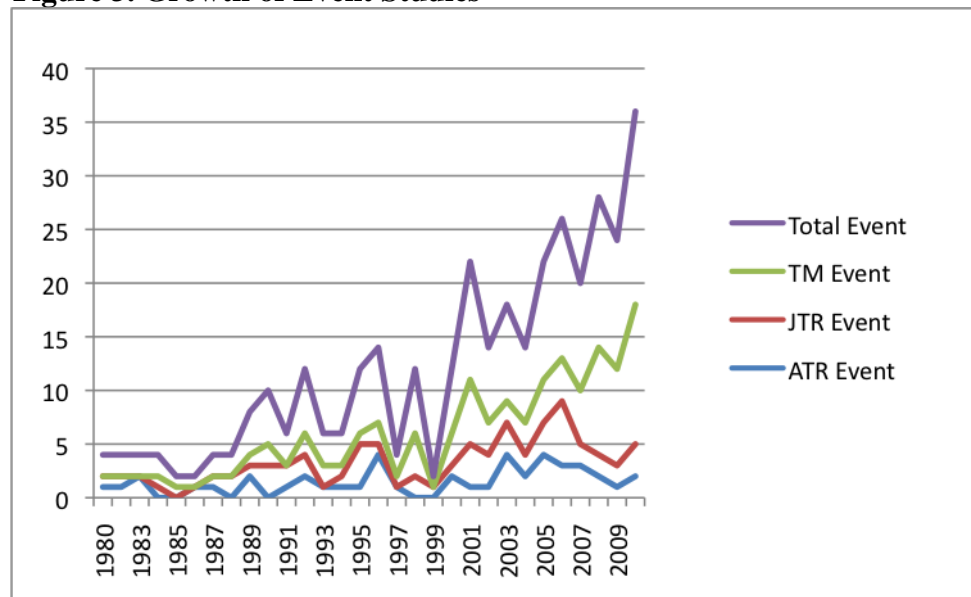
Types of Event	1980 - 1989		1990 - 1999		2000 - 2010		Row Total	
	n	%	n	%	n	%	N	%
Any Event	7	38.9	9	20.9	12	10.3	28	15.7
Cultural Event	3	16.7	11	25.6	34	29.1	48	27.0
Political Event	3	16.7	4	9.3	2	1.7	9	5.1
Business Event	0	0.0	2	4.7	4	3.4	6	3.4
Educational Event	1	5.6	0	0.0	3	2.6	4	2.2
Art/ Entertainment	0	0.0	1	2.3	2	1.7	3	1.7
Sport Event	0	0.0	10	23.3	30	25.6	40	22.5
Accidents/ Crisis	2	11.1	3	7.0	22	18.8	27	15.2
Others	2	11.1	3	7.0	8	6.8	13	7.3
Column Total	18	100.0	43	100.0	117	100.0	178	100.0

Based on Table 17 and 18, it can be inferred that interest of the event professional field in international sized events, specifically cultural and sport events, has increased.

#### 4.6 Growth of Event Studies in Tourism Journals

The number of event-related articles in tourism journals has grown over the years. As seen in Figure 3, even though there are some points where values decrease, it is obvious that the volume of event articles has continuously increased. Specifically, it is shown that there has been rapid growth after 1999.

**Figure 3. Growth of Event Studies**



However, when it is compared to total number of articles published in each journal, as seen on Table 19, the percentage of event studies in ATR was at 3.8% and its rate in JTR was at 5.0%. Also, the volume of articles discussing events in TM was at 5.4%. In total, 3,737 articles were published in three tourism journals from 1980 to 2010

but only 178 event studies were classified as “event studies”. As a whole, the total percentage of event studies in the three tourism journals was only 4.8%.

**Table 19. Ratio of Event Studies in Tourism Journals**

	ATR		JTR		TM		Row Total	
	Events	Total	Events	Total	Events	Total	Events	Total
n	44	1,163	53	1,062	81	1,495	178	3,747
%	3.8	100.0	5.0	100.0	5.4	100.0	4.8	100.0

## CHAPTER 5. CONCLUSION

### 5.1 Overview of Study

This study examined subject areas in event studies published in three major tourism journals: *Annals of Tourism Research*, *Journal of Travel Research* and *Tourism Management*. By reviewing a total of 178 articles issued between 1980 and 2010, this study investigated frequently discussed topics, functional areas, level of analysis, and focus of study in event-related articles. Also, to determine shifts and patterns in event studies, subject areas were analyzed by years. In addition, this study also examined the tendencies of event studies by journal. By reviewing background information of events, which were discussed in 178 articles, it was examined how environmental changes in the event industry affected event academic research. Finally, by comparing the number of total publications and event studies, this study attempted to discover whether event studies have been advanced during the period under examination.

The main findings of this study revealed that subject areas in event studies display several significant patterns. First, event studies focused on certain topics and areas but have become more diverse as time has progressed. Second, the number of event studies focusing on individual characteristics, such as perception and motivation of visitors and tourists, has increased. Moreover, impact analysis for events has been continuously dominant in event studies over the past thirty-one years, and this result is related to the growth of interest in international events. Also, even though the 178 articles refer to event studies, the studies have been analyzed from the tourism perspective.



## 5.2 Discussion

The findings from this study show that there have been many changes in event studies over the past thirty-one years. The number of event articles published in tourism journals each year has increased and topics in the field have become more diverse. Moreover, some subjects have disappeared and new topics have emerged. The present study was primarily designed to investigate the changes and growth in event studies and research questions were developed to meet the primary goal. Now it is time to answer the research questions proposed at the introduction stage.

The first research question addressed what kinds of topics related to events have been carried out in tourism journals from 1980 to 2010. Event studies have researched six functional areas: administration/strategy, research and development, finance, control/operations, marketing, and HRM. Among these six areas, research and development was the most frequently researched area and administration/strategy was the second most frequently discussed field. Also, more than three-quarters of event studies focused on organizational aspects of events. For example, event tourism planning, strategies for events, risk management, event impact assessment and event evaluation have been researched in the studies. On the other hand, a quarter of the 178 articles related to personal aspects of event participants or local residents. Several personal characteristics of people who are involved with events, such as motivation, perceptions, demographic information background, satisfaction/intention, attitudes, behavior, participation patterns, and decision-making processes have been researched as subjects in event studies. Among them, motivation and perception were the most frequently discussed topics.

The second research question addressed whether there have been significant shifts and patterns in the subjects of event studies over the past thirty-one years. In a previous study, Helgeson, et al., (1984) stated that societal, economic, public policy, and other environmental changes have affected academic research by influencing which topics are studied as well as when, why and how these topics are studied. It meant that topics discussed in academic writings could be shifted by external changes. Like the argument contained in the previous study, this present study actually observed that topics in event studies have shifted over the passage of years and several patterns of changes in subjects of event studies were observed. First, it was observed that research and development studies in the event field were dominant in the earlier years of study, but as time went on, the number of studies related to research and development has decreased. Second, the number of studies, which investigate personal aspects, such as what people want and how they feel in relation to events, has increased. Third, the number of articles focusing on finance and economic issues, such as economic impact analysis, has increased and fourth, the number of studies dealing with control/operations, management, and marketing fields has increased. In fact, as shown in Table 20, the findings observed in the current study have many similarities to observations in the study by Xiao and Smith (2006). Xiao and Smith observed that tourism studies related to basic theory and development had decreased while typological studies, which examine tourist experiences or products, had increased over the past thirty-one years. In addition, the scholars found that interests in economic- and industrial-oriented topics, such as international relationships and investments, had increased. Moreover, the content analysis found that interests in the marketing and management fields of tourism studies have increased. Based on this, it

was found that, even though tourism and event are different fields, changes in the topics of event studies show similar patterns to shifts in tourism studies. It should be noted, in fact, that the most noticeable change in the topics of event studies is a remarkable growth in the number of topics discussed in studies. In this study, it was observed that topics in the 2000s have become much more diversified compared with those in the 1980s. Specifically, only some topics, such as tourism research and development, event evaluation, destination development, and impact assessment of events, were selected as subjects of academic writings in the 1980s. However, studies from the 2000s addressed various topics from theoretical approaches to practical implications. In this regard, prior to this study, Getz (2008) has already stated that event studies focused on specific topics in the early years of the period examined in this study, but that the study areas of event studies have been becoming increasingly broadened. According to Getz (2008), even though the study of events has existed for a long time, it was within limited academic backgrounds such as research and theory development until 2000. However, “event studies” has been recognized as its own discipline since 2000 and, for this reason, event studies has broadened and expanded to include various disciplines beyond hands-on levels of knowledge. Also, topics have become more diverse in the 2000s. Accordingly, the present study proved the accuracy of the finding of the study by Getz (2008).

**Table 20. Similar patterns in two content analyses**

Xiao and Smith (2006)	The present study (2011)
-Tourism studies related to basic theory and development had decreased.	-Research and development studies have decreased.
-Typological studies, which examine tourist experiences or products, had	- The studies which examined personal aspects such motivation and satisfaction

increased.	have increased since 2000.
-Interests in economic- and industrial-oriented topics such as international relationships and investments had increased.	-The number of studies focusing on the finance field has increased over years.
-Frequency of marketing and management topics such as Internet, destination management, consumer and risk had increased.	-Interests in topics related with the marketing and management fields of event studies have increased.

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The third research question addressed whether there are any other factors that can affect topics of event studies. Based on previous literature investigating the performance of academic journals, it was found that each journal has different aims and scopes, so it was assumed that the disciplines and themes addressed in each journal would be different, influenced by their aims and scope. For this reason, 178 event articles were classified into 3 groups according to name of journal, and subject areas from each journal were compared to one another. By analyzing the results of the present study, not only differences but also similarities among the three journals were observed. First, it was shown that ATR, which is a multidisciplinary tourism journal, has addressed more various areas compared to the other two journals that focusing on specific areas such as behavioral trends, management theory and tourism planning. Also, ATR focuses more on administration and strategy, while JTR and TM focus more on research and development. JTR focuses on behavioral trends and management and has published the most studies relating to finance and event participants' behaviors among the three journals and more than 40% of event articles from JTR were related to economic impact of events. Also, it was shown that TM is more focused on tourism planning and management because the number of TM articles related to forecasting, tourism risk management, and destination

development was greater than those of the other two journals. However, regardless of the name of the journals, all three journals contained more published articles focusing on organizational aspects rather than individual behavioral or psychological factors. Based on these findings, it was proven that the subjects addressed in each journal are different according to the aims and scope of the journals.

The fourth research question addresses what can be inferred from changes in event studies related to the event professional field. Harris and Brown (1998) stated that the number of published studies reflects an apparent interest. Accordingly, an increase in the number of specific topics indicates increased interest in the topics. As previously discussed, it was observed that the number of event studies investigating behaviors, perceptions, or motivations of event participants has grown since 2000. Based on this finding, it could be inferred that many event scholars and professionals have begun to consider behaviors, perceptions, and motivations of event participants as important factors in business. In this regard, Lee, Petrick, and Crompton (2007) argued that it is very important for organizations to provide products that meet customers' needs and that this is the key to success in business. For this reason, the scholars stated that it is important to know how people react and what people need. Second, it was observed that the number of articles about internationally sized events has greatly increased in the 2000s and, moreover, that the number of studies related to cultural and sports events has also significantly increased in event studies. It can be inferred that concerns about internationally sized cultural and sports events have increased in the event business field. When considering the high proportion of event studies related to economic impact

analysis for international events, it can be inferred that the financial impact of mega-events is a hot issue in this field.

The fifth research question asked how far event studies have progressed. As shown Figure 3, the number of event studies published in tourism journals has steadily increased. It was shown that the number of event studies has dramatically grown since 2000. It is obvious that event studies have progressed in number, but it is not easy to conclude that event studies have developed just because of growth of the number of published articles. When comparing the number of total articles from ATR, JTR and TM to total event-related studies, the event studies are only 4.8%. Also, compared to the growth rate of tourism-related articles, the growth in the number of event studies is very slow. However, when considering that the number of event studies has quickly grown and topics are becoming more diverse, quantitatively and qualitatively, a positive perspective of the event study field can be expected.

The last research question was to suggest a future direction for the study of events. Even though the number of studies investigating individual behaviors and thoughts has grown, the proportion of the studies is still very low compared to studies focusing on organizational performance. Similar to the argument by Lee, Petrick, and Crompton (2007), as competition increases, it is considered more important to know peoples' needs and provide high-quality service products to meet peoples' needs. Accordingly, more studies focusing on individual behavioral and psychological factors are needed. There were only two articles related to HRM. Because HRM is a very important determinant to improve the performance of events, more HRM studies are necessary. Also, there is a need for more studies evaluating environmental, social and cultural impacts of events

rather than emphasizing economic impacts and studies addressing governmental policy. Furthermore, the majority of event studies focus on public events, not private events. Of course, the influence of public events is much stronger than that of private events, but private events, such as conferences for private associations, should be more carefully addressed in event studies. However, to become a sophisticated and mature field, event studies should first address more varied topics and ensure that a larger number of event articles are published. In other words, the scope of event studies should be further expanded and broadened. As previously mentioned, it was found that the shifts and progress of event studies are very consistent with the changes in tourism studies. Based on these findings, it can be expected that event studies as one area of tourism studies should progress in a similar way with the development of tourism research. Accordingly, the scholars contributing to the event field need to pay attention to progress in tourism research.

### **5.3 Implications and Contributions**

This study investigated subject areas in event studies published in tourism journals. As a result, it was found that the study of events has changed over the last three decades. Also, through examining topics, shifts, patterns and growth in event studies, the present study provided a chance “to determine where we are now, how far we have progressed, and where we need to go in the future” (Crawford & McCleary, 1992: 156). In a nutshell, the study of events has continuously progressed. Considerable changes and growth were shown over the last decade. However, several limitations still remain. First, the number of event-related studies in tourism journals is still very limited. Also, even

though subjects are becoming more specific and varied, studies are still very focused on specific areas. Quick reactions to new emerging changes are necessary if event studies is to become a mature disciplinary field. Accordingly, this study demonstrates that researchers have many challenges to solve. In other words, there is much more needed to do than what we have already done.

This study examines a short history of event studies, but it provides several contributions for future event studies. Academicians and researchers should be aware of characteristics and progress in event tourism research through this study. Also, the meaning of “event” in the tourism industry should be better clarified. Furthermore, not only scholars but also professionals should contribute to the event field.

#### **5.4 Study Limitations and Recommendations for Future Research**

There are three major limitations in the present study. The first limitation is that the current study selected three tourism journals. Because this study investigated the articles collected from only three tourism journals, there was a very limited number of event studies. In this regard, future studies could select a larger number of tourism journals. In previous content analyses, Baloglu and Assante (1999) looked at a total of 1,073 articles from five hospitality management journals, and Yoo and Weber (2005) examined contents from 14 tourism and hospitality journals. As a result, these studies collected a larger amount of data. Also, future research could examine articles from event-related academic journals such, as Event Management (EM) (formerly Festival Management and Event Tourism (FMET)) and Journal of Convention & Event Tourism (JCET) (formerly Journal of Convention & Exhibition Management (JCEM)). EM and



JCET have published many event studies since the journals first began publication. EM has published more than 200 event studies since 2000 and JCET has issued about 250 articles since 1997. Accordingly, either by selecting a larger number of research journals or by choosing more event-related academic journals, future research would be able to secure a larger amount of data. In addition, to investigate differences of subject areas in event studies by journals, future studies could select several kinds of tourism journals addressing various tourism disciplines. If future studies select not only multidisciplinary tourism journals but also specific disciplinary fields of tourism journals, such as *Tourism Economics*, *Journal of Travel and Tourism Marketing* and *Tourism Recreation Research*, it would be possible to find clearer differences of subject areas in event studies by journals.

The second limitation is that the present study investigates only subject areas of event studies. Thus, future studies could examine trends of research methods in event studies. Many scholars from various fields have surveyed whether or not a study was empirical or conceptual, what data collection method was used and what statistical techniques were used. Based on these studies, appropriate research methods for later studies were suggested (Crowford-Wehch & McCleary, 1992; Bowen & Sparks, 1998; Baloglu & Assante, 1999; Yoo & Weber, 2005). Also, future studies would be able to investigate authorship of event studies. Shedon (1991) investigated authorship of tourism research and examined institutional affiliations, geographic regions, and tendencies of coauthorship and repeat contributions to assess the potential of future research. However, because the study did not examine tendency of authorship over the passage of time, it was impossible to ascertain whether academic attempts had been geographically broadened or

not as time passed. Accordingly, future researches would be able to examine trends in authorship of event studies simply and make it possible to investigate changes in authorship by years.

The third limitation is that understanding of functional areas was insufficient in this study. Even though the current study adopted the definition of functional areas from several previous literatures in business fields, it created misunderstanding because this study did not consider its own characteristics of event studies. Accordingly, future studies would have to find their own definitions for functional areas of event studies.

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## **APPENDIX**

### A. Coding Questionnaire





**7) If this study is about Event/ Tourism side, classify the main topic of this research from the follows.**

1. Event Planning/Production/Coordination
2. Event Promotion/ Marketing
3. Event Risk Management
4. Event Human Resource Management
5. Event Administration/Strategy/Development
6. Event Assessment/Evaluation
7. Event Finance(ex. Sponsorship/Ownership)
8. Event Organizer
9. Event Tourism
10. Tourism Research
11. Forecasting
12. Tourism Risk Management
13. Tourism Strategy/Development
14. Destination Promotion/ Marketing
15. Tourism Organization/Association
16. Regional/Destination Development
17. Assessment/Analysis of Impact of Event (if you pick this, go to 7.1.)
18. Specific Industry Sector (if you pick this, go to 7.2.)
19. Other
20. Not Applicable

**7.1.) If this study is about any impact of event, especially what impact is discussed in this article?**

- |                    |                         |
|--------------------|-------------------------|
| 1. Cultural Impact | 4. Psychological Impact |
| 2. Economic Impact | 5. Environmental Impact |
| 3. Social Impact   | 6. Other                |

**7.2.) If this study is about specific industry sector, especially what industry is discussed in this article?**

- |                 |                |
|-----------------|----------------|
| 1. Food Service | 4. Education   |
| 2. Tourism      | 5. Hospitality |
| 3. Lodging      | 6. Other       |

**8) If this study is not about Participants/Tourists side or Event/ Tourism side, what is this research about?**

- |  |                   |
|--|-------------------|
| 1. IT/Technology                         | 4. Public Policy  |
| 2. Eco-Friendly/<br>Sustainability/Green | 5. Theory         |
| 3. Models                                | 6. Other          |
|  | 7. Not Applicable |

**9) Is the event that has been discussed in this research private event? Or public event?**

- |            |                   |
|------------|-------------------|
| 1. Private | 3. Both           |
| 2. Public  | 4. Not Applicable |

**10) What type of event has been analyzed or discussed in this research?**

- |                        |                                 |
|------------------------|---------------------------------|
| 1. Event (any event)   | 9. Religious Event              |
| 2. Sport Event         | 10. Political Event             |
| 3. Ethnic Event        | 11. Fair                        |
| 4. Music Event         | 12. Convention                  |
| 5. Food/Culinary Event | 13. Conference                  |
| 6. Corporate Event     | 14. Disasters/ Accidents/Crisis |
| 7. Cultural/Art Event  | 15. Other                       |
| 8. Historical Event    | 16. Not applicable              |

**11) Specify size of event.**

- |                         |                              |
|-------------------------|------------------------------|
| 1. Local/regional Event | 3. International/World Event |
| 2. National Event       | 4. Not applicable            |

**12) Does this article use Hypothesis for its study?**

- |        |       |
|--------|-------|
| 1. Yes | 2. No |
|--------|-------|

**13) What is the purpose of this study?**

- |                         |                        |
|-------------------------|------------------------|
| 1. Exploratory Research | 4. Evaluation Research |
| 2. Descriptive Research | 5. Other               |
| 3. Explanatory Research |                        |

**14) Is this study progressed with Inductive approach? Or Deductive approach?**

- |                       |                 |
|-----------------------|-----------------|
| 1. Inductive Approach | 3. None of them |
| 2. Deductive Approach |                 |

**15) What types of research method are utilized for this study?**

- |               |                          |
|---------------|--------------------------|
| 1. Survey     | 4. Use of Secondary data |
| 2. Experiment | 5. Other                 |
| 3. Discussion | 6. Not applicable        |

**16) How did researchers collect their data?**

- |                     |                              |
|---------------------|------------------------------|
| 1. Mail Survey      | 5. Achievable/Secondary Data |
| 2. Telephone Survey | 6. Online Survey             |
| 3. Personal Survey  | 7. Other                     |
| 4. Field Studies    | 8. Not Applicable            |

**17) Who were target population?**

- |                                    |   |
|------------------------------------|---|
| 1. Panel/Experts                   | 8. Members from Association/Organization/Club |
| 2. Event Participants              | 9. Event Organizers                           |
| 3. Local residents                 | 10. College/Grad students                     |
| 4. National respondents            | 11. Random people                             |
| 5. International respondents       | 12. Other                                     |
| 6. Domestic tourists/visitors      | 13. Not applicable                            |
| 7. International tourists/visitors |   |

**18) What types of data has been used for this research?**

- |                 |                   |
|-----------------|-------------------|
| 1. Qualitative  | 3. Both           |
| 2. Quantitative | 4. Not applicable |

**19) What type of analysis is applied in this research?**

- |   |  |
|---|--|
| 1. Linear regression models               | 18. Econometric models                       |
| 2. Factor analysis                        | 19. Ancova                                   |
| 3. Principal Components Analysis(PCA)     | 20. Probit and Tobit models                  |
| 4. ANOVA                                  | 21. Correspondence analysis                  |
| 5. t-Test                                 | 22. Conjoint analysis                        |
| 6. Structural Equation Modeling(SEM)      | 23. Log-linear models                        |
| 7. Chi-square test                        | 24. Multidimensional scaling                 |
| 8. Reliability analysis                   | 25. Artificial neural networks               |
| 9. Cluster analysis                       | 26. Chaid regression                         |
| 10. Time series analysis                  | 27. Survival analysis                        |
| 11. MANOVA                                | 28. Canonical Analysis                       |
| 12. Correlation                           | 29. Path Analysis                            |
| 13. Mean Square Weighted Deviation (MSWD) | 30. Mean Absolute Percentage Error(MAPE)     |
| 14. Logistic regression                   | 31. Root Mean Square Percentage Error(RMSPE) |
| 15. Discriminant analysis                 | 32. Content Analysis                         |
| 16. Logit models                          | 33. Meta Analysis/Review                     |
| 17. Non-parametric                        | 34. Not applicable                           |
|   | 35. Other                                    |

## APPENDIX

### B. Strength of Agreement

#### Strength of Agreement

Kappa Statistic	Strength of Agreement
<0.00	Poor
0.00- 0.20	Slight
0.21- 0.40	Fair
0.41- 0.60	Moderate
0.61- 0.80	Substantial
0.81- 1.00	Almost Perfect

*Note. Appendix B. Strength of Agreement* by Landis & Koch (1977: p.165)

## **APPENDIX**

### C. References of Collected Event-related Articles

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