

THE ROLE OF THE SPECIAL EVENT IN DESTINATION MARKETING

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Abstract

Destination marketing is a effective tool to attract tourists and develop destinations. Special events are the selection of destination management organization to develop the market and increase the competitiveness of the destination. The image of the destination will be improved in the perception of visitors through special events. The event plays a role as a destination promotion factor, which is important for customers to select destinations, can generate trips to a region, thereby delivering huge benefits to the destination. This article aims to clarify the role of the special event in destination marketing and to provide destination marketing suggestions through the special events.

Keywords: *special event, marketing destination, destination management*

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Introduction

Today festivals and special events are being viewed as a part of the travel product, special events are considered an important component of the tourism industry and is perceived as an industry by local governments that create it. Special events are considered an important factors in attracting tourists of a tourism destination. Destination management organization have considered investing in special events as a strategy for branding, enhancing the local image. Special events are organized to create added value for destinations, which play an important role in promoting tourism in a locality. The event can bring prosperity to the economy, improve the life of communities, especially to create a positive image and branding of destination. Thanks to the contribution of special events in marketing, the destination becomes more attractive, increasing the ability to attract tourists; as a result, there is a rise in the number of visitors coming back. The relationship between the special

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event and the destination marketing is to create a locality that has its own identity. Special events are like a strategy to make a difference for locality's tourism products. The success in attracting visitors by events has raised consumers' awareness of the destination. Special events are organised can have a multifaceted impact on destination marketing, which is a major advantage for locals in attracting customers, especially when exploiting large-scale events. A great success for the destination, so that marketing activities are enhanced, maximizing the benefits of destination. Therefore, clarifying the role of the event in the Destination Marketing will help destination managers identify strategies for the event to promote tourism development, enhance the competitive advantage of the destination.

Definition of Special Event

It can be said that there are many definitions of special events discussed by the authors on different aspects of research. Differences are expressed through different approaches by the author to define certain events, the definition of special events can flexibly to adapt to different situations. Goldblatt (2005) highlights that the special event is as an unique moment of event with rituals and etiquette to meet specific needs. Getz (2008) states that the event is a temporary event that is either planned or unplanned. To describe the difference between events outside the plan and in the plan, events often include the word "special" to refer to the human factor. Therefore, a special event is a one time occurrence or regular occurrence outside of a normal program, due to the human factor in the planning and management. Special events are growing rapidly with a larger scale. Special events take place, following the planned arrangements before and beyond the daily routine of the people. Special events are always predetermined in space and time. Mostly, the attractions of the events are not the same, and you have to be present to enjoy that unique experience, if you miss, you will lose the opportunity.

According to McDonnell et al. (1999), special events can help the destination attract more tourists, create compelling profiles for the destinations, position the destination in the travel market and create a competitive marketing advantage. Special events are held once or regularly. This means, a special event usually occurs outside of the program and normal activities (Getz, 1991). Jago & Shaw (1998) also claims that "one occurrence or infrequency" is one of the most important event attributes. Jago and Shaw (1998) propose six features of special events. According to them, special events should: (a) attract tourists

or develop tourism; (b) take place within a specified period, (c) may take place once or regularly;) to raise awareness about the region, (e) bring about social experiences, and (f) take place outside of the ordinary. Events are considered to be national, international or global (Getz, 2008).

According to the level of attraction of the events to tourism, they can be classified in three categories:

1. Festivals and events which are held mainly for local residents and usually helped of by volunteers
2. Regional and provincial events in which there may be a significant attraction tourist
3. National and international events and they are the most attractive destinations. These events attract national and international visitors, and can continue to enhance the prestige and attractiveness of certain destinations. Unlike local events, the main goal of national and international events is to increase the attraction of the destination as much as possible (Getz, 1991).

Destination Marketing with Special Events

Destination tourism marketing is not only a good tool to attract tourists, but also a mechanism to achieve the overall development goals of the destination. Destination marketing is a bridge connecting the destination and the potential customer, directly impact the decision to choose the destination of the customer. Customers will be the beneficiaries of marketing activities by experiencing high quality products and services with competitive prices. Today's travel destination is not only a place to satisfy the needs of fun, entertainment, discovery of customers but also a product that creates their class. This trend affirm the importance of destination marketing in creating the level of tourism of the destination in the eyes of customers.

Destination marketing is also a key orientation for all tourism service company in designing their marketing products, thereby creating a synchronized, professional and cost effective in the effort to attract tourists. Many countries have used events to earn reputation,

highlighting the achievements of the nation, attracting visitors. Tourists can choose a destination to visit due to the positive image of the destination or also because of attending an event held here.

According to Getz (2008), all events in a destination can be grouped according to two criteria: the demand measured by the number of tourists, and the value measured by other tourism purposes, such as media attention, image enhancement, development and sustainability. Getz has developed a model for describing a catalog of events illustrating how different events have different needs and values. The portfolio approach and the model mentioned are designed based on one basic principle. Almost all events have tourist and local value, but only some of them are able to generate enormous tourist demand. Therefore, the hierarchy of events will be present within any destination, with most of the events that have little or no direct tourist attraction, regardless of the type of event. Accordingly, local and regional events which are at the lower part of the model cannot be of major importance for the destination image, while hallmark and mega events, which are at the higher part, can attract a lot of tourists and have large and long-term impact on the image and attractiveness of the destination.

**POSSIBLE MEASURES
OF "VALUE"**

- growth potential
- market share
- quality
- image enhancement
- community support
- environmental value
- economic benefits
- sustainability
- appropriateness

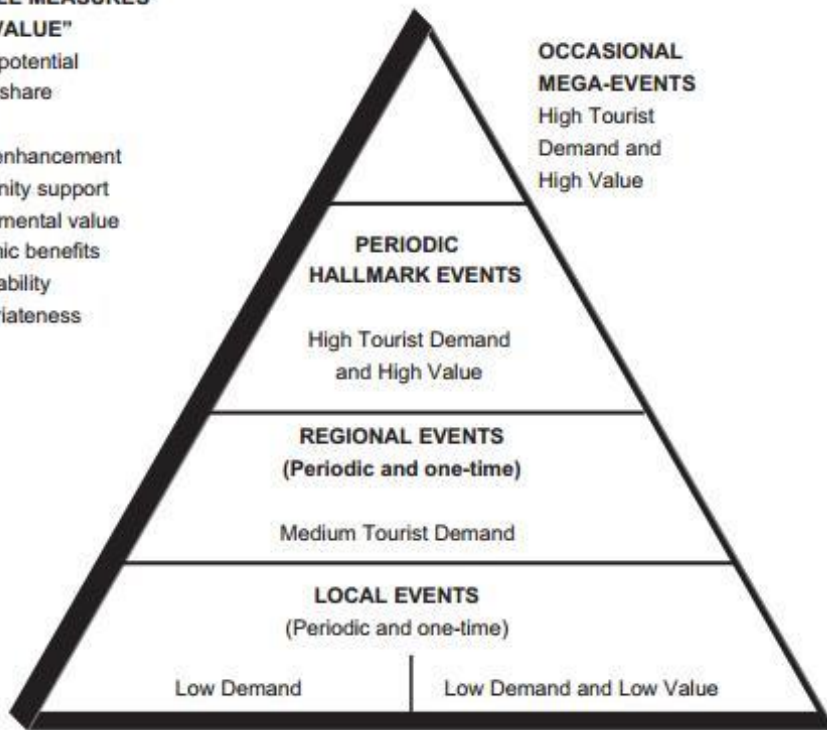


Figure 1: The portfolio approach (Getz,2008)

Current events can be considered as resources for the exploitation of destinations, which are rooted in social and cultural perspectives (Getz, 2008). Destination management organization (DMOs) approach the comprehensive investment portfolio to focus more on creating new events and attracting targeted customers. The portfolio approach (Figure 1) is similar to how a company evaluates its strategy and develops its product line and service. This goal is value oriented. DMOs must decide what they want from the events (benefits) and how they measure the values. Measurable values are development potential, market share, quality, image, community support, environment, economic benefits, sustainability and relevance. The model introduced by Getz can help DMOs assess existing event strategies and their values, and improve their portfolio in order to produce suitable destination marketing strategies to maximize the value of tourism. This may have an impact on customer needs.

The Role of Special Event in Destination Marketing

Special events are important factors for inspiring interest in destinations, as the opportunity to attract tourists. The effectiveness of Destination Marketing will be improved based on the special events and festivals held here. Events have important roles in Destination Marketing.

Firstly, special festivals and events are important factors to create unique tourism products to attract customers; they are capable of promoting tourism development and is a catalyst for the development of the destination. Events are components of a destination, which can be classified according to its attractiveness to tourism and has unlimited potential. The event is also referred to as "public product" (Getz, 2010) because it can benefit the local community. Thanks to the events, tourists can understand more about the cultural values of the locality; hence the number of visitors will increase. Destination marketing through events aims to provide good means to enhance the competitiveness of destinations (Y. Liu, C. Chen, 2007). Developing events impacts on the country's economic growth, and this is also an attractive element for visitors to a tourist destination. At present, more and more destinations are trying to find out the potential of events to achieve different economic and tourism goals.

Secondly, festivals and special events are considered to be the key elements of the destination image. Organizing a festival or special event is an effective way to position the destination brand, improve marketing capabilities. Special events and festivals have a positive impact on the image of the city that organizes the events and convey positive, unique images to the target audience. It has the function of creating awareness among target customers about the image of cities, people unconsciously form a kind of cognitive transformation between "events" and "cities" and have a compatibility when thinking about the hosting special events (Jago et al, 2003). Customer's destination selection is related to festivals and special events. Festivals and special events not only attract visitors but also appeal to them as well as indirectly promote the city's marketing. Special events are, with

increasing frequency, used by destination marketers to promote the brand of destinations (Chalip & Costa, 2005). The event performs a function as a promotional element of the destination, creating a positive image for customers to choose. (B.B. Esu, V. M-E Arrey, 2009). It is therefore necessary to enhance the city's reputation through the positive effects of festivals and special events in order to promote marketing.

Thirdly, each type of event will help meet the different objectives of tourism event development and to achieve that, they need to approach the investment portfolio (Getz, 2008). The portfolio approach is like a company strategically evaluates and develops product lines and services, this goal is value oriented. The destination decides what they want from the event, what the desired benefits are and how to measure its value. The destination develops its events according to its portfolio approach by type, season and attractiveness to the travel market, and by doing so they will achieve specific tourism value (S.Olobdžija, 2015). The main role of the portfolio approach is to attract new visitors. The portfolio approach and model are all based on a fundamental principle. Almost all tourist events have local value, but only some of them can create huge tourist needs. Local and regional events that do not have great importance to destination images may not generate demand, while national and international events may attract a lot, having a strong and lasting impact on the image and attraction of the destination

Fourth, festivals and special events are conducted as a good opportunity to build top projects to promote destination development. To increase the ability to attract visitors and attend events, the infrastructure is a prerequisite for customers to choose destinations and bring satisfaction to guests. Many projects are invested to create a modern, synchronous and distinguished destination, becoming a catalyst to bring customers to destination, the event held.

Fifth, the event creates the attraction of the locality in the destination marketing process. Events contribute to increasing the ability to attract visitors, the average consumption, the length of stay and affecting the return of visitors to a given destination. The events also have the potential to attract tourists in off-season, increase the usability of the service and create more income from tourism. The event is like a catalyst for urban renewal, enhancing the infrastructure and capacity of destinations, nurturing a positive destination image, contributing to local marketing in general; enriching the attractions of the region. Festivals and special events are designed to raise the awareness of people about the destination, orienting the spiritual value of the destination. Cities use festivals and special events as tools to attract the attention of target customers (Pike, 2004). Moreover, with events, cities can call for public attention in large scale. When the brand of events are built branded properly, they have the potential to contribute to the attractiveness of the destination in order to make the destination unique and even propagate to potential visitors.

Recommended Destination Marketing Through the Special Events

Firstly, destination managers should use events as a "tool" for tourism development at destinations and apply them in the long run by a strategic approach, put them in the field of planning and development in order to realize the full potential of the destination.

Secondly, it is important to view festival events as an important part of planning and developing tourist destinations. Events can provide an opportunity for visitors to experience unique cultural, social or recreational experiences. When assisting the tourism events, the government and the private sector need to build and prepare technical facilities, thereby enhancing the attractiveness of the tourist destination.

Third, along with the events and festivities being held, diversification of tourism products should be encouraged to increase the ability to attract visitors to destinations. Visitors to a local event can stay before and after the event. During this period, goods and services were sold, which affected the diversification of local tourism products.

Fourth, the satisfaction of guests affecting the next event attendance, the image events affect potential visitors must be captured, and especially, the event must consolidate and build brand image of destination.

Fifth, the promotion of events in various forms must be strengthened, thereby highlighting the distinguished features of destination, raising awareness about the destination. Simultaneously, the value of the event in promoting a positive destination image, positioning in destination marketing must be evaluated.

Conclusion

Special events are organized to create added value for destinations, which play an important role in promoting tourism in a local area. The event can bring prosperity to the economy, improve the lives of local communities, especially to create a positive image of destination and branding destination. Thanks to the contribution of events in Marketing that make the destination more attractive, having the ability to attract more visitors; the number of visitors coming back will increase. Festivals and special events are important factors in creating unique tourism products to attract visitors, promoting tourism development; they are also a catalyst to promote destination development. Special events are considered to be not only a factor to create the destination image but also an important part in the marketing of the destination image. Held festivals and special events are a good opportunity to build top projects to promote destination development. Events create local appeal in the destination marketing process. Events are especially important in Destination Marketing, so destination managers should use events as an effective "tool" for tourism development, considering a festival event as an important part of tourism destination planning and development. It is

important to diversify tourism products to increase the ability to attract visitors to destinations, capturing visitor satisfaction affecting the attendance of the next event. The event image affects potential visitors. The promotion of the event in various forms must be intensified, thereby highlighting the distinguished features of the destination, raising the awareness among customers about the destination.

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