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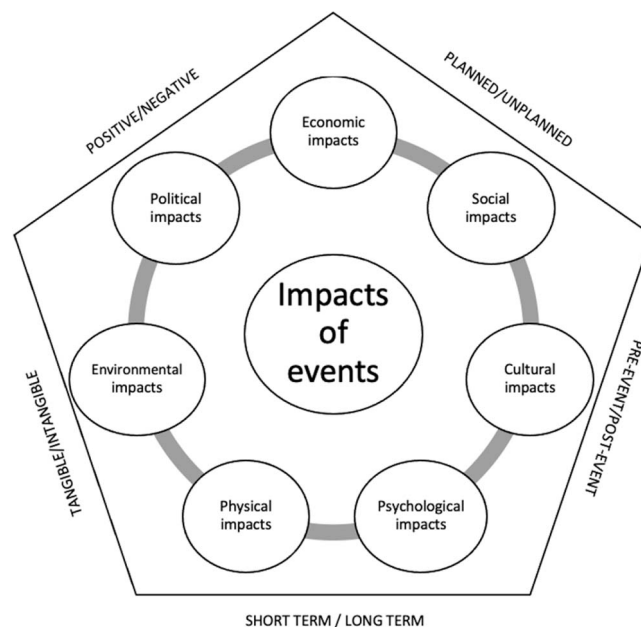
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Impacts of Events

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Impacts of events can be also defined as event *outcomes* (Getz and Page, 2016). They can be pre-event or post-event impacts (Kaplanidou et al., 2013). As Getz and Page (2016) argued, event impacts can be positive or negative, depending on one's perspective. Analysing festival tourism, Cudny (2013) defined the positive impacts of events and festivals as *functions* and the negatives as *dysfunctions*. Event impacts can be desired and planned, or accidental and unplanned (Gratton and Preuss, 2008). They can also be tangible such as the creation of new facilities, or intangible such as augmentation of the city's image as a tourist destination (ibid.).

Event impacts can be short term or long term. Some researchers use the term legacy to refer to long-term event impacts. Gratton and Preuss (2008, p. 1924), in their study of sport events, defined legacy as 'planned and unplanned, positive and negative, intangible and tangible structures created through a sport event that remain after the event'. Events can impact individuals, organizations, local communities and cities, or even the entire host country in many different ways (Ferdinand and Shaw, 2012). As the figure shows, the types of impacts that events can generate can be economic, social, cultural, psychological, physical, environmental and political.



First, events can generate economic impacts. Research on the economic impacts 'dominates the literature' (Getz and Page, 2016, p. 616). They are generally seen as positive, and usually refer to an increment in the local economy. This might be attributed to an increase of tourism to a particular city or region, which in turn creates event-tourist income benefits

(Getz and Page, 2016). In fact, events and festivals can attract tourists and this in turn can impact the local economy positively. Moreover, events can enhance the image of the city/region as a tourist destination and foster place marketing and tourism (ibid.). The economic impact can be long term. For example, thanks to the 1992 Olympics, Barcelona attracted tourists and increased the local economy for more than ten years after the event (Gratton and Preuss, 2008). Nevertheless, events can also generate negative economic impacts, such as inflation, increase in prices and cost of living (Ferdinand and Shaw, 2012).

Second, events can generate social impacts. They are occasions for people to relax, chat, strengthen relations and create new friendships. They can foster social networking and augment locals' national pride (Getz and Page, 2016). Fredline, Jago and Deery (2003) created a framework to assess the social impacts of events, including, for example, the opportunity to have fun and promote social values. Nevertheless, events can also generate negative social impacts such as antisocial behaviour and community displacement (Kaplanidou et al., 2013). Criminality, alcohol and drug abuse rates can also increase during some events and festivals (Cudny, 2013). Large-scale events can cause traffic congestion and accidents (Getz and Page, 2016). Thus, events can disturb the local community (Fredline et al., 2003).

Third, events can have cultural impacts. They enable tourists to get to know the cultural heritage of the destination, both tangible such as museums or theatres, and intangible such as local traditions and customs (Cudny, 2013). As such, events and festivals play a role in promoting local heritage. Rossetti and Quinn (2021) explore the educational and cultural impacts of literary festivals and argue that they can be educational experiences where visitors can acquire cultural capital. Similarly, organizers and volunteers at the Commonwealth Games in Manchester, UK in 2002 gained knowledge and skills from staging a mega-sport event (Gratton and Preuss, 2008). So, events can be cultural and learning environments where visitors exchange ideas and learn. However, possible negative cultural impacts are commodification of local culture and loss of authenticity (Getz and Page, 2016).

Fourth, events can create psychological outcomes and impact people's quality of life. According to Kaplanidou et al. (2013) mega-events create positive psychological impacts in residents, especially before the event takes place. For instance, they can foster a sense of patriotism, national pride, community spirit, and can make 'people feel good about themselves and their community' (Kaplanidou et al., 2013, p. 636). Wood, Jepson and Stadler (2018), in their study of art events, also observed that participation creates psychological impacts for the over 70s, such as improvement in self-esteem, sense of belonging and reduction of loneliness.

Moreover, events can create physical impacts with the construction or improvement of public spaces (Ferdinand and Shaw, 2012) and infrastructures (Kaplanidou et al., 2013). For example, the Commonwealth Games 2002 in Manchester led to the creation of a new permanent event venue: the City of Manchester Stadium, also known as the Etihad Stadium, the home of Manchester City football club. A new railway station was also built to improve access to the venue (Gratton and Preuss, 2008). These permanent infrastructures shape the local urban development and can be used for future events and by the local community. Also, according to Ferdinand and Shaw (2012), infrastructures built as a result of hosting an event can be used to enhance the image and reputation of destinations. However, 'these types of events attract a great deal of scrutiny and criticism, especially when they appear to be enriching a minority' (Ferdinand and Shaw, 2012, p. 19).

Additionally, events can promote ideas and values related to environmental protection and sustainable event tourism. They can foster eco-friendly attitudes and values, such as, for example, the Polish Włodzimierz Puchalski International Festival of Nature Films (Cudny, 2013). Nevertheless, events can also generate negative environmental impacts, such as waste production, overcrowding and pollution of land, air and water (Fredline et al., 2003). In particular, large-scale events that attract a large number of tourists can generate travel and environmental pollution. This can be a threat to the natural environment in terms of inefficient waste disposal (Cudny, 2013). For example, large sports and music events can cause merchandise pollution and plastic cup waste.

Last, events can generate political impacts. For example, Ferdinand and Shaw (2012) observed that ethnic festivals can serve to foster social integration by allowing immigrants to display their traditions to the local community. Events can also be opportunities for sexual minorities to express themselves (Cudny, 2013). Moreover, they can improve political networks. For example, Greece established a new standard of security for the Olympics in Athens 2004 (Gratton and Preuss, 2008). Nevertheless, events can create negative political impacts. For instance, event failure can cause negative publicity of the city or region and political embarrassment. This could be due to the creation of conflicts and fights during the event (Cudny, 2013), (Fredline et al., 2003) or worldwide exposure of the event by the media (Gratton and Preuss, 2008). Events and festivals can also reinforce ethnic stereotypes and increase racial tensions (Ferdinand and Shaw, 2012).

Researchers (Getz and Page, 2016) suggest that future studies on environmental event impacts should better analyse long-term impacts as well as the environmental education outcomes of events. Also, more evaluation tools and methods for environmental impacts are needed. Directions for socio-cultural event impacts research focus on the need to further understand individual self-development through event participation, such as, for example, personal social impacts of negative and upsetting event tourism experiences (ibid.). More is also needed on long-lasting positive social impacts of mega events and their role as social 'intervention mechanisms' (Kaplanidou et al., 2013, p. 633). Finally, there are opportunities to better understand long-term economic impacts and legacy effects, and more applications on economic sustainability of portfolios of events are needed (Getz and Page, 2016).

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