**BX3194: DESTINATION MANAGEMENT AND PLANNING**

ASSESSMENT TASK 1 COLLEGE OF BUSINESS, LAW AND GOVERNANCE



**INDIVIDUAL TASK COVER SHEET**

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# Introduction

Sustainable tourism refers the efforts of managing the tourism that meet the needs of existing generations without compromising the ability of future generation to meet their own needs (Weaver and Lawton, 2010). Sustainable tourism can minimize the environmental, sociocultural or economic costs and maximize the environmental, sociocultural or economic benefits. However, there are some barriers to conduct sustainable tourism such as the community conflicts, scarcity of market analysis, limited mechanism coordination, week social cohesion. When these issues are solved, there will have some positive outcomes for the sustainable tourism in a destination region such as enhancing the destination image, supporting existing tourism business and extending length of stay.

The community well-being is the goal to conduct the destination tourism planning. The community well-being consists of built, cultural, human, natural, social capitals. The event celebration is an effective tool to measure the impact of these capitals in destination region. The analysis of how the event can positively affect on these capitals and the sustainable tourism will be given below.

# Events and Destination Community Wellbeing

## Events and Built Capital

Event creates the massive influx of visitors, which successfully donate the positive impact of built capital by requiring the innovation of infrastructure (Moscardo, 2007). Built capital involves with the human-made infrastructure such as buildings, machinery, transportation infrastructure, human artifacts and services to meet human needs like shelter, subsistence, mobility and communications.

(Costanza, 2012)

Take the World Cup 2018 as a persuasive example about the positive image of built capital in terms of the infrastructures, accommodation, transportation. There were over 1.9 billion U.S dollar in investing the built capital for the 2018 FIFA World Cup Russia (The Statistic Portal, 2018). About 12 stadiums were constructed in 11 cities in Russia like Luzhniki Stadium, Saint Petersburg Stadium, Fisht Stadium, Ekaterinburg Arena, etc... (The Stadium Guide, 2018). There were about 1,323 hotels booking for the World Cup, where about 18% was booked by Russians and the rest belonged to foreign tourists, Argentina, Brazil, Mexico and Iran (The Official Portal of the Moscow Mayor and Moscow Government, 2018). Russia welcomed about 1.5 million tourists who spent around $5,000 – 8,000 on average on food, accommodation, souvenirs, entertainment (Zubacheva, K, 2018). The spectators had a great opportunity to use free transportation between tournament host cities when they had a game ticket. There were about 728 additional trains transporting spectators between 11 cities (Transport Programme, 2018). However, after the World Cup, two stadiums called Volgograd Arena and Nizhny Novgorod which costed about £198 billion have begun to collapse after heavy rains (MailOnline, 2018). Overall, the advantage of built capital, especially for the communities hosting the event, needs to be lasting for decades that facilitate and increase the life quality for the residents and the tourists and minimizes the harm to the environment.

## Events and Human Capital

Event provides the positive impact on human capital in terms of enhancing the current skills, learning new skills, developing leadership skills (Moscardo, 2007). The successful event appears when the leader of local residents takes a positive stance to encourage the community participation to the event. Therefore, there is the harmonization coordination between the community leadership and regional development (Moscardo, 2007). Hence, the human capital plays a vital role in managing the community capacity and controlling other forms of tourism. (Moscardo, 2007).

Human capital is important factor in achieving event mission. There are some considerations that needs to be taken into account such as the determination about the number of people in the event, the skills and knowledge required by human capital, the level of managing human capital in each task (Allen, 2011). For example, to host the World Cup 2018 in Russia, there were some activities conducted. About 79,000 Russians were trained to increase the qualification in the construction industry. Approximately 38,000 people were improved skills in the hospitality and catering industry, 18,000 people were required in providing the transportation and communications. 18,000 people were allocated in the utility, social and personal services. 5,000 staffs were recruited in the organization committee of the tournament. 52,000 volunteers and stewards were required (Russia 2018 LOC Talks About 2018 World Cup Impact On Country Development, 2018). The logical provision of human capital during the World Cup 2018 enhance the positive destination image in Russia. About 87% Chinese people, 86% Indian, 84% Malaysian, 80% Hungarian satisfied the experience of watching football match (The Statistic Portal, 2018).

## Events and Social Capital

Event provides the positive impacts on social capital. Event brings about the development social networks and connections (Pherson, 2013). According to Schulenkorf, 2011), social capital is known as “the building of healthy communities through collective, mutually beneficial interactions and accomplishments, particularly those demonstrated through social and civic participation”.

For example, the sports event called “Games for Peace” has celebrated by the NGO – Asian German Sports Exchange Program (A.G.S.E.P) since 2002 to appease among ethnic groups like Sinhalese, Tamil, Muslim and worldwide sportspeople in a leisure environment where there are no sociopolitical constraints (Schulenkorf et al., 2011). Additionally, the Weipa Crocodile Festival in Northern Queensland was celebrated to bridge the gap and provide the reconciliation between the Aboriginal and white Australian youths together (Allen, 2011).

Through these event, there are five positive social capital experiences. Firstly, there is socializing referring to the fun and entertainment, inclusive interaction in order to facilitates the shared experiences and contribute to development action. Secondly, there is trust including from the rise in intercommunity confidence and belief, comfort levels and perceived safety. Thirdly, there are reciprocity and solidarity originating from intergroup cooperation, physical and emotional support. Fourthly, there are contact and networks including individual friendships, group contacts and networking and business relationship. Lastly, there are learning and development comprising of management skills, sport techniques, intercultural learning and expansion of perspectives (Schulenkorf et al., 2011).

On the other hands, event can result in negative impacts. The sports event which is knowns as the competitive characteristics can lead to hooliganism, vandalism, stampedes and negative social influences like antisocial behavior, criminal activities, violence and arrests (Schulenkorf et al., 2011). For example, some people participating the “Games for Peace” do not enthuse about the sports event. They just saw girls or laughed (Schulenkorf et al., 2011). Furthermore, during the World Cup 2018, about S$1,250,000 in cash was seized and 31 men was arrested in related to the illegal World Cup betting in Singapore (Singapore Police Force, 2018).

## Events and Cultural Capital

Event provides positive impact on cultural capital by solving the demand for the culture, improving the venue infrastructures, stimulating local creativity and animating local involvement (Liu, 2012). Creating event related to culture gradually play a common role in “economic revitalization, city transformation, destination repositioning, image enhancement, inward investment and tourism revenue generation” (Smith, 2003, Quin, 2009, Liu, 2012).

In Singapore, there are some activities to celebrate the Chinese New Year which is on the first day of the first month of the Chinese lunar calendar. The main message from Chinese New Year is to reunion family members for a united dinner and to give Ang Bao, which means as bringing the luck for the coming year. The annual River Hongbao Carnival which locates at the Marina Bay floating platform is decorated with the giant lanterns portraying the animals of the Chinese zodiac, provided a smorgasbord, exhibits the amusement rides and street performances. There is the Chingay Parade to display the country’s multicultural heritage, which involves to majestic floats and stilt walkers (Singapore's Annual Cultural Events, 2018). Some celebrations in Chinatown are the Chinese New Year Light Up, the Chinese New Year Countdown Party, the Festival Street Bazaar, the Lion Dance Competition. Moreover, there is the Chinese New Year Fireworks during the Lunar New Year (Chinese New Year in Singapore 2018, 2018). These activities provide the valuable opportunities for local residents to remind and appreciate their ancestors, which could be outdated due to the revolution and globalization in modern society (Weaver & Lawton, 2010).

However, the commodification issue has challenged the efforts to boost the cultural capital. Commodification refers to the conversion of cultural traditions, customs and artwork into a commodity, which results in the disappearance of significant original cultural among the younger generation (Weaver & Lawton, 2010). The Mua Roi Nuoc water puppet show describes the religious and spiritual values of agricultural life and folklore in Vietnam. In some carnival, the Mua Roi Nuoc currently performs the universal topic like love and romance, cowboy figures emergence (Tourism and Commodification of Culture in Southeast Asia, 2016).

## Events and Natural Capital

Event provides the positive impact on natural capital in terms of stimulating the incentive to protect and improve the general environmental assets (Weaver & Lawton, 2010). Celebrating the event is the persuasive approach to display the unique characteristics of the host environment (Allen, 2011). The mega or major event requires an environmental impact assessment by the council or the event manager, which involves with the issue of crowd movement and control, noise levels, parking area, heritage protection or the local community disruption (Allen, 2011). Moreover, the travel is the main problem to generate the greenhouse gas emissions, congestion, visual intrusion, air quality worsening (Laing & Frost, 2010).

There were a lot of events organized to raise the awareness of environmental protection. For example, the 2002 Manchester Commonwealth Games event or the concert “The Who” in Hyde Park required the spectators to use the public transport, which located in the urban area (Robbin et al, 2007). The control of waste is also one of the most important feature in event management. The All Points West Music and Arts Festival produced unique incentives for recycling the trash. The audiences must exchange the plastic bottles, aluminum cans for merchandise like T-shirts and beach balls (Laing & Frost, 2010). Overall, the green events must contain the green message. It includes the themes, stalls, decorations, merchandise that is compatible with the event missions (Laing & Frost, 2010).

# Events and Sustainable Tourism

Sustainable development has become the main mission in hosting event, which contributes the positive impact on community well-beings (Hall, 2012). Events related to sustainable tourism become the essential measure to improve the destination image, assist the current tourism businesses and extend the length of stay.

Events organized for a period of time provide the opportunity for tourists to extend the length of stay (Weed, 2006). The World Cup 2018 took place from 14th June to 15th July and attracted more than 1 million fans (World Travel Tourism Council, 2018). Therefore, the event provides an opportunity for some extensionsers who extend the length of stay due to participating an event to cheer their national teams and explore the sightseeing in Russia. Extending the stay length also contributes the positive economic impact in Russia. The Russia capital gained about $206 million and tourists spent about $11.3 billion during World Cup season (Karpukhin, 2018). Moreover, the World Cup 2018 was also a chance to promote the community activity like the FIFA Foundation Festival including the Street Soccer USA, Sport Against Racism Ireland, Single Leg Amputee Sports Association from Sierra Leone and Downside Up Charity (Fifa.com, 2018).

The increasing number of visitors associated with events makes a positive stimulus for local tourism business to generate the new products and services (Moscardo, 2007). Moreover, the tourists also stimulate the form of tourism industry such as travel, accommodation, restaurants, hirers and suppliers of equipment (Allen, 2011). For example, World Cup 2018 contributes the positive impact of Travel & Tourism in Russia, which created about 3.3 million jobs and generated about 4.8% of Russia’s GDP. Russia welcomed about 1.5 million tourists who spent around $5,000 – 8,000 on average on food, accommodation, souvenirs, entertainment (Zubacheva, K, 2018).

Last but not least, the events also develop the sustainable tourism by enhancing the destination image. Destination image refers the total conceptualization of the place including the multisensory component, an orientation component and an attitude component (Pearce, 2005). Through the multisensory components consisting of visual, olfactory, auditory, tactile summaries, the tourists assess the destination image by the open-ended responses on sights, sounds and smells (Pearce, 2005). The attitude component is assessed by the scales of belief statements and the frequency of intended visitation. (Pearce, 2005). To improve the long-term destination image and the profile of host country, events attract media coverage and exposure (Allen, 2011)

# Synthesis and Recommendations

Generally, the events positively impact the social, built, cultural, human, natural capitals. For the social capitals, events establish the spirit of community to foster the social networks and connections. The spectators can entertain, share experiences, nurture skills and develop the friendship network. For built capitals, events provide the innovative infrastructure, transportation, resources, which meet the demands for the tourists and local residents and boost the economic development in the destination. For cultural capitals, the spectators can broaden their experience and knowledge about the traditional culture, rituals, performance and the events can bring the message about the preservation of cultural traditions. For human capitals, the labour skills, knowledge, health and abilities is developed in the higher level and the residents working in tourism industry is further improved through the extra training and education. For natural capital, the awareness of conservation and restoration of natural environment is raised from the tourist perspectives. These capitals reflect the community participation in tourism industry, which stimulates the tourism development.

However, these capitals also create negative impacts in the tourism development. Moreover, the events just generate a significantly positive impact in destination for a short period of time. Therefore, it is recommended that to create the permanent community well-being in tourism development, the education is the primary solution to achieve this goals. The destination planners or stakeholders must encourage the local residents to focus the tourism education. It creates the strong workforces who are high educated, creative, enthusiastic and passionate about the tourism industry. They are trained thoroughly about the theory concepts and practical experiences about the sustainable tourism and community well-being in destination regions. Therefore, the community well-being and sustainable tourism have constantly developed without the dependence of event participation.

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