

THE RECENT TRENDS IN EVENTS TOURISM

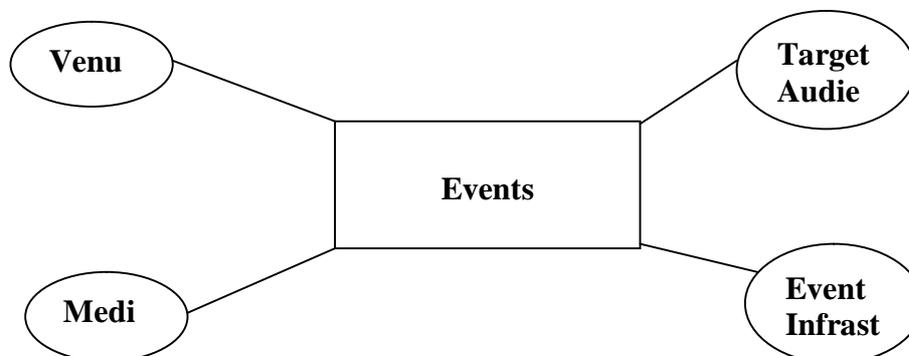
PROF. MAHESH GAIKWAD

G. S. Science, Arts & Commerce College,
Khamgaon.- 444303

Introduction:-

A destination is a town, city or a place which has one or more attractions for tourists. These attractions may be in the form of scenic sights, culture, leisure activities, shopping rebates, food, and excursion. Those attractions are used to accruing revenues from tourists. A tourist has some pre conceived notions about a destination which he might have heard from his surroundings sources like ads, internet and word of mouth from a friend or family member or may be read in a travel book. A destination image can be positive or negative and is considered an important part of the decision making process of consumers when they consider their destination alternatives. As many of the researcher has explained destination image as is an important determinant and also plays an important role in destination selection process.

In the context of the previously discussed point that there are certain attributes to attract tourists to a destination, EVENTS are the emerging sign of success in the list of these attractions. Events can be defined as a package carried out with a perceived concept, and then customized or modified to achieving the aim of organizing that event. In the new millennium the targeted tourists are attracted. The key elements of an event can be considered as venue, target audience, media, and event infrastructure.



The above diagram shows how an event involves different attributes with one action. Here venue and infrastructure are directly related to the DESTINATION where an event takes place. Events are capable of delivering:

- 1) Key messages about destination.
- 2) Community's positive image to the world

With growing technologies and advertising scenario, events also include media coverage. This is how the event and destination are two different entities but yet serving each other in a manner. Destination gets a wide media coverage as well as advertising. The participants of the events and the attendees of events visit the destination to take part in the event which brings lots of foreign currency to the particular destination to entire nation of the event is huge.

Thus an event can be a most powerful way to attract tourists to the destination. The events may be in the form of MICE (meetings, incentives, conventions and exhibitions), sporting event, and cultural event or may be award functions like Oscar etc. This is how word Event tourism came into being.

Although it is a newer concept but is now widely recognized, having a potential significant contribution to local economies. In simple terms, an event acts as an attraction for people from outside the local community to visit the location and spend money on accommodation, food and leisure activities at the destination. Events also help to build an image into the minds of tourists who have never visited the place definitely grabs their attention to the destination through media coverage. The tourists have several options and the first thing comes in the mind is the brand names which emerges out of the level of satisfaction.

The anticipated outcomes of this paper are showcasing:

1. Understanding events portfolio
2. Growing magnitude of hosting an event in tourism at a destination.
3. Positive effects of co-branding by image transfer.
4. Strategies to host an event.

Event related marketing strategies

Past researches prove that there is synergy between a place and its marketing tool. Here destination being a place and events are being a marketing tool. Events are covered by media and the information about the destination where is the event is being hosted automatically market the key features of that destination. The events have the capacity to spread a positive image of a destination. This theory can be said from a range of marketing theories, concepts and strategies.

1. Media

The brand is affected by advertisement. It increases awareness and may change attitudes towards perceived image of a brand. Promotion for an event as well as destination is required to approach the targeted tourists. This requires adequate planned publicity campaign by the event marketer to balance the theme and advertisements well between destination and event. The print media, radio, internet and television outdoor media should prepare a well organized time and minutes of advertising and their schedules as to when and where the promotions will take place.

2. Public relations

Unlike paid advertising for a destination, reporting about an event and a city or a country hosting that event is a purely journalistic activity in terms of coverage. It is absolutely essential that the events are covered for its pre activities, then during the event as well as after event effects. If a large event is covered then it is needless to say that media persons should be invited but when it comes to organize an event with intention to promote a destination then it should be pre decided that who will cover the event and how the event and destination will be covered to balance the effect of image transfer. It is thus necessary that PR activities be well planned. Press conferences, press releases, invites to events for impresarios are some means of networking for good public relations. PR personnel have the responsibility to identify and create rapport with press reporters and networking with influences so as to maintain a positive image of the event and destination.

3. Merchandising

Events have a capability of physical manifestation of destination. Most popular attributes of a destination can be used to be printed on products and the materials which are used for events marketing. The products may bear the destination's name promoting the key features of the host destination. Sports based events have traditionally shown the best example of merchandising the destination and event promotion.

4. Infrastructure

It is thoughtful that does the destination contain a proper infrastructure to hold a big event or there is a need to develop a new infrastructure to meet such need. It includes proper accessibility to destination via airport, trains or other transfers. High quality hotels should be available for tourists for every class that may at least stand for hygiene and services.

5. Other consideration

Hosting an event at a destination may include considerations like institutional or organizational framework. Different permissions from different institutional and tourism bodies like local government and Ministry of Tourism. The laws related to investment and community safety. Hosting an event also involves the social aspects because tourists may be from different cultures and there may be culture shock for the local community. To protect such odd situations the local tourism ministry should set up a body that may keep an eye for any such mishaps that can ruin the sporting spirits of event hosting.

Conclusion:-

Event provides off-season benefits to the economy. The tourist may visit the destination if any event is on at the destination. It also adds to increase demand of local business weather hotel bookings, food restaurants, transportation. Events also encourage tourists to stay for a longer time at the destination. Events are also a tool to reach specific target market or a wider market both. They reinforce the destination's image. They help in promotion, positioning and branding a destination. The events help to communicate the destination's awareness. They build brand equity. The long term advantages of hosting an event may be referred as improvement in infrastructure, attractive investment by big companies, quality of life for locals and amazing experience for travelers, destination's brand building and an added value to the city's identity.

References:-

1. A.B. Markman, 'Processing Product Unique Features: Alignability and Involvement in Preference Construction', *Journal of Consumer Psychology*, 11, 1 (2001), 13-27.
2. <http://dspace.iimk.ac.in>
3. <http://www.coris.uniroma1.it>
4. Weber, K., & Chon, K. (2002). *Convention tourism: International research & industry perspectives*.