



Importance of Events for Tourism Management

Salnikova Elena

Lecturer at "Silk Road" International University of Tourism and Cultural Heritage

Abstract

Event tourism is essentially any tourism that relates to events. Events come in all shapes and sizes- they can be large scale events or small events, private events or public events. Event tourism can bring a lot of money into the host community, making it a valuable contributor to the tourism economy.

Keywords: Events, Organizations, Tours, tourism sector, events.

Introduction

Traditionally, events have always been viewed as being part of the tourism industry, however that has been slowly changing in recent years, with many people recognizing the event industry as an industry in its own right. In fact, it has become so separated that many universities now offer event management degrees that are totally separate from travel and tourism!

There are different types of events that happen around the world and these often fall under different types of tourism. I have written a detailed article on the major types of events, but for now, here is a brief breakdown-

- Business events
- Sporting events
- Recreation events
- Local interest events
- Entertainment
- Celebrations
- Social enterprise events
- Conferences
- Promotional events
- Exhibitions

The term "event management" can puzzle some people who have never thought about its meaning and role in modern society. In fact, event management is a widespread activity, which aims at messaging and connecting people.



The management of events can be initiated on both the local and global level. Wikipedia explains “event management” as management activities to create and organize festivals, conventions, meetings and other large-scale events. However, the area of events is much broader including dates, parties, sports events, meetings, concerts, charity events, conferences and many other types of people’s communication.

Tourism is not a part of event management. It’s a set of activities related to traveling and learning new places, food, traditions, experiences, and people, of course. Currently, the notion of tourism has no limits, because traditional tourism expunged its borders and plunged into learning the world. Now, tourism can be divided into various types of goals such as ordinary traveling, hiking, shopping tourism, sightseeing, spa tourism, food traveling, extreme tourism and many other options. Although event management and tourism are different notions, it should be mentioned that they are closely aligned with each other. Actually, regardless of the type of tourism you choose, event management will accompany it within the entire period of activity.

Main part. Before discussing the role of events in tourism, it is important to remember the fundamental difference between event management and event tourism. As we know, event tourism is a subsection located at the intersection of two large areas - tourism management and event management. In terms of event management, the focus is on the general format of events, as well as aspects such as anthropology, geography and economics of events. Event management is related to design, production and management.

Event tourism is the act of organizing and promoting an event in a town, region, or country in the hope to attract domestic and/or international tourists. An event has a wide spectrum of possibilities: music festivals, sporting events, religious dates (India’s Holi festival, the ‘Festival of Colour’ for example), arts, charity events, food and drink, and much more. Event tourism slides under the tourism umbrella and not only is it a big contributor to the global economy, but it’s also a field of study coupled with events management.

Events can help prompt domestic growth. A successful event can help boost the area via media exposure and, in turn, attract future visitors, provide local jobs, and help make a case for local infrastructure improvements. The benefits that events bring to a country’s economy are why many tourism boards have taken it upon themselves to help promote them.

As a tour operator, having events in your area can prove highly beneficial to you and your business. Take advantage of this extra surplus of possible customers and consider marketing your tours and activities towards those attending the event. If you don’t match the specific event hosted, creating special tours to capture that audience could work too. Take into account how long people will be staying in your area, what time of year will it be, and what they’re there for and what you envision they’d like to see.

We’ve already detailed the importance of event management in tourism. Now, let’s talk about the significance of tourism in event management. These two notions are interrelated activities, while tourism is mostly dependent on effective management of events. Let’s introduce one clear example. Niagara Falls is a popular and prominent place to visit. However, the main flow of tourists started as soon as the event managers had begun to arrange tours and cruises



across the basin of Niagara River. These activities have led to the development of other entertainments around this destination. Keep in mind that everything has begun, with a simple event.

Events trigger a boost of tourism

This is the major reason why the role of event management in tourism is so important. Tourists and travelers need to understand why they should visit a particular destination. Therefore, event tourism comes to the rescue. What is event tourism? It can be compared with a small stream that turns into a large river when supported by other streams. Regardless of the activities you offer, e.g. organizing incentive trips, they will definitely attract more customers to your destination.

Events in tourism promote customer loyalty

Tourism event management promotes the loyalty of regular customers. Just imagine that your favorite destination for vacation offers some events which you have not experienced before. For this reason, the customers would prefer to remain loyal to the resort or place they usually visit rather than searching for other options.

Stickiness of social events

This point mostly relates to lonely people who need to find a soulmate or friends. The arrangement of various social events promotes communication of people and building new relationships. As a result, a couple, which was created at a particular destination, would be happy to recreate the romantic moments of their first meeting. In this sense, event management benefits for both tourism and society development.

Wedding as a main social event in tourism

A new trend of arranging weddings in some special places is developing. People want to make this special date incredible and unforgettable. The event managers apply all their efforts to meet the requests of the most demanding customers. What can be better than the beginning of honeymoon, right after the wedding itself? The next day after the ceremony, the newlyweds don't need to pack belongings and suffer in airports and airplanes. They're already in place, where they want to be. The role of events in tourism is well demonstrated in this particular case.

Multipurpose Tourism

Management of events provides various opportunities for the travelers to spend their time without being bored. If you plan your visit to some exotic country, it doesn't mean that your vacation will be limited with rambling across the sights and historical monuments of the destination. You can diversify your trip with extreme events or any social activities. Thanks in part to event management, you will surely experience a wide array of emotions and experience many new things.

Conclusion: Since, we've ascertained that tourism depends on event management, the benefits of tourism should also be mentioned. Tourism is the area or industry, where social events can be implemented. All the above-mentioned examples demonstrate the significance of managing events



for tourism. However, the tourism itself is quite important for social activities. The development of tourism and the introduction of new destinations reveals the huge perspectives for the growth of event management. The majority of most social activities, such as festivals, recreational events, etc., have become possible due to the tourists, which travel around the world in search for new impressions and emotions. Naturally, tourism and event management can exist separately, but their consolidation can bring many benefits not only for the development of tourism but also for the development of the economy of countries or cities in total.

To make a destination attractive for tourism, detailed development plans are required. These plans should focus on the planning of social events in order to achieve the full potential of tourism. Managing events is the activity that deals with developing and planning various kinds of events for that society. A fruitful integration of event management into touristic activities will win success and attract numerous customers to the target destination.

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