



Modern Challenges of Event Tourism and Business, Organizational Needs

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Abstract

Event tourism is one of the growing and high-income directions of the tourism industry, event tourism is characterized by a variety of content, function and purpose, events that are held around the world have a high social, economic, cultural, historical, sports, business industrial significance. The mentioned article analyzes the course of event tourism, its scope and organizational needs and the relevance of event management. The method of literature review is used for the research. The article discusses the social positive and negative effects of event tourism on the environment, economy and society, as well as the social role in the process of employment and labor market formation. Event management, which is systematically used in event tourism, is new compared to other tourism sectors and is constantly experiencing progress along with the increased demand and need. The research showed that the most important problematic aspect in the process of planning and conducting events is the lack of professional staff and the absence of necessary competencies. Also, the research found that time management is a problem, The respondents have different attitudes towards the digital systems of budgeting, registration and identification of events.

Keywords: Challenges, event tourism, business, organization

Introduction

Event tourism is one of the fastest growing and most profitable areas of the modern tourism industry, many important and diverse events are held

around the world that serve different purposes. The article discusses the importance of event tourism from the point of view of business. The relevance of event tourism is determined by its high importance in event management, event tourism is a direction with high income and growing potential, large events can bring colossal income to the region, and the city, It can contribute to the employment of the population, improvement of the socioeconomic situation, because as a rule, the involvement of the local population in the process of organizing cultural type events is high, as well as the indicators of the sale of the things made by them, event tourism also contributes to the popularization of the country's culture. This study answers the question, what scale of events are organized on an international scale? How well is the event planning process going? What disruptions does the event management industry face? How does the labor market respond to new industry challenges? What are the competencies of event managers, event creators, assistants, technical employees, organizers, and staff working in events, what changes can events undergo depending on consumer and market demand? The purpose of the research is to determine what challenges event tourism is facing. In today's highly competitive environment, companies have to take care of service quality, and not only quality. Consumers' savvy and changes in consumer demand led to the emergence of a variety of products and services on the market. Competition in the tourism business industry is high, especially when it comes to events of high social, economic, or cultural importance, which must satisfy not only individual but also corporate demand standards, thus increasing the role of organizational order, adequacy of labor resources, professionalism, and competencies. Event management serves the proper organization, proper planning, and implementation of events of various scales, thus the quality of event tourism depends significantly on event management.

Literature review: the article discusses and analyzes the sources and statistical data directly related to event tourism, namely Donald Getz's and Stephen Page's tourism management, where the current aspects of event management and tourism are studied in depth, The trend and progress of event tourism development, the article presents the connection between event management and event tourism, where the interrelationships between them are clear, thus event management cannot be overlooked in the process of discussing event tourism.. The article also uses Omer Choban's research on modern challenges and trends in tourism. Among the studies used in the article is a study carried out in Nigeria, which will examine the state of event tourism, in particular the involvement of the population in event activities and the problems in the event management process, 50 respondents from 3 residential areas of Nigeria were interviewed for the study. Literature review

and survey methods were used in the sources and studies used for the article. According to the sources used, the development and organized flow of event tourism significantly depends on event management, rational planning processes, and practical skills. The article draws on Sonia Zlatanov's research on the role of events in the tourism industry, as well as research organized by the Fraunhofer Institute, which explores and explores the future goals of events and possible service formations.

The purpose of the article is to determine the industrial-organizational challenges facing event tourism based on the analysis of sources and conducted research. What novelties and modern requirements event tourism should respond to, and what is the trend of demands and needs, are the tasks of the article:

- Analysis of research and sources about event tourism,
- To study the connection between event tourism and event management,
- Studying the progress of event tourism services and events in accordance with consumer requirements,
- Revealing the difficulties in the planning and implementation of the measures.

Importance and types of event management

Event tourism, as one of the most profitable, demanding and creative directions of tourism, which has not lost its relevance since the beginning of the 21st century, unites people with many different interests and motivations. People of different age groups, motivations, and professions, allows them to travel, book separate tours just to be able to attend events of different types, content, scale, purpose, specificity. From the point of view of event tourism analytics, it is important to analyze its relationships with event management, digitization of services, and labor market opportunities, because the theoretical and practical role of event management in the process of organization is high, the skills of the labor market in the process of planning events, and the digitization of services in terms of consumer demand and business digitization.

Event tourism, like other areas of tourism, affects the socioeconomic factors of the society, and significantly changes the main economic interests of the city, region, and sometimes the country. Thinking and understanding about the financial importance and potential usefulness of events actually started at the end of the twentieth century (Mayri and Whitford, 2013). The arrangement of small spectacles and demonstrations was quite relevant, but no one cared about the growth and development of its scale. In accordance with the development, it covered the directions of education, science, art, culture, and tourism and contributed to the promotion and reconstruction of

the fields. In tourism, as an already well-developed industry, the consumer contingent that is interested in traveling for events is quite well studied, thus, the interests of these specific consumer groups are not only vacations, nor only visiting individual locations, Part of the selection of locations is influenced by planned future events, which can be music festivals, cultural events, art and cinematography, important sports events, and others, so the main motivation is not to relax, but to attend, participate, and inform about an event of a certain content..

According to the history of the development of events, small-scale activities were still recorded in the Northern Roman Empire in 476, although they certainly did not have an organized and predetermined financial or tourist purpose (Raj, Walters & Rashid 2013). Modern events are diverse in their purpose, but the most interesting thing is that they can unite people with common interests, form a collective opinion, and create common impressions.

Events can be cultural events, business and trade, educational and scientific, sports, and private events. Cultural events can be divided into cultural festivals, carnivals, religious events, and others. As for the largest festival in the world, it is organized every year in Germany, it is referred to as the Oktober festival, the festival is held in Bavaria, the festival is distinguished by its duration, it lasts up to 16 days, the number of visitors reaches 6 million. Events are characterized by several signs:

- Events are gatherings of people
- Events are temporary in nature.
- Events are often displays of ritual.
- Events are, in some sense, unique occurrences.¹

According to the classification of events:

- Mega-type events are intended for broad trade and market purposes, mega events can be considered business conferences, and entrepreneurial exhibitions where modern inventions are shown and introduced to the public.
- Minor, that is, relatively small-scale events and activities include cultural, musical, and art-related events,
- The third category of major events, Major events, are related to specific events, for example, the literary festival that is held in Jaipur.

Organizing events allows the local and international tourism industry to generate colossal amounts of money, improve socio-economic indicators, and increase cultural awareness. In addition, event tourism:

¹ Zlatanov S, (2015) The role of tourism in tourism development

- contributes to the development of the region's infrastructure, □
- improves the socio-economic situation of the region, □
- Event allows companies in terms of obtaining additional financial benefits,
- contributes to the promotion of the tourism industry, organizations and their activities
- Creates innovative staffing requirements in the market for the latest positions of event manager, coordinator, organizer and others,
- Creates additional jobs, promotes the development of the labor market and improves working conditions,
- unites citizens of different countries of the world and allows them to experience collective feelings,
- contributes to the promotion of science and innovative achievements,
- Enables local citizens to sell handmade goods, is a source of additional income for the local population,
- Enables the world's biggest sports fans to attend awards, major games, Olympics and competitions,
- Helps countries create a creative and positive image of locations and reposition brands.

This is just a small list of the benefits that event tourism and management can bring directly and indirectly. The increase in the number of visitors and tourists in different locations of the world is in most cases thanks to the organization of events and festivals. Asia is distinguished by its diverse cultures, as of 2018, 318 million tourists visited the Asian continent, and Asia is home to the 10 most visited cities in the world.

The Getz classification is also significant, which groups events into several parts: mega-periodic events, periodic events, regional events and local events. The events of the first category are characterized by high activity, share and importance in the tourism business, in the case of small and regional events, the revenues are much less. In addition to cultural, educational, sports, recreational and business events, political events are also important and are becoming more relevant day by day. The organization of political events and conferences is also associated with quite large costs and revenues, it includes VIP visits, political events, political summits, and royal meetings. A very good example of political events is the World Economic Forum.

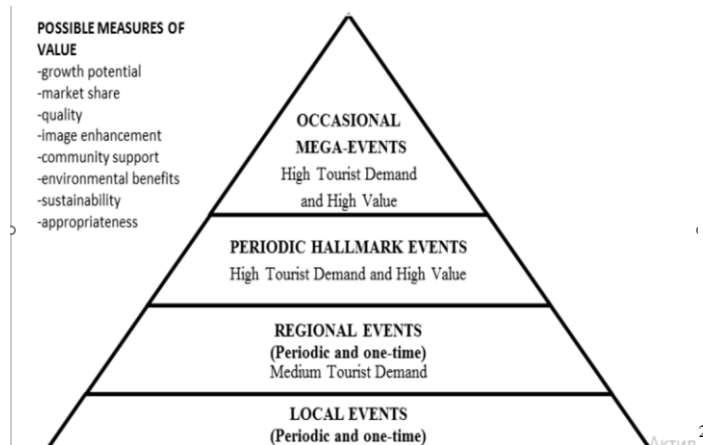


Figure 1. *The portfolio approach to event tourism strategy-making and evaluation, Source: Getz (2005)*

From the point of view of event management, it is important to define the parties that participate in the process of organizing events, the responsibilities of planning, organizing, conducting the event, financing, controlling, are distributed to these people:

- The leading organizer of the event,
- Community of the event, community: represents the people who define the purpose, essence, theme of the event, these people are the important community present at the event.
- Participants and viewers: people who have different interests and motivations, while participants can be people who want to make investments, or inventions, buy different products, or people who have certain commercial goals.
- Employees, employees: there are people who fully perform organizational, technical, financial, and other activities, and lead meetings, conferences, and events to the end.
- Sponsors: there are people and companies who provide financial support to the event.
- Event Associations: different types of associations that provide events.
- Public organizations:³

An article published in 2023 analyzing the challenges of event tourism identified several additional important factors that hinder the process of planning and conducting events:

² Getz, D , Page, J, S (2016) Progress and prospects for event tourism research

³

- Shortage of human resources with necessary skills, difficulty in finding financing for events, lack of infrastructure providers, suppliers, intensive increase in rent, price, and others.⁴

Event statistics and labor market

According to data from the last year, the demand for conferences that are held directly physically and where the number of seats is limited has increased, such conferences are supported by marketers, according to data from 2023, 55% of organizers believe that private, attendance and limited number of conferences create important connections. 86.4% of organizers say that in 2024, compared to 2023, they should increase the number of personal events that they already plan or will plan and implement. The duration of 61% of virtual events is 1 day.⁵

According to the organizers, the revenues from the events will reach 1.9 billion US dollars by the end of 2022-2023, the profitability of the events is significantly determined by performances, show elements, their technological and global importance, and the quality of organization and service level also play an important role.

The involvement of companies in event management in Great Britain is quite high, companies are increasing the financing of events, the daily cost of events in Asia is expected to increase to \$711, in North America \$554, and in Europe, the daily cost of holding a small and simple event is determined to \$427. The organization of events renews and has a positive effect on accommodation facilities and hotel occupancy, especially if the mentioned events are also held in conference halls, in such a case the hotel receives income from conference hall rent and room bookings, the increase in the intensity of events is directly proportional to the hotel's occupancy rates. By 2023, hotel occupancy will increase by 4.9% through events.⁶

The relevance of events in the international tourism business industry leads to the promotion of vacation locations, event tourism is also referred to as travel tourism, despite the short-term usefulness of events, its importance is still great in the promotion of travel culture, and tourist locations. Some countries generate colossal revenues from systematic events, develop infrastructure, promote culture, increase awareness of traditional cuisine, sell traditional products, and more. The culture of organizing and conducting mega events in Germany is highly developed, organizing large-scale events every year, hosting millions of tourists, and providing stable financial benefits to the economy. Conferences and meetings play an especially

⁴ Puzari,P, Thadani,R, 2023 Challenges Faced by Event Management Industry

⁵ Bizabbo 2023, The Events Industry's Top Marketing Statistics, Trends, and Data

⁶ Bason, E, Chamov A, etc-2023 Global Meetings and Events Forecast.

important economic role in the economy of the country, only according to the data of 2019, 420 million people attended the conferences held in Germany. The number of events held in Germany exceeds 3 million, it ranks first in the ranking of the International Congress and Convention Association. Due to the high economic, social and political significance of the events, the innovative connection of the "future meeting space" operates in the country. The association was established by the Fraunhofer Institute and the German Convention Bureau. The mentioned association aims not only to develop the activities of events but also to provide recommendations of high standards. The space for future meetings also implies a research project, the purpose of which is to study the importance of existing events, and to reveal innovations and trends.

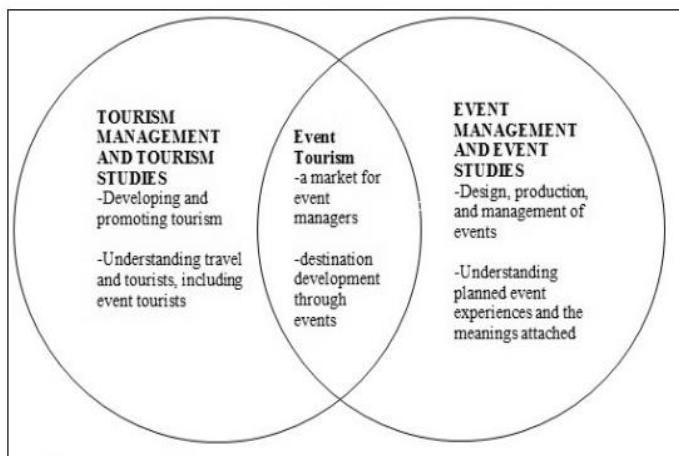


Figure 2. Event tourism at the nexus of tourism and event studies / Source: Getz (2008)

One of the subjects of event tourism research is the management and organization of events and their quality. In event management, we find the following positions:

- Event manager, organizer,
- those specialists,
- Event Coordinator,
- meeting organizer,
- Event producer,
- Funding manager and other positions.

The shortage of personnel in the global labor market and the hunger for competencies and professionalism are still relevant, although there are several important aspects that are related to both the planning of the work

⁷ Getz, D., 2008. Event Tourism: Definition, Evolution, and Research. *Tourism Management*, 29 (3), pp. 403-428.

process by the organizers and the correct personnel policy by human resources managers, recruitment and training of personnel in a short period of time:

- Before planning the work process, it should be determined what the situation is with the customers in terms of the number of employees, competencies and knowledge, to some extent this should be checked in advance,
- The operational part, personnel plan, function with duties must be defined in advance,
- The number of employees should be determined in case of maximum and minimum attendance of guests,
- In addition to staffing problems, the second challenge for event management is budget planning. Unfortunately, many managers find it difficult to correctly define the budget in advance and correctly plan expenses.
- In order to avoid similar problems in the modern business industry, event planning programs are often used, which ensure the organizers against excessive costs and limit the normal indicators with an algorithm.
- Time management is also a difficult challenge in event management, secondary tasks are often put aside, so they often remain unfulfilled. In this regard, it is effective to set deadlines and specific time limits, which will be intended for the completion of specific tasks and tasks.
- Event management is a very diverse direction due to the fact that the content and topics of events can be extremely different from each other, therefore there is no specific universal knowledge that can be used effectively in the process of managing and organizing all event projects. Event managers constantly suffer from a lack of practical experience, because, unlike usual music festivals, in the case of political summits and business meetings, the needs, requirements, specifics and details of the case are different, and changing, so people in this profession constantly need to consult with other specialists and deepen their knowledge.
- When the number of guests announced at the events exceeds the planned number, there is a wrong planning of the process by the event manager.
- All properly organized events have a strictly defined structure and program, a plan of action, if it contains speeches, presentations and other activities, if the event manager has sufficient knowledge and experience, he executes the sequence of the program with the

accuracy of minutes and sometimes seconds and implements the planned steps in a certain time.

- Congested program Events that are characterized by a congested, long and tiring program indicate the event manager's lack of knowledge and experience.⁸
 - The process of organizing events is related to both the practical part of its implementation and the theoretical and practical aspects before its planning, including
 - Before organizing the events, the event manager should be well aware of the possible restrictions that may apply to the planning, format, scale and other components of the events, legal restrictions and prohibitions may not allow the organizers to make noise, use the space without permission, restrictions may apply to time, duration, etc.
- Funding and fundraising is the most important part of events, without financial resources it is impossible to make expenses, purchase products, pay salaries, cover rent costs, etc.
- Infrastructure – technology and equipment that must be defined in advance, located, tested, installed, and checked for functionality.⁹

| Typical functions | Major tasks |
|---|--|
| Event Facilitator/ Coordinator | Work with events in the destination to help realize their tourism potential (finding, advice, marketing) |
| Event Tourism Producer | create and produce events specifically for their tourism value - stakeholder management (with numerous event partners) |
| Event Tourism Planner | Develop a strategy for the destination - integrate events with producer development and image marketing branding |
| Event Tourism Policy Analyst and Researcher | work with policy makers to facilitate event tourism -conduct research (e.g, feasibility studies, demand forecasting, impact assessments and performance evolution's) |
| Event Buddings | bid on events, - develop relationships leading to winning events for the destination, -conduct risk assessments and feasibility studies for each potential bid |
| Event Services | -provide essential and special services to events (e.g travel and logistics. accommodation and venue bookings, supplier, contacts) |

Figure 3. D.Getz, S,J Page/Tourism Management 52 (2016) 593-631

⁸ <https://www.socialtables.com/blog/event-planning/biggest-event-planning-challenges/>

⁹ Puzari, P; Thadani, A, R- 2023 Challenges Faced by Event Management Industry

In order to develop and popularize international business, organizations, companies, and countries are actively using the method of organizing exhibitions, which have reached an international scale, and exhibition-type meetings contribute to increasing the awareness of companies. Strengthening of connections, exchange of information as well as creation of alliances and implementation of business agreements between companies, which has a positive impact on the income indicators of the local and national economy, and the growth of exports. According to the data of the last years, the number of exhibitions covered 180 countries and invited 353 million visitors to the exhibition. Exhibitions provided employment for 3.4 million people and provided business sales of 298.7 billion euros. North America and Europe accounted for the largest number of exhibiting companies, with 34.1% to 28.2%, while Africa and the Middle East accounted for the lowest share. Exhibitors exhibiting companies, services, and products generated sales revenue, with North America at €127.5 billion, Europe at €93.8 billion and others

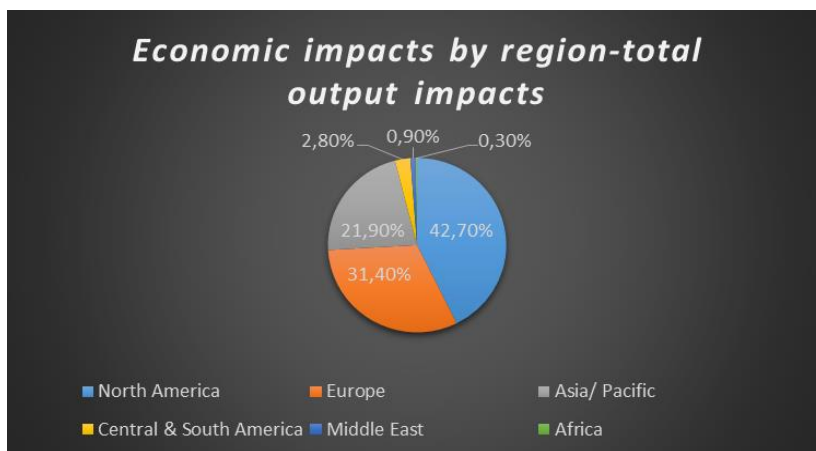


Figure 5. Economic impacts by region-total output impacts

Methodology

Taking into account the goals and objectives, the main research questions were:

What industrial and organizational challenges does event tourism face? What is the relationship between event tourism and event management? What role does event management play in the event tourism development process? *What difficulties do people responsible for organizing events face in the part of organizing events? What resource and knowledge deficits are these difficulties related to? What is the state of competencies of event management experts in the labor market?*

For the analysis of event tourism and event management, we will consider several studies that were carried out by the method of questionnaires and focus groups.

In the research conducted in Nigeria, 50 respondents were interviewed through the questionnaire method, the data were grouped in the form of a table, among the participants in the study, 60% were male and 40% were female, 56% of the respondents were Christians, 28% were Muslims, and 16% were traditionalists.63% of the respondents are event organizers, those who plan events, and 37% are employees working in hotels.

Also important is the study organized by the Fraunhofer Institute in 2020, through which the researchers studied the respondents' attitudes toward innovative services. The Kano model is used in the research, which establishes the relationship between product characteristics and respondents' satisfaction. The number of respondents was 500, among them 30.4% represented event participants, 43.1% were event planners and organizers, and 26.5% were service providers. During the research, the respondents' attitude towards innovations, news, and online registration of events was studied. using the online platform for events,

Results:

The results of the research carried out in Nigeria revealed several important aspects: about 43% of respondents state and strongly agree that they had problems in the logistics of events, and transportation of food, 30% agree, 5% disagree, 9% strongly disagree. On the question related to the part of marketing, event planning, and coordination with suppliers, 59% of the respondents perceive it as a difficult part, and because of the security problem, they focus on harming tourism more than the benefits, and 39% of the respondents strongly agree, 24% agree, 12% and others.

| I had trouble planning logistics for an event, such as food, transportation, lodging, and entertainment | | | Government policy contributes to the reasons why event management is not working and contributes to the economy of the state | | | Budgeting, finding the right venue, Managing logistics, Coordinating with vendors and suppliers and marketing the event posed a lot of difficulty for the growth of event management. | | Getting customers affects the hospitality industry and its growth within the economy. | | Insecurity in the state has done more harm than good to the hospitality industry. | |
|---|----|-----|--|-----|----|---|----|---|----|---|--|
| IT | F | P | F | P | F | P | F | P | F | P | |
| SA | 43 | 44% | 29 | 30% | 57 | 59% | 31 | 32% | 38 | 39% | |
| A | 29 | 30% | 31 | 32% | 31 | 32% | 29 | 30% | 23 | 24% | |
| U | 11 | 11% | 9 | 9% | 2 | 2% | 6 | 6% | 10 | 10% | |
| D | 5 | 5% | 15 | 15% | 6 | 6% | 13 | 13% | 12 | 12% | |
| SD | 9 | 9% | 13 | 13% | 1 | 1% | 18 | 19% | 14 | 14% | |
| Total | 97 | 100 | 97 | 100 | 97 | 100 | 97 | 100 | 97 | 100 | |

Figure 6. Source: Field survey 2023

The majority of respondents 48% strongly agree that consistent, line-by-line budget planning is needed to overcome event management

challenges, 63% think it is better to do your own research and ask your network, business partners, colleagues, referrals in the process of choosing vendors and suppliers.

| To overcome the challenges of event management when running out of budget, it is important to map out the budget line by line and include a cushion! Inevitably, some costs will change, and there will be unexpected add-ons. | | | It is good to conduct your own research and also ask your trusted network of colleagues and business partners for referrals when choosing the right vendors. | | | To overcome security challenges, it is good to assess security risks, keep security visible, create security checkpoints, match IDs to registration information. Keep private events private. Develop an emergency plan and screen your staff. | | | To manage time, event planners should create timelines months in advance and make sure that every item has a responsible party and a deadline. | | | Partnering with the right service provider can help event planners access structured training programmes that ease the learning curve and familiarise them with virtual event best practices. | | |
|--|----|-----|--|-----|----|--|----|-----|--|-----|---|---|--|--|
| IT | F | P | F | P | F | P | F | P | F | P | F | P | | |
| SA | 47 | 48% | 61 | 63% | 71 | 73% | 78 | 80% | 81 | 84% | | | | |
| A | 25 | 26% | 20 | 21% | 19 | 20% | 19 | 20% | 13 | 13% | | | | |
| U | 5 | 5% | 4 | 4% | 0 | 0% | 0 | 0% | 1 | 1% | | | | |
| D | 11 | 11% | 7 | 7% | 6 | 6% | 0 | 0% | 1 | 1% | | | | |
| SD | 9 | 9% | 5 | 5% | 1 | 1% | 0 | 0% | 1 | 1% | | | | |
| Total | 97 | 100 | 97 | 100 | 97 | 100 | 97 | 100 | 97 | 100 | | | | |

Figure 7. Source: Field survey 2023

Almost the full majority of the respondents, 80%, also strongly agree, 20% agree that event managers should organize and plan the event in detail in time, in order to know exactly and be sure that they managed to take into account and plan all the details in the specified time.¹⁰

About pre-registration of events in digital format, 35.5% of respondents expressed interest. For 14.1% of respondents, this format is an important part of the future. The need for digitalization of business is evident in many fields, as well as in tourism, sales of accommodation facilities and promotion of facilities are facilitated by online booking platforms. Also important is a unified system for organizing events, which will accept online bookings and provide digitization of services.¹¹

In accordance with the aim of the mentioned research, which meant studying the respondents' attitudes towards innovative initiatives, a negative attitude towards the face recognition system was revealed. According to the respondents (53%), the system that requires facial recognition for registration of participants is against their will not to reveal their identity by photo, face, etc. According to the respondents, it is undesirable for guests to show their faces during the registration process, disclosing very personal data will be an annoying fact for potential guests. As well as keeping a photo of their identity.

¹⁰ Oke, A, 2023. The Challenge of event management as a new trend in the hospitality industry (a case study of okitipupa, akure and owo, ondo state

¹¹ Bauer, W; Rief S; Shultz, M- (2020) The future role and purpose of business events

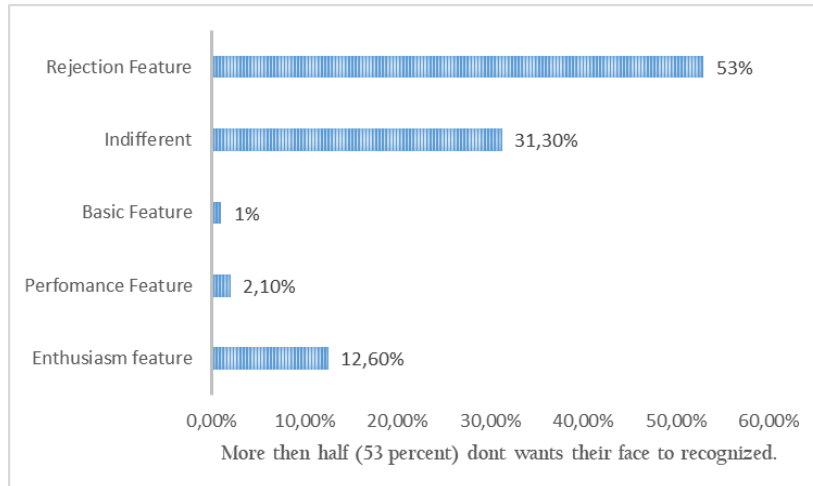


Figure 8. Attitudes of the respondents towards the facial recognition system.
Source: The future role and purpose of business events,2020

A negative attitude was also observed on the initiative, which meant equipping guests with trackers that would measure and monitor their condition, according to the functions, in practice, the tracker was used to measure fitness achievements, monitor health status, but not personal data, 65% did not welcome this initiative

Conclusion

Considering the sources we reviewed, the relationship between event tourism and event management is directly proportional, the process of properly conducting event tourism and the development of the industry is significantly dependent on event management, event management provides the process of planning, implementation and optimal completion of events, taking into account event management. Event management is a prerequisite for the development of tourism events, in order for each event to be carried out in accordance with the planning of the theme, it is necessary to mobilize and manage professional, competent personnel. Based on the analysis of the labor market, the knowledge and experience of event managers are not satisfactory, the labor market and event tourism suffer from a shortage of competent personnel, as we mentioned above, most of them do not have practical and theoretical skills for events of different topics.

In the process of organizing events:

- The problem of shortage of personnel competencies,
- Financial planning and budgeting problem,
- Problem of recruiting other team members needed for events,
- Event tourism and event management must respond to market demands and industrial challenges from an organizational point of view,

- Taking into account the business digitization process, the digitization of certain services will also be a necessary market requirement in case of event tourism.

In the competencies of event organizers and managers, it is important that event organizers and managers constantly improve their knowledge and experience, correctly implement the event planning process, take into account the importance of time management, plan with complete accuracy part of the preparatory activities scheduled in time, Constantly monitor the timeliness of preparatory work, correctly plan the budget, carry out cost estimates and purchases, correctly plan the event program and control the guest lists, be ready for possible unpredictable results.

Experts in the field hope that the importance of events that can be attended directly will increase in the future, but at the same time, the introduction of digital technologies and online systems can change the situation and the events will move to an online format. Therefore, the probability of events moving to a virtual format is very high.

- Implementation of events in a hybrid format is already a part of modern reality,
- In the future, deepening the culture of holding events will lead to the strengthening of social ties and the bringing together of the group societies that will be participants in the events.
- Participating in events will acquire not only the function of creating connections but will also become a source of new inspiration and introduction of innovations

In this way, the role of several aspects in the event tourism development process is particularly large, including event management, which ensures the quality of event planning and management. The role and importance of the formation of the labor market, the development of human resources and professional staff is also great. For the development of event tourism, it is necessary to eliminate the hindering factors in the process of planning and organizing events, related to budgeting, personnel policy, infrastructure, time management and format.

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Conflict of Interest: The authors reported no conflict of interest.

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