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**Temporal, Spatial and Thematic
Analysis of
Special Events in Victoria (1997).**



By

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To the best of the candidate's knowledge, this thesis contains no material previously published or written by another person except where due reference is made in the text of the thesis.


Kristina McArdle 

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ABSTRACT

Tourism and its related products have received increasing attention within many communities as a viable addition or replacement to some traditional industries which might have downsized, or ceased to exist. Much of the acceptance is based on the professed ability to produce economic, social and image related benefits for a community/region. Within the tourism industry, special events have emerged as a distinct product, gaining recognition and funding from a variety of stakeholders.

As opposed to other forms of tourism, special events are deliberately of limited duration, well patronised by the local community as well as tourists, and in the majority, the focus is the event itself rather than the site. While special events have a long tradition, currently they are emerging as a fast growing phenomenon (Janiskee 1994). Such growth might be desirable for some, but many question its ability to sustain such success.

The current problem for strategic planners and organisers involves the lack of a comprehensive supply side database. Such a database would enable stakeholders to evaluate the industry at a macro scale, but simultaneously allow region specific information to be analysed. Additionally the results could be evaluated against demand side research to reveal strengths, weaknesses, opportunities and threats to the success of the special event industry. Ultimately, moderated statistical analysis would better ensure valid and reliable findings from which to plan, and prevent unfounded generalisations.

This thesis seeks to redress the current lack of baseline information available. Research will investigate the temporal, spatial and thematic frequencies and concentrations of special events hosted in Victoria during 1997. Comparisons will be noted where possible with the papers relating to the New Zealand special events industry, by Getz, Murphy and Smee (1994) and Ryan, Smee and Murphy (1996).

These articles also allowed the researcher to highlight the critical need for consistency of definitions, variables and terminology between studies, especially if meaningful comparisons are desired. For example, Getz *et al.* (1994) eliminated the Sport category from the initial study, but Ryan *et al.* (1996) with the follow up research did nominate it and showed the category to represent 58% of the total special event product in New Zealand.

The key findings of this study highlight not only certain supply concentrations, but importantly identify gaps in the special event market currently:

- *Temporal analysis* broke down monthly and seasonal distribution of events during 1997. Results showed that 73% of events on offer are staged within five months of the year, with 22% being held in March alone. Presenting these same results, but grouping them into seasons shows Spring (34%) and Autumn (33%) account for almost the same number of events. However, it was noted that 65% of autumn's events were held in March alone. With many events hosted outdoors, weather dependency would likely explain the lack of events staged in the middle months of the year - Winter, which was clearly the most under represented season (9%). The lack of events in December (4%) would no doubt be attributable to the general Christmas-New Year shutdown period, which still suggested some potential for further development.
- *Spatial analysis* deliberately aligned itself to the 13 ongoing marketing regions identified by Tourism Victoria's 'jigsaw' campaign (Tourism Victoria 1997). Given that Melbourne is the State's capital and much promotional and event activity has been concentrated there, being seen as the 'gateway' to the other regions, it was not surprising to find it hosted 24% of the state's special events. The Goldfields (14%) region was the only other region that had more than 10% of the state's event concentration. In fact four of the 13 regions had less than 5% of the state's special events within their region, indicating that there seems to be opportunities within these regions to further enhance the offering of special events. It is suggested that for most special events, the majority of patronage comes from locals (Jago and Shaw 1995; Getz 1991). This suggestion that a larger population base would be necessary to support a

greater offering of special events, was supported by further research into regional populations.

- *Thematic analysis* considered each event for its type and theme. By reviewing the type, the special event structure/market type without the influence of theme was established. Secondly the theme was established to provide a clearer picture of the central idea/activity that the event represented. Festivals (30%) were the most dominant types, indicating the prominence of community based celebrations. Sport (26%) while the second major type, was actually the dominant theme category. No further striking information per se was revealed, but when theme was cross-referenced against seasons and regions, certain gaps in special event offerings were observed. For example, there were statistically significant thematic differences over the seasons. Nearly 60% of Agricultural & Pastoral events were held in spring, some 20% of Exhibitions were held in Winter and of the Sport events staged, nearly 40% were held in Autumn. Research of thematic offerings across regions also revealed significant thematic differences over the regions. These ranged from Melbourne dominating the Art (34%) and Cultural (49%) events held, to certain themes dominating certain regional event programs: Agricultural & Pastoral was the focus of events for Oasis Country (63%) and Goulburn Murray Waters (50%); Sport dominated The Islands, Bays & Peninsulas and Lakes & Wilderness, accounting for nearly 45% of events staged. Finally certain obvious gaps were identified for some regional special event programs, for instance: no Food & Beverage events were staged in The Great Ocean Road and Goldfields; no Cultural events were hosted in the Grampians, Oasis Country or Goulburn Murray Waters.

Ultimately, awareness and access to relevant, but reliable information concerning the special event product will enable organisers to better understand and plan for successfully staged events. Additionally, by identifying high concentrations of the special event product currently offered, a platform for review of their effectiveness in fulfilling their potential functions could be later established.

Whilst the researcher does not necessarily advocate even temporal, spatial or thematic diversification for the sake of it, analysis has shown that in many instances such issues need review if current and potential special events are to succeed in the future.

As a result of the findings of this study, future recommendations involve utilising the Tourism Victoria event database for ongoing analysis of the special event product supplied, which could provide clarification of trends over time. This would enable researchers and practitioners to identify the types of events that are on the increase versus those being phased out. This analysis would also enable regional tourism officers to consider real competitive strengths of their region with respect to events held in other regions and prompt organisers to establish an events program that creates year round activity to highlight the regional attraction.

This type of information, in conjunction with demand side analysis, would help ensure that the demand and supply of events is in balance and reduce the incidence of events that fail.

Key Words: *special events, strategic business planning, community, economic & social impacts, image, temporal, spatial, thematic, seasonality, concentration, supply.*

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GLOSSARY OF ABBREVIATIONS

- CAL97: *1997 Calendar of Festivals & Events* (Wadsworth & Richardson 1996)
- NZ: New Zealand
- SE(s): Special Event(s)
- SBP93: *Tourism Victoria Strategic Business Plan* (Tourism Victoria 1993b)
- SBP97: *Strategic Business Plan 1997-2001: Building Partnerships* (Tourism Victoria 1997)
- TmV(s): Tourism Victoria(s)
- eg.: for example

Marketing Regions Within Victoria:

- R1: Melbourne
- R2: The Islands, Bays & Peninsulas
- R3: Yarra Valley, Dandenongs & the Ranges
- R4: Macedon Ranges & Spa Country
- R5: Great Ocean Road
- R6: Grampians
- R7: Goldfields
- R8: Oasis Country
- R9: The Murray
- R10: Goulburn Murray Waters
- R11: Legends, Wine & High Country
- R12: Lakes & Wilderness
- R13: Gippsland Natural Discoveries
- R22: Carried out at many regions

CHAPTER ONE: INTRODUCTION

1.1 THE RESEARCH PROBLEM

Tourism, as an industry, has been growing for several decades, and is now recognised globally for its social, economic, political and environmental influence. Within tourism there are specialised products that provide participants with experiences that are both physical as well as emotional. One of the products that has received intense coverage during recent years has been Special Events (SEs).

Historically, events were often the focus for regional community celebration. The themes evolved from issues directly related to the host communities, and as such were supported in the majority by locals. Due to the celebratory nature of festivities, SEs began to attract the interest of outsiders who, by visiting, created additional business opportunities for the communities. Recognising this phenomenon, some communities began to host SEs as a deliberate means of promoting leisure activities to further social and economic opportunities.

Tourism Victoria (TmV) in 1993 released the *Strategic Business Plan: A New Future for Victorian Tourism, Towards 1996 & the Year 2001* (Tourism Victoria 1993a), and subsequently the *Tourism Victoria Strategic Business Plan (SBP93)* (Tourism Victoria 1993b), which officially began to co-ordinate development of the tourism product and industry. It was the first time any long-term objectives had been recognised for the tourism industry. The revised *Strategic Business Plan 1997-2001: Building Partnerships* (Tourism Victoria 1997) (SBP97) further refined the objectives and strategies to be sought for the State's tourism industry. The SBP97 also identified for the first time the potential of SEs as a separate issue for strategic development.

Consequently, existing SEs increased in profile, and Victoria began to bid for the right to host larger scale SEs, often of national or international stature. The aim of doing this was to raise Victoria's profile, attract visitation, and create possible future business opportunities. The desire to achieve these aims resulted in a dramatic increase in the establishment of SEs. For many organisers at a local level, this heightened profile often led to the presumption (as specialised investigation and planning were not conducted), that these same benefits would transfer to their special event.

Communities and researchers alike now recognise the potential benefits of SEs, but many are beginning to question such 'blind faith mentality' (Janiskee 1994; Getz 1991a). Instead they propose that SEs are not automatically successful, and staging them in fact results in opportunity costs.

To date, however, TmV, whilst having published since 1993 the *Calendar of Festivals & Events* (Wadsworth and Richardson 1996), have not researched its content to understand patterns arising from the types of events on offer within the State. Consequently, elementary questions regarding the industry were unanswered. How many SEs are hosted in Victoria? Were certain types of SEs more prevalent in certain areas or at certain times of the year? In other words, research specifically about the supply side of SEs had not been carried out, to assess the **temporal**, **spatial** and **thematic** mix of events in the State.

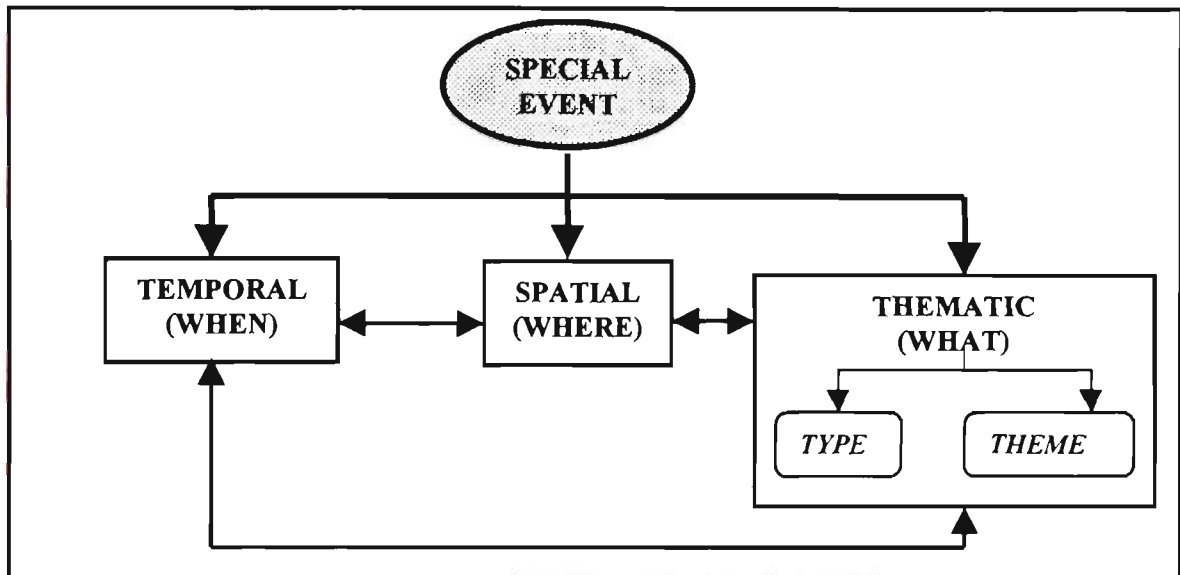
Such information could provide a platform for positively developing the industry within the State. Additionally it could produce a means of evaluating the success or failure of the industry, when compared to the objectives established by the SBP93, and furthered by the SBP97.

1.2 THE RESEARCH OBJECTIVES

The objective of this Study is:

To identify the temporal, spatial and thematic concentrations exhibited by SEs in Victoria during 1997.

Figure 1 Representation of the special event investigation.



The specific issues to be investigated are covered by the following questions:

1. Does the hosting of SEs occur evenly throughout the year, or are they concentrated during particular periods?
2. How are SEs currently spread throughout the designated product regions marketed by TmV?
3. Do SEs exhibit a range of themes and, if so, what are they?
4. What are the concentrations of SE themes throughout the seasons of the year?
5. Do specific regions host a greater concentration of particular SE themes?

1.3 SIGNIFICANCE OF THE STUDY

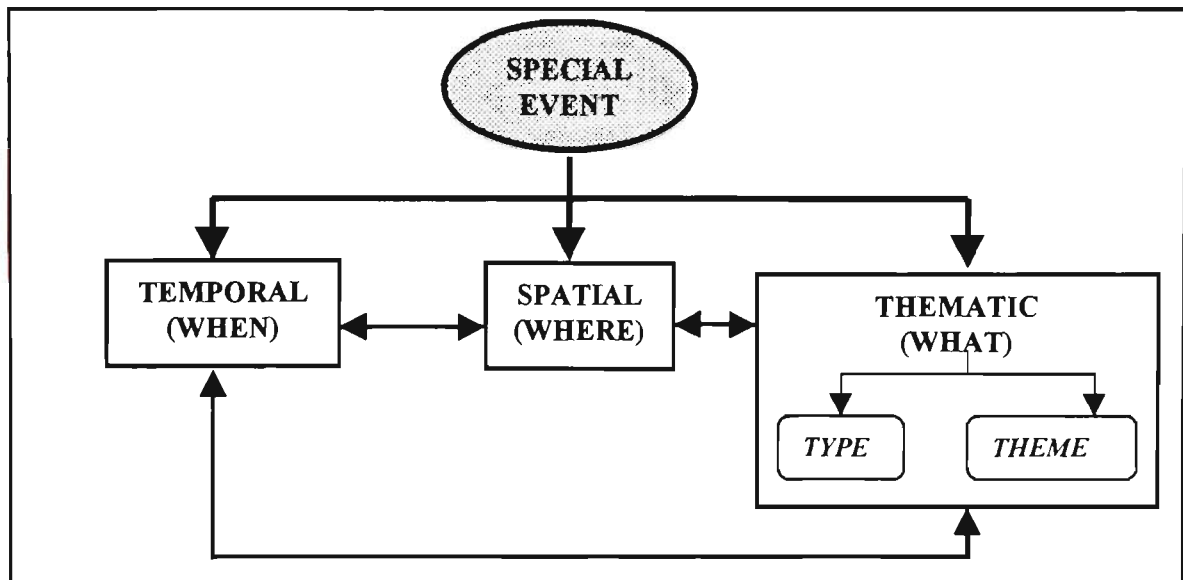
Tourism as an industry is comparatively more difficult to define and research because it is so fragmented. Inherently its success is no longer measured only in economic terms, but also by the resulting social and environmental impacts. As such, unsubstantiated claims regarding the benefits or costs are often difficult to verify. Due to the public monies and support involved, claims by organisers that are unverifiable are becoming less acceptable.

To date, research has concentrated on demand side analysis (Getz 1991a). However there is an increasing need to develop reliable supply side statistics to highlight the actual product available, with a subsequent increased awareness of the weaknesses and strengths pertaining to this. In so doing, organisers will be empowered to make more informed and effective decisions, instead of only being able to react to established trends and competitive initiatives.

Tourism Victoria's Strategic Business Plan has been in effect since 1993 (SBP93), and to date there has been no formalised research that investigated the occurrence of SEs. This study will establish a database prototype, and assess the SE activities held in Victoria during 1997, specifically in relation to their temporal, spatial and thematic concentrations. The results and recommendations arising from this study will assist SE organisers to better understand their industry, and allow them to assess the issues affecting the staging of successful SEs from a regional perspective.

1.4 OUTLINE OF THE FOLLOWING CHAPTERS

Figure 1 Representation of the special event investigation.



The thesis, as already stated, intends to investigate and reveal the temporal, spatial and thematic concentrations of SEs held in Victoria during 1997, visually represented in Figure 1. To introduce the reader to the relevant issues involved, the thesis proceeds in the following manner:

Chapter Two: SEs will be defined to establish their position within the tourism industry. The growing phenomenon that is SEs will be investigated with modern examples quoted. Discussion relating to the economic, image, cultural, psychological and seasonality issues will clarify the motives organisers have to include SEs within the community's tourism product. The emergence of SE calendars and specific SE divisions at the state level will further support the phenomenon. Tourism Victoria's strategic planning for tourism and consequently SEs will put in context the objectives for the industry.

Chapter Three: This chapter deals specifically with the SE phenomenon and considers their growth potential, while also reviewing the associated complications and possible limitations for their continuing growth. It will be stressed that there are opportunities for success, but that certain informational needs are necessary to evaluate all opportunities. Specific reference will be made to related works that investigated these informational needs, primarily Janiskee (1994 and 1996), Getz, Murphy and Smee (1994), and Ryan, Smee and Murphy (1996). Finally the developed hypotheses will be described for the current thesis.

Chapter Four: This chapter investigates the methodology behind the current study and the reasons behind finally choosing the *1997 Festivals and Events Calendar* (Wadsworth and Richardson 1996) as the database. Careful explanation defines the differences and relationships involved in the study of temporal, spatial and thematic analyses, and the associated variables.

Chapter Five: This chapter presents the data analysis results and discusses these findings. Whilst the main body deals with the final analysis used and relates its findings to those of the studies introduced in Chapter Three, related Appendices provide ample opportunity for the reader to further explore the stages involved in finally obtaining the results. All analysis is verified by the findings in relation to the before mentioned hypotheses and the results of the chi-squared statistics.

Chapter Six: Here the study is summarised, noting the implications for the SE industry as a whole, but discussed further to elaborate on the separate temporal, spatial and thematic concentrations found. Finally the author proposes recommendations regarding the implementation of the findings, and discusses future research issues.

CHAPTER 2: SPECIAL EVENTS

2.1 INTRODUCTION

This chapter will seek to establish where the SEs phenomenon fits, in relation to the broader tourism industry. It discusses the current difficulties found in trying to establish a narrow definitional framework to distinguish SE activities. It proceeds to outline the main objectives behind wanting to host a SE, whilst also commenting on some of the concerns that could hinder the potential success of a SE.

The Olympic Games is used as a modern example of the powerfulness of the SE phenomenon. The evolution of SE calendars and SE divisions for each state in Australia are discussed in relation to the recognition now given to the SE industry. Finally, the chapter warns that the current lack of relevant *supply side* research is inhibiting the basis for decisions regarding the future of the industry. This problem not only affects the industry as a whole, but also local SE organisers.

2.2 SPECIAL EVENTS WITHIN THE TOURISM PRODUCT

2.2.1 *Tourism evaluated with regards to leisure/recreation*

Tourism is a concept that comprises many activities and visit purposes. Wanhill (1988) defined tourism as the "temporary movement of people to destinations outside their normal places of work and residence and the activities undertaken during the time spent at those destinations" (Wanhill 1988: 2).

From this definition, characteristics were highlighted to distinguish tourism from leisure or recreation in general. These characteristics focused on the fact that tourists were people travelling to destinations *outside* of their usual place of work and residence.

Much research has addressed the relationship between tourism and leisure/recreation studies - both involve discretionary behaviour that is characterised by freedom of choice, personal gratification, and frequently results in personally orientated social interaction (Crompton and Richardson 1986). For the most part, tourism is viewed as a phenomenon *within* the leisure/recreation spectrum (Pearce 1989; Pigram 1983; Bodewes 1981). Crompton and Richardson (1986) clarified this justification for tourism being a part of both when they noted:

"Traditionally, tourism has been regarded as a commercial economic phenomenon rooted in the private domain. In contrast, recreation ... has been viewed as a social and resource concern rooted in the public domain" (Crompton and Richardson 1986: 38).

Tourism generally has received growing recognition over the last decade (Theobald 1994; Chacko and Schaffer 1993; Getz 1991a & b; Inskeep 1987). However, the recognised notion of a separate entity, desired by so many, is now being questioned. Realistically, distinction between the public and private sectors is no longer as clear. Progressive development bodies are encouraging the mutual liaising and funding of the tourism product, in an effort to create effective planning that satisfies the needs of both the public and private sectors. Instead, *tourism activity* is now distinguished from the *leisure activity* via the definition of the encompassing region for the resident community (Burns and Mules 1986a).

2.2.2 *Recognising the importance of the activity region*

Hall (1992a) discussed how "Tourism primarily relates to leisure and business travel activities which centre around visitors to a particular destination, and which typically involve an infusion of new money from the visitor into the regional economy" (Hall 1992a: 3).

Thus, *tourism* was deemed to represent a primary industry (Helber 1988), due in part to new monies being generated. Conversely, *recreation* represented leisure activity consumed by residents of a particular region, resulting in the spending of recycled rather than new monies to the region.

This analysis of the interrelationship between tourism and leisure/recreation, now provides a basis to introduce SEs which are essentially hybrid in nature, combining both the leisure and tourism sectors.

2.2.3 *Attractions*

Many destinations offer attractions as a purpose for visitation. Alternatively, attractions can be a *part* of the overall created ambience of a destination, whose whole make up can attract a consumer. Attractions vary in composition depending on the destination. For example, attractions might be:

- **Natural:** ideally where the site has not undergone any intervention to make it more appealing, accessible or more easily noticed by tourists (Cohen 1995), example (*eg.*) The Great Barrier Reef, Ayres Rock.

- **Man-made:** also known as contrived attractions, which are created specifically for tourist purposes and are wholly artificial in character (Cohen 1995; Getz 1991a), *eg.* Art Galleries, Museums, Disneyland. Outside Cohen's definition, there needs to be recognition of attractions that, while not initially created to attract tourists, today have developed into attractions that draw tourists, *eg.* Sydney Harbour Bridge, Sydney Opera House, The Eiffel Tower.
- **Cultural:** where the embedded culture of a community identifies itself as different by the traditions and beliefs it celebrates, *eg.* Old Order Amish Communities in America, where the tourist can experience a semi-removed representation of the group's life and strong culture (Buck 1977).
- **Special Events:** are increasingly being seen as attractions in their own right, *eg.* Sydney Gay and Lesbian Mardi Gras, New Orleans Mardi Gras, Calgary Stampede, or as part of an overall atmosphere, *eg.* Spring Racing Carnival, Melbourne Comedy Festival, Melbourne Food and Wine Festival.

It is necessary to note that unlike natural attractions where the immediate physical environment is of primary importance, a SEs attractiveness is not usually dependant upon the setting in which it is staged (Getz 1991a). Instead for many, issues of atmosphere, associated activities, crowd dynamics and uniqueness contribute more to their perception of a successful SE.

Gunn (1988) discussed the effectiveness of clustering, and how variety could lead to promotional advantages. By clustering SEs in space and time the participant would be afforded a larger range of similar activities, whilst the region potentially benefits in two ways. Firstly, the benefits and stresses are spread throughout a greater area and often over a longer period. Secondly, an expanded array of activities could provide the SE with an increased profile. Victoria currently already successfully utilises this technique within its SE calendar, eg. The Spring Racing Carnival; The Melbourne Food and Wine Festival; The Melbourne International Festival of the Arts; and The Yarra Valley Grape Grazing Festival.

2.2.4 *Definitional framework for special events*

Research has been hindered by the lack of consensus with respect to definitions of SEs. Additionally, current terms, whilst often used to distinguished between types of events, are also used interchangeably (Jago 1997; Getz 1991a; Getz and Fisby 1988). Commonly, the terms 'major event', 'special event', and even 'event' are used simultaneously, to denote differences, and interchangeably to define the same issue (Jago 1997).

Getz (1991a) noted that to define an 'event' is straightforward¹, but that "determining what makes one special is problematic" (Getz 1991a: 43). He did however distinguish in his final definition the perspective's of both the organiser and the customer:

"A special event is a one time or infrequently occurring event outside the normal program or activities of the sponsoring or organising body. To the customer, a special event is an opportunity for a leisure, social, or cultural experience outside the normal range of choices or beyond everyday experience" (Getz 1991a: 44).

¹ The Heinemann Australian Dictionary (Harber and Payton 1980: 361) defined the basic meaning of an event as: "anything which happens or takes place, especially something important".

Some researchers have defined specific categories of SEs, for example:

- **Mega-Event**: "A one-time major event that is generally of an international scale" (Jago 1997: 13).
- **Hallmark Event**: "Major one-time recurring events of limited duration, developed primarily to enhance the awareness, appeal and profitability of a tourism destination in the short and/or long term. Such events rely for their success on uniqueness, status, or timely significance to create interest and attract attention" (Ritchie 1984: 2).
- **Major Event**: "A large scaled special event that is high in status or prestige and attracts a large crowd and wide media attention. Such events often have a tradition and incorporate festivals and other types of events. They are expensive to stage, attract funds to the region, lead to demand for associated services and leave behind legacies" (Jago 1997: 13).
- **Festival**: "a public, themed celebration" (Getz 1991a: 54). Getz (1991a) cites Falassi (1987) who went further, emphasising the overt values shared by the cultural community whereby a social identity was celebrated during a festival.

The definitions as they stand can be seen to overlap, and do not suggest mutual exclusivity that would allow for ease of classification for research purposes. Whilst much of the literature agrees on core attributes, such as limited duration, debate still abounds in regards to issues like the number of attendants from outside the region.

The dire need to establish some form of definition to allow for uniform gathering of information, and the establishment of meaningful databases is recognised by many researchers (Jago 1997; Wicks and Fesenmaier 1995; Janiskee 1994; Getz 1991a; Jafari 1982b). Researchers also acknowledge the reality that defining *special events* is a difficult task.

Some who have investigated the problems associated with defining the SE product have suggested an array of difficulties with producing a definition, eg:

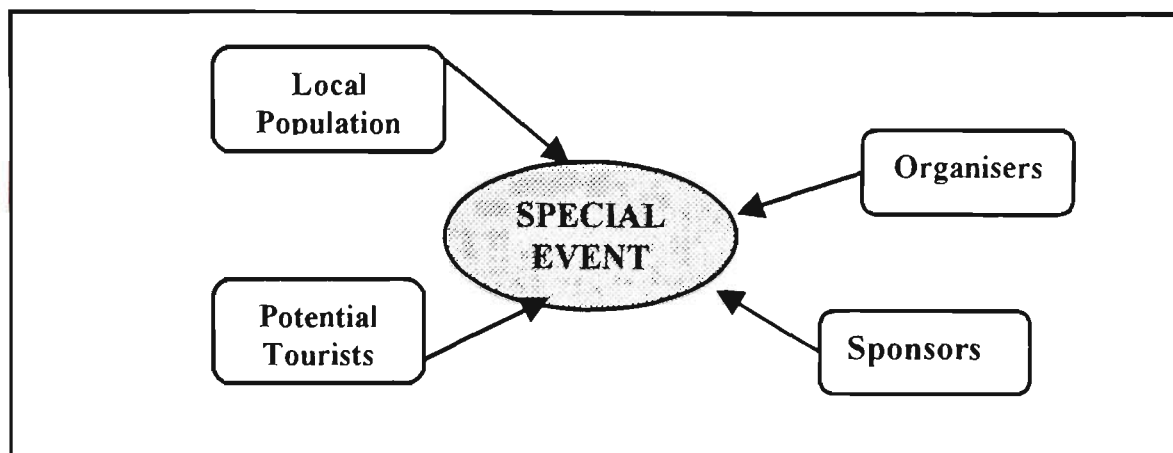
- The diverse range of event types that could possibly be included within any category of definition (Hawkins and Goldblatt 1995);
- The organisation, and nature of the SE involved is difficult to define (Tourism Canada 1989);
- The perspective of the individual can vary the definition (Getz 1991a);
- Events are not stagnate, but rather the significance and type could change during its lifecycle, or with changes in society (Hall 1992b; Butler 1980), and
- Planning needs often influence the description, and individually there are different meanings for the variety of people involved in the experience (Getz 1989).

While these conflicts have repercussions, it is still essential that some form of structural definition be established to confine research. This author's research will investigate SEs as a whole, rather than try to establish a list of mutually exclusive definitions for the various type and scales of events. Essentially the working definition will stand as -

A one time or infrequently occurring event of limited duration, outside the normal program or activities of the host community, that provides the customer with an opportunity for a leisure, social, or cultural experience outside the normal range of choices or beyond everyday experience. They have the potential to attract tourists, raise the profile, image, awareness or pride of the region.

2.2.5 *Influence of perspective towards defining special events*

Figure 2 The different stakeholder perspective's involved in evaluating the success or failure of a special event



It is essential to remember that SEs were initially instigated from a local level, where they represented an expression of cultural celebration. Evolution beyond this varied, depending on instigators and stakeholders. Three essential players are involved, all of whom need to be remembered during any decision making to ensure a successful SE: the local population, the organisers and potential tourists (see Figure 2). Essentially the perspective of each will differ as to what would make a successful SE (Crompton and McKay 1997). With the increased exposure to SEs by customers, the enlarging competitive choice available and the rising costs associated with staging a SE, organisers need to understand who their customers are, and what those customers really want so that they can develop the most appropriate range of SEs.

Based on a wide literature search, it would appear that the key attributes which distinguish a SE from the perspective of the organiser and the consumer are that they:

- Contain uniqueness;
- Occur infrequently and are of limited duration; and
- Offer an experience outside those readily available.

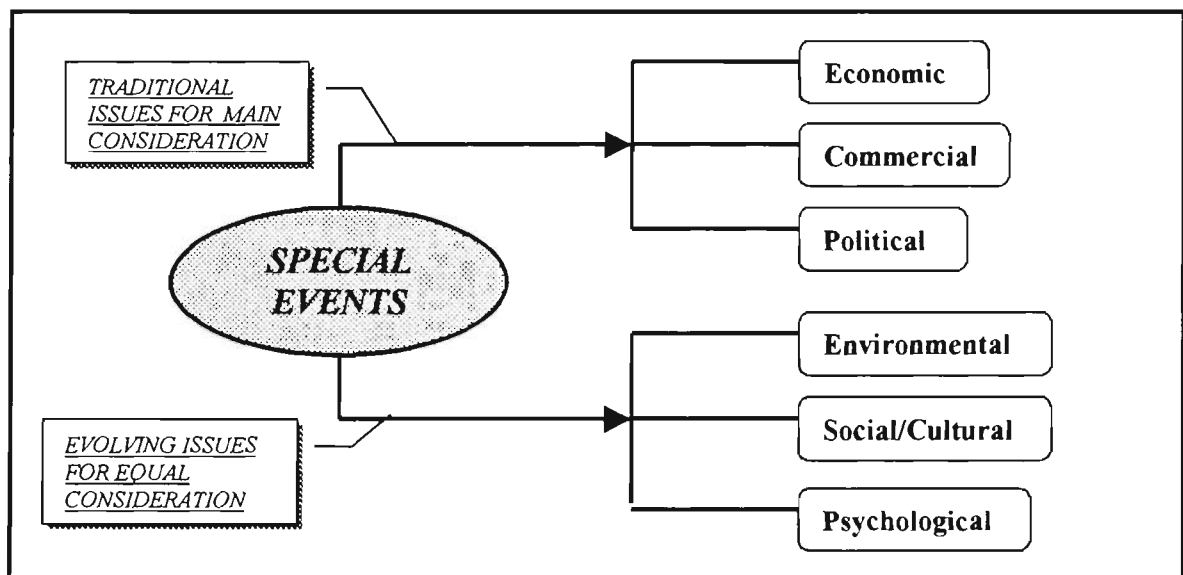
Further requirements, such as timely significance, status, profitability, or enhanced media awareness, whilst desirable for some stakeholders, are not always the distinguishing elements.

2.3 SPECIAL EVENTS - REASONS THEY ARE STAGED

Staging a SE involves deliberate planning, developing and marketing of the event activities. As such, broad categories have to be reviewed and analysed for the contribution a SE could make to the region concerned. Categories generally recognised (Hall 1989a, Ritchie 1984) are (see Figure 3):

- economic;
- tourism/commercial;
- physical/environmental;
- social/cultural;
- psychological; and
- political/administrative.

Figure3 *Impacts associated to Special Event Tourism*



Planning to take account of all these impacts is now recognised as necessary to ensure not only "short term success of the ... event itself but also in realising the longer term benefits that can accrue to a community in the holding of such events" (Hall 1989b: 20). As a consequence, SE planning needs to be aligned to the broader category of tourism planning (Frisby and Getz 1989; Getz 1989; Tourism Victoria 1993a). This could better ensure a cohesive development strategy is implemented, rather than contradictions, which would detract from the overall goals of enhancing economic, social and environmental impacts for regional development. Hall (1990) encapsulated the need for planners to be proactive when organising SEs to ensure the successful balance of multiple goals:

"events should be concerned with the anticipation and regulation of the impacts of the event on the host community, and the promotion of associated development in a manner which maximises short and long-term economic, environmental and social benefits" (Hall 1990: 3).

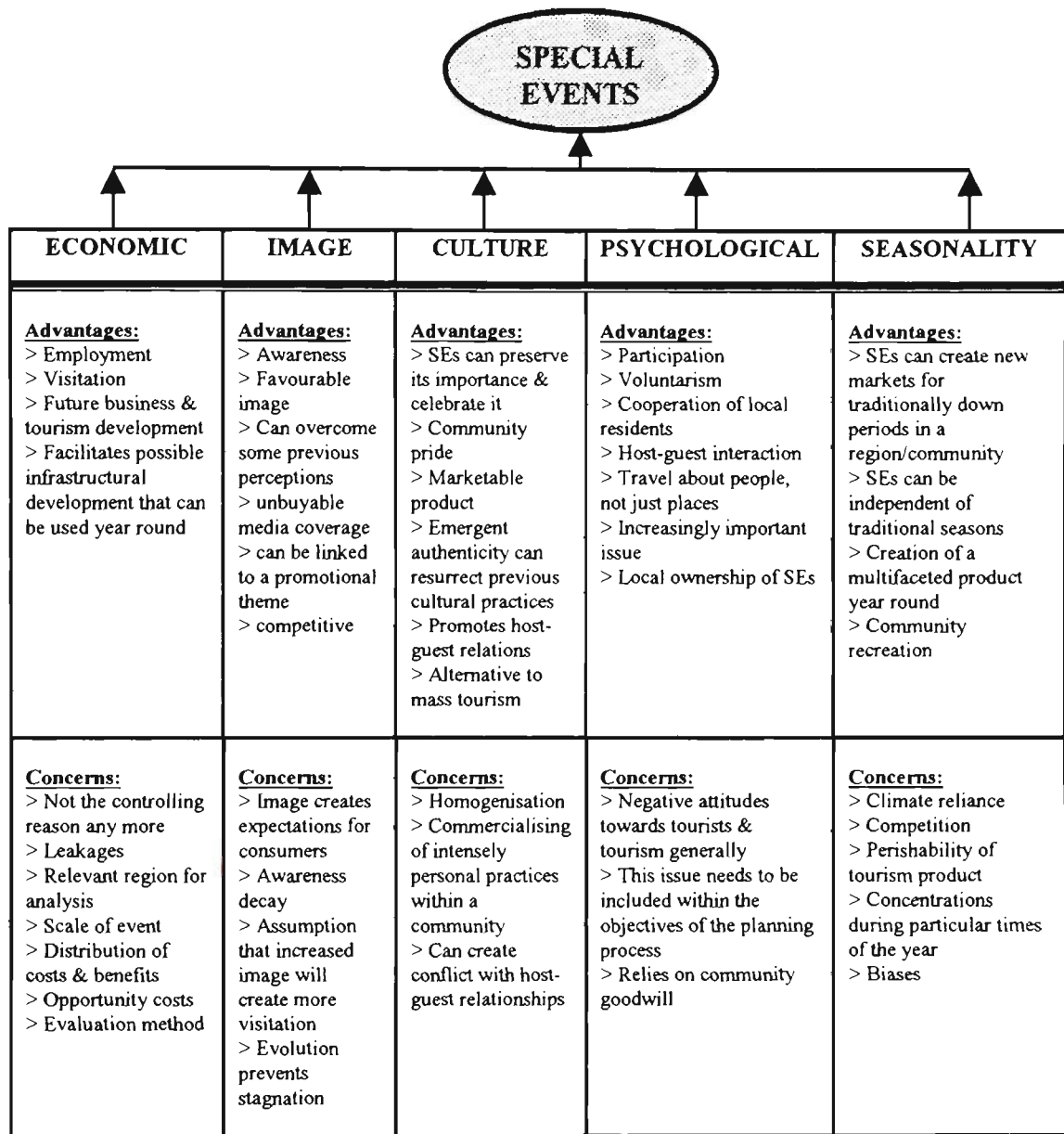
Whilst recognising the importance of the economic return on investments, the literature acknowledges the shift away from the sole priority being given to the economic outcome (Murphy 1985; Getz 1983; Pearce 1981). Increasingly, environmental and cultural impacts are now being scrutinised. At the same time, while these are "not readily quantifiable" (Harris and Leiper 1995: xxi), and while their intangibility may change depending on the development or community affected, they are still commercially significant for any SE organiser. Pizam (1978) also noted that when research was undertaken there was an important qualification needed between the resident's *perception of* and *the actual* impacts associated to tourism. Effectively the two can be far removed. Studies have already investigated how perception can be influenced depending on the dependence, involvement and benefits/costs a resident has in relation to tourism (Johnson, Snepenger and Akis 1994; Kavallinis and Pizam 1994; Lankford 1994; Chacko and Schaffer 1993; Ross 1992; Ritchie and Smith 1991; Long, Perdue and Allen 1990; Davis, Allen and Cosenza 1988; Liu and Var 1986; Pizam 1978).

Additionally, Crompton and McKay (1997) commented that organisers needed to recognise that the visitation decision was the likely result of multiple simultaneous motives, with word of mouth, media coverage and heightened expectations of SEs having increasing influence. These more intangible aspects can no longer be discounted. Increasingly it is vital that organisers respect this multifaceted influence and recognise that related issues, *eg.* accommodation, transport, ease of access, additional opportunities for tourism, *etc.*, are viewed as part of the SEs attractiveness.

Ultimately if a constructive impact is to be realised, then a collaborative approach between a diverse range of affected stakeholders needs to be established (Heenan 1978). Marris (1994) further noted that consumers did not see the enterprises as separate, but rather as an entire entity. Thus organisers by necessity need to evaluate all links in the chain that could be seen to be connected to the SE, if they are to prevent negativity towards their SE/region by indirect association.

Figure 4 (see the next page) summarises the general advantages and concerns relating to each of the impacts associated with SE activities. The following subsections discuss in more depth these issues and highlights some of the current literature.

Figure 4 *Contributing issues relating to the reasons special events are staged*



2.3.1 *Economic*

One of the main and most common objectives for the staging of a SE is to produce economic injection throughout the community (Faulkner 1993; Hall 1992a; Getz 1991a; Burns, Hatch and Mules 1986b). This outcome can be affected by how the SE impacts upon:

- **Increased employment** (Hall 1992a; Ross 1992; Tourism Victoria 1992a; Getz 1991a; Burns *et al.* 1986b; Ritchie 1984),
- **Increased visitation to the region** (Kavallinis and Pizam 1994; Hall 1992a; Burns *et al.* 1986b; Ritchie 1984; Butler 1980),
- **Enhancement of the destination's image** (Backman, Backman, Uysal and Sunshine 1995; Ritchie and Goeldner 1994; Hughes 1993; Ritchie and Smith 1991; Van Der Lee and Williams 1986; Ritchie 1984), and
- **Catalyst for business and tourism development** (Tourism Victoria 1997; Law 1996; Hughes 1993; Tourism Victoria 1993a; Hall 1992b; Ross 1992; Getz 1991a; Hall 1990; Burns *et al.* 1986b).

Traditionally, economic results had been the overriding determinant of success for SEs. The works of Burns and Mules (1986a) and Getz (1991b) overturned this misleading viewpoint. Instead they recognised the importance of conducting a *full* cost-benefit evaluation to gain a realistic picture of the *total* appropriateness of staging a SE.

Burns and Mules (1986a) as part of their in-depth study of the first Adelaide Grand Prix concluded that a major flaw of most studies was the lack of recognition given to the actual region being investigated. Without predetermination of the region for analysis, studies had too often manipulated economic flows to present favourable, but unrealistic results for organisers. They also noted that economic 'multipliers' needed to be reviewed by many researchers to represent *incremental* tourism expenditure directly related to the staging of the SE, rather than *output*. For

example, too often organisers included nearly total revenue from tourists who were attending a SE as only *part* of a multipurpose trip instead of only the relevant portion, and in so doing economic multipliers were exaggerated.

Getz (1991b) was scathing in his assessment concerning the current lack of reliability and validity exhibited in economic impact research - "research in this area has been biased towards exaggeration of the economic benefits in order to gain credibility and support for organisers, and has been flawed by theoretical and methodological problems" (Getz 1991b: 61). Instead he argued that studies should reflect the evaluation of the costs and benefits, and the overall distribution of impacts. This second point needs to be analysed closely, as currently too many organisers are reliant upon the 'scale' of events, but do not research further to understand the distribution of the costs and benefits associated with the SE (Getz 1994b). An example of this point would be where any revenue earned would realistically be reduced where imported goods and services were required in staging the SE and resulted as a 'leakage' for the host community/region (Burns and Mules 1986a).

Local government whilst not always an instigator of a particular SE, still has the ability to ensure predetermined standards are adhered to if they are called upon to lend financial or in-kind support to the hosting of the SE. Ultimately these standards should reflect the strategy for development of the region, ensuring activities promoted would not detract from the overall objectives.

The concern with the validity of multiplier² effects needs to be reassessed. For instance, SEs need to be carefully analysed to better understand if they are causing 'displacement' rather than new opportunities (Getz 1991b). If potential visitors were to 'time switch' (Burns *et al.* 1986b) their original holiday or business travel, to instead coincide with a SE, then any benefit attributed to the SE would actually be masking the loss of that same visitor to another period. This instance becomes problematic where travel and business tourists are preventing legitimate SE visitors

² Defined by Archer (1982: 236) as "a coefficient which expresses the amount of income generated in an area by an additional unit of tourist spending".

from gaining access to facilities and services during an event. As a result the multiplier's ability to truly reflect incremental income is compromised. Instead what it associates with the SE is in fact the reflection of what would have been normal tourism or business travel separate from the SE.

Overall, SEs do have the ability to contribute significantly to the development of a region (Wicks 1995; Williams, Hainsworth and Dossa 1995; Getz 1994b; Hall 1992b; Getz 1991a). At the same time, with all forms of resources being scarce, 'opportunity costs'³ should be evaluated against those associated with the SE to ensure the best 'value' is obtained. Additionally, success needs to be evaluated beyond an economic level, in direct relation to the predetermined aims for the SE, which are consequently measurable to some degree (Witt 1992; Frisby and Getz 1989). Ron Walker's discussion of the motivation behind winning the bid for Melbourne to host the 2006 Commonwealth Games seems to counter-act and demean the entire idea of a cost-benefit evaluation process - "If I don't win this bid there is no place in the world where I will be able to hide from Premier Kennett" (Elias 1997: A19). While high profile events are desirable, cost-benefit analysis would promote bidding only for events that had the potential to align and deliver results on a predetermined scale.

Getz (1991b) warned against the excessively expensive evaluations carried out in such studies as the Adelaide Grand Prix (Burns *et al.* 1986b), and instead recommended relatively simple evaluation that can answer the most important questions associated with the SEs impacts.

³ Getz (1991a) discussed how "Every investment could potentially be channeled elsewhere to achieve the same goals; this forfeited opportunity is called an opportunity cost", but also considered that "the opportunity cost is equal to the benefits that could be realized by alternatives to tourism" (Getz 1991a: 33).

2.3.2 *Image*

In hosting a SE, organisers and tourism managers for a destination can utilise the event to establish increased awareness and an enhanced image that may be favourable to potential visitors (Getz 1991a; Getz 1989; Syme, Shaw, Fenton and Mueller 1989; Jafari 1982a; Hunt 1975). The ambience, and projected media image all combine to develop an aura that can live on in the minds of current and potential participants, organisers and other associated direct and indirect business interests.

Of particular note for organisers of SEs, who are aiming to promote an image for a destination, SEs are firstly, infrequent and of short duration, and as such they have to be able to stand out as unique compared to more frequently occurring events. Their recognition might depend on association with a theme, especially when this would allow communities within the region to 'cluster' their activities around an overall theme. Secondly, due to the sophistication of those attending, and the choice offered by competing SEs, it is important that support services and activities are also of a high standard (Theobald 1994; Getz 1991a; Inskip 1987). Organisers need to comprehend that a SE may not be the sole reason for attendance, but rather part of an overall attraction or travel experience.

Often the promise of an enhanced image and associated 'un-buyable' media coverage which are less easily quantifiable, are used by organisers to validate a less than desirable return on investment economically, and possibly socially as well. Ritchie and Smith (1991) warned against "The implicit assumption ... that increased awareness and enhanced image will, over the longer term, provide a stronger competitive position and increased tourism receipts" (Ritchie and Smith 1991: 3).

It needs to be remembered that the status of a SE is due to more than just the physical event, but rather is a combination of the event itself, associated activities, types of participants, and its cultural significance to the host community and visitors alike. Even further, it might be suggested that it is the essential 'mix' of these factors that determines its success or failure. Hunt (1975) pondered that whilst the image could be a significant variable, its relative importance had yet to be determined when considered against other influencing variables.

The problem of 'awareness decay' (Hall 1992b) is yet to be fully appreciated: "strategies for image development need to go beyond the immediacy of the event and should be framed for the **post-event** strategies" (Hall 1992b: 157). As the SE itself is only of short duration, to maximise tourism potential, post-event strategies are necessary to develop further any image conveyed, whilst keeping in mind that SEs need to evolve and change to account for the changing needs of participants (Butler 1980).

Ritchie and various collaborators (1984; 1985; 1987; 1991) in their studies of the 1988 Calgary Winter Olympic Games - "Olympulse I-IV" series, contributed greatly to understanding this 'decay'. Their study documented the residents' changing views on the various aspects of the event during the lead up period and following the event. Anticipating this decay, organisers would need to initiate steps to counter it (Ritchie and Smith 1991). Simultaneously it should be recognised that 'image' could translate into a long term initiative, and as such, the desired results of increased tourism may not be immediate. Consequently, care must be taken not to depend too much on short term tourism receipts. This concern of a community's dependence on tourism receipts is increased when so many traditional industries are now failing, and tourism in its many forms is being expected by many to replace lost livelihoods and create a new identity.

Butler (1980) commented that "tourist areas are dynamic, that they evolve and change over time" (Butler 1980: 5). While researchers recognise that there are a range of differing reasons for consumer preferences to change, Butler suggested that there was a recognisable cycle in the evolution of tourist areas, and specific stages could be compartmentalised. By identifying that each stage had specific needs, they could be more effectively dealt with. Further research might establish that SEs could also be seen to have alignment to this mode of thought, and could possibly identify successful characteristics for certain stages.

2.3.3 Culture

A consequence of travel within developed economies, has been the homogenisation of many destinations. In some cases, tourism by its very nature can demand change in social structure (Jafari 1982b). Some cultures, due to their exposure to tourists from developed nations, and their resulting desire to copy certain lifestyle characteristics, no longer have strong and identifiable cultures.

For many there is an inherent quandary with tourism led development, when associated with culture. Getz (1994a) with his article *Event Tourism and the Authenticity Dilemma* summed it up by asking: "can authenticity be preserved when benefits realised from tourism offer the means to create/expand festivals, cultivate traditions" (Getz 1994a: 313).

Positively, SEs have the ability to build community pride and even reinstate what might have been lost. By way of a SE, it is possible that communities could build a recognisable association to a cultural activity that is marketable, for the community, and also for outsiders. Getz (1991a) cites 'Dickens on the Strand' in Galveston, Texas.

There, a contrived cultural experience which gained wide spread community acceptance emerged into a perceived cultural experience - 'emergent authenticity' (Cohen 1988). It instigated community participation and pride, a renewed respect for a history forgotten, allowed host-guest interaction and developed a viable tourism attraction that supported local businesses.

There is possible risk associated with any SE that seeks to consciously develop and promote itself as a tourist attraction (Getz 1994a). Cultural authenticity is often the very thing local participants and contemporary travellers seek from SEs (Jago 1997), but when commercialisation detracts or replaces the inherent cultural meaning of the celebration, then for many the incentive to attend is destroyed. In fact, due to the cultural nature of events, and the host-guest contacts that evolve, increasingly SE tourism needs to be looked upon as an alternative to mass tourism (Getz 1994a & b).

2.3.4 Psychological

Many stress the importance of economic and commercial benefits from staging SEs, making only token reference to social benefits. However, the negative aspects being experienced by the community at large, from the hosting of SEs that have often not considered the social impacts, in addition to economic impacts, has led to negative attitudes towards tourists and tourism in general (Pearce 1980).

This is a consequence that organisers are beginning to have to take seriously, as it effectively undermines their work for increased tourism benefits. Murphy (1985) in the publication, *Tourism: A Community Approach*, highlighted the possible consequences from failure of the planning process to meet community expectations overall, not just economically:

“Tourism, like no other industry, relies on the goodwill and cooperation of the local people because they are part of its product. Where development and planning does not fit in with local aspirations and capacities, resistance and hostility can raise the cost of business or destroy the industry’s potential all together” (Murphy 1985: 153).

Community pride for an event could have major ramifications for its success as community involvement can develop empathy towards visitors. No longer are events just about the activity, but rather the atmosphere and other more intangible issues. Dr Brian Hay pointed out, *travel is no longer about places, it is increasingly about people* (Yaman 1996: 2).

Fortunately for organisers, research indicates that a positive psychological response can be developed through inclusion of the community in SE organisation and activities:

- **Volunteerism** (Williams *et al.* 1995; Martina and Mason 1993; Burns and Mules 1986a),
- **Participation** (Gorney and Brusser 1996; Wicks 1995; Perdue, Long and Allen 1987; Burns *et al.* 1986b; Getz 1983; Jafari 1982a; Pizam 1978),
- **Input for development decision making** (Wicks 1995; Simmons 1994; Chacko and Schaffer 1993; Dowling 1993; Hughes 1993; Ross 1992; Getz and Frisby 1988), and
- **Evaluation of benefits/costs to the community through the staging of the tourism activity** (Wicks 1995; Kavallinis and Pizam 1994; Ross 1992; Ritchie and Smith 1991; Allen, Long, Perdue and Kieselbach 1988; Perdue *et al.* 1987; Witter 1985; Pearce 1980; Pizam 1978).

By acknowledging the psychological phenomenon that can be experienced at SEs by the community, organisers could utilise their support as a panacea against other aspects that might not be as well received. They would do well to remember that feelings are often remembered well after facts are forgotten.

2.3.5 *Seasonality*

Increasingly, SEs are utilised as a means to combat the problems encountered by regions that are more seasonal with respect to traditional forms of tourism (Williams *et al.* 1995; Chacko and Schaffer 1993). Simultaneously, at smaller regional levels, SEs can be very affected by climate, due to the reliance upon outdoor facilities, conducive weather conditions, and taking advantage of particular phenological cycles (Janiskee 1996). As some communities develop tourism opportunities to overcome the decline of traditional industries (Perdue *et al.* 1987), care needs to be taken to diversify the tourism product to ensure the community is not too vulnerable to seasonal or fashion related trends.

There are a range of variables to further influence the seasonal distribution of events. While obvious examples could be temperature patterns and phenological sequence (Janiskee 1996), there are also important regional specific variables that need to be investigated if a clearer understanding is to be identified. At a macroscale level, holidays (including weekends and long weekends) are possible additional seasonal indicators of activity trends, and their reason. At a regional level there could possibly be further influencers of seasonal type activities, which could have to do with cultural bias within an area, as for example Oktoberfest, or heritage activities, an example being auctioning the first box of cherries for the season at Young, Australia.

Tourism is a perishable product which cannot be stockpiled if the anticipated demand is not realised (Wicks and Fesenmaier 1995; Ritchie and Beliveau 1974). Like seasonality, the perishability issue can be addressed by promoting a multifaceted product all year round, of interest to a variety of consumers. Towards this end SEs create a product, but also aid in a resulting image that is marketable beyond the event itself (Hall 1992b).

Essentially, SEs are being utilised as a tool to ensure that existing industries and services are maintained throughout the year, rather than just during traditionally busy times. They have the ability to extend demand, and transfer it to more beneficial times to increase or create a new season. Janiskee (1996) summed up the varied issues involved for organisers and regional communities as a whole:

"Producers may opt to inaugurate or reschedule festivals during these less busy periods to broaden the range of community recreational opportunities, reach new markets, attract new sponsors, enjoy reduced competition for media attention, and boost attendance" (Janiskee 1996: 129).

At the other extreme there is the desire to obtain the marketing opportunity presented by "grouping events together to increase their demand" (Getz *et al.* 1994: 3), *eg.* Melbourne Food and Wine Festival. Getz also discussed 'piggybacking' - "the practice of creating or promoting minor events on the back of major events occurring before or afterward, in order to extend the length of visits or expand the tourists' area of travel" (Getz 1991a: 170-71). The benefit of SEs is that they can exist independently of traditional seasons, and as such they create a very real opportunity for communities to effectively time them to resuscitate down times within the economy.

2.4 SPECIAL EVENTS - DEMONSTRATIONS OF THE GROWING RECOGNITION

Whilst tourism literature recognises the long history of SEs, many authors have remarked on their noticeable change during recent decades (Getz *et al.* 1994; Janiskee 1994; Getz 1991a). Essentially, this change has been bought about by the recognition they have received as a viable industry. This section discusses four relevant issues that highlight the recognition currently given to the SE phenomenon. Firstly, the Olympic Games, which highlights the main reasons communities desire to host SEs. Then, recognition being afforded to the SE industry through the establishment of SE calendars and specific SE divisions to promote the product available will be discussed. Finally, a detailed review of the establishment by Tourism Victoria of their Strategic Business Plan (Tourism Victoria 1993a & b; 1997), and the evolving recognition of the tourism and SEs industries.

2.4.1 *The Olympic Games example*

The modern Olympic Games have been viewed by many as a highly desirable event to host, due in great part to the global media coverage received. In addition to the host city, the host region also secures increased awareness within the regional and international business and tourism markets (Ritchie and Beliveau 1974). This wide media coverage is prized for a variety of reasons:

- Media coverage is greater than the event itself, extending from the time of the bidding until after the closing ceremony;
- It may be received in a more responsive light if associated to sport as opposed to politics. A modern example would be Korea, who some might argue utilised the 1988 Seoul Olympic Games to focus attention on the goodwill involved in opening Korea to the world and away from their prior political dictatorship (Heft, Lusetich, Garran and Law 1996);

- The audience ranges far beyond the traditional demographic segments for sports viewing;
- Increased media coverage lends interest to word of mouth experience, and is extended for anyone who has visited, or will visit the host destination, through association with the Games.
- Visual impressions have impact that the written word can not equal; and
- The Olympics creates topical conversation that by extension includes the host nation.

Since the Barcelona Olympics, the recognised opportunities to attract international tourists and conventions through association with the Olympics before and after the event itself have grown enormously (McCabe 1996; Hickman 1997; Tourism Victoria 1997). It should be noted that much of a destination's ability to host these conventions etc., both immediately before, and after the Games could be attributed to the increased specialised infrastructure associated to the SE requirements. Host destinations potentially have a great opportunity to utilise the infrastructural requirements to ensure a long term foundation that will aid in the attraction of further SEs. This ability to attract and host conventions, exhibitions and meetings is not only true of the specific host destination. Increased awareness of the host region due to Olympic related publicity could help associated destinations attract convention related business.

2.4.2 *The development of special event calendars*

Currently, all eight of the States and Territories of Australia produce some form of Special Event Calendar. These calendars represent a direct means of providing information to potential consumers of events in the relevant region. However, there exists debate about the effectiveness of these calendars (Jago and Shaw 1995; Wicks and Schuett 1993).

Review of the current Australian State and Territory event calendars brings in to question the actual aim of their production. The effectiveness of current calendars to represent SEs is questionable when they are often lacking in relevant information and in some circumstances are outdated when published. Added to this quandary is whether the public at large is the actual target, or whether they are only a secondary market to travel trade and media. Until specific objectives are decided for Special Event Calendars, no quantifiable information can be obtained and utilised. At present, however, they represent the only viable comprehensive listing for analysis.

Getz's (1991a) view that these calendars are little more than a chronological listing of events that fail to add further to the events themselves, seems to be confirmed. Major flaws such as lack of indexing or event categorisation, and insufficient persuasion to purchase the product/s, prevent the user's appetite from being 'whet' (Jago and Shaw 1995).

Current lack of prepackaged SE product, whilst identified by some as a commercial opportunity, should be reviewed carefully by organisers against the practicalities of such a potentially mass marketed approach. Much of the evidence contained in Chapter Three supports SEs *not* being enlarged for 'mass' consumption for reasons of authenticity, social interaction, minimal facility capacity, and community participation. Ultimately any packaging will need to be linked to the aims of the individual destination's planning strategy, and their social and infrastructure capacity.

2.4.3 *The evolution of state special event divisions*

The formation of SE divisions in the various State and Territory tourism organisations supports the view that SEs have distinct requirements and are important enough to justify specific attention. At the same time the overall goal of the State body can be supported - in the case of Tourism Victoria, "to act as a catalyst in stimulating industry growth and development" (Tourism Victoria 1997: 16).

In the SBP93, TmV aimed at identifying, developing and establishing a recognised market position for the State, the result being the Jigsaw campaign. The SBP97 aimed at building upon the cooperation and coordination of industry that had already been established, as well as encouraging industry organisations to assume a greater ownership of future development activities.

The SEs division at TmV actively seeks opportunities for cross development and promotion, for example, linking quality food and wine experiences with events. Important issues for the future encompass:

- Comprehensive tourism development plans for each of the product regions⁴;
- Focus on regional Victoria for the facilitation of infrastructure development;
- Providing industry with reliable and targeted research to enhance planning and development;
- Monitoring and updating performance indicators against specific objectives of the Strategic Business Plan;
- Reviewing the competition from other states in attracting events;

⁴ As part of TmV's strategy, 13 regions have been identified and marketed via the Jigsaw campaign, based on the supposed identifiable regional characteristics (Figure 5).

- **"The need to develop a diverse range of events which complement Victoria's product strengths, reinforce the State's promotional image and ensure geographic and seasonal dispersion of activity"** (Tourism Victoria 1997: 81).

Realistically, 80% of Victoria's tourism industry is comprised of small businesses (Tourism Victoria 1997). As such, it is imperative that a unifying body works to establish, at a macro level, strategies that create a business environment that is relatively stable and profitable. The SBP97 strategies include:

- Segment marketing for increasing visitor expenditure, length of stay, and dispersion around the State;
- Improving standards and professionalism;
- Promoting the need for strategic planning and research;
- Attracting investment for tourism infrastructure development;
- Encouraging a more even spread of visitation across the year (Tourism Victoria 1997).

Although the SBP93 and SBP97 referred to SEs in general, it was clear that the emphasis was on hallmark and major events. Importantly though, the SBP97 proposed the instigation of regional action planning, moving away from the Melbourne city 'gateway' focus. The 1997 launch of the next phase of the *"You'll love every piece of Victoria"* advertising campaign, increased the focus on regional Victoria and allowed for the greater integration of the SEs Calendar. It further enhanced the importance of the short-break market.

2.4.4 *Tourism Victoria's Strategic Business Plan*

TmV was established as part of the Victorian Government's restructuring of the Victorian Tourism Commission, with "responsibility for the coordinated development of tourism in Victoria" (Tourism Victoria 1993b: 3). It took on the role of leader/facilitator, and worked closely with the then Melbourne Tourism Authority and Country Victoria Tourism Council "to develop and maximise cooperative marketing programs and services" (Tourism Victoria 1993a: 15). Aiming for a more proactive stance, there evolved an important change of direction in regards to tourism development, broadening the stakeholders involved and acknowledging the need for longer term strategies:

"If the industry is to realise its true potential, all participants must work to the one long-term plan. Tourism Victoria, in consultation with the industry, will develop that plan and provide the leadership necessary to ensure its success" (Tourism Victoria 1993a: 15).

In April 1993, the TmV Board released *A New Future For Victorian Tourism, Towards 1996 & the Year 2001* (Tourism Victoria 1993a). It sought to "set out a program and timetable for developing (change) ... with the purpose of providing Victoria with a sustainable competitive advantage in tourism" (Tourism Victoria 1993b: 3). From there the *Tourism Victoria Strategic Business Plan* (Tourism Victoria 1993b) was established to coordinate the changes.

This SBP93 thus established a framework through which TmV could fulfil its Government charter - "to plan, develop, research and finally implement coordinated tourism strategies" (Tourism Victoria 1993b: 3). Thus, a concerted effort was instigated to build a common purpose for public and private sectors of the industry, while recognising the need for a competitive business approach.

The SBP93 identified six main issues which would need to be addressed in order to more fully realise Victoria's tourism potential (Tourism Victoria 1993b: 14):

1. The Product Range,
2. Marketing Strategies,
3. Information, Product Distribution & Wholesaling,
4. International Air Services,
5. Industry Leadership and Coordination, and
6. Conventions, Exhibitions and *Special Events*.

For the first time, Special Events tourism was formally recognised as an issue requiring separate strategies. Key factors involved in this recognition were:

- "research indicates they are the *catalysts* which bring many visitors to the state" (Tourism Victoria 1993b: 90);
- "The number of people visiting Victoria because of events is increasing which underlines the potential value of further developing the state's *product range*" (Tourism Victoria 1993b: 90);
- SEs as a trend were on the increase globally, due in some part to their *media drawing power* around the world (the author notes that this reasoning appears more centred on hallmark/mega events); and
- Additionally, SEs were increasingly considered an integral part of the total product that represents a *competitive* tourist destination⁵.

⁵ Tourism Victoria's *Mission Statement*, in partnership with the industry, was stated as: "*Maximise employment and the long-term economic benefits of tourism to Victoria by developing and marketing the State as a competitive tourist destination*" (Tourism Victoria 1993b: 11).

This recognition went a long way to revealing the importance that the government placed on such activities. While SEs were seen as necessary to developing a competitive tourist destination, just as importantly their power to enhance the existing product needed to be recognised. As such, there existed scope to link major events, and other attractions and activities within the State, to enhance the overall product available to consumers.

In 1997, TmV produced their revised and extended *Strategic Business Plan 1997-2001: Building Partnerships* (Tourism Victoria 1997) (SBP97). In the Minister's Foreword, Louise Asher MP credits major events, and the ability to market a full calendar of events, as one of three achievements which had bought such a remarkable turnaround in the State's tourism industry. The second achievement was the inclusion of TmV within the established Department of State Development, which was a deliberate strategy to link tourism with a main economic development portfolio in order to enhance economic activity and job creation. Finally, she acknowledged the impact of increased funding which allowed TmV to effectively market the State within a very competitive environment.

By incorporating SEs as a part of the entire Strategic Business Plan, objectives were established from which future plans were to be held accountable. This counteracted the previous problem where organisations representing various development sectors often only came together when there was seen to be individual benefit from doing so. As a result, operations had not always been directed towards planning that enhanced predetermined goals, with benefits ultimately for all stakeholders. Consequently, accountability had been compromised.

Ultimately, the SBP97 focused strategies by:

1. Providing a broad five-year plan, and a specific three-year plan, for industry and government, within which planning and investment decisions could be applied.
2. It allowed for recognition of any goals that might not have been addressed, and highlighted potential areas for investigation where the outcomes might have differed from that expected; and
3. Ensuring trends and opportunities could be exploited as they arose, by allowing flexibility for market strategy refinement.

The traditional importance placed on economic, tourism and commercial impacts (Jafari 1982a & b; Getz 1991b; Faulkner 1993)⁶, was mirrored with the Tourism Victoria Mission Statement:

"Maximise employment and long-term economic benefits of tourism to Victoria by developing and marketing the state as a competitive tourist destination" (Tourism Victoria 1993b: 11).

These economic based impacts are deemed more easily measurable (Archer and Cooper 1994) than many others and thus regarded as more able to withstand public scrutiny (Burns and Mules 1986a).

In the SBP97, TmV stressed the importance of economic benefits, but made only token reference to 'social' benefits for all Victorians (see Figure 3 and Figure 4). However, the potential negative aspects experienced by a community at large, both socially and environmentally from the hosting of SEs have been recognised as leading to negative attitudes towards tourists and tourism generally (Heenan 1978; Pizam 1978; Pearce 1980; Allen *et al.* 1988; Hall 1990; Long *et al.* 1990; Ross 1992; Crandall 1994; Getz 1994c; Johnson *et al.* 1994; Kavallinis and Pizam 1994; Pearce 1994). As such, these issues of potential conflict need incorporation within the development processes currently in place.

⁶ For the purposes of this report, unless otherwise stated, economic impacts should be viewed to include economic and commercial issues, as the researcher at this stage sees them generally to differ from those social and environmental impacts. It also represents the different methodologies utilised by the monitoring systems to evaluate the results (See Figure 1).

2.5 SPECIAL EVENTS - UTILISING THEM FURTHER

Undoubtedly SEs are a growing phenomenon that communities are utilising for a variety of beneficial outcomes. Simultaneously there exists an outstanding opportunity for researchers to clarify the elements that are essential to exhibiting a successful SE. Janiskee (1994) warned that currently too many assumptions exist that rely on totally unsubstantiated generalisations. By establishing elements that can create successful SEs, and being aware of issues that would potentially detract from that success, organisers would have a greater opportunity to combat increasing competition and insulate themselves from the conditions that contribute to instability in the SEs environment (Fisby and Getz 1989).

Without adequate data gathering over time, it would be impossible to establish relevant patterns of growth and change (Janiskee 1994). This same information would aid organisers in understanding the development needs of their SE, and enable them to place these along side the issues arising from the SEs 'lifecycle stage' (Fisby and Getz 1989; Butler 1980).

Other authors warn that SE research needs to be carried out with a view to recognising the individuality of the destination, culture, and activities involved, for it to be truly effective (Janiskee 1996; Williams *et al.* 1995). Potential transferability of such research must be carefully analysed, as any generalisations could be potentially harmful. Simultaneously there is a definite need for studies designed to identify macro-scale trends (Janiskee 1994).

Ultimately this thesis aims to establish an informative picture for SE organisers and potential organisers, that will provide them with a starting point - the temporal, spatial and thematic division of current SEs in Victoria according to those listed in the *1997 Calendar of Festivals & Events (CAL97)*. The researcher stresses that any results would be limited, only reflecting data provided in the 1997 issue, and that further research would be needed to establish any growth and change patterns.

2.6 CONCLUSION

The phenomenon that is SEs has increased dramatically during the last decade alone. Conversely, the understanding of the macro scale product and the issues involved in producing a successful event are still to a large extent unknown. Ongoing reliable research is needed to establish the current situation in the events industry. Continuing research would create a platform where trends within the industry could also be examined, and might be assessed and utilised by SE practitioners to redress the current imbalance and ultimately ensure sustainability of the SE industry. This imbalance to date has been exacerbated by the reliance upon demand-related information/research, rather than evaluation simultaneously considering the supply side of the SE equation.

Tourism Victoria by producing the SBP93 and SBP97, deliberately sought to create a relevant set of objectives for the tourism industry to work towards. SEs have emerged as a tourism product in their own right, verified by the government backed calendars, and SE division within Tourism Victoria. Against these strategic objectives the success or weakness of the SE industry can now be evaluated. However, for this evaluation to be effective, the SE industry needs to be recognised as a whole, and not just be focused on the few mega-events.

It is important that local organisers consider their own community's strategic plans regarding tourism development, to ensure they align the SE with these pre-established objectives. In so doing, the SE can be an effective catalyst for promoting a diversified product for locals and tourists alike, especially where traditional industries might now be failing, and tourism is being sought to supplement or replace these industries.

CHAPTER 3: SPECIAL EVENT DEVELOPMENT

POTENTIAL AND LIMITATIONS

3.1 INTRODUCTION

Discussion in this chapter continues to highlight the concerns held with the rapid growth and increasing reliance on SEs and the tourism product generally. The idea that SE participation might be auxiliary to the main purpose of visitation is furthered, but it also creates potential opportunities to link SEs. Ultimately it reinforces the idea that all community/regional activities should be aligned to create a synergy that reflects favourably on all.

Specific limitations which could affect the sustainability of the SE product are reviewed. Conversely, issues relating to the expectations regarding SEs and the increasing sophistication of consumers are discussed, due to their relevance to the long term development of tourism initiatives.

Three essential questions are established for review in the study, relating to the temporal, spatial and thematic concentrations of SEs. The hypotheses which are established relate directly to these three issues.

3.2 SPECIAL EVENTS - A GROWING PHENOMENON

The growing phenomenon of SEs has been noted by several authors (Jago 1997; Janiskee 1996; Law 1996; Getz *et al.* 1994; Janiskee 1994; Hall 1992b; Getz 1991a; Janiskee 1994). Gratton and Taylor (1988a) proposed the 1984 Los Angeles Olympic Games as a turning point in the desirability of staging SEs, as its recognised profitability persuaded many that image, prestige, increased infrastructure and community pride did not have to come at the expense of long term debt, as had been the case with the 1976 Montreal Olympics debacle.

There are now varied reasons that contribute to the desirability of SEs (see discussion in Chapter Two and Figure 4): economic benefits, enhanced image, community pride, continuation of culturally significant events, and overcoming traditional seasonal down times, to name a few.

Recognition by government and other organising bodies of SEs (eg. Melbourne Convention and Marketing Bureau, Melbourne Major Events, State Special Event Calendars) goes a long way to revealing the importance now placed on such activities. While they are seen as potential "catalysts which bring many visitors to the State" (Tourism Victoria 1993b: 90), just as importantly, recognition needs to be given that they are product enhancing in the long term. Increasingly, enhanced and expanded image is the focus of desired results. As such, there is scope to link SEs and other attractions and activities within the State to enhance the overall product available. Whilst the SE may be the activity, the long term and broader objective is often that the SE be part of a region's sustainable development strategy (discussed further in Section 3.4).

Allen *et al.* (1988) and Perdue *et al.* (1987) commented on how there had been a diminishment of the traditional industries that had provided the economic mainstay for communities. Tourism is now hailed by many as the 'replacement' industry, and SEs are a part of that structural diversification. As a consequence the continuation, invention and bidding for SEs has become a competitive business, as communities seek to replace or expand their economic and social activities:

"The current inflation of special events is a consequence of the competition which exists between places; no city can afford to miss out on this type of attraction" (Law 1996: 98).

Hughes (1993) did, however, warn against blindly expecting results for growth and regeneration from SEs, without careful contemplation of the opportunity costs, and correctness or fit of the type of event within the community. An event created for the sake of it, instead of being aligned to the broader predetermined goals for the whole community, could potentially create more lasting harm than good, for often a SE might be staged at the expense of real goals and associated activities.

So whilst the growing phenomenon of SEs has been recognised, and communities, event organisers and government agencies compete to host SEs, there is currently concern regarding the rate of growth. Specifically, growth and how it will affect the issues of sustainability, quality, authenticity, saturation, economic viability and beneficial returns for all levels of the community into the continuing future.

3.2.1 *Complications for Research*

Currently there are intrinsic complications that detract from a viable and reliable understanding of the outcomes associated with the staging of SEs. If organisers are indeed to achieve lasting benefits from the staging of SEs, then problems/complications associated with this growing phenomenon need to be simultaneously acknowledged and redressed.

Much of the increased focus on SEs has been due to the value associated with increased media exposure given to mega/hallmark events. However, due to the nature of the vast majority of SEs which are produced on a much smaller scale, the desired benefits associated with mega-events are accordingly limited. Although not receiving the intense media exposure, locally supported festivals and events face many of the same issues as mega-events in producing a successful event, and it is these that require definition and research. As an example, it is important that intangible returns such as 'image' are quantifiable to some extent so they can be measured against real desired benefits and associated opportunity costs.

The current lack of useable databases and research generally of the supply side of SEs, has hindered researchers and organisers from being able to establish a volume of knowledge that might assist them in revealing trends and other practical information. Without reliable research, the myths associated with the phenomenon that is SEs are perpetuated.

Another complication is the dilemma for organisers of SEs who recognise the opportunities for goodwill and funding when associated with SEs, which might not otherwise be forthcoming. SEs can be seen to be acting as catalysts for further development (Evans 1996), investment, future events and increased tourism, as well as their ability to unite previously uncooperative parties (Law 1996) which has also been a factor of their perceived success.

3.2.2 *Controlling the phenomenon - the next step*

Getz (1991) in his publication *Festivals, Special Events, and Tourism* summed up event tourism as involving systematic planning, development, and marketing of festivals and SEs as tourist attractions, image makers, catalysts for infrastructure and economic growth, and animators of built attractions. Several authors (Evans 1996; Law 1996; Getz 1991a; Burns *et al.* 1986b) discussed the multiple objectives of staging SEs as being: extending the experience for residents; raising the profile of the area; and attracting visitors. These authors imply that there are multiple issues involved in the successful staging of a SE, and these extend beyond the theme, activities and timeframe of the actual event itself.

Law (1996) noted that "One consequence of the inflation of special events is that no city can afford to rest on past achievements ... Each special event is thus only part of a long-term campaign which must be repeated in some way if the progress made is not to be wasted" (Law 1996: 107). The future of SEs is not determined, but the factors affecting their ability to succeed in an increasingly competitive and saturated market are beginning to emerge. Unless organisers are aware of the issues and prepared where necessary to meet the increasing expectations of the consumers, to analyse strengths, weaknesses, opportunities and threats pertaining to the SE, they run a very real risk of not only damaging the SE's potential, but also losing the potential associated benefits. It is only by understanding factors affecting the success or failure of SEs that organisers may control the longevity and success of SEs maintained/introduced.

3.2.3 *Keeping the special events phenomenon in perspective*

Already mentioned has been how SEs have grown as an industry and still continue to grow, along with the concern some researchers have expressed about the potential saturation that could seriously harm the current and future industry. Pragmatically, whilst many researchers and organisers have commented upon the benefits derived from establishing an 'image' through the staging of a SE, research has not linked this increased awareness into increased tourism activity in the long term (Ritchie and Beliveau 1974). The other issue of SEs being of short duration, sometimes occurring annually, to others that are one-off, should lead organisers to evaluate the impacts that can result within such short time frames.

Overall SEs need to be received within the broader and more realistic context of leisure and tourism activities and not be burdened with responsibilities and outcomes that are not possible. They are but a *part* of the leisure and tourism activities a community participates in, and may take many seasons to recover their costs as well as perpetuate any increased business within the community. Ultimately this perspective needs to be kept to ensure they are never viewed as stand alone activities. The involvement and acceptance of their local community is too vital to success to be discounted, and whilst in some cases they might become a central focus, they will still always remain but a part of the total product.

Significantly, SEs can be categorised as an attraction, an activity, or a combination of both (Jago 1997). SEs may be the sole or major purpose for visitation, but often there are other contributing reasons for a trip. It has been argued that a SE might have been a initial factor in raising a visitor's initial awareness of the destination, but research still has not determined how influential this might be compared to other variables involved in the decision making process (Crompton and McKay 1997). SE activities are also an influence in the decision of the local contingent. Ultimately, SEs can be viewed as a hybrid, combining the attraction and the activities, to gain its status (Jago, 1997).

The creation, maintenance and expansion of events impinges upon resources of the public sector that might otherwise have been utilised elsewhere. This opportunity cost requires that persons making requests for resources, be they of a monetary, human or political nature, are able to justify the commitment of these resources away from other potential opportunities (Wicks and Fesenmaier 1995).

Currently many stakeholders involved in SEs appear too narrowly focused on the short term implications of desired outcomes for the SE. If no clear alignment is established for SEs to an overall development strategy, stakeholders run the risk of bargaining subjectively. The importance placed on environment, social acceptance, cultural infringement and commercial saturation impacts would thus be vulnerable to political and other timely significant issues, rather than remaining faithful to overall strategy. Dr. Bob Brown in the foreword of *Sustainable Tourism An Australian Perspective* reflects that "industry and politicians need to act together to drive the push for the adoption of sustainable practices rather than being dragged along by public sentiment" (Harris and Leiper 1995: vii). Into this could also be read subjective decisions influenced by currently powerful/valuable interested stakeholders. SEs to avoid being vulnerable to changing trends and interests, desperately need to establish themselves as non-subjective issues that can stand up to public and political stakeholders over the long term.

Hall (1992b) and Getz (1994) both remark upon the non-critical and overall 'positivistic' approach that the majority of research has taken in regards to tourism. Getz went further to condemn the 'culture of growth' which fostered "blind pursuit of sheer arrival numbers" (Getz 1994: 1). This self-perpetuating cycle is based on a mind-set of increasing targets. Targets are constantly revised upwards to expand the current market share, or to reflect the desire to beat the targets of other comparable destinations. Unless these targets of tourist numbers are met, it is deemed to be a failure. Instead, Getz (1994) proposed that the culture of growth, which ironically many destinations do not have the ability to support, should be replaced by the assessment of issues such as sustainable tourism development, and attraction of quality tourists who would better support yield management.

3.3 SPECIAL EVENTS - LIMITATIONS FOR SUCCESS

A number of researchers have challenged the presumption that SEs potential for growth and expansion is virtually unlimited (Wicks and Fesenmaier 1995; Janiskee 1994 and 1996):

"One of the more salient concerns in the festival industry is whether rapid growth in festival numbers may saturate the market and create harmful competition for the festival-goers and sponsors" (Janiskee 1996: 136).

Both the apparent sophistication of consumers and the increasing choice due to the competition will ensure that whilst many might survive, only those that adapt themselves according to changing demand and environmental competition will be profitable for their host community. More and more, the organisers of SEs are going to need practical information to enable them to better understand trends, market niches, and generally how to continue to produce a successful SE.

In the literature, growth was often equated to mass tourism. Getz (1994b) has argued against this view, proposing there are more effective and beneficial forms of tourism. Harris and Leiper (1995: xxx) whilst nominating growth as increases in visitor numbers, also acknowledged the importance of the "time they spend in a destination". This issue gains momentum when combined with the argument that tourism, SEs being a case in point, is not an activity equally dispersed throughout a country, region or city. Instead, tourism tends to concentrate at specific destinations geographically, can involve concentrated interests (Frew and Shaw 1995; Wicks and Fesenmaier 1995; Martin and Manson 1993) and as already mentioned (section 2.3.5) often involves heavy seasonality (Ritchie and Beliveau 1974), which further compounds associated problems.

The growth rate and influence of tourism activities changes depending on the stage of the 'cycle' of evolution (Butler 1980; Ritchie and Beliveau 1974). This obviously is influenced in turn by the peculiarities of the destination and its development strategies. It is important for organisers to understand that destinations evolve, and that often the differing stages of evolution attract different

types of visitors. Hypothetically these evolutionary phases of a SE could also attract different people. Ritchie and his collaborators on the Olympulse series also suggested that SEs have a product life cycle, and by understanding this organisers possibly have a choice for the most effective way to combat the various stages involved, and the issue of 'awareness decay'. Researchers need to develop a clear overview of the reality, to ensure long term planning, and that benefits can be established, via predictable and reliable scenarios.

Harris and Leiper (1995) warned of delayed effects that would affect those who mistakenly relied on 'reacting' to market changes: "Firstly, it can take many years before conditions deteriorate to a level that tourists find unacceptable. Secondly, by the time this threshold is reached, the cultural and physical resource base on which tourism depend may have already become too seriously degraded to allow efforts to halt the decline in visitation to be successful" (Harris and Leiper 1995: xxix). Pro-active tourism management requires that constant assessment is made in regards to market position and consumer trends, and any differences between them.

For SEs to reach their potential, research is necessary to ensure an understanding of the particular markets for existing events, and the potential, if any, for expansion of existing events and the planning of new ones.

By breaking down the overall picture that is contained within the framework of SEs in Victoria, suppliers of SEs and associated activities, would potentially be able to target activities towards specific consumer groups and have a better understanding of the competition by temporal, spatial and thematic relationships.

Ultimately, organisers need to recognise that growth of a SE does not necessarily equate to a higher return (Burns *et al.* 1986). Also a SE needs to evolve to ensure it remains relevant to the needs of its consumer, whilst still being competitive in its market environment. This would allow organisers to be more effective in the efforts to satisfy the requirements of consumers and minimise the risks of competition, whilst allowing the SE to be sustainable well into the future.

3.3.1 Significance of a special event is relative to the host community

The size of a SE is relative to the significance it has for a region. So what might not be considered worthy of SE status at a capital city level, could qualify as one within a smaller region (Hall 1989a; Getz 1983).

Additionally, any form of tourism, leisure activity, and co-dependant businesses, ultimately rely "upon a given community's stock of natural, constructed and socio-cultural attributes" (Harris and Leiper, 1995: xx). Authors denote this relationship as 'carrying capacity' (Archer and Cooper 1994; Getz 1983) which is seen as "the point beyond which further levels of visitation or development would lead to an unacceptable deterioration in the physical environment and of the visitor's experience" (Archer and Cooper 1994: 73). As a consequence uncontrolled 'growth' would not be desired.

Added to this definition would need to be the level at which the host community also sees the effects of tourism inflow as offensive (Kavallinis and Pizam 1994; Dowling 1993; Ross 1992; Burns and Mules 1986a). If the host community is to provide the services to the tourists during their visit, whilst still carrying on with their daily businesses, then they obviously have to be involved to produce good service. In fact, Pearce (1991) commented on the increased importance of service overall, as he discussed how earning power of the natural habitat was linked not to its capacity to create unique goods, but rather to supply unique services.

Saturation could have the adverse affect of removing the special characteristics of each SE. The reasons are varied, including overcrowding, diminishing the host community's involvement at all levels, commercialisation, homogenisation of activities, products and services. Competition would no longer be focused upon the event activities, but rather could be moved to tangible aspects of cost, timeliness, distance and marketing effectiveness. All these lead full circle back to the crux of mass marketed tourism products. As a result, involvement of the host community and benefits received are diminished, removing their sense of 'ownership'. Additionally it makes the SE product vulnerable to easy substitution,

as the focus is no longer the unique characteristics of the actual SE, but rather the overall product package.

Access to a pre-packaged product is argued to be currently one of the major failings of the SEs industry (Jago 1997; Jago and Shaw 1995; Getz 1994). Simultaneously the unpackaged product is recognised as a desired characteristic as it allows tourists to experience the culture of a place at a more personable level rather than feel they are experiencing an homogenised product (City of Melbourne 1997; Getz 1994b). It must be remembered though that the aspect the SE plays in the overall importance of the leisure experience can differ.

Firstly, it would be more practical that only larger scaled SEs are packaged for the mass market, as the required facilities would be available. Smaller scaled SEs on the other hand presumably would not be able to contend with sudden mass interest, which would in turn decrease the quality of the experience provided. This would damage the possibility for repeat visitation apart from the SE, and lead to negative word of mouth. One possible way to take advantage of packaging might be for several communities within a region to join together promoting travel within the region, longer length of stay and hopefully greater exposure to the region than might have initially been undertaken.

Secondly, smaller scaled SE visitors more specifically come for the event itself. While it may lead to possible future visitation for non-SE related travel, initially the event activities are the cornerstone of attendance. As such, its unique characteristics are often its most powerful drawing force (Ritchie 1984).

Alternatively, if one investigates larger scaled SEs, there is a realisation that the event is not necessarily the only reason for visitation. Instead, associated leisure travel, possible location specific business or the atmosphere of the city are more influential, with the SE really being auxiliary. Thus the SE is not the primary determinant for travel, nor is it the sole determinant for satisfaction. Whilst acknowledged that many of the regional SEs are primarily supported by locals, many communities still seek to attract visitation as well. Currently, the idea that a

SE may be *auxiliary* to other purposes for visitation has yet to be realised by many organisers who typically deal with the SE in isolation. Instead they need to recognise the potential opportunity where seasonal concentration might be lessened as long as other factors such as accommodation, business and atmosphere are readily available.

To summarise, by necessity SE organisers need to be aware of the scope for SE activities within the makeup of a given region. Its significance and support from a regional population is of prime importance considering the reliance on local patronage. This support is not just at the event, but also local acceptance of potential visitors. Another issue is the potential profitability of a SE which often relates to what it is that makes it unique. If organisers were to try and mass market the same event, often its intrinsic uniqueness would be lost. Finally a very real limitation exists where associated infrastructure might be unable to cope, which along with visitor influx of a consequently limited duration could potentially lead to community and visitor dissatisfaction.

3.3.2 *Utilisation of existing events*

SEs have become an important component of regional strategic tourism planning (Jago 1997; Tourism Victoria 1993a, 1993b and 1997). For many regions, the focus would be utilisation of current events and festivals that could be refined and marketed to aid tourism development. This would be in contrast to creating new events that could hold little meaning if any for the local population.

At the same time *created* events can be beneficial. Getz (1991a) gave the example of creating 'instant traditions', eg. Dickens on the Strand in Galveston, Texas. Here the community created an event based on the past culture, and actually revived something that had been lost. In so doing, community spirit was needed to accomplish and support it, a locally based leisure activity was created, and community pride developed. Who is to say that these potentially 'emergent authentic' SEs (Getz 1994a: 320), are any less effective in their end results?

Lifecycle development (Getz 1991a; Butler 1980) could potentially encourage an advantage. Repeat visitation should be encouraged, and as such, a SE can not be allowed to stagnate, but rather, by developing further over time, it simultaneously can meet the changing and rising expectations of consumers (Wicks and Fesenmaier 1993).

There is increased competition, for smaller scaled SEs as well as for hallmark events. The potential ramifications could be:

- not utilising existing SEs;
- establishing events for which there is no market potential; or
- forgoing opportunities that might have a more beneficial return in the long run.

These can all lead to failure that is costly in monetary as well as other terms. With the prior discussion about the increasing importance of the image enhancing factor related to SEs, these ramifications could seriously threaten or weaken tourism planning generally within the region.

Synergy of all regional activities may be able to give new life to existing events. Getz (1991a) discussed 'clustering' smaller events from the same area, "either in sequence or all at once, to achieve a higher level of awareness and attractiveness than could be achieved by small events independently" (Getz 1991a: 171). A variation to this is where an anchor event is used as the initial drawcard, but spinoff events are diffused throughout a region, whereby a range of segmented markets might be more easily satisfied (Getz 1991a).

Ultimately, key benefits are obtained without restricting or relying on one particular attraction, or being vulnerable to a specific market segment. Examples of benefits include:

- **Theming** can be somewhat independent of the physical environment;
- Higher **awareness** can be generated for entire regions;
- Increased **tourism**; and
- The events could be **accessible** to a greater number of people.

Simultaneously, potential negative aspects could possibly be diminished:

- The **costs** would not be as burdensome for any one organiser;
- Less pressure from **crowding** might be more sustainable;
- Potential **opportunities** are able to be incorporated at a later date;
- Importantly tourism **demand** is spread throughout an area instead of being centred, at the cost of other destinations.

Some organisers might think that by successfully bidding for a new SE it is enough to bring a wider scope to the regional SE program. However, the success of established events often has much to do with the ownership local participants feel towards a particular SE. That is not to say existing SEs don't need to adapt to

ensure repeat visitation. Ultimately all SE and related tourism activities need to create a synergy for the region that go beyond the immediate event. Without it, possible failure could reflect beyond just an event, to the broader image of the region.

3.3.3 *Authenticity - a growing issue*

Authenticity has been held out by many within the literature as an essential component for a successful SE (Getz 1994a; Pearce 1982; Vallee 1987; Cohen 1979; MacCannell 1976). The desirability of an 'authentic' experience varies, but reasons for its attractiveness for many include:

- being able to witness an experience that gives a true representation of a host community's traditions/culture;
- to feel part of a worthwhile activity that has meaning;
- to gain a greater insight into the visited community; and
- to be part of a non-homogenised product.

The literature also acknowledges the success of contrived experiences. Examples such as Tjapakai aboriginal dancers, and the Amish in Pennsylvania, all point towards consumers' willingness to partake of cultural events that are effectively staged for their consumption. Getz (1994a) labelled this phenomenon as 'boundary maintenance'. In this way the culture is prevented from becoming a 'show' for organised tourist visitation, and simultaneously it prevents disruption of its community. Being tourist orientated, highlights are presented, and at the same time contact/commercialisation of cultural traditions, or events that are private are prevented. This essentially differs from 'staged authenticity' which describes "events created with the intention of fooling observers" (MacCannell 1976: 316).

Organisers might have opportunity to support SE themes within a region, clustering SEs to spread the involvement. Consequently, quality and range becomes paramount to promoting the SE. An example might be Food & Beverage

themed events where the comparative authenticity is less important than the availability and involvement with the current products of the region for visitors.

Eventually, authenticity relates directly to the residential population and culture they display in front of others. Their ability to feel comfortable and accept potential outsiders is essential to the realism experienced by tourists. Without their acceptance, disgruntlement could arise which may divide the community, affect the culture and be blamed on the tourists personally. For many, the immediate focus of SEs is their ability to attract visitors from outside a region - thus relating to tourism.

Simultaneously, it must be recognised that SEs in many instances, primarily provide a leisure activity that is attended by residents within a region, who would not be classed as tourists. While the first may be valued as more 'desirable' by some, due to the associated net injection of monies (ie. their monies are effectively viewed as an export opportunity) (Faulkner 1993; Burns *et al.* 1986; Jafari 1982a), the second category should in no way be discounted. Residents of a region are by tradition the main participants for a SE. Consequently return patronage and involvement is essential for the SEs success.

3.3.4 *Accountability for the success/failure of a special event*

Accountability is increasingly a consideration in the desirability that hosts might have for SE development. Thus to more fully understand the issue of being accountable, it is fundamental for organisers to go beyond the dollars and cents mentality of a balance sheet, and instead investigate the variety of issues that combine to affect the final acceptance or rejection of the SE.

Already mentioned were the issues of opportunity costs, where SEs if chosen are done at the expense of alternative opportunities, and the fact that SEs are often instigated as part of an overall development strategy. As government support becomes less assured for regions, and in some cases more conditional, organisers

are having to work harder to ensure their decisions are profitable enough to warrant expenditure on their proposals, be it monetary, human or political in nature (Wicks and Fesenmaier 1995). Increasingly local government is being held accountable for the economic, social and environmental wellbeing within its region.

Whilst many might view decreased funding and support from State and Federal governments as a disadvantage, those who are more optimistic recognise the associated freedom of responsibility that could enable regional based government to determine their own directions. As a consequence, the accountability for decisions made is very much evaluated from a community level, as opposed to being associated to more generalised and removed objectives.

Caution needs to be taken by organisers, however, to review decisions as part of the larger regional picture to allow for SE opportunities discussed, *eg.* Clustering, and utilising an anchor event for initial focus for spinoff events. The following discusses some issues that require contemplation when evaluating the accountability of SEs.

Visitor satisfaction, both residents and tourists, and even non-participants who feel they are affected by the activities of those participating, needs to be paid more attention by those organising SEs and associated programs (Burns *et al.* 1986b; Read 1980). Whilst repeat visitation might be desirable, if the SE is part of overall tourism development, then tourist visitor satisfaction takes on vital significance.

Organisers need to not equate satisfaction with the variety of activities produced, but rather align the SE activities to the interests of the particular category of visitor to be attracted. Organisers also need to look beyond their SE, and recognise that there are a variety of SE categories, interests and sizes, all competing for patrons, often during intensely seasonal periods within their market place. For some local communities this has been addressed by appointing an inbound tourism officer to develop sympathetic and beneficial partner programs, inclusive of SE activities.

Harris and Leiper (1995: xxvii) noted "Commonly the tourism industry (thus we can consequently read tourists) makes use of a society's natural environment and cultural heritage at no cost" (Harris and Leiper 1995: xxvii). Whilst it can be argued tourism as a genre does pay its way via specific taxes and development of specific related facilities, it is highly contentious as to how much of this revenue actually is used to 'maintain' the environment and heritage. SEs can be seen in many cases to further exacerbate this issue.

Apart from possibly certain hallmark and major events (*eg.* Olympics, Commonwealth Games, Formula One Grand Prix), many SEs are viewed as 'free' to visitors. Other than the personal costs of travel, possible accommodation, food requirements and maybe some specific activities a tourist might wish to engage in, the event and related activities are not purchased. Where this creates a dilemma is that whilst individual businesses might benefit from these tourists, who is actually supporting the upkeep and maintenance of the facilities used to hold the event and associated activities? Middleton and Hawkins (1994) proposed the principle of 'polluter-pays' for tourism generally, with the cost being directly linked to the effort required to prevent damage to the environment, and paid for by the user. Another proposal has been to 'harden' the environment, whereby access is limited to specially designed areas to reduce any damage, (Phillip Island Penguin Parade areas are a good example of this type of development).

To conclude, much State and Federal government responsibility is being transferred to local government, making it more responsible for local development decisions. Communities are more critical of SE development that does not recognise the broader issues for success (see Figure 4) and satisfaction pertaining to SEs. They want to feel any funding or related decisions do warrant the associated opportunity costs to their community. Additionally, decisions impact on the broader region, so without pre-established development strategies, potential competition could ultimately be self-defeating for the region as a whole.

3.4 SUSTAINABLE DEVELOPMENT - AN ISSUE

Another issue is the question of whether there is consumer demand to sustain the current rate of SE development (Janiskee 1995). Research has identified the advantages of a sustainable product that can continue to provide a return on the initial investment over an extended period of time, rather than only for a one off event.

Ultimately, tourism relies on being able to sustain an environment or culture over an extended period of time. As such, "If sustainable development of these resources is to occur they must be managed in a way that allows the economic needs of industry and the experiential needs of tourists to be met while at the same time maintaining cultural integrity, preserving or enhancing biological diversity, and maintaining life support systems" (Harris and Leiper 1995: xx). It may not be possible to meet all these objectives simultaneously. As such, micro level sustainability needs to be at the forefront of the sustainable development mindset. The perception of what constitutes an opportunity needs reassessment, to ensure outdated dependence on the 'growth culture' is removed (Getz 1994b).

Sustainability does not demand that things continue as they are. In fact, researchers warn SE organisers against such practices (Janiskee 1994 & 1996; Wicks and Fesenmaier 1995), citing the growing competition and market sophistication as reasons that organisers need to adapt their SE activities to account for the continuing changes in the market place. Instead, sustainability highlights the need to constantly scan the environment to ensure that a SE's direction is aligned to ensure definitive goals are prioritised. To carry this out effectively, SE supply concentrations and gaps need to be identified and analysed.

3.5 SPECIAL EVENTS - POTENTIAL FOR SUCCESS

SEs are capable of contributing significantly to the lifestyle of a community, but increasingly they require awareness of the competition to ensure effective management of both the internal and external resources - "events can present great opportunities to meet economic and social objectives. However, unless events are operated and developed in a consultative and participatory manner with the community in which they are hosted, and for which the benefits of hosting should be, then the use of the events to achieve sustainable forms of tourism development will be extremely limited" (Hall, 1992b: xii).

3.5.1 *Incorporating special events within the development strategy*

The need to associate SEs with development strategies is now recognised by organising bodies - "increasingly, events are being viewed as an integral part of tourism development and marketing plans...(and as)...tourist attractions" (Getz 1989: 125). Other issues such as public expenditure on related infrastructure and facilities, and redevelopment of urban areas has led strategists to realise the potential legacies of events that impact beyond the events themselves (Hughes 1993; Hall 1992b).

Because of these cumulative and far reaching effects, "tourist development in the future must be better planned, more professionally managed and set in a broader context of development" (Pearce 1989: 292).

Hughes (1993) reviewed the case study of Manchester, which had sought to use the hosting of an Olympic Games to achieve urban regeneration, hence their bids for the 1996 and 2000 Olympics. This study highlighted the disruption and possible reversal of strategic planning where officials were blinded by the assumed increases in tourism presumed due to the hosting of the Olympics. Ultimately, Hughes noted that "The Games could prove a distraction from the development

and implementation of a firmly based long-term tourism strategy unless they are perceived as an opportunity to develop or strengthen such a strategy" (Hughes, 1993: 161). He further clarified this by explaining how the Games would "put considerable strain on the infrastructure. The high intensity and short-term nature of the Olympics may not fit harmoniously with long-term development strategies for tourism, and unless carefully managed it may not be beneficial and may even be counterproductive" (Hughes, 1993: 160).

It should additionally be considered that certain communities do not contain a cultural background that would successfully lend itself to hosting related events. It might even be counter productive to deflect resources from the predetermined strategic activities.

To be of more durable benefit to a host region, a SE, be it local or of hallmark proportions, must be carefully integrated into the local development strategy. If instead it became the focus upon which strategy and numerous forecasts were based, then it will likely fail to deliver results for two reasons:

1. SEs are by their very nature short-term. Whilst some are annual, they exist for very short periods of time. Benefits are limited also. Too often reasoning that SEs are 'catalysts' for increased development and tourism, can not be proven. Thus SEs should be but a part of the development strategy, of which all parts are directly focused upon the nominated goals for the region.
2. Opportunity costs can often be too high, in comparison to alternatives. The diversion of monies, time and efforts "from the pursuit of a more fundamental development strategy that will ensure long-term sustainable growth⁷" (Hughes 1993: 162), can lead to the hosting of an event that will disturb and even counteract the desired development for a region.

⁷ Discussion in section 3.4 had already noted concern raised by Getz (1994b) over the inferences some authors make in regards to sustainable development equating to growth of physical numbers. Instead 'sustainable growth' should be read as sustainable opportunities, which may include growth.

3.5.2 *Community involvement*

Much of the literature now focuses on the need for the analysis of SEs to go beyond the conventional economic analysis, and to also examine social and physical impacts, to allow for truer evaluation of the potential of the event (Gorney and Busser 1996; Wicks 1995; Crandall 1994; Getz 1994b and c; Dowling 1993; Faulkner 1993; Hall 1992; Ross 1992; Getz 1991a; Hall 1990; Hall 1989; Syme *et al.* 1989; Jafari 1982a; Burns *et al.* 1986b; Pearce 1980).

Ritchie (1994: 29) cited the conclusion of *The First International Tourism Policy Forum* held at George Washington University, which found "Resident responsive tourism is the watchword for tomorrow: community demands for active participation in the setting of the tourism agenda and its priorities for tourism development and management cannot be ignored." As prior discussion has inferred, community participation and pride can prove a real asset when sustaining SE activities and attracting SE tourists.

3.5.3 *Yield management - a theory with relevance to special events*

Although mass tourism has been the focus of tourism development in many parts, researchers now recognise that this type of tourism often does not benefit the community in economic terms (Getz 1994b; Getz 1991a; Pearce, Markandya and Barbier 1989; Brundtland 1987; World Commission on Environment and Development 1987; Burns *et al.* 1986b). Alternative forms of tourism that are regarded as having higher yield are now pursued in many parts. SEs are regarded as potentially high yield (Getz 1994b) when they utilise already existing facilities, promote a regional image for future visitation, and sustain local industries.

Thus it seems desirable to try to attract smaller numbers of tourists who stay for longer periods and use more of the local products and services.

3.5.4 *Seasonality*

Building upon the discussion in Chapter Two, seasonality can also result in a peaking of activities in a regional area. When this occurs saturation could result that would detract from the possible benefits available had a SE been more strategically placed in the regional calendar of events. Without accurate databases that can provide current information, and also display trends in relation to seasonality within a region and between other competitive regions, organisers would be unable to adequately evaluate their environment.

This same information would become even more effective if it were backed up by database evaluation dealing with the types of SEs, their time frame, and their geographical disbursement throughout the region and surrounding regions. In this way, seasonality and possible saturation could more effectively be revealed as either specific or general in relation to timing, geographic disbursement and SE themeing.

3.5.5 *Individualising event management*

Getz and Frisby (1988) considered how events can go beyond attracting tourists, and assist in the development or maintenance of the community or regional identity. Taking this further, it could be said that an 'identity' in itself can act as a potential attraction, separate from a SE. An interesting point to note here is that whilst events are transitory in nature, and research indicates they have a lifecycle (Butler 1980; Ritchie *et al.*, Olympus series 1984-87, & 1991), attractions actually have the ability to draw tourists over a longer, more sustained period of time (Hall, 1992b).

Tourism strategy needs to be developed at the regional level to allow for greater control and individualisation of the unique opportunities that exist. In this way, hopefully those involved would be active participants and strong enough to overcome traditional problems, such as:

- Non-critical approach of development and outcomes (Hall 1992: 85);
- Not recognising the options/alternatives to increased tourism, where "most ideological debate about tourism starts from the premise that the basic cluster of activities which we call tourism is likely to continue in the foreseeable future. The debate is not so much concerned with tourism versus no tourism as it is with what kind of tourism" Matthews (1978: 74);
- Not integrating the planning of tourism and special events within the wider planning process, and asking it to meet the same standards and criteria expected of other industries (Hall 1989a);
- Not investigating to ensure "an appropriate match between the event, visitors, and the host community" (Hall 1992b: 135).

The researcher feels this last point needs to be more comprehensively addressed. Essentially it needs to be reviewed in three parts:

1. SEs, being essentially cultural in nature, ultimately lead the host and tourist into contact at a range of possible levels. For both parties, this creates an impression that can lead to positive or negative feelings. These same impressions are then consequently transferred to any further dealings with event participants or facilitators. As events in many cases are not the primary attraction, or can be readily substituted with something similar, there is a real need for organisers to ensure host communities are willing to share their local experience, if events are to be successful in the eyes of tourists and locals alike.

2. Secondly, hosts/organisers of a SE need to be aware if there is an element within the community which does not support the event, that can still adversely affect it. Not only do tourists come to witness the culture of those involved, but importantly they tend to see that culture as a single entity. Marris (1994) alluded to this phenomenon when she commented that customers didn't view enterprises as competing within a community, but rather as complementary to the overall product.
3. Finally, there is a need to ensure that the tourist is not misled. Too often what may seem 'special' to the organisers does not match the interests of their potential market. This is often aggravated by organisers who, instead of marketing to defined target segments, mistakenly view their prospective market as 'everyone' (Getz 1994b). If this situation occurs, then results can lead to dissatisfaction, bad word-of-mouth publicity to potential visitors, and hostility of the community towards tourists and even local businesses involved in the event. Instead of a win-win outcome, the results can be disastrous not only for the event, but it may extend to involve other more traditional tourism activities at the destination, or within the region, simply by association.

To summarise, destination marketers need to understand and control these issues, if they are to actively enhance the opportunities created by the staging of a SE. Host organisers, by individualising the event can target specific consumers; aligning the SE with established strategic development issues. Consulting the community at large to ensure participation, support, and the resolution of any concerns enables a SE to create further opportunities.

3.5.6 Uphold the strategic direction and review the results

Already mentioned has been the need for regional government and event organisers to adhere to pre-established planning directions. In so doing, it is hoped all activities undertaken will have a common goal, which will ultimately ensure any results are cumulative, rather than reactive. Importantly, having established goals for any activity will enable post-event evaluation against specific objectives to be carried out more effectively to assess whether objectives have been met (Hall 1992b).

Whilst the presumption that SEs which allow for community and tourist involvement will reflect positively upon tourism generally may be comforting, it can be dangerous to site specific event organisers who may become complacent in their need to develop appropriate strategies for their particular event. A recent example, the 1996 Atlanta Olympics, where inadequate media facilities and the bombing, left a long term legacy which detracted from the more positive impacts. Instead, organisers need to constantly revise the success of the SE and how those results might affect the future staging of the SE.

Finally, research still has a major contribution to make to the field of SEs and the reliable evaluation of their success or failure. By establishing reliable sources of research, regions will potentially be better able to develop sound planning objectives and goals, which are measurable, and could potentially meet the needs of a greater spread of industries and reduce the negative effects associated with SEs and their seasonality.

3.6 SUPPLY SIDE INVESTIGATION: TEMPORAL, SPATIAL AND THEMATIC ANALYSIS

The chapter so far has discussed the emergent phenomenon and reviewed both potential limitations and success issues for staging SEs. Several authors have previously been noted as denying that the current growth rate can be sustained. Instead they believe that increasingly the supply of SEs is becoming larger than the demand. As saturation increases within the market place and competition becomes fiercer, organisers will need to gain a better understanding of the intensity and threat it incurs to them. Essentially their concerns can be condensed into three main questions:

1. **When - Temporal:** SEs have the ability to reduce the impacts of severe seasonality experienced within some regions by creating or prolonging interest outside the traditional tourism season. At the same time many SEs due to their nature (*eg.* Spring garden festivals) or the lack of appropriate indoor facilities, rely heavily on the weather. As a consequence, the number of SEs offered at particular times of the year can create a great deal of competition amongst organisers, especially when combined with the numbers within each theme of interest.
2. **Where - Spatial:** geographical analysis can be very enlightening, giving the organiser potentially a better understanding of where the main market places are for residents and tourists. The relationship to other competition also provides workable information. Another issue could be clustering, where a region may deliberately create particular SEs within close proximity to offer the consumer an array, whilst spreading the potential costs and benefits throughout a larger region. Alternatively, spatial analysis might also highlight the saturation within a confined area of particular types of SEs within a certain time frame, which might equate to self defeating competition.

3. **What - Theme:** often related to theme or distinctive characteristics that identify with potential participants.

Another factor might be the size of the SE. For the purposes of this thesis, size was not chosen as an identifying factor, and whilst it was recognised as a limitation, the researcher did not wish to contaminate the potential findings with an issue that is separate⁸. Recognition needs also to be given to the problematic nature associated with defining, for practical research, the 'size'. There is the potential dilemma of the majority of SEs listed being small scaled from a global perspective, but large in scale relative to the community in which they are staged.

Essentially these issues are the baseline informational needs for organisers/developers and from which further research can proceed. This thesis proposes to investigate these issues specifically to provide for baseline informational needs, in relation to the listing in the current *1997 Calendar Of Festivals & Events*. Chapter Four further defines these key variable categories and the methodologies used when analysing their frequencies.

⁸ The researcher has already limited the scope of this thesis to temporal, spatial and thematic analysis. While size is certainly recognised as a potentially important issue, two main reasons for excluding it as a variable were, firstly, a lack of readily available and reliable data. Secondly, as Getz (1994) notes, size is not necessarily a reliable indicator of success.

3.7 RELEVANT STUDIES WHICH INVESTIGATE THE SPECIAL EVENT PHENOMENON

Wicks and Fesenmaier (1995) in their study - *Market Potential for Special Events: A Midwestern Case Study* identified the developing trends that would prevent the unlimited growth of SEs, and lead to a greater need to establish reliable analysis of the market potential. The trends included:

- changing consumer preferences,
- decreased government support,
- rising expectations of consumers,
- development of the product life cycle, and
- associated costs and legal requirements are increasing.

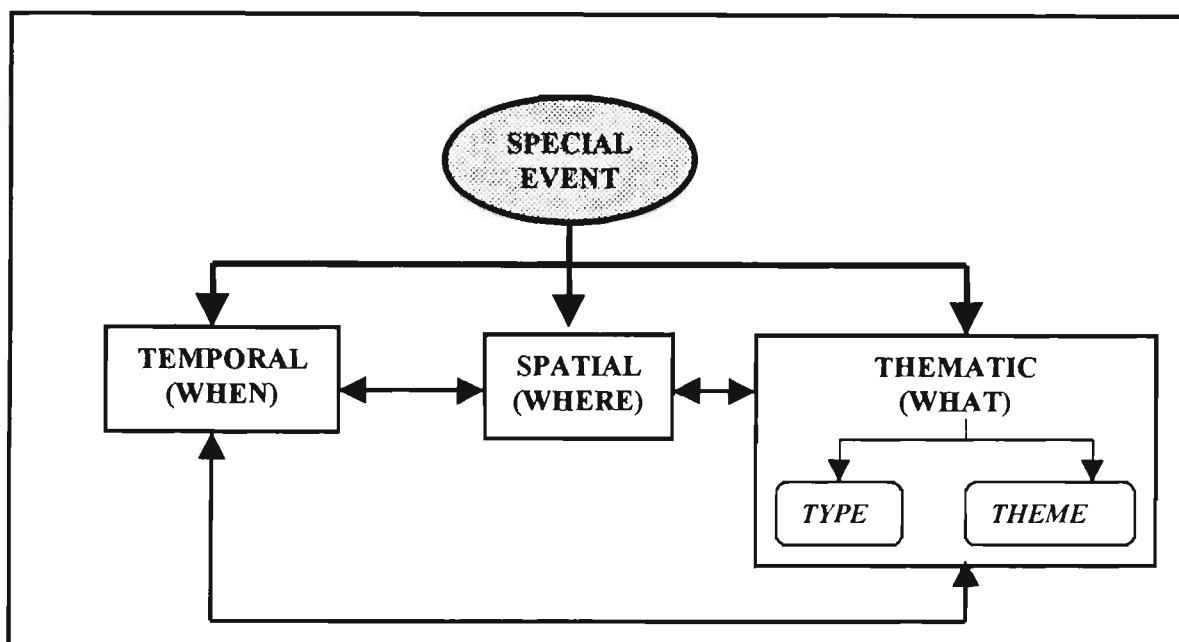
Janiskee (1996), in his article *The Temporal Distribution of America's Community Festivals*, sought to document existing temporal patterns and thus establish an initial baseline for monitoring change. Via this research, any patterns that could potentially have an inhibiting or diverting affect on SE production or success could be monitored. Under-exploited periods of the year could then be better utilised to broaden community recreation, reach new markets, attract sponsorship, enjoy reduced competition and ultimately boost attendance.

Getz, Murphy and Smee (1994) prepared the *Preliminary Report on the New Zealand Festivals and Events Database* in which they compiled a baseline database to provide a user analysis of event tourism within New Zealand on either national, regional or city level. It was followed up with a study by Ryan, Smee and Murphy (1996), *Creating a data base of events in New Zealand: Early results* which provided interesting comparisons and raised questions about the methods of continuing research. Both these New Zealand studies provided a reference and to a certain extent a broad comparison for the current Victorian analysis.

With both, seasonality trends were established to provide for tourism organisers an effective means of combating problems associated with high and low seasons of demand. They also aimed to provide a means by which to compare SEs "with in the same market area, similar size, quality, theme and competitive position and produce demand forecasts" (Getz *et al.* 1994: 3). Caution must be taken to realise the potential hazards of this latter declaration, where inexperienced users could blindly compare SEs and not take into account broader issues. Transferability of trends outside of regions due to the intrinsically individualised nature of some SEs needs to be carefully considered.

3.8 HYPOTHESES OF CURRENT STUDY

Figure 1 Representation of the special event investigation.



As initially discussed in Section 3.6 and viewed in Figure 1, the current study will investigate three main issues believed to affect the success of SEs in the market place today. All hypotheses have been aligned to reflect the temporal, spatial and thematic analysis. It is important to realise that each is an issue in its own right, but the researcher contends that by researching the relationships as well as the individual issues, a more meaningful and in-depth study could result.

Recognising the work established by existing studies such as Ryan *et al.* (1996); Wicks and Fesenmaier (1995); Janiskee (1994; 1996), Getz *et al.* (1994), the current researcher's study aims to add to existing reliable knowledge. The available database⁹ will enable a snapshot, currently unrealised, which might be used for later comparison with other databases, or possibly as the foundation for future research into SE activities in Victoria. Research will investigate the following hypotheses:

H(1): There is no difference in the number of SEs offered in each of the seasons throughout the year.

H(2): There is no difference in the number of SEs offered in each of the months throughout the year.

H(3): There is no difference in the number of SE types offered during each of the seasons of the year.

H(4): There is no difference in the number of SE Themes offered in each of the seasons during the year.

H(5): There is no difference in the number of SEs offered by the regions during the seasons of the year.

H(6): There is no difference in the regional representation of SE Types.

H(7): There is no difference in the regional representation of SE Themes.

Ultimately the hypotheses aim to establish a current picture for SEs in Victoria during 1997 that can produce the answer to the simple questions of *when, where* and *what*? In so doing, future research could be encouraged to extend the study to investigate possible trends and changes for Victorian SEs, and to identify whether these changes are specific or general from the view point of temporal, spatial and thematic analysis.

⁹ 1997 *Calendar of Festivals & Events* produced by Jill Wadsworth and Barrie Richardson (1996), is based on *Victoria's Fantastic Festivals and Fun Events 1997* published by Richworth Publishing, PO Box 1078, St Kilda, Victoria. 3183. This comprehensive guide is used by Tourism Victoria, and endorsed for marketing purposes with the Tourism Victoria 'jigsaw' - "You'll love every piece of Victoria" logo.

3.9 CONCLUSION

The current growth rate of SEs is now being recognised as unsustainable (Wicks and Fesenmaier 1995; Janiskee 1994). Organisers are no longer able to rest on previous efforts and can not afford to be unaware of the issues that affect the success of a SE, already mentioned in Chapter Two. These issues are relevant for a host community, and also in relation to possible competition.

While SEs are only a part of the multifaceted tourism product, organisers can no longer afford to view them in isolation of the greater product. Reasons for this are twofold. Firstly, the majority of SE activities are produced on a smaller scale and often are not the over riding reason behind visitation, but rather part of an auxiliary mindset. The second reason relates to the synergy produced in the host destination. A supportive network of related infrastructure, *eg.* accommodation, signage, associated programs, can influence the perspective of success for the user. Increasingly SEs are not stand alone activities, but are viewed in relation to other issues, as such a diverse range of stakeholders are involved to produce a successful SE (Heenan 1978).

Tourism and SEs are capable of providing greater opportunities for communities, especially where traditional industries have been diminished (Allen *et al.* 1988; Perdue *et al.* 1987). Hughes (1993) cautioned against expecting automatic growth and regeneration, stressing the need to align all development decisions with a pre-established strategic plan.

Finally the chapter addressed the issue of yield management. The disadvantages concerning mass tourism have been well documented (Getz 1994b; Hughes 1993; Hall 1992b; Getz 1991a; Hall 1991). There are many benefits to be realised for organisers who can isolate potential participants and their specific interests for a SE. The SE program being more specific in its orientation can also prevent expectations from not being realised for the participants and organisers.

CHAPTER 4: METHODOLOGY

4.1 INTRODUCTION

The aim of this chapter is to explain the background to the secondary research that was conducted for this thesis. It establishes the reasoning behind selecting TmV's *1997 Calendar of Festivals & Events* (CAL97) as the vehicle for the research, and discusses the categorisation utilised to analyse its distribution and range of SEs.

Much of the influence behind the current thesis topic was the research initiated by Janiskee (1994 & 1996) and Getz *et al.* (1994). Janiskee (1994) warned of the uncontrolled growth rate of SEs, and proposed the need for a greater understanding of success for current SEs to ensure their long term survival. Partly to this end, Janiskee's (1996) study, *The Temporal Distribution of America's Community Festivals*, clarified the influential issue of seasonality in relation to the timing of many SEs, whereby event organisers could gain valuable insight into their potential competition. It was noted that the study did concentrate on festivals. Subsequent direct communications with Janiskee (1997) also resulted in his qualifying that although he had probably the most comprehensive database in America, it concentrated on festivals and as such was limiting as an instrument for SE evaluation as a whole.

Getz *et al.* (1994) went further to encompass temporal, spatial and thematic analysis of the SE market in New Zealand. What that study highlighted was the need for research that could produce regionally specific analysis, that encompassed issues of seasonality and regional concentration and SE themes to ensure a more exact and beneficial result. They concluded that maintaining such information in a database over time would enable previously unknown trends within the SE marketplace to be analysed and results utilised for the good of regions and the industry as a whole.

Ryan *et al.* (1996) commented upon the Getz *et al.* (1994) procedures and findings of the initially established events database in New Zealand. Whilst they further supplemented the initial 1994 findings with results from 1996, comparison was limited, in this thesis, to those findings published in the article. The issues arising from initially setting up a SEs database addressed in Getz *et al.* (1994) were more closely adhered to.

The current study aimed to replicate and extend the work of Janiskee (1996), Getz *et al.* (1994) and Ryan *et al.* (1996) in the Victorian context, and to provide baseline data for the events industry in Victoria. It is hoped the results of this study could be used as a platform for future research in the State's event industry and future assessment of the potential of events to influence visitation to the various regions.

4.2 RESEARCH METHODOLOGY

Although it would have been enlightening to have collected the information needed for this study directly from event organisers themselves, time and budgetary constraints precluded this. The researcher was also very aware of the problems associated with the traditionally low response rates in many surveys. Based on these considerations, it was determined that the study would be more effective if it was to analyse an existing database.

In seeking an appropriate database to underpin this study, it was found that the database behind the State's CAL97 (Wadsworth and Richardson 1996) was the most comprehensive list available. This database, whilst not necessarily exhaustive, is updated annually and includes all events that are known to the lead tourist organisations in the State.

For marketing purposes TmV employed Wadsworth and Richardson (1996) to produce the CAL97, depicting the 'jigsaw' logo on its front cover to further the calendar's credibility against other competition. Interestingly, CAL97 is actually based on the similar publication *Victoria's Fantastic Festivals and Fun Events* also compiled by Wadsworth and Richardson (1996).

For clarification, it should also be noted that Wadsworth and Richardson maintain for TmV a monthly updated version of the CAL97 on the Internet (Australia 1997a and 1997b). One of the limitations from using the hard copy version of CAL97 was the prominence of SEs whose dates and duration were 'to be advised' within each month. The researcher still deemed this preferable to compiling the database from the Internet site for three main reasons:

1. Data was available in a hard copy that could be referred to at any time, and in the form purchasable by the general public for reference. By analysing the hardcopy version, the data represented the SE industry in Victoria as it stood at the time of publication.
2. Analysis of the database had to be timely. While the regularly updated Internet site could have provided corrections to the CAL97 information, collection could not have been completed until November 1997 which was seen as an unacceptable limitation.
3. Additionally, by reviewing CAL97, analysis was able to identify areas for improvement by SE organisers for future calendar editing. Instances of organisers uncertain of their dates highlighted the mentality that advanced lead times were not an important issue for many.

The current thesis sought to analyse the temporal spatial and thematic frequency of those SEs contained in CAL97 only. Such cross-sectional analysis did not allow for comparison, or the recognition of trends over time, which would have required comparison with data from earlier calendars. Having established an approach to categorisation of Victoria's SEs in this study, however, it would be a relatively simple matter to repeat the exercise for other years.

4.3 DATA CODING

All events listed in CAL97 that *commenced* in 1997 were included in the study. This meant that the few events that commenced in late 1996 and carried forward into 1997 were excluded from the analysis. Each *case* was then identified numerically in ascending order, and all relevant case information was then entered into Statistical Package for SPSS (Norusis 1994) under a variety of pre-established variables.

4.3.1 *Identification of variables*

Careful evaluation was given to selecting variables and defining the scope of their related fields from the data descriptions available within CAL97. Simultaneously, the process and variables contained in Getz *et al.* (1994) were studied to ensure data evaluation could be of a comparative nature where possible. By understanding that initial research had to identify the temporal, spatial and thematic frequencies of SE distribution in Victoria to create any meaningful baseline data, the analysis had an immediate focus. By reviewing the scope and range of detail in the case descriptions within CAL97, a realistic set of variables was established to address the representation of **temporal**, **spatial** and **thematic** frequencies.

There were, however, some problems in coding some of the data. The initial problem appeared to be inconsistencies between the event title and the event description for a number of events in the calendar. An example would be¹⁰:

October 31 - November 5, 1997

HEATHCOTE GOLD 'N' GRAPE FESTIVAL

Various locations around Heathcote (100km from Melbourne, 50km from Bendigo)

Community festival featuring art show, line dancing record breaking attempt, gold mine tours, music, golf tournament, ecotourism tours, wineries, and more.

Whilst the title suggests emphasis on Gold digging/mining and grapes/wineries, these activities are well down on the list of advertised activities in the description. The inference that activities would focus on festival celebrations for the community seems to be negated somewhat by the impression of disjointed activities with no common theme. Additionally the question of defining its theme becomes problematic when so many varied activities are listed, especially when 'community festival' begins the description.

January 1997¹¹

FAMILY FUN IN THE SUN

Point Cook Coastal Park, 461 Point Cook Road, Werribee.

School holiday program featuring different activities including - snorkelling, beach games, face painting, kite flying and theatre. Bookings are required for some of these activities.

¹⁰ Defined as Case 707, represented on page 134 of the *1997 Calendar Of Festivals & Events* (Wadsworth and Richardson 1996).

¹¹ Defined as Case 1 represented on page 5 of the *1997 Calendar Of Festivals & Events* (Wadsworth and Richardson 1996).

The title for this event establishes a family activity, but further reading of its description leads one to believe that it is instead more likely to be a children's holiday program in which parents can enrol their children without being actively involved themselves, negating the 'family' description in the title.

The lack of reliable descriptions also led to problems in defining the type and additionally the theme of each event (which will be described further in section 4.4.3). A review of the database indicated that it was important to develop a range of categories for this study beyond those used in CAL97 to resolve the many problems encountered where the calendar categorised events under multiple headings. An example would be:¹²

May 24 - 25, 1997

SWISS-ITALIA FESTA

Hepburn Springs

Celebration of the culture and influence of the Swiss-Italian settlers to the area who arrived during the gold-rush of the 1850's-70's. The Festa highlights local architecture, food, cultural history and the arts, and recognises the rich legacy enjoyed by residents today.

This particular event was categorised in CAL97 under ten of the possible 18 headings (Table 1, next page). It leaves the researcher wondering based upon the description above, if it was included under so many of the categories, why it should be excluded from Community, Exhibition or Festival?

¹² Defined as Case 474 represented on page 93 of the *1997 Calendar Of Festivals & Events* (Wadsworth and Richardson 1996).

Table 1 Listing of the Swiss-Italia Festa labelled categories within the CAL97 index

Event listed under the categories:	Event not defined under the categories:
Art	Agricultural Shows
Craft	Community
Cultural	Exhibition
Dance	Festival
Environment	Film
Music	Gardening
Poetry & Literature	Horticulture
Sport	Religious
Food & Wine	

CAL97 and its various off-shoots, are accessed by consumers directly, via publications, the internet and print media advertising. It was interesting to note that the initial 1993 edition only listed events chronologically, whereas the 1997 edition has progressed to include both categorisation and an alphabetical listing. Whilst the inference is that the descriptions reflect how organisers view their SE, on closer investigation it would appear that multiple categorisations in many instances confuse the readers as to the central focus of the SE. Keeping in mind that the majority of SEs are organised on a smaller scale and patronised by locals as opposed to visitors to the region, the categorisation needs to be understandable for the layman if organisers wish to encourage user reliance upon the information provided.

Finally, it should be noted that whilst the current analysis might aid organisers to better understand temporal, spatial and thematic frequency of SEs in the State, the results should not be used to assess the importance of the economic, social and environmental impacts on the success or failure of events. These would require separate and specialised analysis.

4.3.2 *References utilised in defining the variables*

For many of the variables, the information inferred by the case descriptions in CAL97 was sufficient to identify the appropriate category. However, in other instances, variables relevant for analysis required consultation of additional reference materials to establish the categories to be used in each case. For a more detailed explanation of the variables and their relevant categories, Appendices A, B and C provide a detailed description.

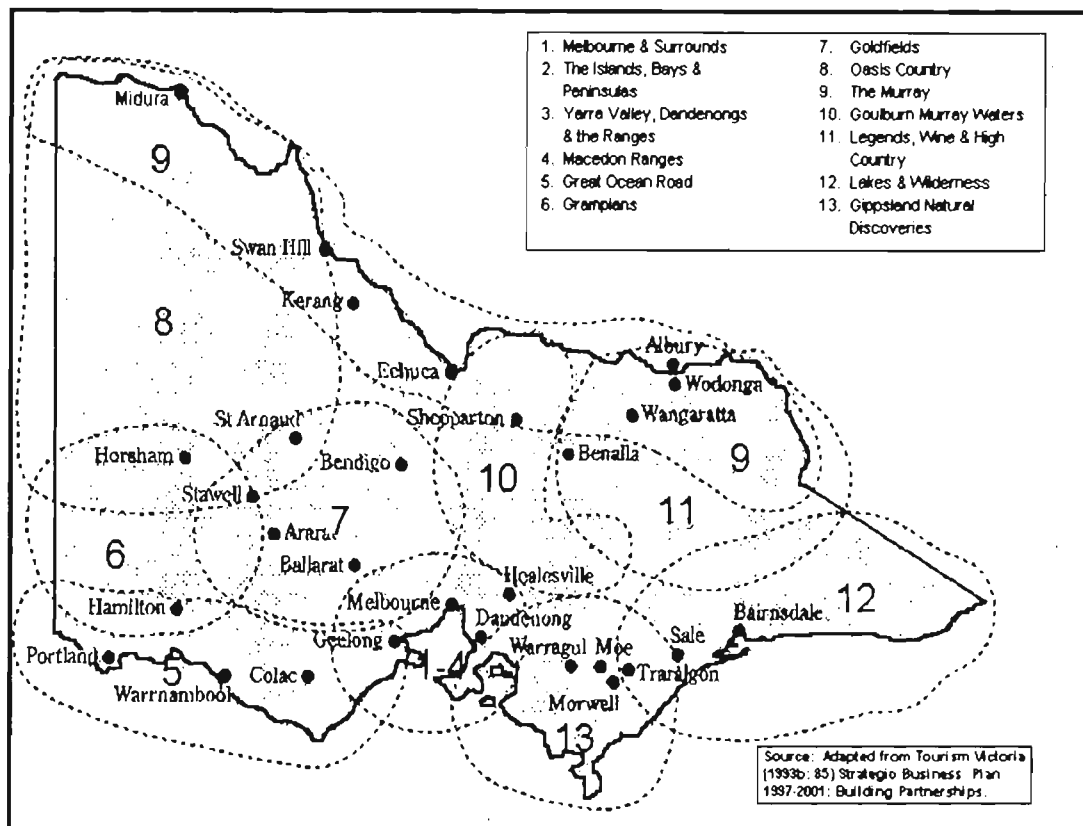
For *public* and *school holidays*, the dates publicly listed were chosen to define the relevant dates.

The *postcodes* were established by reference to the *1997 Melbourne BIG Colour Pages* (1997) using the event hosting suburb/town. Where a suburb/town named in CAL97 was not listed within the directory, the postcode was established by referring to the *VICROADS Country Directory* (1992/93). If still was not found, then the *MELWAY - Greater Melbourne* (1998) and subsequently the *Atlas of Victoria* (Duncan 1982) were used to establish the nearest main town, whose postcode was nominated instead.

Region classification was based on those used in the TmV marketing campaign. The initial decision was to utilise the published TmV regional tourism directories, but complications arose in many instances when trying to establish the particular directory to utilise for each case as many SEs are located in towns not readily identifiable on the limited maps provided in the directories. As the database was quite extensive, and it became evident that case by case analysis was reasonably extensive, timeliness in retrieving information was a priority.

The *RACV 1996-1997 Edition: Experience Victoria* contained for the most part a thorough index of destinations and their relevant region based on those established by TmV (see Figure 5). Whilst it is acknowledged that the marketing regions do overlap as can be seen in Figure 5, any potential problems associated with this were overcome by adopting the region nominated by the *RACV* (1996/97) directory. In the instances where the *RACV* directory did not define the event destination within its index, the same procedure as was described for unlabelled postcodes was followed to nominate a reference suburb/town.

Figure 5 *Regional representation of Victoria as depicted by Tourism Victoria.*



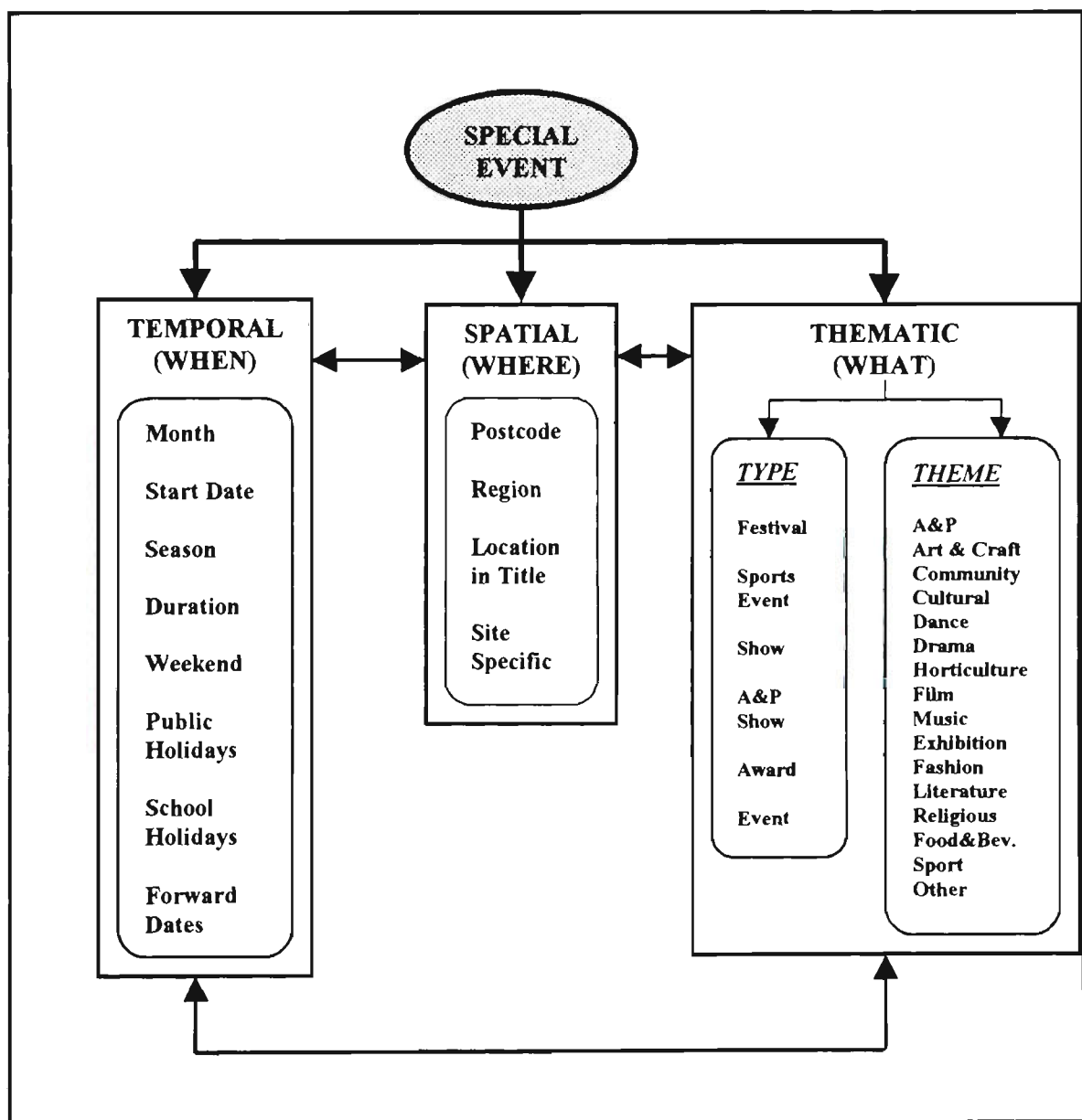
4.3.3 *Controlling the error*

In instances where a categorisation of any of the variables was not obvious, that adopted in the CAL97 was consulted, as were fellow academics, to review the data in relation to the established definitions in order to help remove possible bias.

4.4 DEFINING THE KEY VARIABLES

The following sub-sections establish the variables chosen to represent temporal, spatial and thematic frequencies, and Figure 6 displays an overview of the variables, categories and the various inter-relationships. The fields within each variable are defined for the purpose of the research, and general discussion establishes the initial reasoning behind their inclusion.

Figure 6 Representation of the special event research and the variables utilised.



4.4.1 Temporal

In examining the distribution of SEs across the calendar year, one needs to also consider seasonality, duration, publicly recognised holiday periods within Victoria, and the inclusion if any of weekends within the SE activity period. In so doing, commonalities can be established, which could gain further clarification when cross-referenced with spatial or thematic variables.

The following temporal based variables were used, and Appendix A further defines each variable, their scope and categories used for analysis:

- **MONTH**
- **START DATE (STDATE)**
- **SEASON**

Base the seasonal dates upon three months per season, remembering that the Summer began 1 December 1996 so finishes end of February 1997, but also includes 1-31 December 1997.
- **DURATION**
- **WEEKEND**
- **PUBLIC HOLIDAYS**
- **SCHOOL HOLIDAYS**
- **FORWARD DATES**

4.4.2 *Spatial*

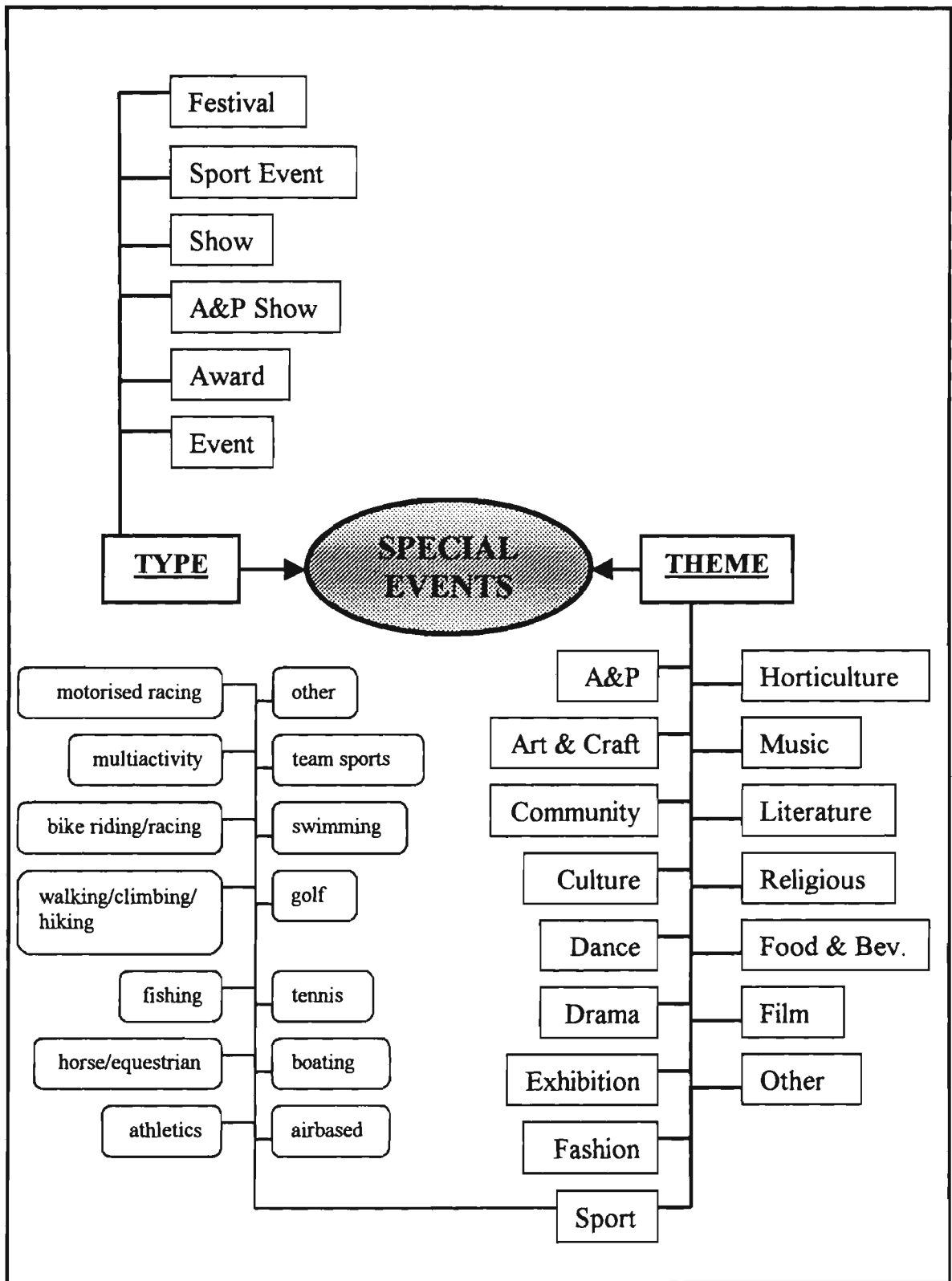
The main focus for comparison involves generating frequency information to establish a picture of the number of SEs being held within each marketing region, so that comparisons can be made between regions. The concentration of site specific SEs as opposed to SEs that deliberately spread the event beyond one site will be analysed. By utilising the regional categories defined by TmV, the findings can be related back to other TmV reports later if required; additionally a basis of comparison for marketing information, visitation research and future trends is established.

The following spatial variables were defined, and see Appendix B for the definition for each of the fields:

- **POSTCODE**
- **REGION**
- **LOCATION TITLE (LOCTITL)**
- **SITE SPECIFIC (SITESPF)**

4.4.3 Thematic

Figure 7 Representation of the split in thematic variable into Type and Theme



Janiskee (1985), cited by Getz (1991a), concluded that genuine thematic diversity was less than what was implied by the broad range of festival names. Most featured common elements, with the theme often being merely a backdrop for programming and marketing exercises. There was a recognised need to separate the type of event being held, and to differentiate it from the theme being portrayed.

The recent work by Getz *et al.* (1994) is acknowledged by the current researcher as the main body of work that was used to help develop fields for type and theme within the thematic category. Such separation of type and theme was usefully argued by Getz *et al.* (1994) as necessary for the completion of analysis that permits cross verification of variables in order to validate final results.

Particular adaptation was made upon the category of the SE. It was split to define the SE in two ways (see Figure 7 and Figure 6): firstly, its *type* which represented its structure/market type without the influence of theme (festival; sports event; show; A&P show; award; event). Secondly, the *theme* was established to provide a clearer picture of the central idea that binds or represents the event (A&P; art and craft; community; cultural; dance; drama; exhibition; fashion; film; horticulture; music; literature; religious; food and beverage; sport which because of its predominance as a particular category was further summarised into 14 fields).

Investigation of CAL97, and the examples already nominated (section 4.3.1) clearly established the large number of SEs that described a diverse range of themes within each event. So it was decided that the theme would be named based upon the *major inference from the title*, with consideration of the description. In instances where there was a dual inference in the title about the type and theme of the event, then the theme was defined according to:

1. If it was reinforced in a particular way in the description;
2. If still ambiguous, then the first type mentioned in the title was nominated.

Consequently the dual categorisation was required within the thematic category to ensure a distinction was made between the type of SE that occurred and the overall predominant theme that the SE claimed. There were six types of SEs defined, which were then further divided into 15 themes to allow for more accurate analysis.

4.4.3.1 Thematic - Type of special event

- **TYPE**

- : The type nominated in its title;
- : If not nominated in the title, clarified in the description;
- : If not nominated, then inferred in the description via the definitions established.

1. **FESTIVAL**
2. **SPORTS EVENT**
3. **SHOW**
4. **A&P SHOW**
5. **AWARD**
6. **EVENT**

4.4.3.2 Thematic - Theme of the special event

Whilst nomination of the majority of themes was developed after considering the work of Getz *et al.* (1994), careful consideration of the CAL97 cases was needed to ensure a Victorian focus for the analysis. The CAL97 categorised their listing into 18 themes (see Appendix C), but further investigation found that some themes, *eg.* environment, seemed to bow to political correctness rather than capturing a valid theme of events. Others were thought to be able to be contained satisfactorily within existing themes (*eg.* Festival items could be categorised under Community, Horticulture etc.).

Whilst the CAL97 often nominated events as having more than one theme, the TmV calendar theme category was established to allow for any comparison that might be required against current or future regional marketing reports etc..

- **CALENDAR CATEGORY (TMVCALTH)**

- : The category defined by CAL97 (See Appendix C), if nominated under various headings, then was defined as the one most closely fitting its heading, or description, if necessary.

- **THEME**

- : Separate to the type of event, defined the overall/predominant theme of the SE.
- : Where the title is not clear, established via the description.
- : Where the description nominates multiple themes, choose the one established in the title; if none there nominate the first theme described.
- : Where no description occurs and the title not clear, nominated as a community theme.

1. **AGRICULTURAL & PASTORAL**

2. **ART & CRAFT**

3. **COMMUNITY**

4. **CULTURAL**

5. **DANCE**

6. **DRAMA**

7. **EXHIBITION**

8. **FASHION**

9. **FILM**

10. **HORTICULTURE**

11. **MUSIC**

12. **LITERATURE**

13. **RELIGIOUS**

14. **SPORT**

15. **FOOD & BEVERAGE**

16. **OTHER**

- **SPORT SPECIFIC THEME (SPORTTYP)**

: If the type has been nominated sport event, and the theme has been defined as sport also, then a further description of the particular sport is nominated.

1. **Athletics**
2. **Airbased**
3. **Boating**
4. **Horse/Equestrian**
5. **Fishing**
6. **Golf**
7. **Motorised Racing**
8. **Multiactivity**
9. **Swimming**
10. **Team Sports**
11. **Tennis**
12. **Walking/Climbing**
13. **Bike riding/racing**
14. **Other**

: for other sports that do not neatly fit into any of the other categories.

Not Applicable (22)

: to reference those cases that do not contain a sport theme from their distinction within the type and theme variables.

4.5 CONCLUSION

Chapter Four reviewed the process and justification behind choosing the CAL97 as the reference database for the consequent thesis analysis. Whilst limitations of the CAL97 database were acknowledged, justification for its eventual choice in light of other database limitations was strong. Variables used in the study and their definitions were explained in relation to investigating the temporal, spatial and thematic phenomenon of Victorian SEs during 1997.

The chosen variables and their fields were the result of considering the study by Getz *et al.* (1994) and its working definitions, but simultaneously allowing for the peculiarities of the Victorian context and the format of available data. Constant consideration of the Getz *et al.* (1994) study was required to allow for eventual comparison of like issues.

The author concludes that the working definitions proposed potentially go a long way to being complementary for any further analysis for SEs. By repeating a similar exercise in subsequent years, an established history of SE activity and trends could be acquired to better understand the phenomenon within the Victorian context. Ultimately, organisers by being able to rely on the factual resource, could translate for themselves where applicable and pro-actively utilise the information to better individual and regional SEs.

CHAPTER 5: RESULTS AND DISCUSSION

5.1 INTRODUCTION

The previous chapter explained the variables selected and the methodology used for this project. This chapter presents and discusses the results from analysis of the database. Results will be used to test the hypotheses that were developed in Chapter Three.

Any statistical procedure revolves around whether results infer any generalised conclusions about the sample, and whether the effects are genuine or only the result of sampling variability. Ritchie and Beliveau (1974: 15) "stressed the need for multiple measures of the same phenomenon whenever feasible. Such multiple measures permitted cross-verification of the variables concerned in order to ensure reasonable validity of the final results". This thesis sought to implement this and to obtain an objective assessment of SE activities and the inter-relationships of temporal, spatial and thematic variables.

The desire to more thoroughly explore and understand the results also led to comparisons between the current study and results obtained by Getz *et al.* (1994), and limited discussion of its subsequent follow-up study, by Ryan *et al.* (1996).

5.2 DATA ANALYSIS

5.2.1 *The Methods of Analysis*

Having made the decision to use CAL97 as the platform for research, as explained in Chapter 4, it was recognised from the outset that this would restrict the level of statistical analysis achievable, due to the categorical nature of the data.

Coding was initially more expansive, incorporating categories used by the Getz *et al.* (1994) study, as well as developing categories specifically to reflect the Victorian SE scene, as discussed in the previous chapter. Some variables were subsequently collapsed in order to assist with analysis. Within each variable, specific numerical coding scheme was determined by the researcher, to facilitate later analysis and comparison with earlier studies (Appendices A, B and C).

Ultimately the research had to focus on the established hypotheses, noted in Chapter 3, and to provide a comprehensive overview of SEs hosted in Victoria during 1997. Cross-tabulations presented information about the relationships between different variables, and the chi-square statistic was employed to test for statistically significant differences in the cross-tabulations.

The assumptions for chi-square testing were observed from the outset (SPSS: 13-9) in setting the scope and definition of variable categories in order to enhance the reliability of the study's results:

- Each case only contributed one observation to the data set.
- Variable coding needed to ensure observations were only represented once and consequently were mutually exclusive when cross-tabulated.
- The sample size needed to be large due to the fact that estimates were made about the population distribution, and this would aid in statistical reliability.

5.2.2 *Isolating the temporal, spatial and thematic phenomenon*

Specific issues regarding temporal, spatial and thematic phenomenon needed to be isolated by the cross-tabulation analysis to ensure the nominated hypotheses were addressed. This essentially created the focus for analysis, and whilst all variations were run, only those deemed most relevant were reported. Initial analysis included the following:

Temporal

- Monthly and consequently seasonal representation of events across the regions.
- Seasonal representation of types and themes of SEs.
- Sport types classified into seasons.
- Seasonal representation of weekend type influence on SEs.
- Seasonal representation of the school holidays factor towards SEs.

Spatial

- Regional SEs represented across the months and consequently the seasons.
- Types of SEs represented across the regions.
- Themes of SEs represented across the regions.
- Any sport theme SEs represented across the regions.
- Regional representation of the weekend influenced SEs.
- Regional representation of SEs inclusive or not of school holidays.
- Regions that actively utilised forward dating within CAL97.
- Regions that labelled the town or region in the SE heading.
- Regions that held site specific SEs.

Thematic

- Themes represented across the types of SEs.
- Themed SEs that were site specific.
- Themes that were affiliated to school holidays.

5.3 DATA CLEANING

5.3.1 *Correction of mistakes within the database*

Frequency analysis for each variable and its associated categories was utilised in the statistical program SPSS to initially locate any incorrect values within the variable categories, which were then corrected within the original database. Discrepancies within cross-tabulations, when identified, were removed by reviewing the original cases before final analysis commenced.

A special review was made of any SEs that nominated a destination outside of Victoria to verify its possible relevance to the database. Two distinctions were made -

- It was decided to eliminate Case 42 - *Great Tasmanian Bike Ride* from the data results, as it was determined that while many Victorians might participate, essentially it was organised as a Tasmanian event

- CAL97 nominated SEs that were co-hosted between a Victorian and New South Wales (NSW) community¹³. Additionally, there were SEs hosted in NSW boarder towns, which due to the proximity to certain Victorian communities, prompted regular participation¹⁴. Here it was decided to postcode them as the nominated town, but to nominate the region as the Victorian town affiliated for analysis purposes. It was interesting to note that of the six instances of interstate hosted events, one was organised in Tasmania, whilst five were based in NSW, specifically associated to region nine - The Murray (R9).

This revised database, which encompassed 892 cases, was used as the basis for the frequency analyses.

5.3.2 *The level of significance for hypotheses testing*

To evaluate the chi-square output it was necessary to establish the significance level against which the null hypothesis would be tested. In all of the analyses used in this thesis, the 95% confidence level was adopted. It was accepted that an observed probability value less than 0.05 would indicate a less than 5% chance of rejecting the null hypothesis when it was in fact true (SPSS 1996: 10-15).

¹³ Case 163, *1996/97 Sunsmart Triathlon Series, Round 5 - Mulwala (Region 9)* where the Benella Triathlon Club joined with the Mulwala Services Club to host the event.

¹⁴ Case 760, *Two Day Cup Carnival - Wentworth (Region 9)* which hosts two days of country racing on dirt tracks.

5.3.3 *Recoding*

Many of the variables contained an extended list of categories, and in some cross-tabulation analyses there was an unacceptably high incidence of cells having an expected value less than five (<5). Care had to be taken when more than 20% of cells had an expected value <5 as "the sample size is probably too small for the test to be considered a reliable one and therefore the null hypothesis should not be rejected, regardless of the value of the chi-square statistic" (SPSS 1996: 13-15).

Consequently, to diminish these instances, a number of the categories within certain variables were collapsed. The collapsing trail is summarised in Appendix D, and the decisions were guided by three factors:

1. Consultation with credible experts in the SEs field.
2. Keeping in mind that the receiving variable needed to represent the majority of cases of the collapsed variable,
3. Intimate knowledge of the data assembled.

5.3.4 *Presentation of results and Table representation*

The researcher decided, for discussion and Table display purposes, to equalise all results, both for the Victorian and NZ studies, to whole numbers. The decision for this was justified by the desire to consistently present findings of all studies. The Getz *et al.* (1994) study had rounded statistics, but the one by Ryan *et al.* (1996) contained statistics to one decimal place.

Initial Decimal Result	Final Table Result
= or > 0.5	Rounded <i>up</i> to the nearest whole number
< 0.5	Rounded <i>down</i> to the nearest whole number
>0 but < 0.5	Indicated by *
No results	Indicated by -

The above summarises the standard used. Decimal results were rounded up where they equalled 0.5 or above, but were rounded down to the nearest whole number if they represented anything less than 0.5. Certain results contain values all less than one (indicated by *). This differentiates them in the Tables from instances where no results were observed (indicated by -).

This method in some instances prevented overall percentage totals equalling 100 exactly, and slightly rounded category totals up or down from the original result calculations. Such instances were totalled according to the tabulated results.

The exception to this form for presentation were Tables 18, 19 and 20, where the observed values remained to one decimal place. However the reporting of these Table values were rounded following the above mentioned method, to create consistency.

5.4 ANALYSIS OF DATA, FREQUENCIES AND HYPOTHESIS TESTING

From reviewing CAL97, there were 892 useable cases upon which frequency analyses were carried out and the stated hypotheses investigated. Reporting of the findings deliberately aligned the results to answering the specific hypotheses, but also ensured that the focus issues - Temporal, Spatial and Thematic were highlighted. At the beginning of each sub-section, Table 8 highlights the specific issue researched, at the same time allowing for reference to the entire investigation.

Comparison where appropriate was mainly drawn with the Getz *et al.* (1994) study to help highlight similarities, or notable differences in results. While obviously a comparison between specific regions *per se* was not possible, later on in this chapter, a critique is developed for each Victorian region to individualise results and aid in subsequent discussion.

Discussion of possible implications and opportunities drawn from the analyses within this section will be closely aligned to the individual issues investigated. Subsequently, Chapter 6 will present overall findings and conclusions, and discuss implications for the Victorian SE industry and related future research.

5.4.1 *Temporal analysis of special events*

Figure 8 *Special event research and the variables investigated for the Victorian study (1997)*

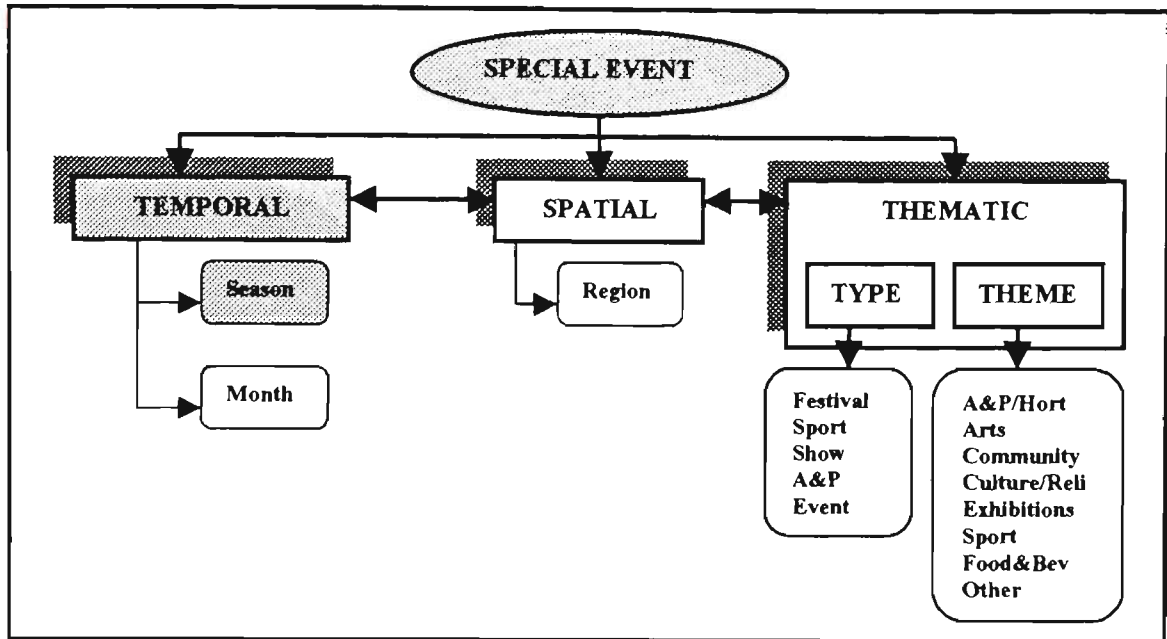


Table 2 *Seasonal representation of SEs in Victoria (1997)*

Season	Percentage of Total	Number of Special Events
Summer (Jan - Feb '97 & Dec '97)	24	216
Autumn (March - May)	33	298
Winter (June - August)	9	78
Spring (September - November)	34	300
TOTAL	100	892

Table 2 presents an analysis of the concentration of SEs throughout the seasons of the year.

- Spring and Autumn accounted for 67% of the yearly total, and had almost identical results. Favourable weather conditions would likely explain this result, keeping in mind that Victoria still experiences reasonably fine conditions throughout March and into April. Spring has observable traditional significance for particular SEs which are described later in regards to Agriculture and Horticulture.

- Summer while still high with 24%, might have been expected to hold greater significance. Instead, the result might be reflective of issues other than climatic conditions. This period encompasses the traditional annual holiday period from December through to February. For many, this means visiting friends and relatives, possibly going interstate or overseas, and relaxing in ways that don't necessarily involve participating in SEs.
- Not surprisingly, fewer events were hosted in Winter, which might be explained by the less reliable weather conditions associated with this period. Currently, many organisers rely heavily on amenable climatic conditions, by staging the SEs partially or fully in the outdoors. For many, it is not an option to host an event inside, as the community either does not have a suitable indoor venue, or indoor venues may already have heavy usage for other purposes. This consequently leaves them less inclined to host events during Winter, but subsequently leaves them less options and more competition if hosting their SE in warmer seasons.

The Getz *et al.* (1994) study represented the seasonality of National events as a bar chart depicting each month separately. Approximately 311 cases were represented, but around 10% of dates were unknown for events. The subsequent 280 cases, where the event month was identified, were further categorised into seasons. For comparative purposes with the Victorian study, identical consecutive three month periods were grouped for analysis (*ie.* December-February was deemed to represent Summer, etc. - see Table 3).

Table 3 Seasonal division of Events (New Zealand - 1994) [Aligned to Victorian defined seasons]

Table 2 Seasonal representation of SEs in Victoria (1997)

Season	Percentage of Total	Number of Events	Season	Percentage of Total	Number of SEs
Summer	42	47	Summer	24	216
Autumn	22	10	Autumn	33	298
Winter	7	11	Winter	9	78
Spring	29	32	Spring	34	300
TOTAL	100	280	TOTAL	100	892

Source: *Getz et al. (1994)*, adaptation of Figure 1, Figure 9 & Figure 10, pages unlabelled.

Getz *et al.* (1994) results (Table 3) differed from Victoria’s (Table 2) when reviewing the seasonality of events. Table 3 represents the Getz *et al.* (1994) findings, and points for comparison include:

- Events were concentrated most heavily in Summer (42%), nearly 10% higher than the Victorian result. It might be argued that the harsher NZ climatic conditions, which contain a smaller time frame of temperate conditions particularly enforce such a result. The types of events which are possibly more reliant upon outdoor settings might consider they have little choice but to heavily utilise this period. The NZ result supports the literature’s view that SEs are seasonally concentrated rather than spread out.
- Spring (29%) and Autumn (22%) with their similar results reflected those found in the Victorian study.
- Winter (7%) results were even more diminished than those in Victoria. Severe weather conditions and a lack of appropriate indoor facilities would need to be investigated as a possible cause.

- Approximately 10% of the event total (n=311) for the NZ study were events not nominated to a particular season. This was not an issue for the Victorian Study, where all the event's season were known.

Table 4 *Comparison of the monthly composition of seasons and the frequency between the Victorian and New Zealand study (Ryan et al. (1996)).*

Season	Victorian Study Definition	Concentration	Ryan et al. (1996) Definition	Concentration
Summer	January-February & December	24%	January-March	36%
Autumn	March-May	33%	April-June	17%
Winter	June-August	9%	July-September	22%
Spring	September- November	34%	October-December	25%

Source: Adapted from *The World Book Encyclopedia*, (1996: 229), and Ryan et al. (1996) study.

When analysing the Ryan et al. (1996) results, it was peculiar to note the seasonal groupings were displayed differently from the traditional ones chosen for the Victorian analysis (see Table 4). The Victorian seasonal groupings evolved from those readily recognised by gazetted calendars and verified by *The World Book Encyclopedia* (1996) for the southern hemisphere dates (rounded to the nearest month date for consistent analysis between studies). It was considered by the researcher that the Ryan et al. (1996) seasonal study may have evolved to NZ specific seasons. This was disproved when contact was made with the New Zealand Tourist Bureau (1997), who verified the seasons nominated in the Victorian study.

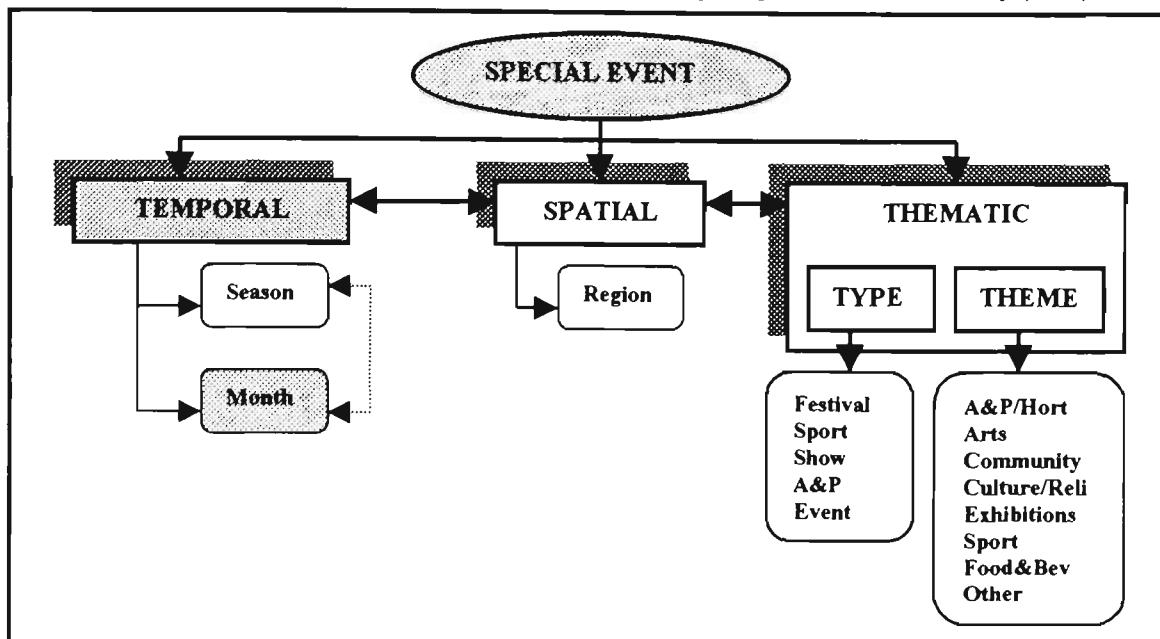
Additionally, the numerical totals of events represented for the seasons (146) did not equate to those expressed in the summary of types of events (192). This discrepancy could probably be due to a large number of events not having their time of year listed.

Of particular note in Ryan *et al.* (1996) was:

- The high instance overall of events staged during the July-September (Winter) period (22%), compared to the Victorian study (9%).
- The article gave no specific explanation for the dramatic difference to the Getz *et al.* (1994) study. Winter was nominated as 7%, and even if viewing the results within the Ryan *et al.* (1996) defined winter period, the result was only marginally higher with 11%.
- The 1996 results do, however, present a much more favourable picture for the lessening of the previously seen extreme peaks and troughs from the 1994 analysis. This may well have been due to pro-active management within the NZ SE industry, to help overcome seasonal concentrations that were highlighted in the 1994 study.
- Autumn was shown as the least concentrated season (17%). The Victorian and Getz *et al.* (1994) studies clearly rated Autumn further in concentration. If these studies were to be redefined using the Autumn definition (April-June) by Ryan *et al.* (1996), then both studies would show Autumn to be less concentrated, due mainly to the removal of March specific SEs (see Tables 5 and 6 following).

5.4.2 Monthly frequency as a means of further investigating temporal results

Figure 8 *Special event research and the variables investigated for the Victorian study (1997)*



While the seasonal frequency of events was revealing, a clearer understanding of results was gained by considering the monthly profile of events. When reviewing the monthly tabulation (Table 5, next page), instead of SEs being evenly distributed throughout each month, further instances of peaks and troughs can be observed:

- March (22%) accounted for 65% of the SEs held in Autumn.
- Spring contained prominent months of October (15%) and November (15%) which accounted for 45% and 44% of SEs respectively during Spring.
- For Summer, February hosted 11% of events, representing 44% of SEs held then.

Table 5 *Monthly frequency of SEs in Victoria (1997).*

Month	Percentage of Total	Number of SEs
January	10	85
February	11	95
March	22	194
April	7	67
May	4	37
June	3	29
July	2	21
August	3	28
September	4	34
October	15	136
November	15	130
December	4	36
TOTAL	100	892

Table 6 *Monthly frequency of Events (New Zealand - 1994)*

Month	Percentage of Total	Number of SEs
January	16	46
February	17	48
March	14	38
April	7	21
May	1	3
June	2	6
July	4	10
August	1	4
September	6	16
October	9	25
November	14	39
December	9	24
TOTAL	100	280

Source: Getz *et al* (1994), adaptation of Figure 1, Figure 9 & Figure 10, pages unlabelled.

Getz *et al.* (1994) found that the monthly event profile in NZ, after removing the undated events (which accounted for 11% of the total number of events, n = 311), was as follows (see Table 6):

- Summer was spread more evenly with January and February contributing 39% and 41% respectively.
- Like Victoria, March was a leading month, hosting 61% of Autumn's events. Both studies might need to investigate potential benefits of relieving such concentration.
- Interestingly, May to August only accounted for 8% of all events held in NZ, compared to Victoria which hosted 13% of all events within the same period. The lack of events during the Winter period was consistent in both studies.
- During Spring, November and October hosted 49% and 31% of events respectively, totally 80% of Spring's events. This was consistent with the Victorian results.

5.4.3 *Temporal analysis findings and hypothesis review*

The temporal analysis findings support the majority of literature and research already noted and discussed. The results indicate for Victoria that -

- Autumn and Spring had a reasonably even disbursement of SEs, however, investigation of the monthly spread of events within each season showed a concentration in March (65%), and an even distribution between October (45%) and November (43%).
- Summer trails the other seasons by approximately 9%, which is likely to be due to the Christmas holiday season.
- Winter is an under utilised season with all three Winter months showing a low level of event activity.

Hypothesis Review:

H(1): There is no difference in the number of SEs offered in each of the seasons throughout the year.

Seasonal findings indicated:

Chi-square = 146.3	df = 3	p = < 0.01
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H(2): There is no difference in the number of SEs offered in each of the months throughout the year.

Monthly findings found:

Chi-square = 448.7	df = 11	p = < 0.01
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These results supported the rejection of the null hypotheses, H(1) and H(2), instead the alternative hypotheses that there were significant differences in the number of SEs offered in each of the seasons/months was accepted.

5.4.4 *Temporal Analysis of SE Types*

Figure 8 *Special event research and the variables investigated for the Victorian study (1997)*

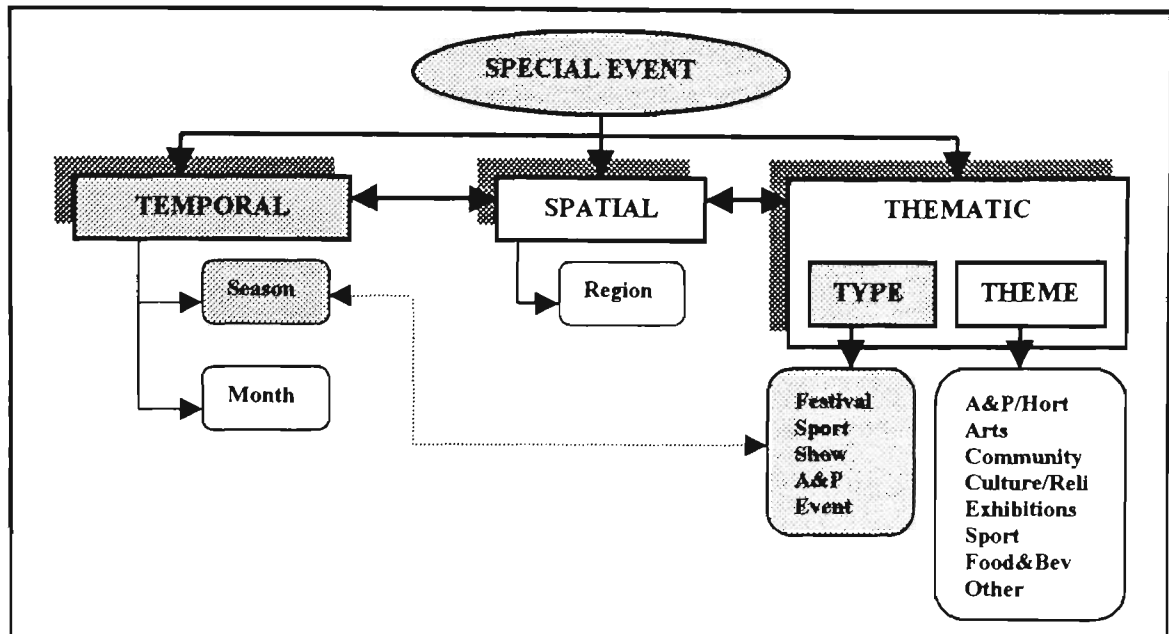


Table 7 *Seasonal frequency of SE Types in Victoria (1997)*

Type of SE	Summer (%)	Autumn (%)	Winter (%)	Spring (%)	TOTAL PER TYPE (%)
Festival	8	11	2	9	30
Sport Event	8	10	2	6	26
Show	1	2	1	3	7
A&P Show	2	3	*	9	14
Event	6	8	4	7	25
TOTAL PER SEASON (%)	25	34	9	34	

Table 7 denotes the seasonal concentration of SE types. The cross-tabulation expanded the temporal analysis to incorporate thematic analysis, thus examining seasonal concentrations further. Findings were:

- Festivals (30%) were the most dominant type of SE, supporting much of the literature that highlighted the prominence of community based celebrations (Janiskee 1994).

- Sporting events (26%) were the next most common type of SE and were reasonably spread throughout the seasons with the exception of Winter.
- For subsequent analysis, Shows were later collapsed into the Events category.
- As would be expected, Agricultural & Pastoral Shows (A&P) were largely held in Spring.
- Events followed the pattern established with Festivals, peaking in Autumn, similar coverage in Summer and Spring, and noticeably lower in Winter. Whilst this category covers a wide section of themes, it underlines the seasonal concentrations occurring overall.

Table 8 *Type frequency of Events (New Zealand - 1994).*

Table 9 *Frequency of SE Types in Victoria (1997)*

Event Type	Type (%)	Type of SE	Type (%)
A&P Show	12	A&P Show	14
Awards	2	Sport Event	26
Event	35	Events	25
Festival	50	Festivals	30
Show	1	Show	7

Source: *Getz et al. (1994)*, adaptation of Figure 1, Figure 9 & Figure 10, pages unlabelled.

Comparison with the *Getz et al. (1994)* results (Table 8) was hindered due to the fact that *Getz et al. (1994)* did not include a sport category. Additionally, results were not cross-tabulated across all seasons. Results did show:

- The Festival and Event categories were likely higher in the *Getz et al. (1994)* study because sport was not listed as a specific category.

- The lack of Shows compared to Victoria, while noticeable, might be negligible due to definitional issues. The Victorian study resolved early to collapse Shows into the Events category (see Appendix D).

Table 10 Seasonal frequency of Type of Events (New Zealand - 1996).

Type of Event	Number in Jan.-March	Number in April-June	Number in July-Sept.	Number in Oct.-Dec.	Total Type Percentage
Arts Events	5	3	8	1	13
Community Events	1	5	4	2	9
Food & Beverage	5	-	1	3	6
Gardening Events	2	1	3	5	5
Sporting Events	34	12	16	22	58
Trade Shows	2	2	-	-	2
Other Events	3	3	-	3	5
Total Season (%)	36	17	22	25	

Source: Ryan *et al.* (1996), adaptation of Table 2 and Table 4, pp.153 & 155.

A further comparison was sought against the follow-up paper on the Getz *et al.* (1994) study, written by Ryan *et al.* (1996). Analysing the NZ event product during 1996, this later study did include a Sport category and represented it as 58% (Table 10). This high result obtained for the Sport category raises further concerns about the Getz *et al.* (1994) categorisation.

Unfortunately there seems to have been a change in the definitions used in this follow up study. Getz *et al.* (1994) deliberately made the distinction between the *type* and *theme* of an event, whilst Ryan *et al.* (1996) seem to have combined them instead, but labelled them 'Type of Event'. So from the initial results and categories of Getz *et al.* (1994), which are reasonably similar to the current study, Ryan *et al.* (1996) instead reported what presumably was a combination of the type and theme categories.

Table 11 Comparison of Type categorisation and frequency between Getz et al. (1994) and Ryan et al. (1996) studies

Getz et al. (1994) Type	Total Type (%)	Ryan et al. (1996) Type	Total Type (%)
Festivals	50	Sport Events	58
Event	35	Arts Events	13
A&P Show	12	Community Events	9
Awards	2	Food & Beverage	6
Show	1	Gardening Events	5
		Other Events	5
		Trade Shows	2

Source: Getz et al. (1994), adaptation of Figure 1, Figure 9 & Figure 10, pages unlabelled.

Source: Ryan et al. (1996), adaptation of Table 2 and Table 4, pp.153 & 155.

Comparison of Table 11 between the two NZ studies leads the researcher to further question the definitions followed where:

- Festivals (50%) in the first study, via the definition would presumably align to the later Community Events category (9%).
- Event (35%) in the initial study, could supposedly align to the later Other Events categorisation (5%).

Hypothetically, the developed Sport Event category (58%) might have corrupted the other category weightings, but the observed vast differences between the studies results is not easily explained, despite the presumed corruption of category definitions.

What these changes do highlight is the need for consistent categorisation if studies are to be compared.

5.4.5 Temporal Analysis of SE Themes

Figure 8 *Special event research and the variables investigated for the Victoria study (1997)*

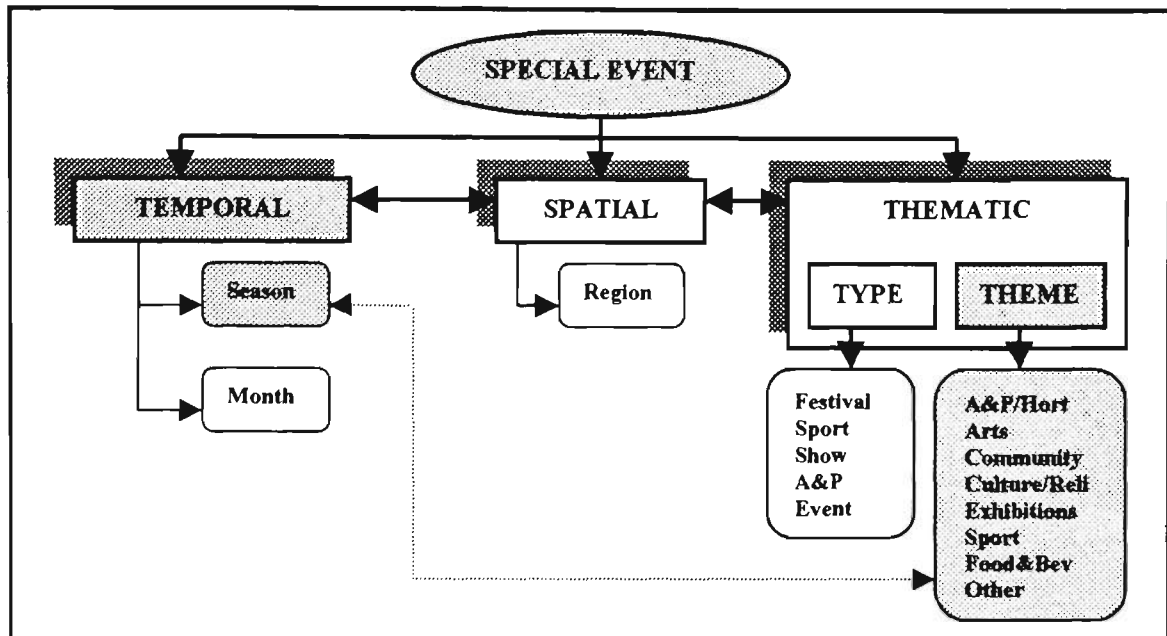


Table 12 *Theme frequencies across the seasons in Victoria (1997)*

Theme	Summer (%)	Autumn (%)	Winter (%)	Spring (%)	TOTAL PER THEME (%)
Agricultural & Pastoral	2	3	*	9	14
Art & Craft	*	2	*	2	4
Community	5	6	1	4	16
Cultural	1	2	*	1	4
Dance	*	*	*	-	1
Drama	-	*	*	*	1
Exhibition	2	3	2	4	11
Fashion	*	-	-	*	*
Film	*	1	1	*	2
Horticulture	*	2	1	4	7
Music	4	3	1	1	9
Literature	*	*	-	*	1
Religious	*	*	*	*	1
Sport	8	10	2	6	26
Food & Beverage	1	2	*	1	4
Other	*	*	*	*	1
TOTAL (%)	24	33	9	34	

Because of the low frequencies represented in many of the original Theme categories, a more useful table representing eight categories¹⁵ (Theme2) was developed, represented as Table 13.

Table 13 *Seasonal frequency of SE Themes (Theme2 categories) in Victoria (1997)*

Theme2 Categories	Summer (%)	Autumn (%)	Winter (%)	Spring (%)	TOTAL PER THEME (%)
A&P/Horticulture	3	5	1	12	21
Arts	5	6	2	4	17
Community	5	6	1	4	16
Culture/Religion	2	2	1	1	6
Exhibitions	2	2	2	4	10
Sport	8	10	2	6	26
Food & Beverage	1	2	*	1	4
Other	*	*	*	*	1
TOTALS (%)	24	33	9	34	

Table 12 and Table 13 denote theme frequencies across the various seasons. Key observations were:

- A&P/Horticulture were predicably much higher in Spring than in other months, maybe reflecting its traditional significance for breeding and harvest celebrations.
- Dance, Drama and Literature were not represented in certain seasons. Since these events are usually hosted in doors and would not, therefore, be dependent on the weather etc., this might be a potential avenue for further opportunities.
- While Fashion also did not appear in Autumn or Winter, the number of events that fell into this category was so small that the category was collapsed into the Exhibitions category (see Appendix D).

¹⁵ Appendix D details the collapsing decisions followed to create the revised Theme2 variable.

- Sport, similar to the Ryan *et al.* (1996) study, was a clear focus for a significant proportion of SEs. Further analysis later at the regional level (see section 5.4.12, and Appendix E), allowed for a clearer understanding as to whether sport was comprehensively utilised by all regions or not.
- The next main theme centred around Community and Culture which combined contributed 21%.
- Film, whilst a small category overall, seemed about the only one to obviously oppose the Winter syndrome, beaten by Autumn, but ahead of Summer and Spring.

Table 14 Theme division of Events
(New Zealand - 1994).

Table 15 Theme(2) categorisation of SEs in
Victoria (1997)

Event Theme	Theme (%)	Theme2 Categories	Theme (%)
Community	30	Sport	26
A&P Show	12	A&P/Horticulture	21
Food & Bev.	10	Arts	17
Rodeo	10	Community	16
Art	9	Exhibitions	10
Garden	9	Culture/Religion	5
Music	8	Food & Beverage	4
Culture	6	Other	1
Celebrations	4		
Fashion	1		

Source: *Getz et al. (1994)*, adaptation of Figure 1,
Figure 9 & Figure 10, pages unlabelled.

The main differences compared with the *Getz et al.* (1994) study (see Table 14) with the theme category (which was not further cross-tabulated with seasons) were:

- The prevalence of Rodeos (10%) in the NZ study, which would have presumably contributed to the Sport category if it had have been labelled.

- Food & Wine (10%) was noticeably more prevalent than in the Victorian study (4%), and lends itself to possible opportunities for certain Victorian regions.
- Celebrations (4%) and Culture (6%) were additional categories to Community (31%), which again was noticeably higher than the Victorian study (16%). One reason for this might possibly have been the definition used in the NZ study, whereas the current Victorian analysis deliberately held separate categories such as Exhibition, Dance, Drama and Film for the original theme variable (see Table 12). However, several of these categories were subsequently collapsed in the Victorian study (see Appendix D) to ensure meaningful statistical reliability.
- After Community, A&P Shows (12%) was the largest themed event, possibly supporting the higher Spring results. Victorian results also noted the secondary importance of A&P/Horticulture (21%) with definite emphasis during Spring.

5.4.6 *Summary of Temporal Analysis of SE Type and Theme, and hypotheses review*

The prevalence of seasonal concentration was supported throughout the Type/Theme analyses. This suggests that further research could contribute to a better understanding of how such seasonal concentrations could reduce potential benefits of staging SEs. Issues might involve competition pressure within a specifically themed market segment, but also the SE market as a whole. Organisers need to recognise that the less concentrated times of the year can provide real opportunities for developing viable SE programs.

Potential opportunities include:

- Regions such as *Legends, Wine & High Country* (R11) and *The Grampians* (R6) where people might more readily accept/associate colder seasonal activities, could actively market themselves for associated events, (eg. Irish Christmas; cultural winter activities; specialised fishing and hiking experiences; food and wine excursions with a winter theme).
- SEs that do not primarily rely upon fine weather for their staging, could possibly gain considerable advantage by removing themselves from times of the year where competition for participants from all SE themes is more intense. Art, film, drama, exhibitions etc. are all possibilities.
- Regions that traditionally concentrated their efforts for very specific times of the year, could utilise SEs to avail themselves of new opportunities and introduce to resident and tourists alike a change of perception. An ongoing example of this was how the mountains in the *Legends, Wine & High Country* (R11) had traditionally relied on the two or three months of the ski season to support them for the year. Summer and Spring had not been associated to activities in much of the region. Now their campaign via SEs has begun to develop a viable industry that utilises their facilities, provides jobs and creates a greater working community year round. Examples include:

Festivals: Benalla Rose Festival (Case 767)

Cadbury's/Red Tulip Giant Easter Egg Hunt (Case 406)

Wangaratta Festival of Jazz (Case 715)

Sports: Bogong Cup Hang Gliding Competition (Case 15)

Geebung Polo Match (Case 358)

Mansfield Balloon Festival (Case 416)

Hypothesis Review:

H(3): There is no difference in the number of SE types offered during each of the seasons of the year.

Cross-tabulations of Season by Type2 revealed:

Chi-square = 68.5	df = 9	p = < 0.01
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H(4): There is no difference in the number of SE themes offered in each of the seasons during the year.

Cross-tabulation of Season by Theme2 revealed:

Chi-square = 104.8	df = 21	p = < 0.01
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When both H(3) and H(4) chi-squared statistics were analysed, the results revealed the null hypotheses were unlikely to be true. Instead, the alternative hypotheses - that there were differences in the type/theme offered during the seasons was accepted.

5.4.7 *Spatial Analysis of SEs*

Figure 8 *Special event research and the variables investigated for the Victorian study (1997)*

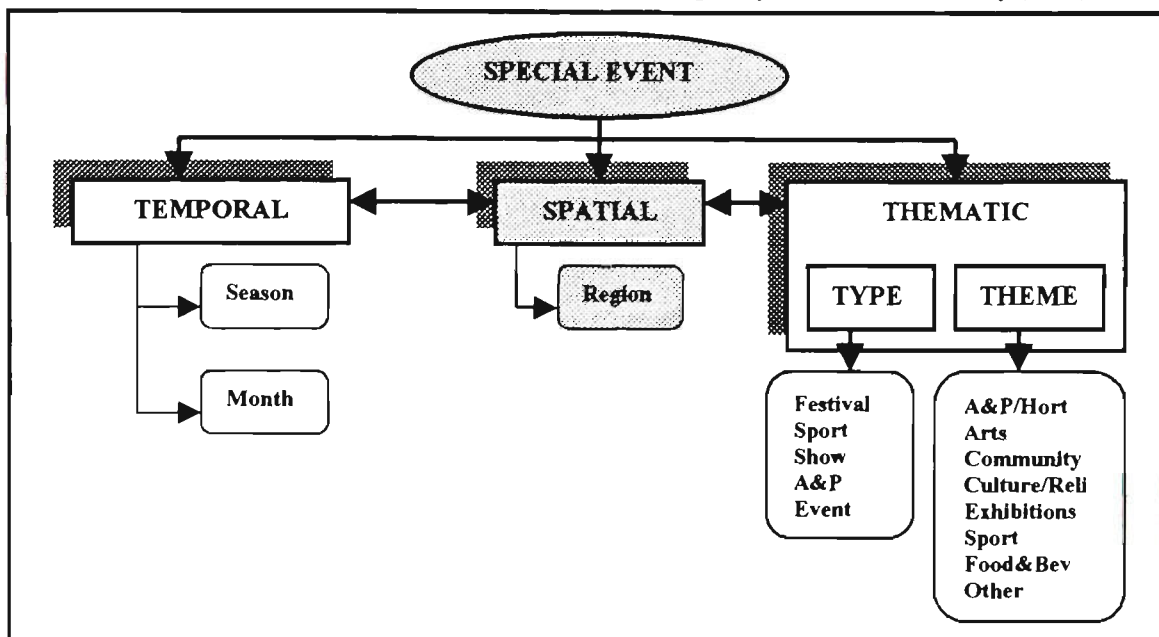


Table 16 *Frequency of SEs throughout the Regions of Victoria (1997)*

Region Identifier	Region	Percentage of Total	Number of Special Events
R1	Melbourne	24	217
R2	The Islands, Bays & Peninsulas	9	79
R3	Yarra Valley, Dandenongs & the Ranges	6	50
R4	Macedon Ranges & Spa Country	4	35
R5	Great Ocean Road	6	51
R6	Grampians	6	54
R7	Goldfields	14	124
R8	Oasis Country	3	27
R9	The Murray	9	84
R10	Goulburn Murray Waters	3	24
R11	Legends, Wine & High Country	7	59
R12	Lakes & Wilderness	4	31
R13	Gippsland Natural Discoveries	5	41
R22	Carried out at many regions	2	16
TOTAL			892

While Table 16 revealed Melbourne (R1) as the most dominant host of SE activities, it also noted the vast differences between other regions within the state's SE industry. The Goldfields (R7) hosted 14% of all SE activities. After that every other region only represented a less than 10% share, the lowest being Goulburn Murray Waters and Oasis Country (3%), apart from the R22 (2%) which was the category for events that deliberately moved between regions.

When investigated further against the publication - *RACV Experience Victoria (1996-1997)* the incidence of SEs was seen to be possibly related to the populations of the region, with Melbourne obviously appearing at the top of the list. It was interesting to note the results that underpinned Table 16, when taken further and investigated against post code frequencies, revealed certain towns within regions that were responsible for most of the SE activities in that region (Table 17):

Table 17 SE prominent towns within regions and the nominated populations

Region	Town (Postcode)	Population (approximately)
Melbourne	Melbourne (3000)	3,145,600
	South Bank (3006)	
	Maribymong (3032)	
Goldfields	Bendigo (3550)	70,000
	Ballarat (3350)	82,000
The Murray	Swan Hill (3585)	9,600
Islands, Bays & Peninsulas	Geelong (3220)	145,335
	Mornington area (3931)	14,149
Great Ocean Road	Portland area (3305)	11,000
The Grampians	Horsham area (3400)	13,000
Legends, Wine & High Country	Mount Beauty area (3699)	2,100

Source: RACV (1996/97)

Table 18 (next page) details further the regional concentration of events during each season. While further supporting the rejection of the null hypothesis $H(1)^{16}$, it additionally provides SE organisers and researchers with a greater understanding of specific regional event concentrations. For instance:

- Neither Oasis Country (R8) or Goulburn Murray Waters (R10) hosted events during the Winter season.
- Melbourne, Great Ocean Road (R5), and The Murray (R9) seemed to display the most evenly distributed SE activities taking into account the Winter season.
- R8 relied upon Spring to host 78% of its total events activity.
- Lakes & Wilderness (R12) hosted 61% of its total events activity for the year, during Autumn.
- R1 had by far the largest share of events (24%), followed by the R7 (14%) and the remaining regions all represented less than 10% of the State's total.

Further comparison to Getz *et al.* (1994), other than what was noted in section 5.4.1 and 5.4.2, would not be practical due to the limited information available on the majority of regions in the NZ study which concentrated on only the six main international visitor destinations. Ryan *et al.* (1996) did table the number of events per region (section 5.4.1, Table 4), but the study failed to further clarify the specific regional distribution for each season.

¹⁶ **H(1):** There is no difference in the number of SEs offered in each of the seasons throughout the year.

Table 18 *Regional comparison of Seasonal distribution of Special Events in Victoria during 1997.*

PERCENTAGE REPRESENTATION IN EACH REGION															
Variable	R1	R2	R3	R4	R5	R6	R7	R8	R9	R10	R11	R12	R13	R22	TOTAL
Season															
Summer	(Row%) 28.7	13.4	4.6	5.1	7.9	3.7	10.2	0.5	7.9	1.9	7.9	2.3	5.1	0.9	
	(Col%) 28.6	36.7	20.0	31.4	33.3	14.8	17.7	3.7	20.2	16.7	28.8	16.1	26.8	12.5	
	(Total%) 7.0	3.3	1.1	1.2	1.9	0.9	2.5	0.1	1.9	0.4	1.9	0.6	1.2	0.2	24.2
Autumn	(Row%) 21.5	10.4	6.7	2.3	5.4	5.7	11.4	1.7	8.7	2.7	8.1	6.4	6.4	2.7	
	(Col%) 29.5	39.2	40.0	20.0	31.4	31.5	27.4	18.5	31.0	33.3	40.7	61.3	46.3	50.0	
	(Total%) 7.2	3.5	2.2	0.8	1.8	1.9	3.8	0.6	2.9	0.9	2.7	2.1	2.1	0.9	33.4
Winter	(Row%) 34.6	6.4	5.1	3.8	3.8	9.0	11.5	-	15.4	-	2.6	1.3	3.8	2.6	
	(Col%) 12.4	6.3	8.0	8.6	5.9	13.0	7.3	-	14.3	-	3.4	3.2	7.3	12.5	
	(Total%) 3.0	0.6	0.4	0.3	0.3	0.8	1.0	-	1.3	-	0.2	0.1	0.3	0.2	8.5
Spring	(Row%) 21.3	4.7	5.3	4.7	5.0	7.3	19.7	7.0	9.7	4.0	5.3	2.0	2.7	1.3	
	(Col%) 29.5	17.7	32.0	40.0	29.4	40.7	47.6	77.8	34.5	50.0	27.1	19.4	19.5	25.0	
	(Total%) 7.2	1.6	1.8	1.6	1.7	2.5	6.6	2.4	3.3	1.3	1.8	0.7	0.9	0.4	33.8
TOTAL	24.4	9.0	5.5	3.9	5.7	6.1	13.9	3.1	9.4	2.6	6.6	3.5	4.5	1.7	

Chi-square = 96.6; df = 39; p < 0.01

5.4.8 *Spatial summary and Hypothesis Review*

Melbourne as the capital of Victoria predictably hosted the largest single share of SEs (24%). The Goldfields (R7) (14%) was the only other to represent over a 10% share. Analysis of each region did reveal, that in the main, seasonal dispersion was not even. In fact, the majority of regions displayed:

- Between 40-78% of all regional events were contained in a single month.
- The only regions not affected like the above were Melbourne; Islands, Bays & Peninsulas; Great Ocean Road; and The Murray.
- Melbourne was the most evenly spread for SE frequency, but even there, results revealed three of the four seasons contained approximately 30% concentration each.
- Islands, Bays & Peninsulas (R2); Great Ocean Road (R5); and The Murray (R9) displayed similar results, but the weighting of two seasons (which differed) was usually higher, further illustrating the seasonal concentrations.

Hypothesis Review:

Effectively, the research reflected that investigated by H(1) - about the seasonal frequency of SEs, but on a regional basis:

H(5): There is no difference in the number of SEs offered by the regions during the seasons of the year.

Findings revealed the following results:

Chi-square = 96.6	df = 39	p = < 0.01
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This supported the rejection of the null hypothesis. Instead, the alternative hypothesis, that there was a difference in the number of SEs offered by regions throughout the seasons, was accepted.

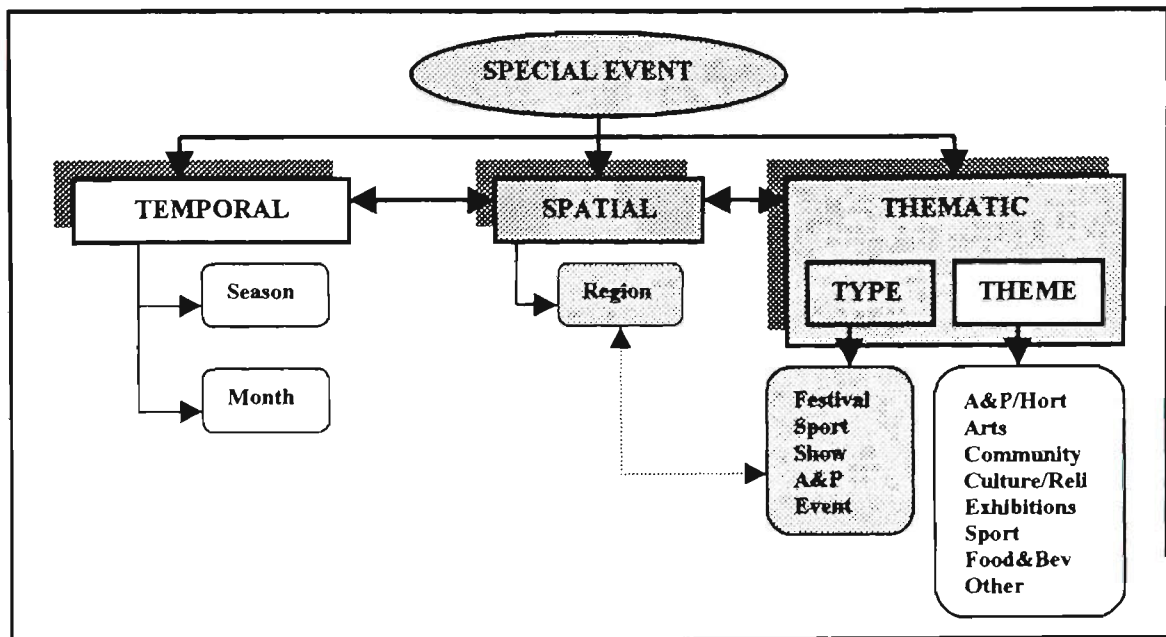
Table 19 *Regional comparison for Types of Special Events in Victoria during 1997.*

PERCENTAGE REPRESENTATION IN EACH REGION																									
Variable	R1	R2	R3	R4	R5	R6	R7	R8	R9	R10	R11	R12	R13	R14	R15	R16	R17	R18	R19	R20	R21	R22	TOTAL		
Type2																									
Festival	33.1	8.8	8.5	5.1	5.9	3.3	9.9	1.5	4.8	1.8	8.1	1.5	5.1	2.6											
(Row%)																									
(Col%)	41.5	30.4	46.0	40.0	31.4	16.7	21.8	14.8	15.5	20.8	37.3	12.9	34.1	43.8											
(Total%)	10.1	2.7	2.6	1.6	1.8	1.0	3.0	0.4	1.5	0.6	2.5	0.4	1.6	0.8											30.6
Sport	20.0	14.3	1.7	2.2	7.0	4.8	17.4	1.3	13.5	0.4	8.3	6.1	1.3	1.7											
(Row%)																									
(Col%)	21.2	41.8	8.0	14.3	31.4	20.4	32.3	11.1	36.9	4.2	32.2	45.2	7.3	25.0											
(Total%)	5.2	3.7	0.4	0.6	1.8	1.2	4.5	0.3	3.5	0.1	2.1	1.6	0.3	0.4											25.7
A&P	6.4	4.8	3.2	4.0	9.6	9.6	9.6	12.8	10.4	8.0	8.0	2.4	11.2	-											
(Row%)																									
(Col%)	3.7	7.6	8.0	14.3	23.5	22.2	9.7	59.3	15.5	41.7	16.9	9.7	34.1	-											
(Total%)	0.9	0.7	0.4	0.6	1.3	1.3	1.3	1.8	1.5	1.1	1.1	0.3	1.6	-											13.9
Event	27.5	6.0	7.2	4.2	2.6	8.3	17.0	1.5	10.2	3.0	3.0	3.8	3.8	1.9											
(Row%)																									
(Col%)	33.6	20.3	38.0	31.4	13.7	40.7	36.3	14.8	32.1	33.3	13.6	32.3	24.4	31.3											
(Total%)	8.2	1.8	2.1	1.2	0.8	2.5	5.0	0.4	3.0	0.9	0.9	1.1	1.1	0.6											29.6
TOTAL	24.4	8.9	5.5	4.0	5.7	6.0	13.8	2.9	9.5	2.7	6.6	3.4	4.6	1.8											

Chi-square = 192.9; df = 39; p < 0.01

5.4.9 *Regional Analysis regarding special event Types*

Figure 8 *Special event research and the variables investigated for the Victorian study (1997).*



Subsequent cross-tabulation reliability involving Type categories had been compromised due to the high instance of SEs with an expected frequency of <5 contained in cells involving Show and Award categories. By collapsing them, the remaining categories when cross-tabulated produced frequencies considered more reliable due to the higher cell frequencies. With the collapsed categories, the revised variable - Type2 was used (see Table 19 and Appendix D).

Table 19 displays the results of the cross-tabulation between Type2 and each of the Regions. It was interesting to note the mix of SE types in the various regions:

- As mentioned previously (section 5.4.4), Festivals were the most prominent single category (31%) in R1, Yarra Valley, Dandenongs & the Ranges (R3), Macedon Ranges & Spa Country (R4), Legends, Wine & High Country (R11), and for R22 - the non-region specific events.

- R5 and Gippsland Natural Discoveries (R13) both shared their highest concentration equally, between Festivals and Sport (R5) or Festivals and A&P (R13).
- The remaining regions of R2, R6-R10 and R12, all held primary concentrations of either Sport (R2, R9, R12), A&P (R8, R10) or Events (R6, R7)¹⁷.
- R1 had the greatest number of types, except A&P where R8 surpassed.
- Within Sport, R7 (17%) nearly equalled R1 (20%). It was interesting to note this paralleled concentration throughout most categories
- Sport, even though a well represented category (26%), was poorly utilised within R3 (8%), R10 (4%) and R13 (7%).

¹⁷ Specific Sport categories are represented in Table 7 and also tabulated in greater detail for each region in Appendix E.

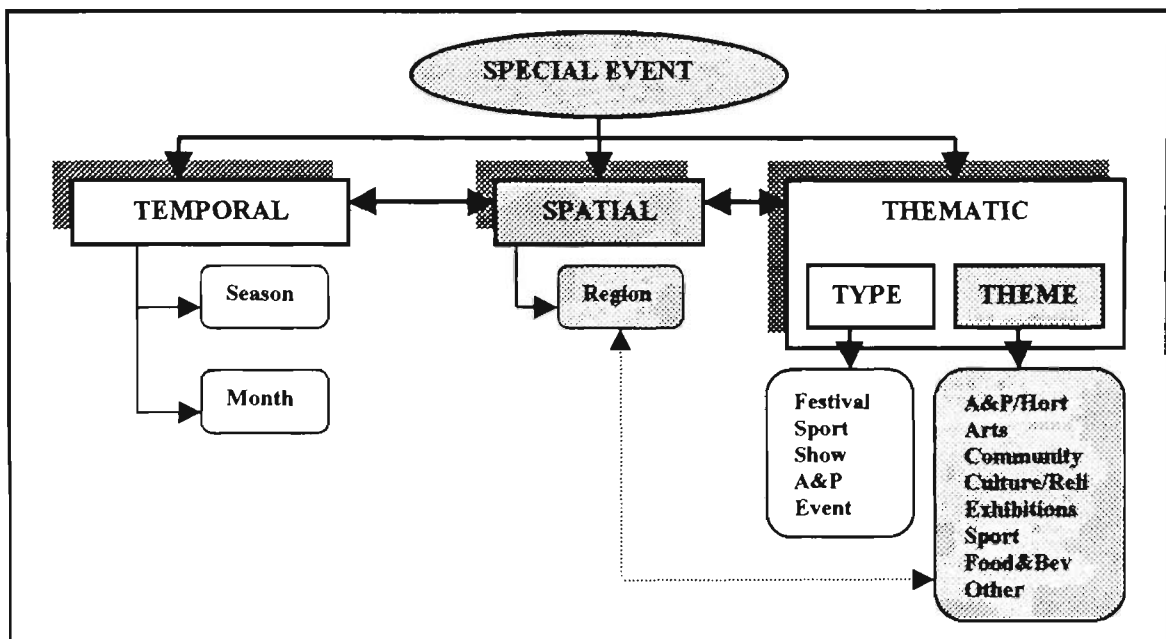
Table 20 Regional comparison of Themes of Special Events in Victoria during 1997.

Variable	PERCENTAGE REPRESENTATION IN EACH REGION														TOTAL
	R1	R2	R3	R4	R5	R6	R7	R8	R9	R10	R11	R12	R13	R22	
Theme2															
Other	25.0 (Row%)	-	-	8.3	-	-	33.3	8.3	8.3	-	-	-	-	-	16.7
	1.4 (Col%)	-	-	2.9	-	-	3.2	3.7	1.2	-	-	-	-	-	12.5
	0.3 (Total%)	-	-	0.1	-	-	0.4	0.1	0.1	-	-	-	-	-	0.2
A&P/Horticulture	11.9 (Row%)	4.9	8.6	4.9	7.0	9.2	9.7	9.2	9.2	6.5	5.9	3.2	8.1	1.6	18.8
	10.1 (Col%)	11.4	32.0	25.7	25.5	31.5	14.5	63.0	20.2	50.0	18.6	19.4	36.6	18.8	20.7
	2.5 (Total%)	1.0	1.8	1.0	1.5	1.9	2.0	1.9	1.9	1.3	1.2	0.7	1.7	0.3	20.7
Arts	34.0 (Row%)	3.4	5.4	4.1	6.1	8.2	8.2	2.0	6.8	3.4	5.4	4.1	7.5	1.4	12.5
	23.0 (Col%)	6.3	16.0	17.1	17.6	22.2	9.7	11.1	11.9	20.8	13.6	19.4	26.8	12.5	16.4
	5.6 (Total%)	0.6	0.9	0.7	1.0	1.3	1.3	0.3	1.1	0.6	0.9	0.7	1.2	0.2	16.4
Community	23.6 (Row%)	12.5	7.6	5.6	6.3	4.9	11.8	0.7	7.6	2.1	9.0	0.7	6.3	1.4	12.5
	15.7 (Col%)	22.8	22.0	22.9	17.6	13.0	13.7	3.7	13.1	12.5	22.0	3.2	22.0	12.5	16.0
	3.8 (Total%)	2.0	1.2	0.9	1.0	0.8	1.9	0.1	1.2	0.3	1.5	0.1	1.0	0.2	16.0
Culture	48.9 (Row%)	8.5	2.1	4.3	4.3	-	17.0	-	2.1	-	4.3	2.1	2.1	4.3	5.1
	10.6 (Col%)	5.1	2.0	5.7	3.9	-	6.5	-	1.2	-	3.4	3.2	2.4	12.5	5.1
	2.6 (Total%)	0.4	0.1	0.2	0.2	-	0.9	-	0.1	-	0.2	0.1	0.1	0.2	5.1
Exhibition	35.2 (Row%)	6.6	4.4	1.1	2.2	5.5	24.2	2.2	9.9	2.2	4.3	2.2	-	-	10.1
	14.7 (Col%)	7.6	8.0	2.9	3.9	9.3	17.7	7.4	10.7	8.3	6.8	6.5	-	-	10.1
	3.6 (Total%)	0.7	0.4	0.1	0.2	0.6	2.5	0.2	1.0	0.2	0.4	0.2	-	-	10.1
Sport	20.0 (Row%)	14.3	1.7	2.2	7.0	4.8	17.4	1.3	13.5	0.4	8.3	6.1	1.3	1.7	26.4
	21.2 (Col%)	41.8	8.0	14.3	31.4	20.4	32.3	11.1	36.9	4.2	32.2	45.2	7.3	25.0	26.4
	5.2 (Total%)	3.7	0.4	0.6	1.8	1.2	4.5	0.3	3.5	0.1	2.1	1.6	0.3	0.4	26.4
Food & Beverage	19.4 (Row%)	11.1	16.7	8.3	-	5.6	8.3	-	11.1	2.8	5.6	2.8	5.6	2.8	3.8
	3.2 (Col%)	5.1	12.0	8.6	-	3.7	2.4	-	4.8	4.2	3.4	3.2	4.9	6.3	3.8
	0.8 (Total%)	0.4	0.7	0.3	-	0.2	0.3	-	0.4	0.1	0.2	0.1	0.2	0.1	3.8
TOTAL	24.4	8.8	5.5	3.9	5.7	6.0	13.8	2.9	9.3	2.6	6.5	3.5	4.5	1.6	

Chi-square=226.3, df = 91; p < 0.01

5.4.10 *Regional Analysis of SE Themes*

Figure 8 *Special event research and the variables investigated for the Victorian study (1997)*



Certain categories of the variable Theme were collapsed (see Appendix D), and the revised variable Theme2 was created. Similar to the previous Type analysis (section 5.4.9), some of the initial theme categories which had low representation of SEs, created cells with expected frequency of <5, which in turn compromised the chi-squared statistics. While Theme2 produced slightly broader categories, it was found that the results were more reliable for the researcher.

Table 20 displays the results of the cross-tabulation between Theme2 and each of the Regions, allowing for in-depth analysis of the concentration of particular themes throughout the regions. Some notable observations included:

- The Grampians (R6) and R10 hosted no Cultural themed events. This result might possibly be explained by the concentration found in similar themed events: Community (approximately 13%) and Arts (approximately 21%).

- R8 also hosted no Cultural events, however differed to R6 and R10, displaying comparatively negligible results for the same categories: Community (4%) and Arts (11%). The observed emphasis with A&P, which represented 63% of all activities, suggested a definite preoccupation with this category. Current concentration in Spring (78%), along with the A&P emphasis suggested a lack of well rounded SE product base, which would need to be investigated if R8 wishes to decrease its vulnerability to competition.
- Food & Beverage themed events were absent in R5 and R8.
- R13 held no Exhibition events.
- R1 was an obvious centre for Culture (49%), Exhibitions (35%) and the Arts (34%). Exhibitions might be explained by the premium facilities available, but Culture and Art dominance seems to suggest a deliberate absence from the SEs programming of other regions.
- R2 (42%), R5 (31%), R7 (32%), R9 (37%), R11 (32%), R12 (45%) and R22 (25%) all had Sport as their dominant theme for SE activities. The R22 result could potentially have been higher, as it was noted within CAL97, events like the triathlon series were not necessarily individually noted for each stage as part of an extended series.
- A&P themed events dominated R3 (32%), R4 (23%), R6 (32%), R8 (63%), R10 (50%) and R13 (37%). While this was the least representative Type (14%), it obviously impacts greatly within these regions to influence the theme of their SEs. For these regions there exists potential opportunities to expand/broaden the SE product. In so doing, especially if regions avoid the before mentioned seasonality traps, they potentially can provide a year round SE product, that due to its variety, can help prevent vulnerability resulting from such A&P emphasis.

5.4.11 *Type and Theme Summary and Hypotheses Review*

Getz *et al.* (1994) determined Community themed events to be the most regularly staged, and this did occur in the limited regions specified in the NZ study. This result was further emphasised by the prominence of Festivals with their community celebration definition.

Ryan *et al.* (1996), tabled Sport Events (58%) as the most regularly staged category (the reader needs to keep in mind the changed variable categories compared to the Getz *et al.* (1994) study, previously mentioned in section 5.4.4). The 1996 study did, however, comment on the limitation of including sports of all natures, rather than only those that could significantly attract spectators/participants from outside, as well as within the region. They commented that due to the extreme broadness of the NZ sports category definition, there was a danger that the database would be dominated by the category, which seems to be validated by the 1996 results. Local sports that did not necessarily hold a 'special' or broader interest status by their sphere numbers, were in danger of corrupting the value of the database findings in relation to the other categories. Ultimately, that study suggests that future researchers need to develop practical limitations for study category definitions. By doing so, analysis would better reflect the issues involved, rather than allowing non-relevant cases to cloud potentially insightful research results.

Relating to this issue, this study observed that the Getz *et al.* (1994) and the Victorian results reflected the clearer information available when the SE Type was separated from the SE Theme.

Overall, the Victorian regional analysis allowed the researcher to establish the concentration of event types/themes, not only to particular regions, but also within the regions themselves. It was the peaks and troughs that could provide for future opportunities to possibly extend the regional range where applicable. In certain circumstances, a region could possibly decide to decrease their spread of events, to instead more effectively utilise SEs as a tool to establish and promote a stronger regional image that would last beyond the duration of the SE.

Hypothesis Review:

The null hypothesis H(6) related to regional representation of type and produced the following analysis:

H(6): There is no difference in the regional representation of SE Types.

The cross-tabulation Region by Type(2) produced the following results:

Chi-square = 192.9 df = 39 p = < 0.01

The chi-square statistic supported the reliable rejection of H(6), and instead the alternative hypothesis that there was a difference in the regional representation of SE type during the year was accepted.

The final hypothesis investigated the issue of regional representation regarding SE themes.

H(7): There is no difference in the regional representation of SE Themes.

The results of the cross-tabulation Region by Theme(2) were:

Chi-square = 192.9	df = 39	p = < 0.01
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The researcher noted that the cross-tabulation resulted in a warning about the number of cells with an expected frequency <5 (47%). As this result was well above the acceptable 20% level of significance, further analysis was initiated to verify the reliability of the results (see section 5.5). These results did further support the rejection of H(7), and the alternative hypothesis was accepted.

5.4.12 Critique of regional specific special event activity

Table 21 Critique of regional specific analysis findings

Region Number	Region	Observations
R1	Melbourne	<ul style="list-style-type: none"> • Seasonal representation fairly evenly dispersed between Summer (29%), Autumn (30%) and Spring (30%); Winter while considerably less, is relatively high compared to other regions. • There was a tendency to hold SEs that contained an entire weekend in Spring, but only partial weekend involved SEs during other seasons. • Sport events were concentrated in Autumn and Spring. • Art theme very important currently within the SE program (23%). • R7 is Melbourne's nearest competitor for frequency of Sporting events. • Food & Beverage (F&B) only accounts for 3% of Melbourne's SEs, result may reflect resident's constant lifestyle expectation, rather than highlighting a lack of SEs. • Horse/Equestrian (H/Eq) dominated (26%) representing 24% of the State's total (ST). • Athletics (24%) represented 42% of ST. • Golf while low (4%) was only relative to R1 because represented 13% of ST. • 31% of ST of Bike Riding/Racing (BRR) held here.
R2	The Islands, Bays & Peninsulas	<ul style="list-style-type: none"> • SEs primarily focused in Summer (37%) and Autumn (39%), Winter less busy with only 6%. • Neither Winter or Spring contained SEs without a weekend (partial or full). • Festivals (30%) were evenly dispersed between Summer, Autumn and Spring. • Sport (42%) was the dominant theme, and encompassed all themes, but more concentrated in Summer and Autumn. • B/F dominated (29%), but more importantly represented 24% of ST. • Golf while only accounting for 9% of R2 SEs, represented 18% of the ST.
R3	Yarra Valley, Dandenongs & the Ranges	<ul style="list-style-type: none"> • Autumn hosted 40% of SEs, Spring 32%, Winter only 8%. • Winter hosted no Sport or A&P events. • A&P most prominent (32%), followed by Community (22%) and Arts (16%). • Food & Beverage (F&B) while only six events (12%), actually represented 16% of ST, just behind R1 (19%). • Culture (2%) does not currently seem significant for the region. • Very out of the ordinary, R3 forward dated in CAL97 75% of their Sport events - relatively though sport only accounted for 8% of SEs.

Region Number	Region	Observations
R4	Macedon Ranges & Spa Country	<ul style="list-style-type: none"> • Spring favoured (40%), then Summer (31%), Winter only 9%. No Sport or A&P events hosted in Autumn or Winter. • Summer hosted no events with multiple weekends. • All SEs in Autumn and Winter contained some or all of a weekend. • Most frequent events were A&P (26%), Community (23%) and Arts (17%). • Athletics accounted for 40% of Sport events, but represented only 8% of ST. • No B/F, Team, BRR or Other events were hosted.
R5	Great Ocean Road	<ul style="list-style-type: none"> • Autumn (31%) was the only season to host all themes. • Winter only held three SEs, none of which included Community or Cultural themes. • Most prevalent themes were Sport (31%), A&P (26%), Art and Community about 17%. • No F&B themed events held. • 53% of SEs contained part of a weekend. • No H/Eq category represented. • Multiactivity and BRR each accounted for 19%, and the Other category was dominant with 31%.
R6	The Grampians	<ul style="list-style-type: none"> • Spring hosted 40% of events, followed by Autumn with 32%, Summer hosted least events. • High comparative proportion for Winter (13%), but only spread between four themes. • No Cultural events. • Festivals were the only type that were not 100% site specific when hosted. • B/F (36%) and H/Eq (27%) represented 10% and 6% respectively of ST. • R6 contained no Team or BRR sport events.
R7	The Goldfields	<ul style="list-style-type: none"> • Spring hosted nearly half of all events (48%), followed by Autumn (27%). • Sport (32%) was the dominant theme. • Very unusual to such a high proportion of Festivals (52%) forward dated in CAL97. • Ballarat and Bendigo the definite focus of events. • Sport themes dominant were H/Eq (35%), but which accounted for 28% of ST. • Multiactivity (15%) and Team (13%) while comparatively lower, represented 21% and 42% respectively of the ST. • Golf was not played at a SE level.
R8	Oasis Country	<ul style="list-style-type: none"> • No Winter based events and only one in Summer. • A&P is the dominant theme at 63%, of which 78% were hosted in Spring. • After R10, R8 least concentration of SEs. • Spring hosted 46% of all SEs but none contained a part of a weekend. • Sport only accounted for 11% of SE program, spread evenly between B/F, Multiactivity and Team sports.

Region Number	Region	Observations
R9	The Murray	<ul style="list-style-type: none"> • Spring (35%) and Autumn (31%), but Winter relatively high at (14%). • Sport (37%) events were concentrated in Summer (35%) and Autumn (32%). • All A&P events hosted in Spring, apart from 15% in Autumn. • 73% of SEs contained - 47% an entire, while 26% a partial, weekend. • B/F (29%) represented 22% of ST. • Multiactivity sports (23%) represented 25% of ST. • No BRR was held within the Sport category.
R10	Goulburn Murray Waters	<ul style="list-style-type: none"> • Least represented region. • No Winter events hosted. • No Summer events contained a weekend. • A&P (50%) actually only represented 7% of ST. • No Cultural events staged. • B/F is the only Sport theme hosted, and it only represents 2% of ST.
R11	Legends, Wine & High Country	<ul style="list-style-type: none"> • Autumn (41%), Summer (29%) and Spring (27%). • Winter only hosted two events. • Sport most frequent category (32%), and concentrated in Summer (53%). • 'Wine' may be in the regional name, but F&B themed events only occurred twice. • Interesting to note only 50% of Festivals were site specific. • H/Eq (26%) equated to 10% of the ST, while Other category (42%) represented 20% of ST. • No B/F events hosted, even though region contains lakes and the Hume and Dartmouth Dams.
R12	Lakes & Wilderness	<ul style="list-style-type: none"> • Many event themes only hosted in Autumn (61%), eg. Community, Culture, F&B. • Sport had the highest concentration (45%), but only represented 6% of ST. • Golf (14%) represented 13% of ST. • BRR (21%) represented 19% of ST. • Surprising that F/B while 14%, only accounted for 5% of ST. • No Team sport themed events.
R13	Gippsland Natural Discoveries	<ul style="list-style-type: none"> • Autumn most busy (46%), followed by Summer (27%), with Winter only (7%). • Interesting to note instead of Spring, A&P shows were concentrated in Summer (43%) and Autumn (36%). • Hosted no Exhibitions. • Part of a weekend was included in 58% of SEs. • Sport (7%) followed after A&P (37%), Arts (27%) and Community (22%).
R22	Carried out at Many regions	<ul style="list-style-type: none"> • Category only utilised to clarify certain events that deliberately travelled or simultaneously held around multiple regions. • Predictably, entire (25%) or multiple weekends (63%) were involved to stage SEs.

5.5 VERIFYING THE RESULTS OF CHI-SQUARE FURTHER WHERE NECESSARY

Certain cross-tabulations and their resulting chi-square statistics, produced warnings, where cells with an expected frequency <5, were observed to be greater than the 20% generally accepted (Norusis 1994). The following were cross-tabulations noted for further investigation:

Table 22: Cross-tabulations containing cells with an expected frequency <5

Variables Cross-Tabulated	Cells with an Expected Frequency < 5	Degrees of Freedom	Probability
Region by Theme2	47%	91	<0.05
Region by Tmvalc3	43%	78	<0.05
Region by Sporty2	88%	91	0.03
Sporty2 by Season	47%	21	0.01

It was important to establish whether the probability, which produced the foundation for accepting or rejecting the null hypothesis, would be compromised or not if certain variable categories were collapsed.

SPSS (1996) warned that when greater than 20% of the cells with an expected frequency <5 result from a cross-tabulation, the reliability of the results are compromised, even if the probability was within the 95% confidence level for analysis - "applies to more than 20% of the cells, the sample size is probably too small for the test to be considered a reliable one and therefore the null hypothesis should be rejected, regardless of the value of the chi-square statistic" (SPSS 1996: 13-15).

It was decided to investigate the affect category variable collapsing might have on the cross-tabulation results. Specifically, review of the large number of cells, compared to the relevant cases, automatically limited the possible cell results equal or greater than five.

Evaluation of the relevant variables concluded that to effectively complete chi-square analysis, some variables categories would need to be collapsed into others, or deliberately labelled 'missing cases' (see Appendix D) to prevent the high frequency of the cells with values <5 .

When the amended cross-tabulations and the chi-square statistics were run, it was observed that in the:

- **Region by TmV Calendar(4) and Sport Type(3) by Season:**

the resulting probability was <0.05 significance level and cells with expected frequency <5 , equalled or was less than the 20% significance warning level. Reliability of the results was confirmed.

- **Region by Theme(3) and Region by SportType(3):** produced probability <0.05 , but whilst cells with an expected frequency <5 decreased, they still did not record lower than the acceptable 20% significance level. The following were considered regarding these results:

1. Cross-tabulation **Region by Theme(3)** resulted in 84 cells, represented by 892 cases, each cell could hypothetically have contained up to 10 nominations. Previous analysis showed us that not only were the various themes not evenly dispersed throughout each region, in fact some regions had little, if any of certain themed events. Even after collapsing, the chi-square results warned of more than 20% of cells with an expected frequency <5 .

2. From the cross-tabulation **Region by Sport Type(3)**, 70 cells were established. What severely affected results, even after collapsing categories, was that 230 cases only were applicable, which could only have produced a hypothetical maximum of three per cell if evenly distributed. The other 662 missing values represented events that had nothing to do with sport. This clearly explains why cells with expected frequency <5 was so high at 76%. Once again the uneven distribution of sport types throughout regions was highlighted, and how certain regions had very specific sporting themes, eg. Goulburn Murray Waters hosted 100% of its sporting themed events as boating/fishing.

CHAPTER 6: SUMMARY, DISCUSSION AND RECOMMENDATIONS

6.1 INTRODUCTION

This chapter concludes the current study. Section 6.2 summarises the overall study, and discusses the research findings compared to similar studies and relevant literature. Overall it analyses the study in relation to the objectives and specific issues declared earlier in Chapter One. Section 6.3 reviews the limitations of the study, while section 6.4 considers the implications arising from the study's conclusions. Finally, section 6.5 presents the recommendations resulting from the research findings for both industry organisers and future researchers.

6.2 THE STUDY SUMMARISED

This study aimed to analyse the current CAL97 data, and identify the temporal, spatial and thematic concentrations. Importantly, it sought to reveal these phenomenon individually, but also in relation to each other. The research has provided for the first time a comprehensive source of supply side information about the SE industry here in Victoria during 1997.

The study was justified since TmV had established the SBP93 and subsequently SBP97, which had established objectives for SE activities, *eg.*:

- "The need to develop a diverse range of events which complement Victoria's strengths, reinforce the State's promotional image and ensure geographic and seasonal dispersion of activity" (Tourism Victoria 1997: 81).
- "to improve the link between major events and other activities and attractions within the state" (Tourism Victoria 1993b: 90).

However, to date there had been no supply side research to consider and establish whether these and more of the SE related objectives had been obtained. Such research would have needed to establish baseline data regarding temporal, spatial and thematic frequencies throughout the State. Given that SEs are being heralded as a successful trend within the tourism industry, evaluation was important to establish in part, a reference for the success or failure of the SBP93 objectives.

The *1997 Calendar of Festivals & Events* (Wadsworth and Richardson 1996) formed the basis of this research and 892 events were included in the study. Consideration of a similar study carried out in New Zealand by Getz, Murphy and Smee (1994), and its subsequent follow-up study by Ryan, Smee and Murphy (1996) allowed for comparison of the five specific issues identified for investigation:

1. Does the hosting of SEs occur evenly throughout the year, or are they concentrated during particular periods?
2. How are SEs currently spread throughout the designated product regions marketed by TmV?
3. Do SEs exhibit a range of themes and, if so, what are they?
4. What are the concentrations of SE themes throughout the seasons of the year?
5. Do specific regions host a greater concentration of particular SE themes?

6.2.1 *Research Objective One*

The study confirmed many of the findings in the literature, and were similar to some of the Getz *et al.* (1994) results, revealing there did exist seasonal specific concentrations, with Spring (34%) being the highest and Winter (9%) being the lowest. Weather was presumed to be a dominant issue, relating to the need for outdoor venues for many SEs. The exception was Summer (24%), where it was posed that competition was created for SEs due to the traditional holiday period. During such time, residents and potential tourists might visit friends and relatives, travel for family focused activities, and resulting time constraints might prevent them engaging in SE programs. These activities would also affect the availability of volunteers, upon which many SEs rely for success.

Additionally, monthly examination of the seasons highlighted even more intense concentrations:

- Individually March (22%) was the month in which most events occurred, and accounted for 65% of Autumn's total.
- Spring was dominated by October and November (15% each) which accounted for 88% of the Spring total.
- During Summer February (11%) and January (10%) lead, representing 44% and 39% respectively.
- Winter based SEs were nearly evenly distributed from June to August.

TmV had aimed to reduce the effects of seasonality of SEs. Some success of this policy to deliberately control and spread the placement of major/hallmark events has already been witnessed, *eg.* The Melbourne Garden Show which for traditional reasons would have been staged during Spring, instead the organisers were told to hold it in April as this was a period within the Melbourne calendar free from associated SE concentration.

Ultimately the study found that while seasonality to an extent was less prevalent in the Melbourne region, SEs generally were not evenly distributed throughout the four seasons. Additionally, some regions attributed approximately 70% (R4) of all SE activities between two seasons only, or even 78% (R8) in one season. These results not only highlighted seasonal concentration, but also the absence of SE activities throughout the remainder of the year for the regional community.

6.2.2 *Research Objective Two*

The study found uneven distribution between the 13 product regions within Victoria. Melbourne was predicably high, hosting 24% of all the State's SEs, followed by the Goldfields (14%), but the remaining 11 regions all shared under 10% of the SEs, with Goulburn Murray Waters (3%) staging the least.

Even more revealing was the host town concentration within the regions themselves, eg. Ballarat and Bendigo hosted almost all of the SEs held within The Goldfields. Related issues of the SE site concentration, and the lack of SE activities being extended or linked between multiple towns within the region observed by the researcher, all contributed to a concern about the disbursement of benefits and costs arising from the SE.

6.2.3 *Research Objective Three*

For the most part, the study revealed that all regions have a comprehensive range of themed SEs. The more concentrated regions did not overtly display a greater range overall. The database analysis did however reveal the prominence of certain themes for the majority of regions, examples being:

- Sport was the most dominant themed event within the majority of regions, followed by A&P, then Community.
- Culture, Exhibitions, Food & Beverage, along with Other, each had at least two regions that did not contain such a theme.
- In the majority of instances, between two or three regions accounted approximately 45% of the total theme.
- A&P was probably the most evenly spread theme across all regions.

6.2.4 *Research Objective Four*

Temporal concentration of Spring and Autumn was shown to be nearly identical (34% and 33% respectively). When each theme category was analysed against season the concentrations were revealed as follows¹⁸:

- Arts (37%), Community (39%), Culture/Religion (34%), Sport (39%) and Food & Beverage (39%) all had highest concentration in Autumn, followed by Summer. The exception Food & Beverage, instead concentrated second highest in Spring.

¹⁸ Results are analysed against the Theme2 variable categories.

- The remaining categories of Exhibitions (41%), A&P (59%) and Other (33%) all were most concentrated in Spring. Autumn was the second most relevant season, Other sharing it equally with Summer.
- All theme categories had Winter (9%) classified as the least concentrated season. However, the initial variable analysis (Theme) had revealed that the Winter season concentration was equal first for Dance, and second for Film throughout 1997.
- Categories which dominated SE activities during particular seasons were: A&P in Spring (36%); Sport during Summer (32%) and Autumn (30%); Arts in Winter (24%).

6.2.5 *Research Objective Five*

While regions generally contained a comprehensive spread of SE themes, there were marked concentrations within each region. Examples included:

- Melbourne and Macedon Ranges & Spa Country regions were the only ones to have a highest concentration of approximately 20%, but the top three themes contributed approximately 63% of the total.
- Seven of the 13 regions (excluding R22) displayed approximately 30% as their highest concentration, with the top three totals combining to represent approximately 70%.
- The remaining four regions ranged from 42%-63% for one theme, the concentration of three top themes combining to above the 70% mark also.
- Melbourne dominated all themes with the exception of Other (R7), and showed an absolute dominance of Art (34%) and Culture (49%).

- Regions that closely followed Melbourne for themes were: A&P (R3, R6-9, R13); Community (R2, R7); Exhibition (R7); Sport (R2, R7, R9) and Food & Beverage (R3, R9).

The ability to compare the Victorian study, with the results of both NZ studies was restricted by Getz *et al.* (1994) removing Sport as a category, whilst the subsequent findings of Ryan *et al.* (1996) had included it, where it represented 58% of all SEs. The inconsistencies were also exacerbated by the peculiar seasonal definitions established.

6.2.6 *Summary*

The proposed objectives allowed the researcher to establish a comprehensive analysis of the temporal, spatial and thematic concentrations of SE activities in Victoria during 1997. The research methodology was successful in ensuring that the findings were not too narrow, but instead represented the integrated whole, whilst still allowing for deeper regional understanding and comparison (Jafari 1982b).

The findings revealed that the goals of TmV to develop a "geographic and seasonal dispersion of activity" (Tourism Victoria 1997: 81) still have a considerable way to go before they are realised. Currently, the regional and seasonal SE activities are obviously concentrated rather than evenly dispersed. Despite the warnings about the current growth of SEs (Janiskee 1994), there does exist opportunities to further develop a more comprehensive SE product for currently under-utilised seasons and regions.

The goal of developing "a diverse range of events which complement Victoria's product strengths, reinforce the State's promotional image" (Tourism Victoria 1997: 81) has been partially supported by the research findings. Firstly, a reasonably diverse range of themed events has been shown to exist throughout most of the regions, but the concentrations within the region are less evenly

dispersed. The dominance within the regions of particular themed SEs was highlighted in Table 20. This lead to the second issue - a quandary relating to whether the product strengths were being reinforced by the promotional image. The findings at this stage do not support the SE activities highlighting a particular theme for each of the regions. Further research would be required to estimate the relevance and weighting given to the regional SE activities and how they might influence or reinforce the current promotional image being established.

6.3 LIMITATIONS OF THE STUDY

Time and resources have previously been nominated as constraints for the study (section 4.2). While the researcher justified the reasoning behind the choice of CAL97 for the basis of data research, it needs to be qualified in relation to the results. CAL97, while considered the most comprehensive listing of known SEs, is not an exhaustive listing. However, it is the State's most comprehensive list.

The very nature of the study dictates that the findings are only a cross-sectional snapshot of the Victorian SEs calendar for 1997, rather than a longitudinal representation of SE activity. Consequently, possible trends and forecasts are not available, as they would require a similar study composed over consecutive years.

6.4 IMPLICATIONS

Leisure time plays an increasingly important part of people's lives. The competition for that leisure time and in many instances associated dollars, is increasing. The consumer, as never before, has a broader range of potential activities, easier access to information, relative ease of travel, developed sophistication, and in certain instances specialised interests and requirements. As a result, products that either do not adapt themselves to the changing market place, or lose sight of the market opportunities, will not flourish.

While SEs are a recognised activity, and an increasing trend, ultimately they are but part of a large, diverse and consequently competitive market place. To distinguish themselves they need to stand apart, either through uniqueness, an ability to cater to specialised interests, or adapting as the market changes.

Currently the Victorian experience, while suggesting a broad base of SEs, is exhibiting signs of self destruction due to highly concentrated seasonality issues where it creates excess competition within concentrated time periods/regions/theme categories. By spreading events throughout the year, regions could maintain a constant flow of activities for both locals and visitors alike. By creating SEs in traditionally down periods, new business opportunities could be realised. Deliberate Alpine resort SE activities previously mentioned were an admirable example of this.

The regional concentration is an obvious avenue TmV needs to relieve to better promote the extended Victorian experience. Communities need to consider how they can best work not separately, but combine and link SE activities (Gunn 1988) to highlight a region, which might make it more easily identifiable for future participants.

To accommodate this and benefit more substantially, regional disbursement of SEs could be encouraged, so facilities are utilised and made available in several towns to spread the opportunities and costs. It could also promote travel and lengthened stay within the region, rather than people visiting only the SE site and leaving the same day.

By spreading the SE activities to appeal to a broader market it might be argued that the risk from any one market place could be spread. Victoria has actively targeted its own domestic market for visitation to SEs. Markets that relied on Asian visitors for example could have been severely hit by the recent currency crisis; alternatively we witnessed the long term impact the pilots dispute had to Australia's international visitors rate.

6.5 RECOMMENDATIONS

6.5.1 *Implementing the Study Findings*

Due to the positive media exposure, economic return, social involvement and image creation, SEs have the potential to assist in the tourism development for a region, and State. What needs to be remembered is that:

- SEs are but a part of the overall tourism product, and as such they need to be utilised in a way that will maximise the possible beneficial impacts for a community, *eg.* creating tourism activity in traditionally down periods of economic and social activity.
- By understanding the regional specific, as well as the macro industry issues involved in the temporal, spatial and thematic frequencies, organisers are better able to be pro-active in the future development of SEs.

- SEs are short term activities, that experience erosion of their initial impacts over time. To extend their impact organisers need to view linking them, maybe within a region, and to other strategies that could promote the image longer term.
- Repeat visitation is often a means to decrease the amount of advertising required to attract participation. It also has a credible influence through word of mouth. Tourism strategists need to view SEs not separately, but as part of an overall scheme to ensure that the sum of the development is greater than the individual parts.
- TmV as stated in SBP97 needs to now promote and extend the opportunities available to regions outside of Melbourne, which has to date been the focus of activities.

Previously research had focused primarily on the demand side of SE activities, but there had been no corresponding research to reveal the actual supply of SEs. By initiating the current supply sided research base, a platform for future investigation has been established. This is important to promote a greater understanding of the current differences between the demand and supply of SEs.

A potential example of this would be evaluation of the supply side analysis against the *Victorian Regional Travel & Tourism Survey* (Tourism Victoria 1996). This publication produced an initial "source of information on the number, characteristics and behaviour of tourists in regional Victoria" (Tourism Victoria 1996: 1).

6.5.2 Further Research Issues

This thesis has researched the temporal, spatial and thematic frequencies of SEs in Victoria during 1997. Ongoing research would be required in the future to establish a more meaningful database. Comparison of the two NZ studies by Getz *et al.* (1994) and Ryan *et al.* (1996) highlighted the importance of complementary research, which maintains consistent definitions and standards. Only in this way might like studies be reliably compared.

The potential for an extended database is twofold: Firstly, changes and associated trends could be monitored and where appropriate, acted upon to create beneficial opportunities for regional organisers. Secondly, the differences between the supply and demand of SEs could be evaluated for possible gaps. These differences which might hinder the success of SE management then could be investigated further for possible solutions to lessen the gaps.

By researching these issues further, the SEs industry could provide itself with valuable information. It could highlight obvious changes over time, be they temporal, spatial or thematic. Possible trends might allow for pro-active measures to be instigated.

Complementary research, such as participant spending to visit ratios, economic and social influence of SEs towards regional tourism product, could also extend the understanding and appreciation of SEs individually as well as an industry.

Ultimately all SE research needs to allow for individual event understanding, but also to ensure macro understanding of the event industry. Such knowledge is a potentially powerful tool with which to co-ordinate strategic tourism planning for the enhancement of the resident and visitor experience above and beyond the SE itself.

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APPENDIX A

Definition of each variable and its relevant field, and the coding utilised to transform the information for SPSS.

- **CASE**

1 - 893 labelled in numerical order, starting with the first SE in January 1997.

TEMPORAL VARIABLES

- **MONTH**

Nominated month that SE held, always to be the month it begins in if it carries over to more than one.

- 1 = January
- 2 = February
- 3 = March
- 4 = April
- 5 = May
- 6 = June
- 7 = July
- 8 = August
- 9 = September
- 10 = October
- 11 = November
- 12 = December

- **STDATE (Starting Date)**

1 - 31 depending on individual case.
55 = case yet to 'advise' the Calendar.

- **SEASON**

Starting date of event determines the season nominated, where duration might extend into more than one season.

- 1 = Summer (1 January 1997 - 28 February 1997, & 1-31 December 1997)
- 2 = Autumn (1 March - 31 May 1997)
- 3 = Winter (1 June - 31 August 1997)
- 4 = Spring (1 September - 30 November 1997)

- **DURATION**

Sum of the days from the first to the final inclusive for the event.
55 = case yet to 'advise' the Calendar.

- **WEEKEND**

- 1 = no weekend included within the event duration.
- 2 = an entire weekend (Saturday and Sunday) included within the event duration.
- 3 = part of a weekend (Saturday or Sunday) included within the event duration.
- 4 = multiple weekends included within the event duration.
- 55 = case yet to 'advise' the Calendar.

- **PUBHOLID (Public Holidays)**

- 1 = event did not contain a public holiday within it's duration.
- 2 = a public holiday was held during the event.
- 55 = case yet to 'advise' the Calendar.

- **SCHHOLID (School Holidays)**

- 1 = no school holidays were held within the duration of the event.
- 2 = some school holidays were contained within the event.
- 55 = case yet to 'advise' the Calendar.

- **FWDATES (Forward Dates Nomination)**

- 1 = no future dates nominated for the event.
- 2 = future dates of the event nominated.

APPENDIX B

Definition of each variable and its relevant field, and the coding utilised to transform the information for SPSS.

SPATIAL VARIABLES

- **POSTCODE**
Postcode representative of the case suburb/town defined by the *Melbourne BIG Colour Pages (1997)*.
- **REGION**
Region nominated by the *RACV Experience Victoria 1996-1997 Edition* for each case suburb/town.
 - 1 = Melbourne & Suburbs
 - 2 = The Islands, Bays & Peninsulas
 - 3 = Yarra Valley, Dandenongs & the Ranges
 - 4 = Macedon Ranges & Spa Country
 - 5 = The Great Ocean Road
 - 6 = The Grampians
 - 7 = Goldfields
 - 8 = Oasis Country
 - 9 = The Murray
 - 10 = Goulburn Murray Waters
 - 11 = Legends, Wine & High Country
 - 12 = Lakes & Wilderness
 - 13 = Gippsland Natural Discovery
 - 22 = Deliberately SE involved different regions / multi-regional.
- **LOCTITLE (Location/Region Title)**
Establishing whether the location/region was deliberately mentioned within the SE title.
 - 1 = No - Location/region was not acknowledged in the event title.
 - 2 = Yes - The event title included the location/region.
- **SITESPF (Site specific)**
Reporting whether the SE was hosted at a specific/concentrated site, as opposed to being spread across a wider variety of towns or region.
 - 1 = No - SE was not contained to one host destination.
 - 2 = Yes - The SE was contained to a specific destination/host community.

APPENDIX C

Definition of each variable and its relevant field, and the coding utilised to transform the information for SPSS.

THEMATIC VARIABLES

- **TMVCALTH (Tourism Victoria's Calendar Theme Categorisation)**

Establishing the theme category as nominated by the Tourism Victoria *1997 Calendar of Festivals & Events* (Wadsworth and Richardson 1996), and where the SE was nominated to more than one category then the case description was utilised to evaluate the most appropriate.

- 1 = Agricultural Shows
- 2 = Art
- 3 = Community
- 4 = Craft
- 5 = Cultural
- 6 = Dance
- 7 = Drama
- 8 = Environment
- 9 = Exhibition
- 10 = Festivals
- 11 = Films
- 12 = Gardening
- 13 = Horticulture
- 14 = Music
- 15 = Poetry & Literature
- 16 = Religious
- 17 = Sports
- 18 = Wine & Food
- 22 = Not nominated under any category by the calendar

- **TYPE**

The first part in separating the SE to identify it's general type, followed by its theme.

- 1 = Festival
- 2 = Sport Event
- 3 = Show
- 4 = Agricultural & Pastoral Show
- 5 = Award
- 6 = Event

- **THEME**

The second part in distinguishing the SE type from it's theme.

- 1 = Agricultural & Pastoral
- 2 = Art & Craft
- 3 = Community
- 4 = Cultural
- 5 = Dance
- 6 = Drama
- 7 = Exhibition
- 8 = Fashion
- 9 = Film
- 10 = Horticulture
- 11 = Music
- 12 = Literature
- 13 = Religious
- 14 = Sport
- 15 = Food & Beverage
- 16 = Other

- **SPORTTYP (Sport Type)**

Where a SE has been nominated under Type = Sport Event, then the particular sport involved was further defined for analysis.

- 1 = Athletics
- 2 = Airbased
- 3 = Boating
- 4 = Horse/Equestrian
- 5 = Fishing
- 6 = Golf
- 7 = Motorised Racing
- 8 = Multiactivity
- 9 = Swimming
- 10 = Team Sports
- 11 = Tennis
- 12 = Walking/Climbing/Hiking
- 13 = Bike riding/racing
- 14 = Other
- 22 = Not applicable, for the cases where Sport Event was not nominated as the Type

APPENDIX D

RECODING VARIABLE CATEGORIES

ORIGINAL VARIABLE	ORIGINAL CATEGORY	ORIGINAL CODE	FINAL VARIABLE	FINAL CATEGORY	FINAL CODE
Duration	(1 through to 365)		Duratio2	1 day	1
				2 days	2
				3 days	3
				4-7 days	4
				8-31 days	5
				32-54 days	6
	To be advised	55		55	0
			56-beyond	6	
Duratio2	To be advised	0	Duratio3	To be advised	Missing Value
Pubholid	No p/holiday	1	Pubholi2	No p/holiday	1
	Yes p/holiday	2		Yes p/holiday	2
	To be advised	55		No p/holiday	1
Schholid	No sch/holiday	1	Schholi2	No sch/holiday	1
	Yes sch/holiday	2		Yes sch/holiday	2
	To be advised	55		No sch/holiday	1
Sporttyp	Athletics	1	Sportty2	Athletics	1
	Airbased	2		Other	0
	Boating	3		Boating	2
	Horse/Equestrian	4		Horse/Equestrian	3
	Fishing	5		Boating	2
	Golf	6		Golf	4
	Motorised Racing	7		Other	0

ORIGINAL VARIABLE	ORIGINAL CATEGORY	ORIGINAL CODE	FINAL VARIABLE	FINAL CATEGORY	FINAL CODE
Sporttyp(cont)	Multiactivity	8	Sportty2	Multiactivity	5
	Swimming	9		Other	0
	Team Sports	10		Team Sports	6
	Tennis	11		Other	0
	Walk/Climb/Hike	12		Other	0
	Bike riding/racin	13		Bike riding/racin	7
	Other	14		Other	0
	Not Applicable	22		Not Applicable	Missing Value
Sportty2	Golf	4	Sportty3	Other	0
	Team Sport	6		Other	0
	Bike riding/racin	7		Other	0
Theme	A&P	1	Theme2	A&P/Horticult	1
	Art & Craft	2		Arts	2
	Community	3		Community	3
	Cultural	4		Culture/Religion	4
	Dance	5		Arts	2
	Drama	6		Arts	2
	Exhibition	7		Exhibition	5
	Fashion	8		Exhibition	5
	Film	9		Arts	2
	Horticulture	10		A&P/Horticult	1
	Music	11		Arts	2
	Literature	12		Arts	2
	Religious	13		Culture/Religion	4
	Sport	14		Sport	6
	Food&Beverage	15		Food&Beverage	7
	Other	16		Other	0
Theme2	Food&Beverage	7	Theme3	Exhibition	5
	Culture	4		Community	3

ORIGINAL VARIABLE	ORIGINAL CATEGORY	ORIGINAL CODE	FINAL VARIABLE	FINAL CATEGORY	FINAL CODE
Type	Festival	1	Type2	Festival	1
	Sport Event	2		Sport Event	2
	A&P	3		A&P	3
	Show	4		Event	4
	Awards	5		(Reassigned individually)	
	Event	6		Event	4
Tmvcalth	Agricultural Show1		Tmvcalt2	Agricultural Show1	
	Art	2		Art	2
	Community	3		Community	3
	Craft	4		Art	2
	Cultural	5		Cultural	4
	Dance	6		Art	2
	Drama	7		Art	2
	Environment	8		Community	3
	Exhibition	9		Exhibition	5
	Festivals	10		Community	3
	Films	11		Art	2
	Gardening	12		Agricultural Show1	
	Horticulture	13		Agricultural Show1	
	Music	14		Art	2
	Poetry&Literature15			Art	2
	Religious	16		Cultural	4
	Sports	17		Sports	6
	Wine&Food	18		Wine&Food	7
Not Classified	22	Not Classified	Missing Value		
Tmvcalt2	Culture	4	Tmvcalt3	Community	3
	Wine&Food	7		Exhibition	5

ORIGINAL VARIABLE	ORIGINAL CATEGORY	ORIGINAL CODE	FINAL VARIABLE	FINAL CATEGORY	FINAL CODE
Weekend	No w/end	1	Weekend2	No w/end	1
	Entire w/end	2		Entire w/end	2
	Part of w/end	3		Part of w/end	3
	Multiple w/ends	4		Multiple w/ends	4
	To be advised	55		No w/end	1
Weekend2	To be advised	55	Weekend3	To be advised	Missing Value

APPENDIX E: Regional Frequencies of Sport Types

PERCENTAGE REPRESENTATION IN EACH REGION [Chi-square = 118.83690; df = 91; p = 0.026666]															
Variable	R1	R2	R3	R4	R5	R6	R7	R8	R9	R10	R11	R12	R13	R22	TOTAL
Sport Type 2															
Other	19.5	14.6	2.4	-	12.2	2.4	12.2	-	12.2	-	19.5	2.4	-	2.4	
(Row%)															
(Col%)	17.4	17.6	25.0	-	31.3	9.1	12.5	-	16.1	-	42.1	7.1	-	25.0	
(Total%)	3.5	2.6	0.4	-	2.2	0.4	2.2	-	2.2	-	3.5	0.4	-	0.4	17.8
Athletics	42.3	7.7	-	7.7	3.8	3.8	11.5	-	3.8	-	3.8	7.7	3.8	3.8	
(Row%)															
(Col%)	23.9	5.9	-	40.0	6.3	9.1	7.5	-	3.2	-	5.3	14.3	33.3	25.0	
(Total%)	4.8	0.9	-	0.9	0.4	0.4	1.3	-	0.4	-	0.4	0.9	0.4	0.4	11.2
Boating/Fishing	14.6	24.4	-	-	2.4	9.8	14.6	2.4	22.0	2.4	-	4.9	2.4	-	
(Row%)															
(Col%)	13.0	29.4	-	-	6.3	36.4	15.0	33.3	29.0	100.0	-	14.3	33.3	-	
(Total%)	2.6	4.3	-	-	0.4	1.7	2.6	0.4	3.9	0.4	-	0.9	0.4	-	17.6
Horse/Equestrian	23.5	13.7	3.9	2.0	-	5.9	27.5	-	5.9	-	9.8	5.9	-	2.0	
(Row%)															
(Col%)	26.1	20.6	50.0	20.0	-	27.3	35.0	-	9.7	-	26.3	21.4	-	25.0	
(Total%)	5.2	3.0	0.9	0.4	-	1.3	6.1	-	1.3	-	2.2	1.3	-	0.4	21.7
Golf	12.5	18.8	-	6.3	6.3	6.3	-	-	31.3	-	6.3	12.5	-	-	
(Row%)															
(Col%)	4.3	8.8	-	20.0	6.3	9.1	-	-	16.1	-	5.3	14.3	-	-	
(Total%)	0.9	1.3	-	0.4	0.4	0.4	-	-	2.2	-	0.4	0.9	-	-	6.9
Multiactivity	3.6	14.3	3.6	3.6	10.7	3.6	21.4	3.6	25.0	-	3.6	3.6	3.6	-	
(Row%)															
(Col%)	2.2	11.8	25.0	20.0	18.8	9.1	15.0	33.3	22.6	-	5.3	7.1	33.3	-	
(Total%)	0.4	1.7	0.4	0.4	1.3	0.4	2.6	0.4	3.0	-	0.4	0.4	0.4	-	11.8
Team Sports	8.3	8.3	-	-	16.7	-	41.7	8.3	8.3	-	-	-	-	8.3	
(Row%)															
(Col%)	2.2	2.9	-	-	12.5	-	12.5	33.3	3.2	-	-	-	-	25.0	
(Total%)	0.4	0.4	-	-	0.9	-	2.2	0.4	0.4	-	-	-	-	0.4	5.1
Bike Riding	31.3	6.3	-	-	18.8	-	6.3	-	-	-	18.8	18.8	-	-	
(Row%)															
(Col%)	10.9	2.9	-	-	18.8	-	2.5	-	-	-	15.8	21.4	-	-	
(Total%)	2.2	0.4	-	-	1.3	-	0.4	-	-	-	1.3	1.3	-	-	6.9
TOTAL	20.0	14.6	1.7	2.1	6.9	4.6	26.1	1.2	13.4	0.4	8.2	6.1	1.2	1.6	

