

EXAMINING RATIONALES FOR GOVERNMENT INVOLVEMENT IN SPORT EVENTS

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Abstract

It is recognised that government involvement in sport events is based on various rationales, and these rationales influence the potential outcomes a city may experience from hosting such an event (Gleeson & Low, 2000; Searle & Bounds, 1999; Veal, 2002). Over the last few decades, the economic potential that sport events offer a city has seen increased government interest and governments have been criticised for neglecting the social outcomes (Carrière & Demazière, 2002; Misener & Mason, 2006; Searle, 2002). Yet there is limited research that has empirically investigated government involvement in sport events. This paper aims to address two main objectives: to develop an understanding of rationales for government involvement in sport events and to understand how these rationales influence subsequent event outcomes. This research addresses these objectives through an analysis of post-event evaluation documents. The research design consisted of two stages. First, a framework is presented through which to examine the rationales for government involvement in sport events. Second, the preliminary findings are presented from the empirical test of the Framework to determine which policy areas have been incorporated and emphasised within the post-event reporting. This research analyses 7 sport events staged in Australia from 1995 to 2007. Findings from this study demonstrate conclusively that event reporting is preoccupied with economic outcomes, with content coverage almost double to that of social outcomes. The implication of this research is that the development of leveraging sport events for social outcomes and evaluating these social outcomes has been limited.

Keywords:

Policy; Government; Social outcomes; Sport; Events

INTRODUCTION

It is recognised that rationales for government involvement in sport events have influence on the potential outcomes a city may experience from hosting events (O'Sullivan, Pickernell, & Senyard, 2009). In this context, rationales are understood as the reasons why governments intervene in the free market delivery of sport events (Veal, 2002). Subsequently, the event outcomes can be seen as the manifestation of government rationales, as the rationales are where policy will be directed to ensure outcomes are realised (O'Sullivan et al., 2009; Veal, 2002). Over the last few decades, the economic potential that sport events offer a city has become a predominant rationale for government involvement. The dominant focus of governments has been around the benefits of attracting capital investment, visitors, and media coverage (Carlson & Millan, 2002; Hall, 2004; Hiller, 2000; Monclús, 2006; Ritchie, 2000) and reinvigorating deindustrialised city economies (Gleeson & Low, 2000; Vaz & Jacques, 2006). Reflecting this economic drive, policies, leveraging strategies and

evaluation of sport events have been geared towards economic outcomes (Chalip, 2006; Murphy & Bauman, 2007; O'Sullivan et al., 2009).

However, governments have been criticised for neglecting the social outcomes, which include benefits to host communities through various forms of participation (Carrière & Demazière, 2002; Misener & Mason, 2006; Searle, 2002). There is a need to broaden the focus of policy surrounding sport events beyond economic considerations (Sherwood, 2007). This is consistent with notions of sustainability and Triple Bottom Line Accounting, which call for an equal consideration of the economic, social and environmental aspects of special events (Fredline, Raybould, Jago, Deery, & Allen, 2007; Sherwood, 2007). Yet, there is limited research that has empirically investigated the influences of rationales for government involvement in sport events, particularly in the Australian context.

This research aims to contribute to the body of knowledge through addressing two main research objectives:

1. To develop an understanding of rationales for government involvement in sport events; and,
2. To understand how these rationales influence subsequent event outcomes.

This research addresses these objectives through analysing post-event reporting by way of evaluation documents through a two stage research design. In stage one a framework is developed to examine the rationales for government involvement in sport events. In stage two, the Framework is used to examine post event evaluation documents and determine the rationales that are most emphasised within the documents.

The following paper first provides an overview of relevant literature. Second, the research design is explained, and Framework to Examine Government Involvement in Sport Events is presented. Third, the preliminary findings are outlined and discussed. Last, conclusion and implications of the research are presented.

LITERATURE REVIEW

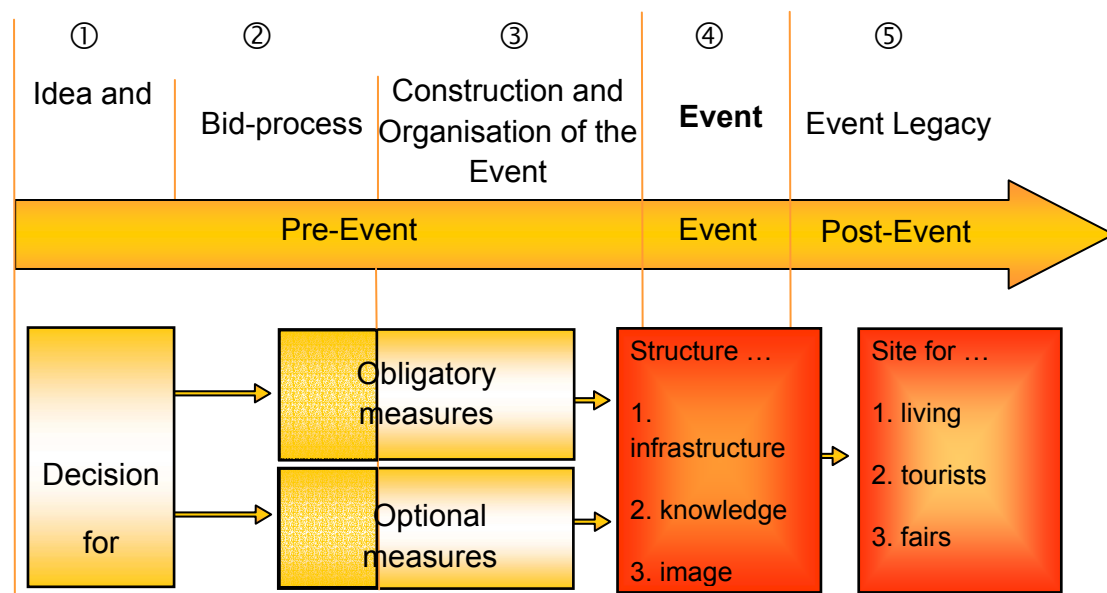
The many varied benefits presented by sport events have seen governments focus on sport events as a 'packaged solution' for economic management and urban regeneration (Carrière & Demazière, 2002; O'Sullivan et al., 2009). The packaged solution is described as governments and cities investing in the hosting of a sport event, and anticipating automatic benefits and improvements across a broad range of areas (Carrière & Demazière, 2002). Some authors argue that this focus has been driven by neoliberal ideologies that have come to see large scale events, including sport events as urban projects within neoliberal governance structures and practices (Gleeson & Low, 2000; Hall, 2006; MacLeod, 2002; Searle & Bounds, 1999; Smith & Fox, 2007).

However, it has been realized that sport events are not an end, but a means (Chalip, 2004). Tensions have emerged surrounding this approach. First, there has been considerable critical debate as to whether these outcomes are actually realised (Crompton, 2001; Crompton & McKay, 1994; Kellett, Hede, & Chalip, 2008;

Victorian Auditor-General, 2007), and questions as to the appropriateness of using public funds (Chalip, 2004; Crompton, 2001; Veal, 2002; Whitson & Macintosh, 1996). Second, the notion of a packaged solution appears to have positioned economic outcomes as central, and social and environmental outcomes as ancillary. There have been arguments to broaden objectives of sport events beyond the economic focus to include social and environmental outcomes (Sherwood, 2007). By hosting an event there is no guarantee that broader benefits will be automatically realized. Instead, at every phase in the event lifecycle, including planning, implementation and post-event, broader outcomes need to be consciously addressed.

This argument is supported by Preuss's (2007) legacy model, as shown in Figure 1. Preuss illustrates that along the different stages of the event lifecycle, there are certain considerations required to ensure that 'obligatory measures' are achieved to deliver the event. As well as the obligatory measures, 'optional measures' should be put in place to ensure there are broader outcomes or legacies realised for the host city beyond staging the sport event.

FIGURE 1. PREUSS'S LEGACY MODEL



(Preuss, 2007)

By recognising the influence of government involvement in sport events (Gleeson & Low, 2000; Searle & Bounds, 1999; Veal, 2002), it may be argued that there are opportunities to engage more broadly across policy areas to encourage initiatives that target outcomes beyond only an economic focus (Chalip, 2004, 2006; Coalter, 2007; Kellett et al., 2008; Murphy & Bauman, 2007; Preuss, 2007). However, there is evidence to suggest that contemporary government involvements in event strategies are limited by a preoccupation with economic rationales.

In a recent study, O'Sullivan et al. (2009) reviewed local government policy in Wales, and found that planning and evaluation continues to be focused on the economic outcomes from events. Their surveys of local government officers outlined that although local governments claim to support events for social value, instead the economic outcomes are where government policies have been directed and evaluated

(O'Sullivan et al., 2009). This is seen to have potential implications for the effectiveness and efficiency of outcomes achieved by staging sport events if objectives are geared towards such a narrow focus.

Within the Australian context, two studies have considered the government role in realising broader social outcomes from sport events. Misener (2007) reviewed policy approaches of three cities, Edmonton, Canada; Manchester, United Kingdom; and Melbourne, Australia; and Kellet et al. (2008) focused on State and local government policy interactions in Melbourne, Australia. Misener (2007) interviewed urban regime members who influence policymaking surrounding sport events. Misener concluded that these urban regime members perceived themselves as being attentive to social issues, however, they were conscious of needing to find more ways to maximise social outcomes to meet community needs. Kellet et al. (2008) conducted a comprehensive qualitative case study analysis and compared two cities implementing a State-based policy programme surrounding the Melbourne Commonwealth Games. They found that although there were strategies in place to leverage the social outcomes from the Melbourne Commonwealth Games, a “vague” (p.101) policy stipulation at the State policy level saw vastly different outcomes between the two cities due to the methods of strategy implementation at the local level.

These two studies have outlined the limited understanding of the role of the State and sport events in securing broader outcomes for cities. However, as argued by Chalip (2006), there is a greater need to understand the processes of planning and evaluation required to “engender value” through sport events (p.109). This research recognises that an empirical understanding of government involvement in sport events in the Australian context is limited beyond these studies.

This research aims to address the research questions outlined above through two stages, first, presenting a framework to guide the examination of the rationales for government involvement in sport events. Second, this Framework is used to determine which rationales have been incorporated and emphasised within the post-event reporting. The following sections will first, outline the research design employed to address these objectives. Second, the findings will be presented. Third, these findings will be interpreted in the discussion section. Finally, conclusions, implications and future research will be detailed.

RESEARCH DESIGN

This section details the research design through first, presenting the Framework to Examine Government Involvement in Sport Events as the framework for analysis. Second, detailing the research method to empirically test the Framework.

Framework to Examine Government Involvement in Sport Events

To address the research objectives it was necessary to develop a framework through which to examine the rationales for government involvement in sport events. Whilst there has been research conducted around rationales and government orientations in leisure and tourism, there has been limited development within a specific events context. The need to develop an event-specific framework is due to the inherent differences of events from leisure and tourism initiatives. For example, event strategies often require a significant concentration of resources during a relatively

short period of time to meet the delivery date of the event (Carrière & Demazière, 2002; MacLeod, 2002), differing to tourism or leisure initiatives which may be developed and implemented over a much longer period of time .

Therefore, as a basis to develop a Framework to Examine Government Involvement in Sport Events, two main frameworks are drawn upon, and supplemented by a broader events literature. First, Veal's (2002) 12 rationales for government involvement in leisure and tourism are drawn as a broad starting point. This includes eight mainstream economic rationales: Public Goods and Services; Externalities; Mixed Goods; Merit Goods; Option Demand; Infant Industries; Option Demand; Infant Industries; Size of Project; Natural Monopoly, and four socio-economic justifications: Equity/Humanitarian; Economic Management; Incidental Enterprise, and Tradition. Veal has applied these rationales within a leisure and tourism context. However it was also necessary to capture the differences in event context, and to do this Gratton, Shibli's and Coleman's (2006) event aims model was relied upon, as well as broader rationales from the literature. Gratton et al.'s (2006) Four Event Aims were utilized, incorporating a framework that identifies four aims that governments might realise and evaluate through involvement in events. These include: Economic Impact; Media and Sponsor Evaluation; Place Marketing Effects; and Sports Development.

Additionally, there were several rationales identified through the literature review that were considered important to include when developing a framework to examine government involvement in sports events. These rationales derived from the events literature further supplemented the model, and include:

- urban renewal (Carlson & Millan, 2002; Gleeson & Low, 2000; Hall, 2004; Monclús, 2006; Ritchie, 2000);
- event legacy (Cashman, 2003; Preuss, 2003, 2006, 2007); and
- social outcomes (Brown & Massey, 2001; Coalter, 2007; Crompton, 2001; Hall, 1989; Misener & Mason, 2006; Murphy & Bauman, 2007; Ritchie, 2000) .

The purpose of this Framework is to provide reference for analysis to examine why governments become involved, including what is hoped to be achieved through the events, what strategies may be utilised and what is achieved through the events. This research was interested in examining which of the rationales in the Framework have been incorporated and emphasised within the post-event reporting for events that attracted State government involvement. Analysis through this framework aims to provide an understanding of the rationales for government involvement in sport events, and how this influences subsequent event outcomes.

Table 1 presents the Framework to Examine Government Involvement in Sport Events. In the first column a listing of the rationales indicating authors from whom rationales have been derived from the literature review. The rationales that have an asterisk indicate relationships with social outcomes from sport events. The rationales that have an ^ indicate relationships with economic outcomes from sport events. The second column provides a summary of the rationale definition and the third column presents the operationalisation of the rationale. The third column formed the analytical coding frame through which to examine government involvement in sport events in this study.

TABLE 1 FRAMEWORK TO EXAMINE GOVERNMENT INVOLVEMENT IN SPORT EVENTS

Rationale	Definition	Operationalisation for Analysis
Public Good* (Veal, 2002)	<ul style="list-style-type: none"> ▪ Goods or services providing direct benefit or enjoyment ▪ Non-excludable & Non-rival ▪ Govt involvement as transaction not clear cut ▪ Psychic benefit - indirect benefit or enjoyment, Non-excludable & Non-rival (Veal, 2002), as well as civic pride, psychic benefit (Crompton, 2001) and psychological outcomes 	<ul style="list-style-type: none"> ▪ Common good of hosting event ▪ Access to the enjoyment of the event to the general public, including non-attendees, resulting in broader community benefits
Externalities* (Veal, 2002)	<ul style="list-style-type: none"> ▪ 3rd party affected positively or negatively ▪ +ve needing subsidy ▪ -ve needing compensation ▪ <u>govt intervenes through laws and levies</u> 	<ul style="list-style-type: none"> ▪ contentious issues, eg Bondi Beach volleyball during Olympic Games ▪ community consultation
Mixed Goods* (Veal, 2002)	<ul style="list-style-type: none"> ▪ public and private characteristics, that is there is a government subsidy, but also a user-pay element 1. engage and personal benefit 2. become supporters and contribute to community 3. supporting culture and society leads to social and economic spinoffs 4. cultural centre facilitator of civic pride inc non-users ▪ <u>broader benefits governments should intervene</u> 	<ul style="list-style-type: none"> ▪ All initiatives pursued that realise the broader community benefit from the event, however exhibiting an element of user-pays ▪ Includes some sporting and cultural aspects of the events, where the attendance has been deemed beneficial for community involvement and is subsidised
Community Engagement* (Kellest et al., 2008; Misener, 2007)	<ul style="list-style-type: none"> ▪ Social Capital, ie community networks to access resources; ▪ (Misener, 2007; Misener & Mason, 2006) ▪ Skill development and community capacity (Smith & Fox, 2007); ▪ Bringing together diverse backgrounds (Kellest et al., 2008; Sugden & Tomlinson, 2002) ▪ Community involvement, volunteering (Smith & Fox, 2007) 	<ul style="list-style-type: none"> ▪ Engagement of various stakeholders inc. residents, visitors, sponsors, competitors, private sector, government ▪ Ideas of partnership, sense of ownership of event and initiatives, the experience of the event ▪ includes aspects of engagement; media engagement strategies for select groups; 'engaging the community', ticket marketing, merchandising, hospitality packages ▪ Eg importance of Aboriginal culture within programming and event as contributing to reconciliation, notions of multiculturalism ▪ Educational initiatives
Sport Development* (Gratton, Shibli, & Coleman, 2005)	<ul style="list-style-type: none"> ▪ event encourages young people to be more involved in sport & physical activity ▪ sport development across continuum (Coalter, 2007; Murphy & Bauman, 2007) ▪ Strategic planning for grass roots participation (Kidd, 2003) ▪ Facility provision for sport development (McCloy, 2003) 	<ul style="list-style-type: none"> ▪ inherent outcomes for sport through staging the event ▪ initiatives undertaken to increase grass roots and elite sport opportunities surrounding the event ▪ specific facility provision with intention for sport development outcomes ▪ also includes doping
Merit Goods* (Veal, 2002)	<ul style="list-style-type: none"> ▪ Desirable goods or services ▪ People needing education to appreciate ▪ Similar to public good and externalities (Henry, 2001) ▪ 	<ul style="list-style-type: none"> ▪ 'promotion in the public mind', initiatives used to increase awareness and support for event bid, event attendance and support of event in general by non-attendees ▪ Different to idea of <i>education</i> referred to in community engagement ▪ Role of third sector/sponsors in promoting awareness and support for events
Option Demand (Veal, 2002) <i>Environmental Sustainability Legacy*</i>	<ul style="list-style-type: none"> ▪ govt intervene goods or services to be maintained so that the option to use them is always there, even non-use ▪ Ecological consideration for future generations (Elkington, 1999) ▪ differs to public good, as in mixed economy, legacies not always non-rival or non-excludable (Cashman, 2003; Preuss, 2003, 2006, 2007) 	<ul style="list-style-type: none"> ▪ ecological regeneration associated with development ▪ environmental operations of event ▪ provision of facilities for general public use post event ▪ facilities, knowledge transfer, city capabilities
Infant Industries (Veal, 2002)	<ul style="list-style-type: none"> ▪ new industry challenged by existing operators undercutting the market efficiencies questioned 	<ul style="list-style-type: none"> ▪
Size of Project	<ul style="list-style-type: none"> ▪ cost and length of projects too significant to attract private market - market failure 	<ul style="list-style-type: none"> ▪ Also seen to include notions of government involvement needed for successful

(Veal, 2002)	<ul style="list-style-type: none"> ▪ capital outlays ▪ market cannot benefit unless intervention 	coordination of event
Natural Monopoly (Veal, 2002)	<ul style="list-style-type: none"> ▪ monopolies naturally occurring in the market place, free market could charge more than is justified ▪ government intervene through regulation and policy 	<ul style="list-style-type: none"> ▪
Equity/Humanitarian* (Veal, 2002)	<ul style="list-style-type: none"> ▪ basic quality of life to be afforded to ALL people regardless of ability to pay ▪ mixed thoughts for equity incentive/disincentive, but agreement on minimum levels ▪ 	<ul style="list-style-type: none"> ▪ includes ideas of equity of Aboriginal issues and representation ▪ respect in processes – mixed good ▪ Labour Unions ▪ Disability access
Economic Management/ Development ^ (Veal, 2002)	<ul style="list-style-type: none"> ▪ most governments feel responsible for economic management ▪ intervention for job creation common ▪ economic impact (Gratton et al., 2005) 	<ul style="list-style-type: none"> ▪ economic impact
Urban Renewal ^ (Gleeson & Low, 2000)	<ul style="list-style-type: none"> ▪ urban renewal (Carlson & Millan, 2002; Ritchie, 2000) ▪ urban regeneration (Hall, 2004; Monclús, 2006) 	<ul style="list-style-type: none"> ▪ new facilities ▪ new commercial/residential development associated ▪ facility refurbishment ▪ public space
Media and Sponsor Evaluation ^ (Gratton et al., 2005)	<ul style="list-style-type: none"> ▪ value of exposure for media and sponsors from media coverage 	<ul style="list-style-type: none"> ▪ discussion of broadcast stakeholders/beneficiaries ▪ contract negotiation ▪ viewers/hours ▪ goals of media & evaluation of outcomes
Place Marketing Effects ^ (Gratton et al., 2005)	<ul style="list-style-type: none"> ▪ effects associated with hosting and broadcasting an event which may encourage visitors to return in the future 	<ul style="list-style-type: none"> ▪ induced tourism ▪ city promotion on world scale ▪ attraction of new business
Incidental Enterprise (Veal, 2002)	<ul style="list-style-type: none"> ▪ Provision of good or service incidental to another activity 	<ul style="list-style-type: none"> ▪
Tradition (Veal, 2002)	<ul style="list-style-type: none"> ▪ In some cases the only reason governments support is because of tradition, challenges may be presented if this changes ▪ Related to public good or mixed good 	<ul style="list-style-type: none"> ▪ City tradition of sporting achievements ▪

Research Method for Empirical Testing of Framework

The second stage of the research was to empirically test the above Framework to examine government involvement in sport events to determine which rationales have been incorporated and emphasised through event strategies as captured in post event reporting. Australia has been host to many large-scale sport events over the last 15 years, therefore a sampling frame was developed which selected those events that would demonstrate government involvement in sport events. For this research context, the events needed to demonstrate; a competitive bid process; significant government involvement; and a capacity to be considered as a urban project, that is a significant economic impact, demand on city infrastructure and place marketing opportunities. It was also critical for this research design that the researcher would have access to event evaluation documentation.

Table 2 lists the four filters and indicates stage-by-stage reduction of the sample. As a result 7 events were chosen, including World Police & Fire Games 1995 (WPF1995), Sydney 2000 Olympics (S2000), Sydney 2000 Paralympics (P2000), World Masters Games 2002 (WMG2002), Rugby World Cup (RWC2003), Melbourne Commonwealth Games 2006 (CG2006), Commonwealth FINA Swimming Championships 2007 (F2007).

TABLE 2 SUMMARY OF SAMPLE FRAME

Filter	Sample Size
Stage 1: Population of Sports Events 1993-2007	600
Stage 2: Filter 1 - Formal bid process	40
Stage 3: Filter 2 - Government involvement – Bid & Event	21
Stage 4: Filter 3 - Best representing ‘Urban Project’ <ul style="list-style-type: none"> ▪ \$10mill economic impact for the State economy; ▪ refocusing the city through capital investments, or at least an event duration of 5 days; ▪ place marketing - international media coverage, and/or at least 1000 domestic/international participants 	15
Stage 5: Filter 4 - Access to post-event documentation	7

In this research context, the event outcomes are seen as the manifestation of government rationales, as the rationales are where policy will be directed to ensure outcomes are realised (O'Sullivan et al., 2009; Veal, 2002). For this reason, post-event evaluation documents were utilised. This is consistent with other research approaches, as post-event evaluations have been identified by as being more accurate of event outcomes. The use of post-event reporting is in contrast to pre-event projections which are criticised as being exaggerated and not reflective of what actually occurred around the event strategy (Crompton, 1995; Getz, 1991; Sherwood, 2007).

Content analysis was utilised as a research approach that seeks to “quantify content in terms of predetermined categories and in a systematic and replicable manner” (Bryman, 2004, p. 181). The content analysis took the form of quantification through subjects and themes, guided by the pre-defined rationales, definitions and operationalisations detailed in Table 1 Framework to Examine Government Involvement in Sport Events. Within this application of content analysis, the researcher sought both manifest and latent content, with the latent content requiring a level of interpretation “beneath the surface” of statements for categorisation (Bryman, 2004, p. 188). The analysis coded phrases within the evaluation documents that demonstrated the rationales defined in the Framework throughout the event

evaluation documents that indicated what was hoped to be achieved through the events, what strategies were utilised and what was achieved through the event.

NVivo Software was utilised for the coding process to support the analysis process through enabling the generation of the tabulated results which are presented for analysis in this paper. The tables generated for this paper present within-case percentages of the documents coded to the particular rationale from the Framework. The greater the percentage demonstrates the greater the emphasis for this rationale in the evaluation documents.

One of the main limitations of this study is identified as the restriction of the analysis to the post-event reporting as it limits analysis of the pre-event rhetoric. However, for this stage of the larger research project, access and accuracy, as outlined above, have determined this limitation.

RESULTS

This study analysed the policy documents of 7 sport events staged in Australia from 1995 to 2007, including: World Police & Fire Games 1995 (WPF1995), Sydney 2000 Olympics (S2000), Sydney 2000 Paralympics (P2000), World Masters Games 2002 (WMG2002), Rugby World Cup (RWC2003), Melbourne Commonwealth Games 2006 (CG2006), Commonwealth FINA Swimming Championships 2007 (F2007).

Table 4 presents an overall summary of the content analysis with the table listing the rationales from the Framework down the right hand side and lists events across columns, indicating the documents that were available to be analysed for each event. For each of the events, the within-case percentages of the documents coded to the particular rationale from the Framework are provided. As indicated earlier, the findings represent analysis guided by the pre-defined rationales, definitions and operationalisations detailed in Table 1 Framework to Examine Government Involvement in Sport Events. As can be seen the analysis of documents through the Framework demonstrates the rationales for government involvement that were incorporated and emphasised within the post-event reporting. The findings from Table 4 will be discussed below. There were also rationales that were not evident in any of the documentation, including Infant Industries, Natural Monopolies and Incidental Enterprise.

TABLE 4 FINDINGS FOR GOVERNMENT INVOLVEMENT IN SPORT EVENTS

Event	WPGF 1995	S2000	P2000	WMG 2002	CG2006	RWC2003	F2007
Documentation	Economic Impact Study	Post Games Report Volumes 1,2,3	Post Games Report	Economic Impact Study	Triple Bottom Line Evaluation & Economic Impact Statement	Economic Impact Study	Final Report Summary
Concept	4662 words	363037 words	186693 words	5414 words	23060 words	36088 words	7188 words
Public Good*	0	0.09	0.08	0	1.39	0	0
Externalities*	0	0.41	0	0	0	0	0.77
Mixed Goods*	0	0.84	1.08	0	0.88	0	0
Community Participation*	0.43	2.05	7.1	0.33	3.56	0.11	17.77
Sports Development*	0.9	0.18	0.63	0.54	0.62	38	7.19
Merit Goods*	0	0.42	0.85	0	0	0	0.4
Option Demand - Environmental Sustainability	0	1.42	1.45	0	3.15	0	1.32
Option Demand - Legacy*	0	0.22	0.12	0	0.62	0	3.48
Infant Industries	0	0	0	0	0	0	0
Size of Project	0	0.6	0.18	0	0.66	0	6.2
Natural Monopolies	0	0	0	0	0	0	0
Equity/Humanitarian*	0	1.38	4.68	0	1.43	0	1.18
Economic Management^	27.84	0.52	0.62	13.04	28.98	7.38	14.72
Urban Renewal^	0	0.75	0.02	0	2.8	0	0.36
Media and Sponsor Evaluation^	0	0.04	0.33	0.22	0	0	0
Place Marketing Effects^	5.36	1.15	0.07	5.09	2.29	2.15	8.01
Incidental Enterprise	0	0	0	0	0	0	0
Tradition	0	0.04	0	0	0.57	0	0

The event documentation utilised for the analysis tells an interesting story in itself. The analysis revealed that documentation for only four of the events included a broad evaluation document and three of the seven events focused solely on the economic impact from hosting the event. As will be discussed, the varied approaches have inherent influence on outcomes for this research. In terms of the word counts dedicated to each event, there was also a significant range in text available for the analysis. In most cases, the comprehensive reporting had much larger word counts than the Economic Impact Studies. However, the Rugby World Cup document provided a comparatively high word count for an Economic Impact Study.

In Table 4 a variety of the rationales were evident within the events that have attracted government involvement, demonstrating a variety of rationales for government involvement in sport events. Of significance are Economic Management across the Commonwealth Games 2006 (28.98%), World Police and Fire Games 1995 (27.84%), FINA (14.72%), World Masters Games 2002 (13.04%), Rugby World Cup (7.38%). Community Participation demonstrated significance across the FINA 2007 (17.77%) and Paralympic Games (7.1%).

As individual rationales, there is more of an emphasis on the rationale of Economic Management in comparison to Community Participation. However, when grouping all rationales that are relevant to the broader notions of economic outcomes and social outcomes the differences are significant. The groupings of like rationales were indicated above in Table 1. The rationales that have an * indicate social outcomes from sport events. The rationales that have an ^ indicate economic outcomes from sport events.

Table 5 below provides a grouping of the economic outcome rationales.

Table 5. Economic Outcome Rationales

Economic	WPFG 1995	S2000	P2000	WMG 2002	CG2006	RWC2003	F2007
Economic Management	27.84	0.52	0.62	13.04	28.98	7.38	14.72
Urban Renewal	0	0.75	0.02	0	2.8	0	0.36
Media and Sponsor Evaluation	0	0.04	0.33	0.22	0	0	0
Place Marketing Effects	5.36	1.15	0.07	5.09	2.29	2.15	8.01
Total	33.2	2.46	1.04	18.35	34.07	9.53	23.09

Table 6 below provides a grouping of the social outcome rationales.

Table 6. Social Outcome Rationales

Social	WPFG 1995	S2000	P2000	WMG 2002	CG2006	RWC2003	F2007
Public Good	0	0.09	0.08	0	1.39	0	0
Externalities	0	0.41	0	0	0	0	0.77
Mixed Goods	0	0.84	1.08	0	0.88	0	0
Community Participation	0.43	2.05	7.1	0.33	3.56	0.11	17.77
Sports Development	0.9	0.18	0.63	0.54	0.62	0.11	7.19
Merit Goods	0	0.42	0.85	0	0	0	0.4
Option Demand - Legacy	0	0.22	0.12	0	0.62	0	3.48
Equity/Humanitarian	0	1.38	4.68	0	1.43	0	1.18
Total	1.33	5.59	14.54	0.87	8.5	0.22	30.79

Table 5 includes 4 rationales as Economic Outcome Rationales, compared to Table 6 which includes 9 rationales as Social Outcome Rationales. This demonstrates that Social Outcome Rationales are more than double that of the Economic Outcome Rationales. This indicates there are more opportunities for sport events to deliver social outcomes to host cities. However, when comparing the cumulative coverage percentages of the event documentation for the two groupings, Economic Outcome Rationales (121.74%) almost double the focus on Social Outcome Rationales (61.84%).

Those events with the higher percentage of social outcome rationales are consistent with the document type. For example, FINA 2007 (30.79%) Paralympics 2000 (14.54%), Commonwealth Games 2006 (8.5%), and Sydney 2000 Olympics (5.59%) all provided some form of a post games report, which looked at the event for its totality of outcomes. It is important to note that Commonwealth Games 2006 (34.07%) and FINA 2007 (23.09%) also rate highly with economic outcomes.

DISCUSSION

With regard to the first objective to understand why governments become involved, a framework was derived from the relevant literature and presented above. This provided an event-specific framework to consider rationales for government involvement in sport events, and the influences of these on the subsequent event outcomes. The research found that a variety of the rationales identified in the Framework were evident within the events that have attracted government involvement. This demonstrated a variety of rationales for government involvement in these sport events (Gleeson & Low, 2000; Searle & Bounds, 1999; Veal, 2002). These diverse expectations of event outcomes are consistent with the notion of a sport event as a 'packaged solution', as defined earlier (Carrière & Demazière, 2002). Several of the rationales were not evident in the analysis of the event documentation which strengthens the earlier argument made regarding the inherent difference of events to leisure and tourism, and thus the need for an event-specific framework for analysis.

The second objective was to understand how these rationales for government involvement in sport events influence subsequent event outcomes. The findings indicate economic outcome rationales were double that of the social outcome rationales. This supports criticisms in the literature, that governments are preoccupied with the economic outcome from sport events (Carrière & Demazière, 2002; Misener & Mason, 2006; Murphy & Bauman, 2007; O'Sullivan et al., 2009; Searle, 2002).

The cases that demonstrated a higher percentage covering of social outcomes were consistent with the document type available from the event. The four sport events that indicated the highest coverage of social outcome rationales, including FINA 2007, Paralympics 2000, Commonwealth Games 2006, and Sydney 2000 Olympics, all provided some form of a post games report or triple bottom line report. These more comprehensive documents enabled the events to be considered for the totality of outcomes, rather than just the economic outcomes (Fredline et al., 2007; Sherwood, 2007). Overall, three of these events indicated the highest word counts for documents, while the FINA 2007 documentation was significantly less than the RWC 2003 documentation. In terms of the documentation utilised for the analysis, both the Commonwealth Games 2006 and FINA 2007 presented a comprehensive report evaluation of the events, and both rated highly with percentage coverage of economic outcome rationales. This demonstrates that where event organising committees have responsibility to report on the broader Triple Bottom Line impacts and outcomes of the event, the organisers are encouraged to create initiatives to address the broader event outcomes, and report accordingly.

In the Australian events context there appears to have been an inconsistent basis for comparison of event outcomes and of the events included in this study. Approximately half of the events have not been considered in their totality for subsequent outcomes for the city. While this research recognises that all events featured in this research engaged in some kind of social programming around the events, not all events were able to gauge the effectiveness of programming, or measure the social outcomes from their events due to the limited focus of the event evaluation. The reports also provided varying degrees of measurement evaluation of the social outcomes, from anecdotal accounts (P2000), to counts of outputs (P2000), to scaled measures of outcomes (Commonwealth Games TBL).

This limited conceptualisation of social outcomes from sport events inhibits further development of planning and evaluation of social outcomes (Chalip, 2006; Murphy & Bauman, 2007). However, these four events may be considered as best practise examples in terms of being conceptualised and evaluated as comprehensive urban projects that have relationships with the host cities and communities that go beyond economic outcomes to include broader social outcomes.

CONCLUSION & IMPLICATIONS

The purposes of this research were to develop an understanding of the rationales for government involvement in sport events and, to understand how these rationales influence subsequent event outcomes. This research put forth the Framework to examine Government Involvement in Sport Events, to develop an understanding for why governments become involved. The analysis revealed that government involvement in the sport events sampled in this research was justified across a range of rationales included in the Framework. This indicates that governments become involved in events not only for economic benefits, but a

range of social and environmental outcomes, reflecting the notion of a packaged solution to urban regeneration (Carrière & Demazière, 2002). However, what was realised through the empirical testing was an uneven focus across the rationales through the outcomes presented in the post-event evaluation documents.

In understanding how rationales for government involvement influenced event outcomes, the findings from this study demonstrate that a narrow policy focus reflected through rationales influences a narrow conceptualisation and measurement of event outcomes. In this study, post-event reporting was preoccupied with economic outcomes; almost double that of social outcomes. The implication of this for event conceptualisation and management is that it is not adequately understood how the social outcomes have been approached or realised. This inhibits further development of social outcomes through sport events as little is understood with regards to leveraging events and evaluating outcomes (Chalip, 2006; Kellett et al., 2008; Misener, 2007; Misener & Mason, 2006).

Moving forward, it will be important to empirically examine the four cases identified in this research in which social outcomes have been incorporated and analyse how social outcomes have been planned and evaluated. Future analysis will aim to address limitations of this paper by incorporating pre-event rhetoric for analysis. Further research in this area will contribute to enhancing the comprehensive planning and evaluation of events to realise broader outcomes through sport events.

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THE INTERNATIONAL EVENT MANAGEMENT SUMMIT CONFERENCE PROCEEDINGS



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8TH JULY 2009**

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Meeting the Challenge of Sustainable Development: How do public and corporate events engage with the global agenda?

VENUE:

Holiday Inn, Surfers Paradise, Australia

PRESENTED BY:

Australian Centre for Event Management, University of Technology, Sydney

ENDORSED BY:

The International Special Events Society (ISES) – Australasian Affiliate

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EDITORS' PREFACE

The theme chosen for the Conference is Meeting the Challenge of Sustainable Development: How do public and corporate events engage with the global agenda? This theme was selected in recognition of the greatly expanded focus on the linkage between events and the broad area of sustainable development in recent years. Events also have the potential to act as agents for creating environmental awareness and knowledge, as well as attitude and behaviour change. This is reflected in the myriad of environment based festivals and other events that now take place within Australia and internationally.

The Conference format will involve keynote presentations by local and international presenters based around this theme, as well as workshops, seminars and case studies. It will also include a number of more general topics associated with event management.

The Conference provides an excellent opportunity to discuss and exchange ideas with leaders in the Australian and international event industry, and with established researchers in the field.

Following on from the Conference, a one-day Symposium will be conducted exploring issues associated with education and training in the events field. The Symposium will feature international and local perspectives, as well as the latest developments in event related teaching and learning resources.

These Proceedings contain refereed papers that have been subjected to a double blind refereeing process conducted by academic peers with specific expertise in the key themes and research orientation of the papers. They also contain working papers that have been reviewed by the conference committee.

Australian spelling has been applied throughout the editing process, and grammar and expression have been standardised whilst making every effort to respect the content and integrity of the papers.

The Conference committee hopes that these Proceedings will serve to strengthen the foundations of the rapidly emerging field of event studies, and takes great pleasure in recommending the Proceedings of the Conference and Symposium to you.

John Allen AM
Foundation Director
Australian Centre for Event Management
University of Technology, Sydney



TABLE OF CONTENTS - CONFERENCE PAPERS

Click on the Papers' title to go to the full document

SUSTAINABLE EVENTS 1

- > Progressing Event Evaluation: Global Trends and Indicators for Triple Bottom Line Reporting - *Carmel Foley and Katie Schlenker**
- > Continual Improvement of an Event: An Evaluation of the 2007 and 2008 'One Earth' Festivals - *Paul Fallon and Paul Hyde*
- > The Influence of Trade Media on Greening in the Business Events Industry - *Judith Mair and Leo Jago*
- > Corporate Social Responsibility Behaviours and Beliefs - A Perspective from Event Venue Managers - *Pei-Yi Wu, Kathleen Lloyd, Christopher Auld and Liz Fredline*
- > Environmental Practices in Events - *Kathy Marles, Bill Merrilees and Paul Couchman**
- > Sustainability and Disaster Risk Management: A Need for an Industry Perspective - *Anthony Evans*
- > Sustaining Events in Protected Areas - *Jack Carlsen, Roy Jones, Alan Pilgrim and Colin Ingram**
- > The Importance of Holistic Evaluation in Ensuring Event Sustainability - *Leo Jago and Marg Deery**
- > The Contribution of an Events Programme to Sustainable Heritage Conservation: A Study Of The National Trust In England - *Dorothy Fox and Nicola Johnston*
- > Normative and Innovative Sustainable Resource Management at Birding Festivals - *Laura Lawton and David Weaver**
- > A Triple Bottom Line Approach to Event Management - *Jem Hansen**
- > Comparing Event Practitioners' Perceptions on Sustainable Events - Centering on the cases in Far East Asia - *Hee Jung Kim and Sang Yong Um*

EVENT MANAGEMENT 111

- > Tourism & Event Tourism - A Strategic Methodology for Disaster Management in a Pre, Staging and Post Event Continuum - *Chris Kemp**
- > Sponsorship Function - Event Lifeblood - *Guy Masterman**
- > A Framework for Conducting a Situational Analysis of the MICE Sector - *Mirrin Locke*
- > Live Concepts for Live Communication: Exploring Marketing Implications of Social Creativity amongst Event Professionals - *Jon Hopwood, Ruth Rentschler and Jennifer Radbourne*
- > The Relationship between Event and Facilities Management: A Case Study of the Melbourne Cricket Ground - *Linda Too and Craig Langston*
- > Are Media Reports Representative of Host Community Support for Mega Events? The Case of Sydney World Youth Day 2008 - *Mirrin Locke and Anne Zahra*
- > Media Analysis and Event Cooperation: A Discussion of Salience and Equity - *Martin Robertson**
- > Public Sector Support for Special Events: Reconciling Economic Impacts with Costs and Benefits - *Larry Dwyer and Peter Forsyth*
- > Estimating the Economic Impact of the 2008 Ham-Pyeong World Butterfly and Insect Expo Korea: Using Regional Input-Output Model - *Soon Hwa Kang and Jung Hwan Kim*
- > Corporate Hospitality at Special Events: Is It Fundamental in B2B Marketing Communications or Just 'Froth and Bubble'? - *Colin Drake, Leo Jago and Marg Deery**

- > Managerial Competencies for Meeting, Incentive, Convention and Exhibition (MICE) Undergraduate Programs: A Taiwan Perspective - *I-Cheng Hsu and Pei-Yi Wu**
- > Examining Rationales for Government Involvement in Sport Events - *Alana Thomson*

COMMUNITY AND CULTURE 259

- > Linking Community Festivals to Social Change: Trial and Tribulation - *Emma Wood, Ben Smith and Rhodri Thomas*
- > A Comparison of Stakeholder Perspectives of the Attributes Affecting Festival Visitor Satisfaction in Korea - *Kyong Mo Lee*
- > Theatrical Events: Megamusicals in the Cultural Tourism Landscape - *Elspeth Frew*
- > Sporting Events, Distance Running and the 'Third Place' - *Richard Shipway**
- > Environmental Education through a Big, Sport, Media Event: The Olympic Games - *Constantina Skanavis and Maria Sakellari*
- > The Future of a Marathon as Perceived by its Stakeholders - *Caroline Jackson and Miguel Moital*
- > Mega Events as a Vehicle for Social Inclusion: A Case Study from India - *Chris Ruthnaswamy*

LEGACY 360

- > The Legacy-Factor: Towards Conceptual Clarification in the Sport Event Context - *Alana Thomson, Katie Schlenker and Nico Schlenkorf*
- > Planning for Event Sequencing: A Case Study of Macau's Major Multisport Events from 2005-2007 - *Sushil Karamchandani, Danny O'Brien, and Ken Butcher*
- > Major Sport Events and Participation Legacy: The Case of the 2003 IRB Rugby World Cup and Australia's Qualification for the 2006 FIFA Football World Cup - *Stephen Frawley, Pim van Den Hoven and Adam Cush*
- > London 2012 - Will it be Regeneration or Renaissance in Times of Financial Crisis? - *Deborah Sadd and Ian Jones*
- > The Olympic Games and Sponsorship Legacy: The Case of Sydney 2000 - *Ashlee Morgan and Stephen Frawley*
- > Beyond Anecdotes: The Development of Social Capital Through Inter-Community Sport Events - *Nico Schlenkorf, Alana Thomson and Katie Schlenker*

EVENT AUDIENCES 457

- > The Contribution of Emotions to Festival Satisfaction using Logistic Regression - *Miguel Moital, Caroline Jackson and Mary-Beth Gouthro*
- > Ecstasy, Dehydration and Inadequate Provision of Toilet Amenities for Female Music Fans - *Lynn Van Der Wagen**
- > Towards an Understanding of Volunteer Motivations: A Case Study of Volunteers at Edinburgh's Fringe Sunday - *Paul Barron and Amanda Knoll*
- > Volunteer Motivation, Satisfaction and Future Intention at The Chuncheon Mime Festival - *Sea Youn Kwak and Soonchun Park*
- > Assessing the Influences of Festival Quality and Satisfaction on Visitor Behavioural Intentions - *Seon Mi Son and Kyong Mo Lee*
- > Study of Satisfaction and Evaluation of Local Festivals in Korea - *Haesang Kang*

*Denotes Working Paper only