

RESEARCH CONNECTIONS

AUSTRALIA

CULTURAL INDICATORS: MEASURING IMPACT ON CULTURE (2012)

Authors

Members of the Creative Communities Network, Jane Andrew, Katherine Arguile

Article abstract

This information paper will:

- Demonstrate the case for developing a Cultural Indicators Framework
- Provide an overview of local, national and international current practice
- Examine recent Community Indicator Frameworks applied within Local Government in Australia
- Present the national and international discourse and evidence relating to the use of cultural indicators
- Make recommendations for progress toward implementation.

Published: Creative Communities Network, South Australia, July 2012

Download: https://www.lga.sa.gov.au/webdata/resources/files/Cultural_Indicators.pdf

Price: Free

EVENTSCAPES AND THE CREATION OF EVENT LEGACIES (2015)

Authors

Insun Sunny Lee, Katherine King, Richard Shipway

Article abstract

Attention is directed to the difference in event legacies created by mega-events that often cause dramatic physical changes in urban environments, and those that accompany events that leave very little imprint on the landscape where they are held. The Tour Down Under cycle race, which is held annually in South Australia, is

examined as an example of the latter. The spatial pattern of the event and the range of settings which support it are presented as an eventscape by drawing on concepts such as Bale's¹ sportscape and Bitner's¹¹ servicescape. These interpretations are used to identify legacies. It is suggested that the creation of positive legacies requires communities that are part of the eventscape to engage in imaginative leveraging that is consistent with long-term strategic objectives. The paper offers a new definition of eventscape.

Published: Annals of Leisure Research, Volume 18. Issue 4. pp 510-527

Download: <http://www.tandfonline.com/doi/full/10.1080/11745398.2015.1068187>

Price: USD\$41

FUTURE VOLUNTEER INTENTIONS AT A MAJOR SPORT EVENT (2015)

Authors

Laura Aisbett, Erica Randle, Pam Kappelides

Article abstract (amended)

This paper presents the findings of a study of the intended voluntary behaviour of volunteers at the 2013 Australian Masters Games, a major sport event held in Geelong, Victoria. One hundred and ninety four participants responded to an online survey (post-event). Perceived organisational support (POS) and perceived supervisor support (PSS) theory guided the examination into volunteers' satisfaction while volunteering at the event, and as predictors of future volunteer intentions (FVI). In predicting the satisfaction of volunteers at the event, POS was found to make a substantial contribution to predicting volunteer satisfaction, while PSS had very little contribution. Further, POS and satisfaction were both found to make substantial contributions to

predicting FVI, yet PSS was again found to have very little contribution.

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Price: USD\$41

NEW ZEALAND

SERVICE RECOVERY AND LEISURE EVENTS: IMPLICATIONS FROM THE CANCELLATION OF IRONMAN® NEW ZEALAND 2012 (2015)

Authors

Millicent Kennelly, Brent Moyle, Matthew Lamont

Article abstract

Service recovery is a crucial consideration for event organisers when an event is cancelled or deviates from its advertised format. Despite its importance in leisure provision, service recovery has received limited attention in previous leisure events research. In addition, links between service recovery and risk management have not been well explicated. This paper explores amateur participants' perceptions of the service recovery efforts of event organisers following the cancellation of Ironman® New Zealand 2012 due to severe weather. Interviews revealed that participants perceived the event organiser's service recovery efforts favourably, yet many indicated they would not return to the event in future. This research emphasises the need to strategically integrate service recovery techniques into risk management planning for leisure events. In addition, it highlights how participants' preferences for compensation should be clearly understood by event organisers and

integrated into a strategic service recovery plan.

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Download: <http://www.tandfonline.com/doi/full/10.1080/11745398.2014.941374>

Price: USD\$41

EXPLORING MOTIVATIONS FOR ADVENTURE RECREATION EVENTS: A NEW ZEALAND STUDY (2016)

Authors

Pip Lynch, Mark Dibben

Article abstract

Adventure recreation events are a relatively new form of leisure that have become increasingly popular since the 1990s, yet little is known about motivations for participation. In this study, participant motivations were investigated through an interpretive methodology and the theoretical framework of self-determination theory (SDT). Exploratory, indepth interviews with twenty two participants in six different New Zealand events revealed intrinsic and extrinsic motivations, some of which overlap with motivations previously found for endurance sports and others which are also associated with outdoor recreation. In addition, two sets of dynamic relationships between motivations appear to exist: one set is competence, challenge and self-responsibility, the other is adventure, place, and identity. These relationships need closer investigation. There is wide scope for further research that extends understanding of motivation for adventure recreation events beyond the context studied.

Published: Annals of Leisure Studies, Volume 19. Issue 1. pp 80-97

Download: <http://www.tandfonline.com/doi/abs/10.1080/11745398.2015.1031804?journalCode=rnz20>

Price: \$35.95

INTERNATIONAL

ECONOMIC IMPACT OF CULTURAL EVENTS (2004)

Authors

Melville Saayman, Andrea Saayman

Article abstract

The phenomenon of events can hardly be described as a new one. The aim of this paper is to determine the economic benefits of three major cultural events in South Africa to the host community. Measuring the

economic impact normally entails some estimation of the cash injection into a region by visitors and applying the relevant multiplier to arrive at a monetary estimate of the economic impact. But few regions or municipal areas have detailed economic data to construct a type of input-output model and derive a multiplier. The purpose of the methods used in this research were firstly to determine the estimated cash injection, secondly to estimate the size of leakages in the local economy, and thirdly to derive an appropriate multiplier to estimate the economic impact of the event.

Published: South African Journal of Economic and Management Sciences, volume 7. Issue 4. pp 629-641

Download: <http://sajems.org/index.php/sajems/article/view/1294/488>

Price: Free

ECONOMIC EVALUATION OF SPECIAL EVENTS: RECONCILING ECONOMIC IMPACT AND COST-BENEFIT ANALYSIS (2016)

Authors

Larry Dwyer, Leo Jago, Peter Forsyth

Article abstract

The aims of event assessment are often unclear. Failure to clarify objectives has resulted in a less than satisfactory approach to event evaluation given that the two major approaches, economic impact analysis (EIA) and cost-benefit analysis (CBA), can give conflicting results. Since economic impacts do not equate to net benefits, an important topic for future research should be the issue of reconciling EIA and CBA. An approach is recommended that bridges the gap between EIA and CBA in a way that has policy relevance for destination managers. Bridging this gap calls forth a host of challenges that must be met by researchers in the future.

Published: Scandinavian Journal of Hospitality and Tourism, Volume 16. Issue 2. pp 115-129

Download: <http://www.tandfonline.com/doi/full/10.1080/15022250.2015.1116404>

Price: USD\$41

DETERMINANTS OF BUSINESS ENGAGEMENT WITH REGIONAL SPORT EVENTS (2015)

Author

Joanne Mackellar

Article abstract (amended)

Small-scale sports events provide commercial opportunities for regional

communities, and yet research suggests that local commercial organisations are sometimes reticent to engage with sports event organisations to leverage benefits. This paper examines variation in business engagement with sports events and identifies determinants to sports event leverage that are previously unrecognised in academic literature. Using a multiple case study approach in three regions of eastern Australia, this research examines reactions to a sports event within each respective host business community. The multiple cases allow comparison of results across regions, using a mixed method strategy of personal interviews, observation and document analysis. The main findings revealed six key determinants of organisational engagement with regional sports events: event cooperation, tourism dependency, business size, promotional strategy, strategic direction, and skills and knowledge.

Publication: European Sport Management Quarterly, Volume 15. Issue 1. pp 7-26

Download: <http://www.tandfonline.com/doi/full/10.1080/16184742.2015.1007882>

Price: USD\$41

EXPLORING WELL-BEING AS A TOURISM PRODUCT RESOURCE (2016)

Authors

Sarah Pyke, Heather Hartwell, Adam Blake, Ann Hemingway

Article abstract

This study employs a qualitative research approach where focus groups (n = 11) with key stakeholders were used to understand how tourism investors view the concept of well-being in relation to tourism, and the potential to use it as a tourism product resource. Findings validated by a wider group (n = 50) exposed the barriers and enablers of implementing well-being in this way. The potential for businesses and policymakers to transform these barriers into enablers was also identified. In addition, study findings were mapped onto a robust model extracted from the public health sector and applied in a tourism context using a systems theory approach. This further highlighted the potential offered to the fields of public health and tourism in the concept of well-being, and demonstrated the well-being value of tourism. Data from this research will aid tourism business practice and development by embedding a

well-being philosophy for tourism destinations' strategies.

Publication: *Tourism Management*, Volume 55. pp 94-105

Download: <http://www.sciencedirect.com/science/article/pii/S0261517716300164>

Price: Free

TOURISM EXPERIENCE, EVENTS AND PUBLIC POLICIES (2014)

Authors

Yoná S Dalonso, Júlia M Lourenço, Paula C Remoaldo, Alexandre Panosso Netto

Introduction (amended)

This study discusses the influence of events in the construction of public policies in destinations from the tourism experience perspective. The research theoretically explores the connections between the importance of joining the desires of the tourist while experiencing destinations (tourism experience) and the ability to organise and maintain the implementation of the tourist potential (public policies). A model was developed which presents a strategic tool for measuring the influence of events and their interface with the different actors involved, while providing governments with milestone theoretical practices for tourism policies applied in destinations.

Publication: *Annals of Tourism Research*, Volume 46. pp 163-184

Download: <http://www.sciencedirect.com/science/article/pii/S0160738314000309>

Price: \$35.95

WILLINGNESS TO PAY: WHO ARE THE CHEAP TALKERS? (2016)

Authors

Melville Saayman, Waldo F Krugell, Andrea Saayman

Article abstract

The purpose of this paper is to determine who is willing to pay (WTP) for a greener event by applying a Contingent Valuation (CV) approach together with an experimental design. To identify the cheap talkers a survey was conducted at the Wacky Wine Festival in South Africa, where four hundred seventy four respondents participated. Using a Heckman two-step approach, the results confirmed that the decision to contribute depends on behavioural and motivational factors, while the amount is income-dependent. The extent of cheap talking is significant, with a 50% deviation in stated and revealed behaviour.

Besides cheap talkers, another category is identified, namely 'ethicals', who contribute their voucher to the tree planting project without indicating that they are willing to pay.

Publication: *Annals of Tourism Research*, Volume 56. pp 96-111

Download: <http://www.sciencedirect.com/science/article/pii/S0160738315001681>

Price: \$35.95

THE USE OF AN EVENT PORTFOLIO IN REGIONAL COMMUNITY AND TOURISM DEVELOPMENT: CREATING SYNERGY BETWEEN SPORT AND CULTURAL EVENTS (2011)

Authors

Vassilios Ziakas, Carla A Costa

Article abstract (amended)

This study employed ethnographic methods to examine the rationales and drivers for the use of an event portfolio in regional development. Fieldwork was conducted in the rural community of Fort Stockton in Texas, USA. The findings indicate that the event portfolio is a socially embedded configuration in local life that facilitates the development of a holistic approach. It consists of sport and cultural events that strive to address community issues pertaining to social, tourism, and economic development. Event implementations are facilitated by the use of an integrated set of resources and the adoption of established practices. The relationship between sport and cultural events is innately symbiotic, sharing common objectives, resources, and markets. The study argues that a holistic approach in event portfolio planning can integrate economic, sport, and tourism, as well as social development purposes, and foster synergies between sport and cultural events.

Published: *Journal of Sport & Tourism*, Volume 16. Issue 2. pp 149-175

Download: <http://www.tandfonline.com/doi/pdf/10.1080/14775085.2011.568091?needAccess=true>

Price: USD\$41

PUBLIC ART AND THE CHALLENGE OF EVALUATION (2012)

Author

Katherine Gressel

Introduction (amended)

When asked how they know their work is successful, most organisations and artists that create art in the public realm are quick to cite things like peoples' positive comments, or the fact that the

“UNLIKE MUSEUMS OR PERFORMANCE SPACES, PUBLIC ART TRADITIONALLY DOESN'T SELL TICKETS, OR ATTRACT “AUDIENCES” WHO CAN EASILY BE COUNTED, SURVEYED, OR EDUCATED.”

artwork doesn't get covered with graffiti or cause controversy. Unlike museums or performance spaces, public art traditionally doesn't sell tickets, or attract “audiences” who can easily be counted, surveyed, or educated. The role of a public artwork in economic revitalisation is difficult to separate from that of its overall surroundings. As Becker suggests, economic indicators of success may leave out important factors like the intrinsic benefits of experiencing art in one's everyday life. However, public art administrators generally agree that some type of evaluation is key to not only making a case for support from funders, but in building a successful program. Is there a reliable framework that can be the basis of all good public art evaluation? And what are some simple yet effective evaluation methods that most organisations can implement?

Published: Createquityⁱⁱⁱ

Download: <http://createquity.com/2012/01/public-art-and-the-challenge-of-evaluation/>

Price: Free

END NOTES

i 1994. *Landscapes of Modern Sport*. Leicester: [Leicester University Press] sportscape

ii 1992. “Servicescapes: The Impact of Physical Surroundings on Customers and Employees.” *The Journal of Marketing* 56 (2): 57–71

iii Createquity is a research-backed investigation of the most important issues in the arts and what we, collectively and individually, can do about them.