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THE ROLE OF EVENT TOURISM IN THE TOURISM DEVELOPMENT OF
ADDIS ABABA CITY.

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**THE ROLE AND CONTRIBUTION OF EVENT TOURISM IN THE
TOURISM DEVELOPMENT OF ADDIS ABABA CITY.**

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DECLARATION

I, Jal Gatluak, hereby claim and declare that this thesis entitled “*The Role and Contribution of Event Tourism in the Tourism Development of Addis Ababa City.*” is a product of my original research work. I sincerely assert that this thesis is not submitted to any other institution anywhere for the award of any academic degree, diploma, or certificate. The views of the research participants have been duly acknowledged in this research. To the best of my knowledge and experience, I have fully admitted every materials and any sort of information used in the study. Furthermore, all the research procedures do comply with the expected standards and rules of Addis Ababa University.

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ABSTRACT

In this study the researcher has chosen to focus upon the multiple roles by which Event tourism has been playing for the tourism development of Addis Ababa city. Pure qualitative research approaches with an interactive thematic analysis to analyze classifications and to present themes (patterns) that relate to the data, were used to undertake the research. To undertake this study, both primary and secondary data was employed, Through the help of semi-structured interview, attempt had made to collect the necessary data from participant and visitor of Meskel Festivity event which was held on Sept. 26th and Addis Ababa city Culture and Tourism officials, Tour and Travel operators, Event Associate Managers and Event Advisers,. To analyze the already collected data, qualitative data was first grouped into the category they belong and thus narrated according to the meaning it bears. In addition to investigating the role of event tourism in the tourism development, the aim of this research is also to explore the practice of event tourism and to identify positive and environmental, economic, socio-cultural and political roles of event tourism in the tourism development by taking Addis Ababa city as a case study. The findings of this study gave rise to the fact that although event tourism can be used by event organizer and government as a tool for economic gain, destination development and branding, it can also bring negative impacts to the community if not properly planned and organized. A general conclusion is that events affect host communities mainly by constructing a destination image and by building community cooperation to event tourism which could intensify the tourism development of the city. In precise, the study revealed out that indeed event tourism has both positive and negative Economic, Environmental, Socio-cultural and Political role and contribution in the tourism development of Addis Ababa city.

Key words: Role, Event, Event Tourism and Meskel Festivity

Chapter One:

1.1 Background of The Study

Tourism in the past has been based only on the accommodation and hospitality sector, transportation sector and entertainment sector with visitor attractions, such as, theme parks, amusement parks, sports facilities, museums etc, taking the centre stage. This focus diverted the minds of everyone to those areas until event organizers and event managers realized that there was an area that was yet to be tapped into and this realization gave birth to the event tourism industry (Getz, 2008).

Although people had always travelled not only for leisure purposes or for relaxation, there had also been those who had travelled for entertainment and business purposes, either to a meeting, conference, workshop, event, etc, and these people or tourists had contributed to the growth of the destinations they had visited directly or indirectly, and at large developed the event tourism industry as a whole. The tourism industry somehow has become so commonplace in industrialized countries that sometimes people fail to think about what has made these activities possible. Critically examining tourism, one will see that it affects all of our lives and it intermingles with the entirety of a host community, region, or country. (Cooker *et al.* 2008).

The proliferation of events in recent times has led to the formation of a strong and viable event industry with its own key players such as practitioners, suppliers and professional associations. The industry has been greatly affected by rapid globalization of markets and communication and this has also structured the formation of the industry. Another factor that has affected the industry is the increasing governmental regulations and policies which have left the industry operating in a complex and demanding environment (Allen *et al.* 2011).

Due to the increasing competitiveness amongst host communities and tourists destinations, attention has been drawn to special interest markets in order to gain advantages and also to meet up with economic, social and environmental goals. In the 1990's, the pursuit and development of events became a big business seeing event tourism

corporations and firms being established in many countries. Also, there were an uprising of national and regional tourist establishments and organizations such as the Scottish tourist Board (Getz 1997).

1.2. Statement of the Problem

Events are primarily driven by the goal of economic benefits. In fact, so much research has been devoted to this, and other outcomes such as social, cultural and development have been neglected. (OKlobzija 2015).

Event tourism is related with the roles it plays in the development of the destination and increase of attractiveness. In addition to this, events do not only serve a destination to attract tourists, they both help to protect and develop social identity at the same (Derrett, 204:39). However, the extent to which social identity can be protected and developed through event tourism in the case of Ethiopia is barely known.

As Mc Donnell (1998) sated, the great activities in event tourism are the events which attract huge number of people, provide economic benefit and media-focus. Furthermore, Ben *et al.* (2002) went on urging, the positive flow of revenue into region should not be the only factor considered when determining the apparent success of an event. The negative social impacts of an event can do a great harm to the future of an event and its host region, and ecological impacts may cause the premature death of a poorly managed event or festival.

In spite of the presence of evens and festivals both monthly and annually in the unique calendar of (mainly religious festivals) Ethiopia, very little effort is done to introduce festivals into the tourism market, Kebede (2013). These celebrations in the country can provide a wide array of alternative tourist attractions so that it can be the main tourist attraction centers for those areas where there is no other tourism destination center or as a means to diversify the tourism attractions in the already touristic areas. But the problem is, as Get z (2008) noted, in most cases there is no relationship established between festivals and tourism so that most festivals remain to be isolated and appear less for their tourism appeal.

Despite the uncertainty of the contribution and roles event tourism plays to Ethiopian tourism development, Salamawit (2013) urged that, Ethiopia has a huge potential for event tourism like

Tanzania and Kenya with the fact that Addis Ababa is one of East African City with hosting several continental, regional and national events which cost huge amount of money.

Regardless of the huge sums of money invested in Addis Ababa in order to host tourism related events such as, meeting and conference events, exhibition, trade show and fairs, festival events, national events and sport events there is a big gap when it comes to uncovering the role of event tourism in the development of tourism development of Addis Ababa city. Even though, comprehensive research on the role and impact of event tourism in Addis Ababa in the tourism development of the city is yet to be undertaken initial research (Mitchel and Coles 2009) urged that MICE tourism may have a considerable economic, impact, even greater than leisure tourism.

Though MOCT's Tourism statistical bulletins includes general data number of business and conference tourism, triangulation of data with conference centers and specialized tour operators may help to produce a more accurate picture of the real importance of event tourism in Ethiopia's tourism sector (Ethiopia Tourism sector 2012). Moreover, conducting a study on role of event tourism in the tourism in the tourism development from economic, cultural, economical and political role aspect in particular would play a pivotal role in expounding the contribution, benefits and role of any tourism related event that takes place in Addis Ababa, Ethiopia. Thus lays one of the aims of this paper to clarify these obscurities.

Furthermore, events are important motivators of tourism, and they greatly influence the development of a destination. When it comes to Ethiopia, event tourism role and contribution in the tourism development have been barely documented in tourism related literature, regardless of some works by Salamawit (2013) and Kebede (2013) in his work, the role of Timket festival celebration for tourism development in the city of Gondar, where he neglected the positive and negative environmental and political roles and only focused on positive economic and social roles. Hence, uncovering the role of event tourism in the tourism development could help in identifying the pitfalls and setbacks for sustainable event tourism development.

Event tourism role analysis fulfils some decision making gaps by helping policy analyst's to evaluate current and proposed events by proving estimates that are comparable. Tourism industries need support from the local community, as tourism activities affect the entire community. Recreation and tourism development are regarded as attractive investments because

they can lure new businesses and visitor to the region (Chang, 2001). Event develops product and increase the awareness of the city/region as a potential tourism destination (Ritchie & Smith, 1991; Kellerr, 2002). Furthermore, the events often generate a better image.

The purpose of this study is, therefore, to investigate some positive and negative activities that takes place on Meskel festivity event which is paramount to enhance the role and contribution of tourism development of Addis Ababa in particular and Ethiopia as a whole. This study important in terms of giving highlight about the opportunities that Ethiopia has and should take advantage of it in order to benefit from event tourism.

1.3. Scope of the Study

This study is limited to the role and contribution of Meskel festivity celebration in developing tourism in the city of Addis Ababa. Obviously, Meskel festivity is a nationwide celebration among the Orthodox Christian communities of the country, but the scope of this study is limited in particular reference with the city of Addis Ababa. Despite all possible roles event plays, this study will be limited in examining: economic, socio-cultural, political and environmental role and contribution. Moreover, the researcher tried to include concrete ideas and suggestions on how to properly utilize this resource.

1.4. Objective of the study

1.4.1. General Objective

The general objective of this paper is to investigate the role of event tourism in the tourism development of Addis Ababa city.

1.4.2. Specific Objective

- I. Describe the practice and classification of event tourism in Addis
- II. Identifying the positive environmental, economic, socio-cultural and political roles of event tourism in the tourism development.
- III. Identifying the negative environmental, economic, socio-cultural and political roles of event tourism in the tourism development.

1.9. Research questions

This research study aims at answering the following research question s:

- II. What do participants/tourists think of the Meskel festivity?
- III. What kinds of activities in celebration of Meskel festivity are helpful and harmful, and should be encouraged and discouraged for better tourism development?
- IV. How Timkel festival can promote tourism of the city?

1.6. Significance of the Study

Understanding different mechanisms, which can boost tourism of a certain area, is one of high importance to tourism entrepreneurs and to local governments as well. Therefore, inevitably the outcome of this research will have multi -dimensional significances both to the people involving in the tourism sector and to the government of the country. In addition, the outcome of the research can serve as a spotlight to scholars, who want to conduct further in-depth studies on event tourism or related issues in the area.

1.7. Definition, Limitation and Delimitation of the study

Definition:

Event: events are temporary occurrences, either planned or unplanned, and they usually have a finite length which is normally fixed or publicized for planned events.

Tourism: is the temporary movement of people to destinations outside their normal places of work or residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs

Event Tourism: defined here as a visit conducted by tourists to a destination outside of their normal places of work or residence with an intention to participate or visit the event. In line with this, the working definition of this paper the term “Event Tourism” represents any kind of event that has direct or indirect intention to attract tourists whereby it plays a role on tourism.

Role: defined here as a process of creating a specific atmosphere that can characterizes and enhance personal, environmental, economic, socio-cultural and political outcomes of positive or negative activities.

Delimitation:

- This study focused only on the celebration of the Meskel festivity which was held on Sept. 26th, 2018, in Addis Ababa, the capital city of Ethiopia.
- Initially this study confined itself by observing possible few events which had took place after the execution of this study for a supplementary ideas and interviewing managers of event organizing association.

Limitation

- The sampling procedure decreased the generalizability of findings. As a result, this study will not be generalisable to all kind of event which takes place in Addis Ababa.
- The researcher cannot be able to examine every aspect of the celebration Meskel festivity event which was held in Addis Ababa, because of time restriction.
- Lack of proper documentation from the Addis Ababa culture and tourism bureau and other nongovernmental stakeholders.

1.8. Organization of the Study

This study is divided into five chapters, the first chapter deals with background of the study, statement of the problem, objectives of the study, scope, significance definition, limitation and delimitation of the study. The second chapter presents review of related literature from various journals, books, thesis, and other documents and studies conducted. It also contains the conceptual framework of the study. The third chapter is about the background to the study and research methodology used in this study. Chapter four deals with data presentation, analysis and results. The final chapter, chapter five, presents conclusion and recommendations of the study.

Chapter Two:

Review of Literature

The review of related literature part of the study focuses on theories and concepts on event, event tourism and festivals in the World, Africa and Ethiopia, and other related variables which will affect and relate with this topic.

Over the last few years scholars from different parts of the world have dealt with the event tourism from different perspectives. In this review an attempt has been made to analyze such issues and in addition to this the assessment also has tried to describe the operational definitions of key terms used in the study.

2.1 The event Industry

The tourism industry somehow has become so commonplace in industrialized countries that sometimes people fail to think about what has made these activities possible. Critically examining tourism, one will see that it affects all of our lives and it intermingles with the entirety of a host community, region, or country. (Cooker et al. 2008, 14.)

The proliferation of events in recent times has led to the formation of a strong and viable event industry with its own key players such as practitioners, suppliers and professional associations. The industry has been greatly affected by rapid globalization of markets and communication and this has also structured the formation of the industry. Another factor that has affected the industry is the increasing governmental regulations and policies which have left the industry operating in a complex and demanding environment (Harris & McDonnell 2011, 17).

Due to the increasing competitiveness amongst host communities and tourists destinations, attention has been drawn to special interest markets in order to gain advantages and also to meet up with economic, social and environmental goals. In the 1990's, the pursuit and development of events became a big business seeing event tourism corporations and firms being established in many countries. Also, there were an uprising of national and regional tourist establishments and organizations such as the Scottish tourist Board. (Getz 1997, 16.)

Different key players have now gotten themselves involved in promoting events as measures for economic development, nation-building and destination marketing. Non-governmental bodies, such as corporations and businesses, nowadays also see events as key elements in marketing and promoting their products. Host communities, social groups and individuals now have great excitement for or interest in a subject or cause which gives rise to series of astonishing events. (Allen et al. 2011, 5.)

2.2 Key components of the event industry

There are key components which play vital roles in the event industrial make up. These components include event organizations, event management companies, event industry suppliers, event venues, industry associations and external regulatory bodies.

According to Allen et al. (2011) Event organizations are organizations whose task is to stage or host events. While some may be event-specific bodies such as the Australian Open tennis tournament organizers, others are special teams within a larger organization. In Ethiopian context along with the OZZI event associate and Jorka events that joined the event industry recently and took event tourism to its next level, Eyoha Gana and Fasika bazaar and exhibition organizer is the pioneer in introducing trade show and fair events in Addis Ababa and contributed a lot to the development of event industry in the city.

Event management companies are firms or companies made up of a group of professionals or individuals whose duty or task is to organize events on a contract basis on behalf of their clients. These specialized companies often organize a number of events on regular basis and also develop long- term relationships with their clients and suppliers (Allen et al. 2011, 17.)

Event industry suppliers are the network of an integral part of the event industry whereby specialization and expertise meet to produce professional and high-quality events. This component of the event industry has become so important because of its rapid growth, expansion and complexity. Suppliers surface in event-related areas, such as staging, sound production, lighting, audiovisual production, entertainment and catering or in associated areas, such as,

transport, communications, security, legal services and accounting services. (Allen et al. 2011, 17.)

Event venues are an essential component of the industry without which any event would not be hosted. In Addis Ababa city, Meskel Square, Addis Ababa exhibition center, Millennium Hall and Gihon Hotel open area are the well known venues for event tourism. However according to Etiosa (2012) the commonly known event venues are hotels, resorts, convention and exhibition centers, sports and fitness centers, stadiums, heritage sites, theme parks, shopping centers and markets.

2.3 Types of Events

An event can be described as a public assembly for the purpose of celebration, entertainment, education, marketing or reunion. Getz in his book *Event Management and Event Tourism* (1997, 4), stated that events are temporary occurrences, either planned or unplanned, and they usually have a finite length which is normally fixed or publicized for planned events. And they can be classified or categorized in different ways on the basis of their size, form and content. Examples of the various types are: special events, hallmark events, mega events, festivals, fairs and exhibition, expositions and shows, meetings and other business and educational events, sports events, art events.

The division of events can be made according to the size, form and content. The size of events is usually determined according to the scale of effects related to the attendance, media coverage, infrastructure, and cost and alike. Thus, according to their size, events are classified as: mega-events, hallmark-events, major events and local or community events. As Šušić and Orvić (2011) claimed, events that have the greatest impact on the development of a certain tourist destination are some "mega" and "hallmark" events that are big, international events developed primarily to act positively on the profitability and attractiveness of the tourist destination. However, local events can play an important role in the tourist development and the scope of tourist traffic at a tourist destination

2.3.1 Special events

Special events as part of event tourism has been described as specific rituals, presentations, performances or celebrations that are well planned and carried out to mark special occasions or achieve particular social, cultural or corporate goals and objectives. These special events range from national days and celebrations, important civic occasions, unique cultural performances, major sporting fixtures, corporate functions, trade promotions and product launches. (Allen et al. 2011, 11.)

Despite this description by Allen et al., it has been argued that it is impossible to give a concrete definition to the term 'special event' because of its vast nature but it could be best defined by its context. Getz (1997) in this regard has given two definitions: one from the event organizer's point of view, and the other from the customer's or guest's point of view. Firstly, he defines a special event as a one-time or infrequently occurring event outside the normal program or activities of the sponsoring or organizing body.

And secondly, to the customer or guest, a special event is an opportunity for an experience outside the normal range of choices or beyond everyday experience (Getz 1997, 16.) Another researcher called Joe Jeff Goldblatt, in his book *Special events: The Art and Science of celebrations* (1990, 1), stated that special events are always planned, always arouse expectations, and always motivate by providing a reason for celebration.

2.3.2 Hallmark events

Looking at the term 'hallmark' literally, it denotes or refers to a symbol of quality or authenticity that differentiates some goods from others, or pertains to a distinctive feature. Hallmark events are major one-time or recurring events of limited duration, developed primarily to enhance awareness, appeal and profitability of a tourism destination in the short term and/or long term, and such events rely on their success on uniqueness, status, or timely significance to create interest and attract attention (Ritchie 1984, 2).

Hallmark events are those events which have become so identified with the spirit of cities, places or regions that they have become synonyms for the place where they are held. It is "an event of

the distinctive quality of the program, with an authentic setting and performance, due to which it has distinctive characteristics in comparison to other equivalent events (Šušić and Orvić, 2011).

Getz (1997) described them in relation to their competitive advantage ability for their host communities. He thus said, 'Hallmark' describes an event that possesses such significance in terms of tradition, attractiveness, quality or publicity that the event provides the host venue, community or destination. In the long run, the events and the destination become inseparable because of their constant reoccurrence. With the look of things, it is advisable that every community and destination should engage itself in one or more hallmark events so as to acquire a high level of media recognition and exposure and also positive imagery for competitive advantages.

It should be noted that, despite the fact that a one-time event can boost a destination in terms of exposure and positive image, it cannot easily be a 'hallmark' for that destination (Getz 1997, 5-6.). A typical example of a Hallmark event is the popular Meskel festivity event which has created a strong tradition of innovation and inspirational performances, drawing on selections of diverse art forms from across the Ethiopian Orthodox Tewahido church (Ethiopian tourism sector, 2012)

2.3.3 Mega events

Many definitions and meanings have arisen from different researchers concerning the word mega event. Vanhove and Witt (1987) acknowledged that a mega-event must be able to attract worldwide publicity. Getz (1997) defines mega events as those events that yield extraordinary high levels of tourism, media coverage, prestige, or economic impact for the host community stated that mega-events can be defined by reference to their volume of visitors, cost or psychology. Their volume should exceed 1 million visits; their capital cost should be at least \$500 million, and their reputation should be that of a 'must see' event. Other authors stressed the economic impacts of the events in their definition rather than costs, size or image.

Mega-events are events that have a large impact on the economy of the entire country and have significant presence in the global media. According to their size and importance, they represent those events that have wide media coverage, produce a large impact on the tourist development and contribute to the overall economy of an area or a destination (Šušić and Čorović, 2011).

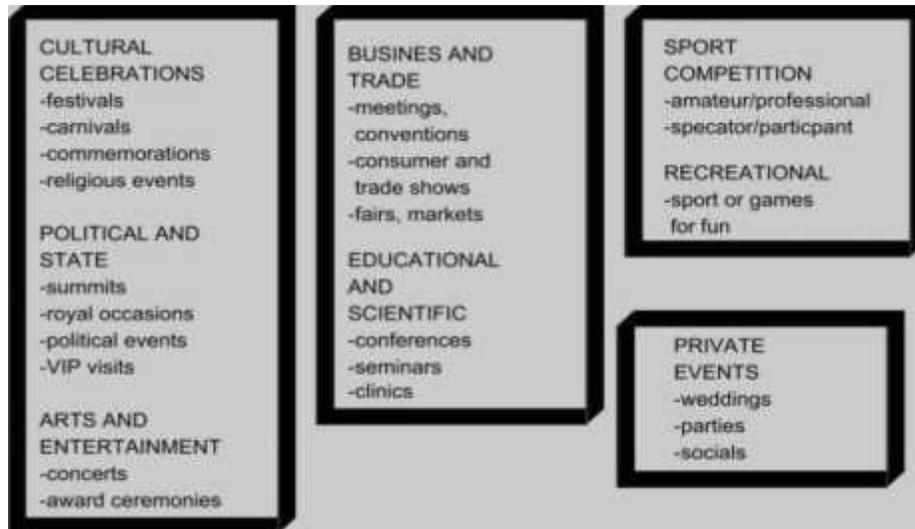
Another researcher in the field of events and tourism defines it as events which are expressively targeted at the international tourism market and may be suitably described as 'mega' by virtue of their size in terms of attendance, target market, level of public financial involvement, political effects, extent of television coverage, construction of facilities and impact on economic and social fabric of the host community (Hall 1992, 5). A major characteristic of this classification of an event is that they are mainly annual events and they attract tourists from all around the world. And because of their international nature, mega events are usually reverberated in the global media.

2.4. Typology of planned events

Etiosa (2012) suggested the events will be sorted to major categories, differentiating between those of the public domain and those falling into the primary interest of individuals and small, private groups. Take note that events could fall into more than one of these categories depending on the purpose and circumstances. Having said this, events can be regarded as special, but only the public events can be considered as mega and hallmark events. Also depending on the media coverage and other factors relating to uniqueness, any of these events can be 'news'.

As well, the meanings attached to travel and event combinations have not been fully explored. Many planned events are produced with little or no thought given to their tourism appeal or potential. Sometimes this is due to the organizers' specific aims, and sometimes there is simply no relationship established between events and tourism (Getz, 2008).

Figure 2.1 Typology of planned events



Source: adapted from Getz (1997)

The figure above highlights the seven categories of planned public events and one category of planned private events. The emergence of planned, public events is evident in virtually every culture and community. As can be seen above, cultural celebrations involve festivals, carnivals, religious and heritage events, parades, historic commemorations of all kinds. Cultural celebrations can sometimes be a key element in other types of events. With this regard, in Ethiopia context some Meeting and Conference Events, Exhibition, Trade Show and Fairs, Sport Events, Festival Events and National Events which take place in Addis Ababa, are classified and listed out on a table as follows:

Table 2.1 Typology of planned events in Addis Ababa city

Meeting and Conference Events	Exhibition, Trade Show and Fairs
AU annual summit	Eyoha Gena expo
IGAD annual summit	Easter Expo
Ethio WEEETEX Water energy, electricity renewable (solar wind) Energy technology	Ethiopia International mining Expo (EIMC)
Biennial Conference	Africa international manufacturing Expo (AimExpo)
Argus FMB Africa fertilizer.	Africa business forum and trade Expo
International conference on re Emerging infectious diseases (ICREID)	Africa Trade show
	Addis chamber international trade fair (ACITF).
Sport Events	
All Ethiopian Games	Ethio Health exhibition and congress. Expo
Ethiopian premier league	Ethiopia international trade fair.
CECAFA matches	Africa business opportunity and investment Expo (Africa business opportunity Expo)
Tensae Cycle Race	
The great Ethiopian run	
Festival Events	National Events
Meskel festivity	Adwa Day
Addis International Film Festival	Patriots Day
Ethiopian Film and Music Festival	International Women’s Day
	Anniversary of GINBOT 20 holiday

Source: adapted from 10times.com (2017)

2.5. Relationship between event and tourism

Events are an important motivator of tourism, and figure prominently in the development and marketing plans of most destinations. The roles and impacts of planned events within tourism have been well documented, and are of increasing importance for destination competitiveness. Yet it was only a few decades ago that ‘event tourism’ became established in both the tourism

industry and in the research community, so that subsequent growth of this sector can only be described as spectacular. Equally, 'event management' is a fast growing professional field in which tourists constitute a potential market for planned events and the tourism industry has become a vital stakeholder in their success and attractiveness. But not all events need to be tourism oriented, and some fear the potential negative impacts associated with adopting marketing orientation. As well, events have other important roles to play, from community-building to urban renewal, cultural development to fostering national identities—tourism is not the only partner or proponent. (Getz, 2008).

Events are activities that belong to the group of created attractions, which every destination that plans the successful development of tourism should have. It is a continuous activity that happens takes place once a year, and which promotes the tourism of a certain destination through the autonomous power of attraction of the event itself, and encourages the guests to take direct participation and involvement. In order to become a part of a tourist destination, events need to attract participants and / or observers who are not part of the local community. (Šušić and Orvić, 2011).

The term 'event(s) tourism' was not widely used, if at all, prior to 1987 when The New Zealand Tourist and Publicity Department (1987) reported: "Event tourism is an important and rapidly growing segment of international tourism". An article by Getz in 1989 in *Tourism Management* ('Special Events: Defining the Product') developed a framework for planning 'events tourism'. Prior to this it was normal to speak of special events, hallmark events, mega events and specific types of events. Now 'event tourism' is generally recognized as being inclusive of all planned events in an integrated approach to development and marketing. As with all forms of special-interest travel, event tourism must be viewed from both demand and supply sides.

A consumer perspective requires determining who travels for events and why, and also who attends events while traveling. We also want to know what 'event tourists' do and spend. Included in this demand-side approach is assessment of the value of events in promoting a positive destination image, place marketing in general, and co branding with destinations. On the supply side, destinations develop, facilitate and promote events of all kinds to meet multiple goals: to attract tourists (especially in the off-peak seasons), serve as a catalyst (for urban renewal, and for increasing the infrastructure and tourism capacity of the destination), to foster a

positive destination image and contribute to general place marketing (including contributions to fostering a better place in which to live, work and invest), and to animate specific attractions or areas (Getz, 2007).

Event tourism is not usually recognized as a separate professional field. Mostly it is seen as an application of, or specialty within national tourism offices (NTOs) and destination marketing/management organizations (DMOs). Event development agencies (as opposed to agencies focused on protocol, arts and culture which also deal with planned events) embody event tourism completely, and there are a growing number of associated career paths or technical jobs (Getz, 2008).

Any kind of event may be either entirely new or needed to be developed. The development of an existing event occurs when a new management team is assigned to work on an event that has already been ongoing. In this case the event will already have an established format and process, making the task of the new team to update and modify it in order for the event to gain possibly lost success or become more relevant. In case of the event being a completely new item, the first thing the organizing team has to focus on is a need or objective that they wish to fulfill. These events may be a onetime occurrence or become ongoing, in which case the event manager has to develop a new concept that will sustain the event's success and popularity (Caciur, 2008).

Whether the event is new or being developed, the event concept has to be strong and needs to be applied to a particular context and environment in which it will take place. The concept is seen as the base, designed to support and guide the whole event process. It is built upon knowledge and understanding of event environment and its interest groups. The concept of the event must be able to achieve its purpose, can be applied to all stakeholders and be attainable by the means of available resources. In order to create a suitable event concept a research has to be conducted, with great help of creativity of the managing team. The right event concept is one of the most important factors that can guarantee profitable and successful results. (Allen *et al.* 2008).

Events, as modern and growing phenomenon based on tourism, leisure and business, are public gatherings of people with certain intent. "Their special appeal comes partly from the limited duration and natural simplicity, which makes them different from permanent institutions and

created attractions. Often, their fame and festivity atmosphere raise their importance above everyday events. They may occur in every culture and community, and a degree of interest in the contemporary society to a large extent depends on the media coverage. Most commonly, events have a relaxing character, with far less competitive and business characteristics. Events are one of the most exciting and fastest growing forms of phenomena based on leisure, business and tourism. Their special appeal comes partly from the limited duration and their unique nature that makes them different from permanent institutions and created attractions. Often, their fame and festival atmosphere raises their significance above everyday events (Šušić and Orvi, 2011).

Getz (2008) argued that from the tourism industry's perspective, typically through the eyes of a DMO or event development agency, events are highly valued as attractions, catalysts, animators, place marketers, and image-makers. The specific role of a destination marketing/management organizations (DMO) is generally to promote tourism to a destination, both business and leisure travel. Conventions are considered business travel and participation sport events or festivals are part of leisure travel. In a study of Canadian visitor and convention bureaus (Getz, Anderson, & Sheehan, 1998), events were revealed to be one of the few areas of product development engaged in by DMOs; typically their membership (often dominated by commercial accommodation operators and attractions) want visitor demand all year round. It is now almost a cliché to say that tourism and hospitality are key players in the 'experience economy' popularized by Pine and Gilmore (1999), yet the nature of planned event experiences in general, and event tourism experiences in particular, has been given little research attention.

2.6. Event tourism in Ethiopia

In the context of Ethiopia Walelign (2007) found that terms like festival, ritual and ceremony are ambiguous to distinguish and more importantly the term ritual is nonexistent either in the Ethiopian Orthodox Tewahido Church. According to his assertion, the people to use the word be'al or amet be'al which is equivalent with terms like ceremony and holiday festival.

Despite the origins of most festivals traced back to the early periods of human societies, the use of these festivals as a vehicle for tourism development and promotion is a recent phenomenon. As discussed above, the transformative process involves a combination of reasons. Uniqueness is the nucleus of festivals for tourism attraction. "Much of the appeal of events is that they are never the same, and you have to 'be there' to enjoy the unique experience fully; if you miss it, it's a lost opportunity" (Getz, 2008: 404).

Festivals and spectacles, Duffy (2009), are different from everyday activities in formalizing its own space time and behavior. As Getz stated, the special appeal of festivals is from the innate uniqueness of each event in showcasing the destination's rich cultural heritage, local traditions, ethnic backgrounds and cultural landscapes (in McKercher et al., 2006). For that reason, festivals in nowadays are important opportunities to a destination in its tourism related contributions of image building, economic impact generators, tourist attractions, overcoming seasonality, contributing to the development of local communities and businesses, and supporting key industrial sectors (Raj, 2003).

Culture as a travel motivation had long years of existence in Ethiopia also. As an assertion we can take the very point made by Donald Levine in Greater Ethiopia that "the very inclination to go on pilgrimage is notable pan-Ethiopian trait" (1974: 50), thus Axum TSION, Kulubi Gebriel, Lalibela, Gondar, Dire Sheikh Husen, Debre Libanos are among the notable religious pilgrimage centers in Ethiopia. Pankhurst (1994) takes this idea further that "pilgrimages are important features in many Ethiopian societies" (933).

The pilgrimage to these shrine places is made on prescribed occasions of the Saint's day. However, until the current time the idea to link tourism and these religious festivals is very limited. In fact, a very large number of pilgrims and tourists came to visit these festivals. But it is very difficult to know the share of these festivals in the tourism development of the country.

The tourism sector is confined to a certain region where either natural or built up attraction sites are found. For instance, Bantalem (2010) wrote the various intangible cultural festivals of the Ethiopian Orthodox Tewahedo Church. However, his book gave much emphasis for the time

when these festivals fall and the meaning and symbolic representations of these festivals in the church. Similarly, Walegn (2007) also pointed out the social value of Mesqel and Timkel religious celebrations.

The EOTC is endowed with innumerable heritages that have both tangible and intangible elements. For several hundred years the EOTC is the custodian of the physical and spiritual heritage of the society (Bantalem, 2010). It conserves many treasures that have not only religious elements but also secular objects such as memorandums and costumes of influential personalities. Besides its physical attractions, the church is also known for fascinating annual religious celebrations which typify the calendar of the country.

Until the reign of Yukuno Amlak (1270-1285) the feast of Timket was a single day affair... during the reign of Yukuno Amlnk, Abune Tekle Haimanot (the then Abune of the Ethiopian Orthodox church) ordered every church in the country to celebrate the festival of baptism by taking tabots from the church and pass the night in baptismal places with prayers and songs. (ibid: 48).

According to Mamo (2014) the primary managerial issue lies on the lack of proper entity or organization representing, monitoring and promoting the festival. The event is a public event with a large number of stakeholders like volunteers, churches and different organizations. But on the case of Meskel the interaction of stakeholders like city government of Addis Ababa and the organizing committee is limited. Furthermore according to UNESCO the main objective of the inscription on the Intangible Cultural Heritages (ICH) is to safeguard the cultural value.

Meskel can be promoted as one of the major events organized in the country but, at the same time the organizers of the event should avoid excessive commercialization which leads to alteration of the main cultural and religious purpose of the celebration (UNESCO, 2014).

2.7. Role of Event tourism

Events attract visitors, increase the average consumption and length of stay and affect repeated visits of tourists to a certain destination. Different events have the ability to attract visitors in the low season, which increases the usage of capacities and provides additional income from

tourism. The event is a specific product because it is held usually once a year and has an unusually strong impact on creating the image of a tourist destination (Šušić and Orvić, 2011).

The hosting of, and desire to host, international events has become more commonplace as destinations seek to position themselves in a period of changing global tourism dynamics. They are often seen as catalysts for the implementation of long-term development plans, the upgrading of infrastructure, and the emergence of new partnerships for financing sport, tourism, culture and leisure facilities. Indeed many cities view the process of bidding for major events, even if ultimately unsuccessful, as providing a range of tangible benefits, particularly those cities or countries looking to rapidly develop their events and internationalization strategy (Ben *et al.* 2002).

OECD (2008) depicted examples of potential benefits for candidates bidding for but not winning the right to host a major event as follows:

- Raising the international profile and brand image,
- Facilitating closer working between public authorities on a range of logistical issues,
- Accelerating development planning (urban, event-related facilities, transport infrastructure etc.),
- Forcing potential hosts to identify their own metrics for success.

According to Ben *et al.* (2002) potential role of events has been listed out as follows:

- i) generate significant economic, social, and cultural benefits;
- ii) attract significant numbers of international participants and spectators;
- iii) have a national profile outside the region in which they are being held;
- iv) generate significant international media coverage in key markets.
- v) increased tourism revenue;
- vi) increased opportunities for brand promotion;
- vii) the creation of new business and trade opportunities;
- viii) increased employment opportunities.
- ix) significant contribution to a high value economy,
- x) vibrant communities and culture

xi) flourishing events sector.

For tourism, the factor conditions have traditionally been most important for destination attractiveness, both in terms of natural ‘factors’ (natural resources such as beaches, climate, etc.) and created ‘factors’ (such as cultural attractions, events, etc.). But increasingly, destinations, in order to compete, are taking steps to restructure the industry, and develop innovative products and marketing approaches. As such events clearly have a role to play in enhancing the attractiveness and competitiveness of destinations by adding to the mix of attractions, but equally this highlights that events can only enhance destination attractiveness with the support of quality event -specific and supporting infrastructure, and effective marketing and promotion (OECD, 2017).

2.8.The Positive and Negative Role of Event Tourism

Although the ability of major events to generate an economic impact has been the key focus of interest and study over the years, it is important to note that major events generate impacts that are much broader than simply economic. In particular, major events can generate a substantial social impact on the host community and it is important to acknowledge that the social impact can be positive or negative depending on how the event and its interface with the local community are managed (Deery & Jago, 2010).

Event tourism is primarily driven by the goal of economic benefits, but we need to examine outcomes and impacts at the personal and societal levels, and also in terms of cultural and environmental change. Event tourism should be viewed in an open-system perspective, identifying ‘inputs’ (what it takes to make events happen, including the costs of bidding, facility development and marketing), ‘transforming processes’ (events as agents of change), and ‘outcomes’ (desired and undesired impacts, including externalities). Depending on one’s perspective, outcomes and change processes might be interpreted as a positive or negative impact. It has been clear for some time that there has been a preoccupation with the economic costs, roles and impacts of events (Oklobžija, 2015).

2.8.1. Environmental

The international focus often associated with major events can help to prioritise work on an often under-developed or neglected built environment and therefore the attractiveness and competitiveness of destinations. In addition, ensuring that events are managed in an environmentally friendly manner is also becoming a high priority in terms of branding (OECD, 2008).

The measurement of the environmental impacts of major events has not been as prominent as that of the economic or socio-cultural impacts. However, in line with the growth in the events sector in recent years, there has been increasing interest in better understanding and attributing a cost to environmental impacts (Andersson and Lundberg,2013).

As with any activity that brings huge numbers of people and services together, there is the potential for major events to cause environmental damage.

All events involve transporting people, goods and services to and from the host venue or venues, both during the organization and delivery of events. There are potentially a wide range of environmental impacts associated with major events for which management strategies could be developed, including:

- *Transport – emissions from traffic and transportation congestion issues;*
- *Waste – waste generated in the construction of facilities and during the delivery of an event (including food and promotional material);*
- *Energy – energy consumed while operating venues and in accommodation used by participants, organisers and visitors;*
- *Water – water used at venues and in visitor/participant accommodation (drinking, shower/bath, toilets (OECD, 2014).*

A lot of environmental impact assessment should be carried out and considered before hosting an event. Some of the major things to keep in mind when hosting a rather large event is the venue,

because the impacts will be more if the event is not held in a suitable purpose built venue – for example in a stadium, sports ground or entertainment centre instead of a park, town square or street. In most cases, there are always more negative environmental impacts on a host community than positive, especially when there has not been enough study, assessment and measures put in place on how to curtail these impacts. Impacts like crowd movement and control, noise pollution, access and parking and most rampantly, waste disposal (Estonia, 2012)

2.8.2. Socio cultural Role

Event and event tourism although could impact socio-culturally on a host community by way of strengthening the regional values or traditions, and it also has the potentiality of introducing social and cultural costs to the host community. Despite the fact that a host- guest interaction is improved through joint participation in festivals and events, it can also be strained by events and tourism in general (Getz 1997, 46.)

Regional attractiveness and competitiveness are directly linked. Countries and regions increasingly have to compete to attract residents, visitors and inward investment. What different destinations have to offer depends not just on economic factors, e.g. standards of living or accessibility, but also on intangible factors such as the general quality of life of its residents (OECD, 2017).

Society and culture are two concepts that can hardly be separated. While a society is a community or a broad grouping of people who have common traditions, institutions, activities and interest, culture represents the practices of a society; its customary beliefs, social roles and material objects that are transferred or passed down from generation to generation. In this context therefore, the potential effects or impacts of events or tourism as a whole on the culture of a society are major concerns for the host community, event managers/ organizers and other stakeholders in the event/ tourism industry. This is because events often attract visitors or ‘outsiders’ into a host community or ‘society’ and then, there is a possibility that the society can be influenced by changing its culture (Cook et al. 2010, 303.)

Tourism which generally involves events can be a source of conflict between hosts/ host communities and tourists/visitors in destinations where it can lead to perceived and actual impacts. At some point, the host community’s attitude is one barometer to measure its ability to

receive tourists, and the impact is a function of the interaction between them and it is dependent on some factors. Some of these factors could be the nature and the extent of social and cultural differences between the tourists and the host community, the ratio of tourists/visitors to the host community residents etc. (Page 2009, 489.)

It is clear that major events can leave substantial legacies. In addition to those in the form of physical assets, such as stadia, they can include an expansion of the visitor economy and lasting recognition of destination branding in key tourism markets. However, in addition to these and depending on the type of event in question, there are a range of potential socio-cultural impacts which can contribute to the enhancement of quality of life, including i) satisfaction from attending events; ii) increased participation and interest in leisure, sport and/or cultural activities; and iii) an enhanced perceptions of image, identity and place (OECD,2017).

A key reason for delegates to attend business events is to enhance their performance in the form of increased sales or sales leads, improved product or market knowledge, personal or professional development, or improved business practices; while employers send staff to business events on the understanding that the organization will derive these same benefits (Tourism & Business Events International, 2012).

2.8.3. Economic Role

The main driving force for event tourism and for tourism development as a whole is the economic benefits derived from it. Although an international tourism activity is easier to measure than a domestic tourism activity, there are often economic benefits associated with the two categories depending on the magnitude and nature of the event being hosted. Events can impact on a host community through various means, examples of which could be in form of foreign exchange earnings, income and employment generation. The expenditures by tourists can be as real as any other consumption and international tourist expenditures can be seen as an export from the host country, while domestic events can be seen as an export from the hosting region to the other local regions. (Cooper et al. 2010, 129.)

Major sports events require investment in new sports facilities and often this is paid for in part by central government or even international sports bodies. Thus, some of this investment expenditure represents a net addition to the local economy since the money comes in from

outside. Also such facilities remain after the event has finished acting as a platform for future activities that can generate additional tourist expenditure (Mules & Faulkner, 1996).

Cities staging major sports events have a unique opportunity to market themselves to the world. Increasing competition between broadcasters to secure broadcasting rights to major sports events has led to a massive escalation in fees for such rights which, in turn, means broadcasters give blanket coverage at peak times for such events, enhancing the marketing benefits to the cities that stage them (Chris *et al.* 2006).

In order to be able to understand the components that create economic impact, Chris, et al, (2006) have pointed out three types of expenditure.

- i. Organizational expenditure, i.e. expenditure made directly by the organizers of an event in the locality where the event is taking place.
- ii. Competitor or delegation expenditure, ie, expenditure made directly by those taking part in the event and their support staff in the locality where the event is taking place.
- iii. Other visitor expenditure ie, expenditure made directly by those people involved with an event other than the organizers and delegations. Other visitor groups include officials, media representatives and spectators.

Conversely, there are many other positive impacts that may counter negative economic impacts. An event that spreads the seasonality of tourism in a region also evenly distributes the flow of money into a region, increasing the opportunities for full time employment. The introduction of more full time jobs into a region causes many positive and negative flow-on effects in that region. (Ben *et al.* 2002).

According to OECD (2017) Domestic and international visitors play a significant role in contributing to the success of events through direct participation (e.g. in meetings, conventions), and direct and indirect event -related expenditure which is generally accepted to be higher per day, if not per trip, than leisure visitors. For example, the direct contribution of such events to the visitor and wider economy includes:

- Total direct expenditure, which incorporates all domestic and foreign expenditure associated with the delivery of the event and includes:

- Spectator/attendee spending (including all accommodation, ticket sales, other purchases, taxes and tips), including that of companions (e.g., spouse and family) and any additional spending made before or after an event due to extended stays;
- Participant/exhibitor spending, including any spending outside the event, but as a result of their involvement in the event, and;
- The cost of event production, including the costs incurred in developing stadia and other relevant infrastructure, and for example, by convention centres for products and services relating to hosting events.
- Increases in new full-time equivalent (FTE) jobs in various sectors (including hospitality, construction, retail trade, and professional services);
- Increases in household consumption associated with higher levels of employment and greater household income.

2.8.4. Political Role

According to Estonia (2012), government policies have an important role to play in order to actualize the goal of the event. Policies have to be taken into account before planning and hosting events as different events have different policies governing them. For instance, there are regulations involved when planning an event where there has to be public disturbance, environmental pollution, erection and staging etc. Politicians in recent times have realized the ability of events to raise their profile also of their cities and states as events normally gain media coverage and at the same time attract visitors and increase economic benefits and job opportunities. Therefore, they have become major key players in bidding for, hosting and staging major events.

Similarly, from the host perspective, there is a view amongst some governments and the meetings industry, that in addition to the more traditional impacts or benefits associated with events, the greatest value of hosting major business events arises from the business, professional, academic and policy outcomes generated in terms of broad economic and community advancement. However, in the absence of a rigorous and readily accessible mechanism to quantify the value of business events ‘beyond tourism’; many governments tend

to rely solely on estimates of additional expenditure of delegates while in the host country as a proxy, to assess their value (OECD, 2017).

Hall (1989) stated that; “Politics are paramount in hallmark events. It is either naïve or duplicitous to pretend otherwise. Events alter the time frame in which planning occurs and they become opportunities to do something new and better than before. In this context, events may change or legitimate political priorities in the short term and political ideologies and socio-cultural reality in the longer term. Hallmark events represent the tournaments of old, fulfilling psychological and political needs through the winning of hosting over other locations and the winning of events themselves.

2.9. Planning and Managing Trends of Events

Every destination that wants to become an attractive tourist destination should have a strategy that seeks to optimize the potential benefits of event tourism. In addition, constant monitoring is necessary, as well as adaptation of tourism strategies to any changes, with innovation - including various events, playing a key role, especially in relation to the quality of the tourism product. According to Getz, cited in Pivac and Stamenkovi (2011), strategic planning in the case of tourism involves many different steps. The first task for the planner of tourism development of a destination who wants to promote destination and event at the same time is to formulate a vision of event tourism in order to determine the direction of the strategy. Tourism organizations responsible for the development of a tourism strategy in a destination should establish overall objectives of event tourism which should deal with several different issues.

Getz (1997) stated, the objectives of event tourism should include, for example, decisions about the extent to which current events have been developed and promoted as a tourist attraction, and to what extent will the creation and development of new events and event offers be supported. In addition, the role the events play in the creation and strengthening of the destination image should be taken into consideration. After formulating the vision and goals of the event tourism, the planners should undertake the assessment of the resources and potential tourism products.

Pivac and Stamenkovi (2011) further went on stating, resources represent the potential the destination has, and their analysis includes the assessment of human, financial, physical, political and technological factors that may be used in the development and marketing of destination. Besides resources and potential tourism products assessment, the destination should also implement the SWOT analysis, which consists of analysis of the strengths, weaknesses, opportunities and threats in relation to event tourism. The resources, potential products and SWOT analysis should help the destination identify what can provide maximum effectiveness of events. Every destination has its limitations concerning the kind of event it can host, depending on the availability of accommodation and preferences of the tourists. Even if the destination wants to host certain event, it should be considered whether the event corresponds to the possibilities of the destination, its strengths, weaknesses and needs.

The events that take place in a certain destination should be systematically planned and developed, and should be established as tourist attractions, catalyst for further development, image builders and animators of the destination. It is important that the events are planned and organized in a way that they differ from each other, considering the fact that well defined product or service that an event offers provides recognition in the market and advantage over the competition, which results in greater satisfaction of visitors and their loyalty, which is important for repeating events. The more recognizable events the destination has, the more it is attractive for the tourists. The key of their success lies in the support of the accommodation facilities of an appropriate standard, the high level of cooperation between tourist agencies, the availability of specific information about events and follow-up activities, and most importantly, proper marketing activities (Getz, 2008).

While published advice is available on event tourism planning, development and marketing (see Bramwell, 1977; Getz, 2003; Gnoth & Anwar, 2000; Higham, 2005), it remains a relatively unexplored research theme. This line of inquiry will have to encompass the organizations involved, stakeholder networks, policy making, goals and strategies, impacts and evaluations. Getz et al. (1998) determined that events were one of the few common 'products' developed by convention and visitor bureaus in Canada. These DMOs are primarily marketing oriented, but found strong support for events development from their members, particularly hoteliers wanting to fill rooms in off-peak tourist seasons.

Attention to event stakeholder management, partnerships and collaboration is increasing (e.g., Getz, Andersson, & Larson, 2007; Larson, 2002; Larson & Wikstrom, 2001; Long, 2000), with research by Whitford (2004a, 2004b) specifically taking a stakeholder perspective on Event Tourism policy making in Australia. Weed (2003) studied sport tourism policy in the context of stakeholder relationships, while the book by Weed and Bull (2004) further addresses these issues in sport tourism policy. Irrational event planning is a topic seldom addressed (see Armstrong, 1985; Bramwell, 1997). It relates to the notion of civic or tourism 'boosterism' and the exercise of power. The search for competitive advantages has not produced much research on strategy, but specific event tourism development and marketing tactics are being studied. Attention has been given to the image-enhancement potential of events and their media coverage, including how this might generate induced demand for the destination (Chalip, Green, & Hill, 2003; Getz & Fairley, 2004; Hede, 2005; Li & Vogelsong, 2005; Mossberg, 2000b; Ritchie, Sanders, & Mules, 2006; Shibli & the Sport Industry Research Centre, 2002; Smith, 2005). Co-branding events and destinations is a related topic (Chalip & Costa, 2006; Jago, Chalip, Brown, Mules, & Shameem, 2003). The 'leveraging' of events for additional benefits is a growing concern.

Oklobžija (2015) argued that event managers interested in developing their tourism potential should ideally become committed stakeholders in the community's or destination's tourism planning process. By working together as a lobby and marketing consortium, events can seek to influence the destination's positioning and brand, funding and development work, research and evaluation programs, all to further the cause of specific events and the event sector. Common issues include domination by a few 'hallmark' events that have become permanent institutions, the ignoring of local and regional festivals and events because of their perceived lack of tourism orientation or potential, and an over-emphasis on bidding on one-time mega events. Fostering a comprehensive portfolio approach to event tourism can benefit all stakeholders by ensuring that the potential contributions of all events are considered, and by establishing appropriate support mechanisms.

By viewing event tourism as a system, marketing research and evaluation can be integrated and made more effective. This will normally require the collaborative efforts of the event sector and DMO, as the necessary knowledge comes from both evaluation of specific events and from broader market research. For example, while an event manager has to conduct a visitor survey in

order to profile their customers, the destination must gain an understanding of potential event tourist segments and match that with supply. DMOs looking for competitive advantage may seek to create new events for specific target segments or seek to modify the marketing mix of existing events (Oklobžija, 2015).

In event research agenda one theme stands out in terms of its importance for event managers and event tourism strategists. Increasingly it will be necessary to 'custom-design' highly targeted event experiences, and this has to be based on greater knowledge of the planned event experience in all its dimensions (by type of event, setting and management systems). A variety of research approaches and many comparisons will be required, from evaluations of those attending events to qualitative studies of what people are looking for, meanings they attach to their experiences, and influences on future attitudes and behavior (Oklobžija, 2015)

2.10. Conceptual framework

According to Getz (2008) event tourism should identify its inputs and outcomes. What it takes to make some event an event- tourism is its outcomes, which means depending on the research perspective and by transferring process, outcomes can be interpreted as a positive or negative role which are desired or undesired outcome of event tourism that are determinant for the development of tourism.

In order to resort on the ultimate goal of this study, the relationship between the factors or attributes that are determinant for the outcomes of event tourism and their direction of relationship should be identified. In this case, as Meskel Festivity is the nucleus of the process, it is preferred to locate at the center of the framework, Meskel Festivity then would furnish its contribution to reach the tourism development pillars found on the both side of the framework through the three (3) attributes mentioned in the sub circles, which are assumed to have a high contribution for outcomes of event tourism. Namely:

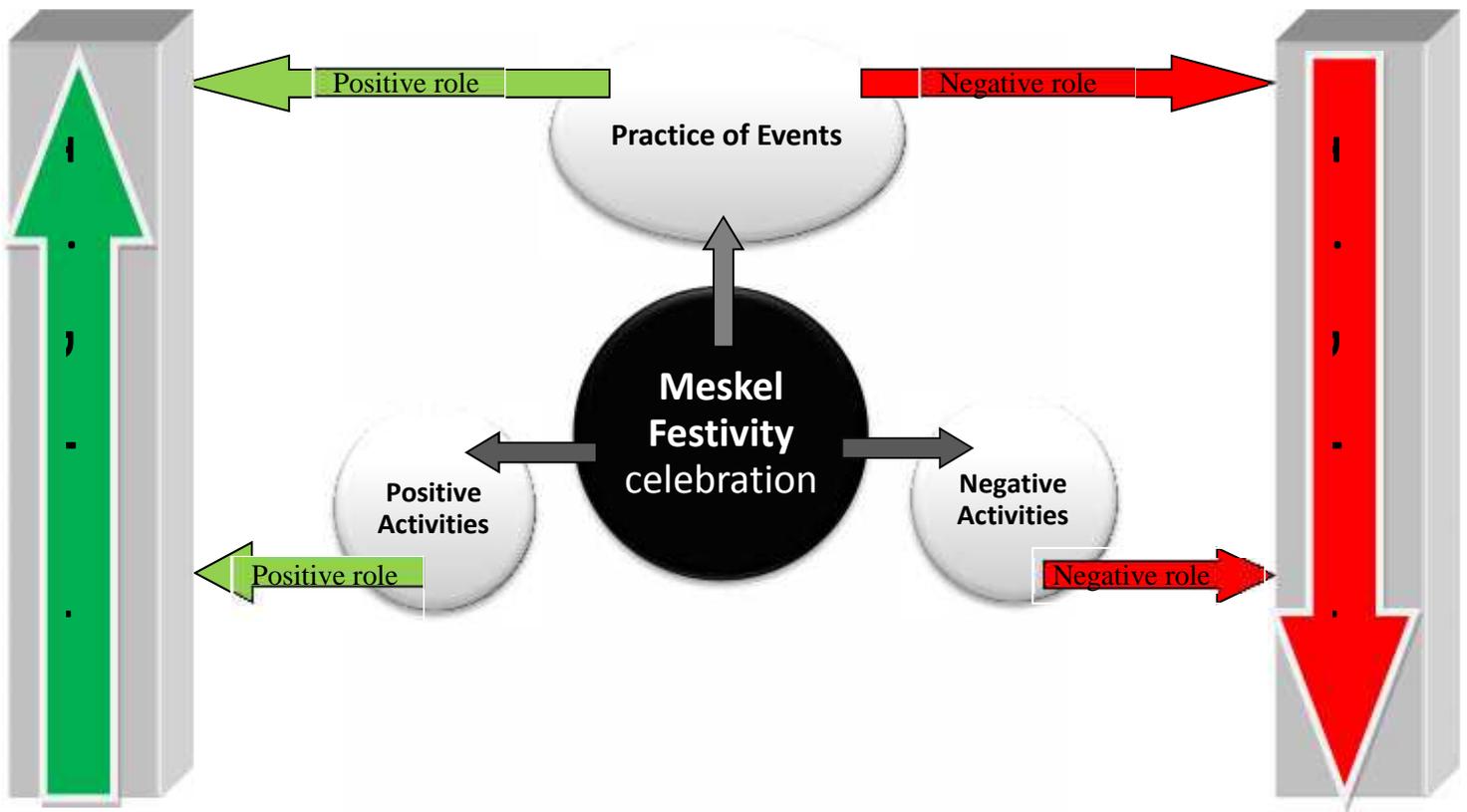
- Practice of Meskel Festivity
- Positive environmental, economic, socio-cultural and political activities that takes place during the celebration of Meskel Festivity.
- Negative environmental, economic, socio-cultural and political activities that takes place during the celebration of Meskel Festivity.

For instance, the practice of Meskel Festivity has a direct positive and negative effect on the tourism development of Ethiopia. This means, if the practice of Meskel Festivity takes place in the way of protecting each one of environmental, economic, socio-cultural and political values in particular, the practice of the event will have positive outcome or contribution for the development of tourism. But if the practice of Meskel Festivity takes place without giving due concern environmental, economic, socio-cultural and political values in particular, the practice of the event will have negative outcome and lead the tourism development of Ethiopia to demise, as sketched on Fig. 1.1.

The other factor is the effect of participant and visitor activities, which are negative or positive in nature. In this case if the participant and visitor activities during the celebration of Meskel Festivity are positive in nature, it will play a positive role on the tourism development, but if the activities are negative in nature, it will do great harm to the tourism development.

Getz (2008) defines event tourism as set of interrelations between tourism management and event management. Tourism management deals with tourism development based on analyzing the behavior and motivation of all kinds of tourists. On the other hand, event management deals with event marketing, design and managing of an event. In line with this, the conceptual framework sees event and tourism as different sectors and it sought to analyze the linkage between Meskel Festivity and tourism. Furthermore, the conceptual framework assumes that there is strong linkage between Meskel Festivity and tourism, and the linkage will play a positive role in the tourism development of Addis Ababa city.

Figure 2.2. Conceptual Framework of the study



Source: Own Construction, 2018

Chapter Three

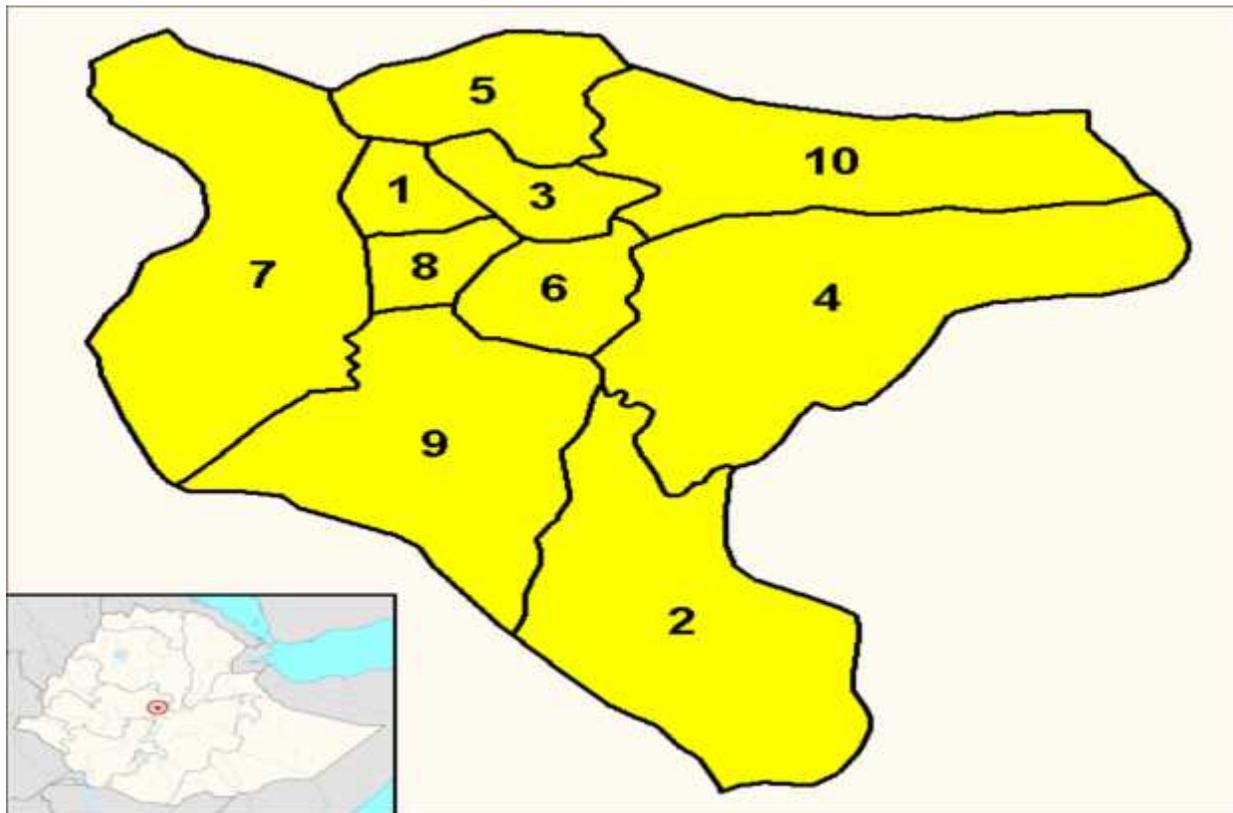
Research Methodology

3.1 Description of the study

3.1.1 A Geographical outline

This study will be conducted in Addis Ababa; capital city of Ethiopia which is located in coordination of 9°1 48 N 38°44 24 E. Addis Ababa has the status of both a city and a state. It is where the African Union is and its predecessor the OAU was based. It also hosts the headquarters of the United Nations Economic Commission for Africa (ECA) and numerous other continental and international organizations, and known for hosting different continental and national events. Located in the foothills of the Entoto Mountains and standing 7,726 feet (2,355 meters) above sea level, it is the third highest capital in the world. It is located in the geographic center of the country. With a population of 3,627,934 as of 2007, Addis Ababa is the world's largest city with ten (10) sub city that is in a landlocked country.

Figure 3.1 Map of Addis Ababa city



Source: [Ethiopian Mapping Authority](#) (2010)

3.1.2. The City of Addis Ababa-A Historical Overview

Addis Ababa an [Amharic](#) word which means "new flower". And also known as Finfinne "natural spring" by Afaan [Oromo](#) name, is the capital and largest city of [Ethiopia](#). It is the seat of the Ethiopian federal government. According to the 2007 population census, the city has a total population of 3,627,934 inhabitants.

Entoto is one of a handful of sites put forward as a possible location for a medieval imperial capital known as Barara. This permanent fortified city was established during the early-to-mid 15th century, and it served as the main residence of several successive emperors up to the early 16th-century reign of Lebna Dingel. The suggestion that Barara was located on Mount Entoto is supported by the very recent discovery of a large medieval town overlooking Addis Ababa located between rock-hewn Washa Mikael and the more modern church of Entoto Maryam, founded in the late 19th century by Emperor Menelik. Dubbed the Pentagon, the 30-hectare site

incorporates a castle with 12 towers, along with 520 meters of stone walls measuring up to 5-meter high.

The site of Addis Ababa was chosen by Empress Taytu Betul and the city was founded in 1886 by Emperor Menelik II. Menelik, as initially a King of the Shewa province, had found Mount Entoto a useful base for military operations in the south of his realm, and in 1879 he visited the reputed ruins of a medieval town and an unfinished rock church that showed proof of the medieval empire's capital in the area before the campaigns of Ahmad ibn Ibrihim. His interest in the area grew when his wife Taytu began work on a church on Mount Entoto, and Menelik endowed a second church in the area.

As a [chartered city](#), Addis Ababa has the status of both a city and a [state](#). It is where the [African Union](#) is headquartered and where its predecessor the [Organization of African Unity](#) (OAU) was based. It also hosts the headquarters of the [United Nations Economic Commission for Africa](#) (ECA), as well as various other continental and international organizations. Addis Ababa is therefore often referred to as "the political capital of Africa" for its historical, diplomatic and political significance for the continent.

3.1.3. Meskel festivity in the Ethiopian Orthodox Tewahido Church

Meskel is an annual religious holiday in the Ethiopian Orthodox and Eritrean Orthodox churches, which commemorates the discovery of the True Cross by the Roman Empress Helena (Saint Helena) in the fourth century. According to legend, in the year 326 AD Queen Helena went on a search for the true cross and was unsuccessful until she received help through a dream.

In accordance with the dream, she made a bonfire and the smoke gave her direction to the spot where the cross was buried. To herald her success, Helena (known as Nigist Eleni in Ethiopia) lit torches. In the Middle Ages, half of the cross was given to Emperor Dawit of Ethiopia by the Patriarch of Alexandria in appreciation of the protection offered to Coptic Christians.

Figure 3.2 A photo showing the Patriarch of Ethiopian Orthodox Tewahido Church making

speech on Meskel festivity event in Addis Ababa city.



Source: Ethiopian Broadcasting Corporate (EBC)

Marked with feasting, dancing and all kinds of merrymaking with bonfires and gun salutes, the occasion usually starts on the eve of Meskel with the planting of a green tree in town squares and markets. Long tree branches are tied together and yellow daises called meskel are placed on top.

The branches are gathered together in a bundle called demera and set a blaze by a procession of people – priests, students, etc. The people toss flaming torches which they are carrying at the demera, singing a special Meskel song as they circle it. Around individual homes, little demeras are built as well.

The demera burns until it turns entirely into ashes. As it burns and collapses, the direction which the demera falls is interpreted as a sign or portent. Rain is usually expected to fall to put out the fire and when it does, the year is expected to be a prosperous one. In most villages, the celebration continues through the night.

The next day which is the actual meskel, people go to the spot of the demera and use the ashes to mark their foreheads with the sign of the cross. There is a lot to eat and drink as people celebrate

together. One of the significant occurrences of the festival is the coinciding with the mass blooming of meskel flowers.

3.1.4. Celebration of Meskel festivity the City of Addis Ababa

The month of September is an important month of celebrations in Ethiopia. The Ethiopian celebrations that fall within this month on the Gregorian calendar are the Ethiopian New Year celebrations known as Enkutatash which falls on September 11 – or on the 12th in a leap year and Meskel festivity. For over 1600 years, Meskel festivity has been celebrated in Ethiopia and it is probably the most important festival.

The main national feast is held in Meskel Square, a huge square in Addis Ababa named and dedicated particularly for the celebration of the feast, with a semi-circular stadium viewing area for tens of thousands of people. The celebration is presided over by bishops and civic leaders. While the celebrations in the capital are large, Meskel is a time when many urbanites return home to villages. Neighborhoods and villages celebrate the Meskel in thousands of local celebrations.

The celebration begins in earnest on September 26, the eve of the feast. That morning, in public squares or at intersections, people prepare the demera, a tall pyramid of branches that looks from a distance like a like a fir tree, topped with a cross of meskel flowers. In the late afternoon, people dance and celebrate in the area around the demera. At Meskel Square, dozens of large dance groups move through the square below the viewing stand. Clergy and public leaders give speeches, and floats with biblical themes parade around the grounds. As darkness begins to set in, the demera is set ablaze. The smoke is said to recall the smoke that supposedly led St. Helena to the site of the True Cross. Celebrants then feast together, whether at the demera site or with their families. The following day, the official day of the Feast of the Finding of the True Cross, Ethiopians attend liturgy and a feast and celebrate with family and friends. Many use the ashes from the demera to mark themselves with a cross.

3.3 Research Design

In this study, the research method adopted was the case study, because this type of approach is useful to investigate contemporary phenomena within a real life event context, especially when the boundaries between the event phenomenon and the context are not clearly evident. Research by case study is more suited to how and why questions which can be explanatory in nature. Case research allows the researcher the opportunity to tease out and disentangle a complex set of factors and relationships between Meskel Festivity and tourism, Practice of Meskel Festivity, and role of positive and negative environmental, economic, socio-cultural and political activities that takes place during the celebration of Meskel Festivity.

The fact that this research work was carried out to ascertain how event plays a role in a specific destination and community, a quantitative approach of research could not be applied but rather a qualitative approach was adopted. And the flexible nature of qualitative research approach made it suitable for interview within the tourism field.

In relation to this, a case study is about determining what the investigated case may be; it is not about defining populations and selecting appropriate samples. As a result case study has been employed to this study to investigate a single event out of numerous events which takes place in Addis Ababa city.

3.4. Study Area, Population and Sampling

The central focus of this research study is the celebration of Meskel festivity which was held on Sept. 26th, 2018, in Addis Ababa city, the capital city of Ethiopia.

Based on the information obtained from Addis Ababa culture and tourism office, the number of events which take place in Addis Ababa throughout a year are more than 50. Thus, the researcher cannot investigate the entire event because of time and cost restriction. (Mesec 1998, p. 55) suggests selecting such case for a research unit (an individual, family or other group, organization, or community) where a practical problem that we are interested in exists. We may also examine several individual cases that are selected in such a way that their analysis provides us with the most diverse information that we are able collect. In relation to this the researcher selected interesting event (e.g., contrasting, extreme, exceptional cases) instead of typical,

average events. The events are not selected based upon a representative sample, but rather is selected because it is interesting, unusual, striking, and may play a pivotal role in the tourism development of Addis Ababa city.

3.5. Sampling Method

A purposive or judgmental sampling approach was applied in this study. Only those informants “who best fit the purpose of the research” was interviewed. Such informants were assumed to be in a position to make meaningful comments on issues under study. In terms of their nationality, the sample of this study is a composition of two samples, foreign tourists and Ethiopians (i.e. experts). Continentally, foreign tourists are from the six continents of the world. Sample numbers of Foreign Tourists and Experts are ten and five respectively which makes the sample number of the study fifteen in total. In the case of Experts, Addis Ababa city Culture and Tourism officials, Tour and Travel operators, Event Associate Managers and Event Advisers, are the participants who made up the sample number.

Although one may argue that the numbers of interviewees’ are perhaps too few, it should be noted that for a research of this kind, experts and professional views are mainly required in order to substantiate on the findings from the interviewed visitors.

3.3 Methods of Data Collection

3.4.1. Data Sources and Collection Instrument

To undertake this study, both primary and secondary data was employed.

A) Primary Data Collection

Semi-structured Interview:

In the course of this research work, of the three most commonly used interview techniques, semi-structured style of interview was used for the research. This is so because the researcher wants the interview to be quite flexible and also to give room for other important information. This type of interview is normally the most common type of interview adopted for qualitative social

research. The reason being that it allows the researcher to know specific information which can be used as a benchmark with information gained in other interviews (Hussain 2012).

Semi structured interview was conducted with foreign tourists with whom interviews were conducted in the days after the celebration of the Meskel festivity, which was held on Sept. 26th, 2018, in Addis Ababa, the capital city of Ethiopia. With the aim of fulfilling the procedure of purposive sampling methodology, the researcher approached more than 25 foreign tourists on the venue of the event and first asked them if they are willing to participate in the study. Email address of those who agreed to take part in the study was collected on the spot. Through email communication with the tourists the researcher was able to identify who best fit the purpose of the research and get a further confirmation.

Finally, in line with the purpose of the research a confirmation was obtained from ten of them. Later on, foreign tourists who had been selected and listed as a sample were communicated and appointed for an interview at their convenience. To get tourists willingness and attention, the interview was conducted in a convenient place for the tourists as chosen by themselves, which were mainly held in cafeterias and hotels where tourists were accommodated and at a time when they sat for coffee or tea. The lists of these 10 tourists and their profiles are provided under Appendix IV with the coding given to them for the purpose of an ease analyses.

Semi structured interview was also conducted with Addis Ababa city Culture and Tourism officials, Tour and Travel operators, Event Associate Managers and Event Advisers Ethiopians, which the researcher addressed them as an experts in particular. A total of five interviews were held with these experts. A code is given to the five of them (RE01, RE02, RE03, RE04 and RE05) for the analyses purpose. (see Appendix III, which shows the list of these experts with their position in their respective organization.

Audio recording equipment was used as the recording method by the researcher because of its advantages which include: concentration on listening to what is being said, ability to maintain eye contact, it allows for complete record of interview and also plenty of useful quotations for report. (Dawson 2009, 28, 66.)

Participant Observation:

Beside the information obtained from the participants in various mechanisms above, the researcher made participant observation throughout the event and had field notes. Participant observation was also used as a form of collecting data that could not be obtained from the other methods. Starting by joining the Ethiopian Orthodox Church congregation and choir of Michael Church in Megenagna area on their way to Meskel square of Addis Ababa city, the researcher spent the day on Sept. 26th, 2018, in Meskel Square celebrating Meskel festivity.

B) Secondary Data Collection

So as to make this research more valid, credible in all of its forms, secondary data sources have a vital role. For that matter, both published and unpublished sources were investigated thoroughly, especially books, web pages, policy directives, reports, project papers, annual and action plans, etc. and those secondary resources were gathered from different stakeholders.

3.4 Methods of Data Analysis and Interpretation

After collecting the necessary data, the next step was to analyze and interpret the data that has been obtained through various mechanisms. In analyzing and interpreting the data obtained through Semi structured interview the researcher used thematic analysis.

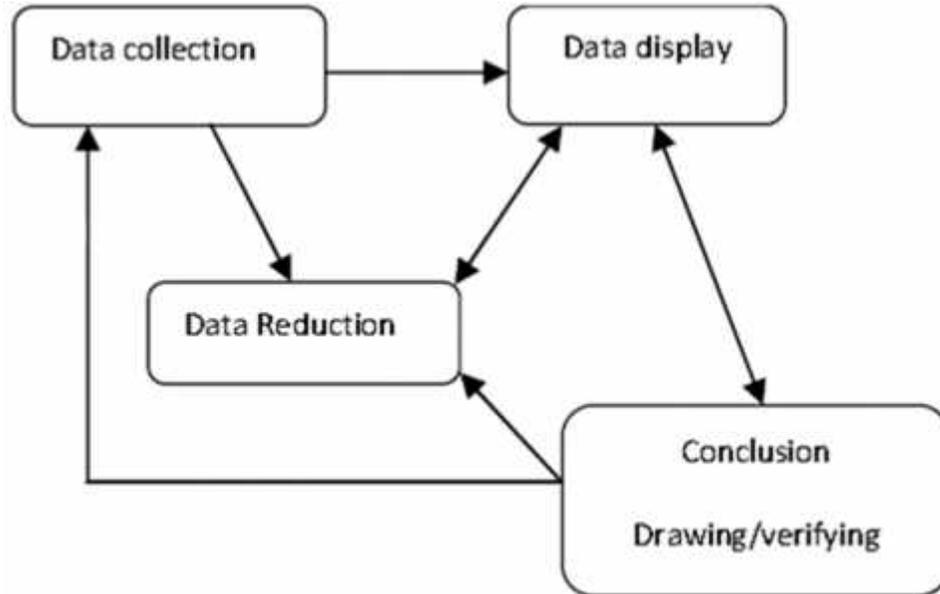
3.4 .1Thematic analysis

Thematic Analysis is a type of qualitative analysis. It was used to analyze classifications and present themes (patterns) that relate to the data. It illustrates the data in great detail and deals with diverse subjects via interpretations (Boyatzis 1998).

3.4 .2Model

The Miles & Huberman (1994) model for the thematic analysis process consists of three link stages or ‘streams’, i.e. data reduction, data display and data conclusion drawing as illustrated by the following figure.

Figure 3.3 Component of data analysis: Interactive model



Source: Miles & Huberman (1994, p.12)

Data reduction refers to the process of choosing, focusing, simplifying, building and transforming data (Miles & Huberman, 1994). During this stage, new thoughts and ideas was developed in terms of what should be included in the data display.

Data display is described by Miles & Huberman (1994, p. 11) as, an organised, compressed, assembly of information that permits conclusion drawing and action. Importantly these stages focus on visualizing the data by using a number of different display techniques, such as, quotations, tabulating differences and similarities and clarifying the relationship including its associated complexity of data.

The advantage of utilizing tabulation data display techniques made the description of the comparison and similarities clearer. In addition, as Miles and Huberman (1994) stated, it also increases the overall reliability of the research to make it valid for other researchers. Presenting different quotations was aimed to provide evidence, support and validate interpretations

3.4 .3Consideration of Methods

Despite being inductive in nature, after due consideration grounded theory, phenomenology, and narrative enquiry were excluded as potential methods, as the research did not seek to generate theory from the analysis, nor did it seek to explain individual's stories of a particular phenomenon (Creswell, 2013). Discourse analysis was considered and duly rejected because it is more concerned with power, knowledge, and the construction of social difference (Rose, 2007).

With thematic analysis, carefully considered categories for coding the components of extracted text were built from the conceptual framework of the study and occurrences are then coded. According to Timothy (2012), these coding categories may be quantitative, qualitative, or a mixture of both, according to the research objective. But the researcher handled the coding categories in qualitative approach for better illustration of the data in great detail and to deal with diverse subjects via interpretations.

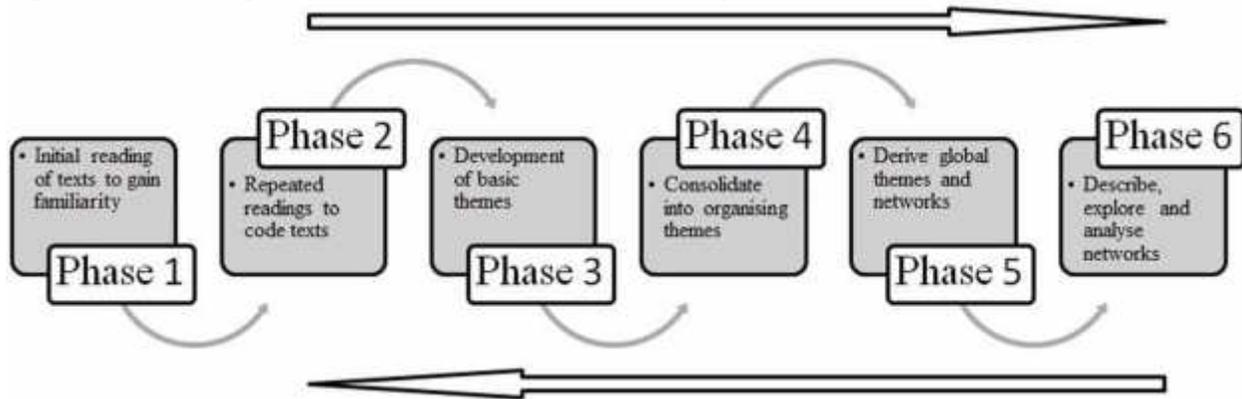
Thematic analysis may be conducted in a variety of ways (Ryan & Bernard, 2003), statistically and manually, and it is sufficiently flexible to allow for the inductive, latent, interpretive qualities desired here. For these reasons, thematic analysis was selected as the most appropriate method to address the research questions.

A further strength is, as Attride-Stirling (2001) stressed, its use of manually drawn web-like diagrammatic networks, providing a valuable graphic representation of the themes and the relationships between them . These networks then become a tool for reporting the findings, allowing the reader to understand how the text was interpreted

3.4 .4Thematic process

As the data collection was conducted through the researcher observation and semi structured interview that rely on Mskel Festivity event visitor and participants' activity, feeling or attitude, and event tourism experts feeling or attitude, thematic analysis data investigation and interpretation are combined with its analytical element. As Braun and Clarke (2006) argued this is particularly appropriate when the researcher aims to examine the data in order to discover common themes and thoughts from more than one participant.

Figure 3.4 The six phases in an interactive thematic analysis.



Source: Adapted from Attride-Stirling (2001). The arrows top and bottom indicate the “back and forth” nature of the analytic process.

It is beneficial for its better understanding of Meskel Festivity event visitor, experts and participants’ attitudes and reflections which measure is best gained through their diverse statements. Thematic Analysis provided the opportunity for researchers to move beyond calculating words or statements or expressing the ideas. The themes develop the clues and then adapt or connect them to the interview extracts of raw data as summary indicators for analysis.

3.5. Ethical consideration

The researcher has done anything necessary to make sure that the study was conducted with full ethical consideration. Permission and formal written pass letter to conduct the research was obtained from Addis Ababa University, Centre of Development Studies and then forwarded to every participant. Participants were given a written informed consent about the purpose of the study, the risks, the benefits, and researcher have given due consideration not take the participants role for granted.

Chapter Four Data Presentation, Analysis and Results

4.1. Presenting the result of the research

Semi structured interviews were conducted with individuals who are involved directly or indirectly in celebration of the Meskel festivity which was held on Sept. 26th, 2018, in Addis Ababa, the capital city of Ethiopia, or in any kind of event tourism in the city.

The information provided by the interviewees will be used primarily as the basis for the analysis, findings, recommendations and finally drawing of conclusion. Their information will be relied upon based on both their positive and negative remarks of the role and contribution of Meskel Festivity from the four major point of view earlier treated; socio cultural, environmental, economic and political. This chapter, therefore, presents the major findings of the data collected through interviews and analyzed qualitatively, followed by discussions.

The research interview was analyzed in accordance with the six phases of thematic analysis, simultaneously. In this chapter, out of the entire six phases of thematic analysis process, the researcher demonstrated the analysis separately, starting only from phase two: Repeated readings to code texts, which also serves as method of data presentation, up to Phase Six: Describe, Explore and Analyze Networks, where the result of the study are briefly discussed.

4.1 Demographic Characteristics of the interviewees

As mentioned under Chapter 3, data were collected from 10 foreign tourists and five experts. The analyses in this chapter are therefore based on the interviews conducted with ten foreign tourists and five experts. This section presents the profile of the research participants in terms of their nationality, age, gender, frequency of visit and role/position in the organization.

In terms of their nationality, the participants of this study are a composition of two samples, foreign tourists and Ethiopians (i.e. experts). Continentally, foreign tourists are from the six continents of the world (i.e. Africa, Asia, Europe, North America, South America and Australia) which imply that geographical representation is maintained in this study. With regard to their citizenship, foreign tourists are composition of South African, Sudanese, Emeriti's, English, New Zealander, two Italian, two American, Brazil and Australian. When it comes to frequency of visit, five of them are repeat visitor and five of them first time visitor.

The average age of the respondents is 35 years. Seven of the interviewees (two Ethiopians and five non-Ethiopians) are females, which imply that gender balance is maintained in this study. In terms of role or position in the organization, the five experts are manager at Jorka Events, manager at Four winds T&T, manager at Chik events, coordinator at Addis Ababa city culture and tourism office and Independent event advisor.

4.3. Phase Two: Repeated readings to code texts

In the coding phase of the analysis, interview transcripts were examined for similarities and differences with the researchers' actual observation of the Meskel festivity event. Recurring words, the ideas they represented, and any emotions the interview transcripts evoked (thereby capturing both affective and semantic connotations), were open coded and recorded. Anomalies, missing elements, contradictions and discrepancies were also considered to be valuable data, and were coded accordingly. Each subsequent reading of the texts brought new insights, which in turn warranted a further round of reading to ensure as many codes as possible were generated across the entire data set. In line with this, the extract from transcribed semi structured interview text and generated codes are presented in the following section.

4.3.1. Extracts and open coding of Practice of Event in Ethiopian context

Prior to the development of basic themes phase of the analysis, extracts from transcribed semi structured interview which describes the practice of event in Ethiopian context, were examined in order to code the recurring words. Accordingly, just eleven codes in total were identified from the extracted text as presented in Table below.

After systematically attending to the entire data set in this manner a number of times, it is believed that the widest possible number of codes for practice of event in Ethiopian context, desirable and undesirable outcome of Meskel festivity event to the environment, socio cultural, economic and political pattern of Addis Ababa city was identified. While the exact number of repeat readings that needs to be carried out cannot be dictated, the researcher have fond a point of saturation that must be reached at some point where no (or an insignificant number of) new

codes are being generated, at which juncture coding may cease. This phase is critical, as the success of the final analysis rests upon the attention to detail paid here (Stirling, 2001).

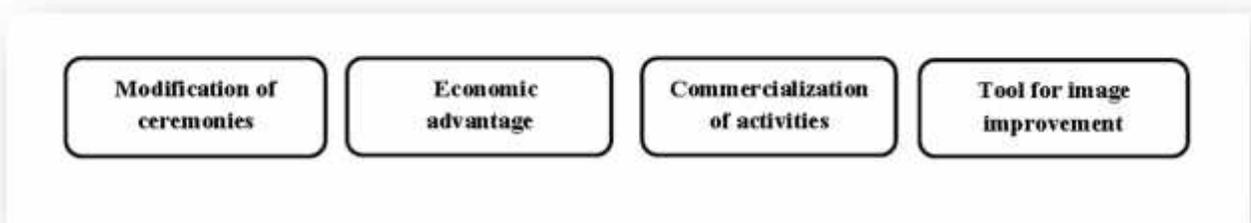
4.4. Phase Three: Development of basic themes

For the Practice of Event in Ethiopian context, desirable and undesirable outcome of Meskel festivity event which has been presented on phase two, the codes are here consolidated into basic themes by collating together all codes that seemed similar. The basic themes were then derived separately for coding from transcribed semi structured interview text that describes the desirable and undesirable outcome of environmental, socio cultural, economic and political outcome of Meskel festivity event, which allowed any contradictions between the interpretations of the two forms of text to be identified. This then provided a means of triangulation to enhance the credibility of the thematic analysis (Decrop, 2004)

4.4.2. Development of basic themes for the Practice of Event in Ethiopian context

In this Basic Themes development phase, extracts from transcribed semi structured interview which describes the practice of event in Ethiopian context, were examined in order to develop basic theme. The eleven codes that has been presented in the Table 4.1, examined and consolidated in to four basic themes presented in the figure below.

Figure 4.1 Basic themes for Practice of Meskel festivity event as a form of Event Tourism

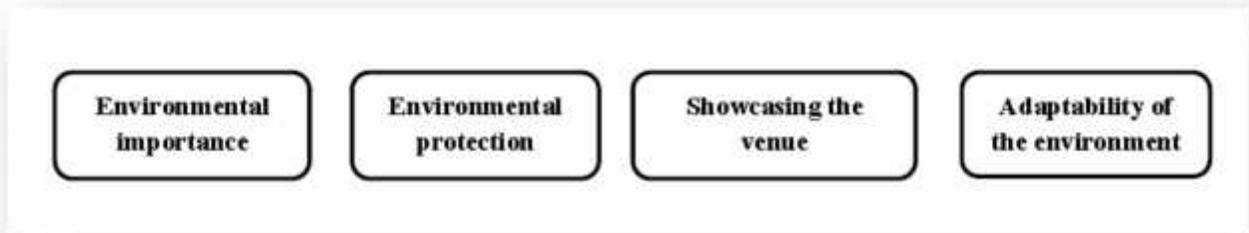


Source: Own Construction, 2019

4.4.1. Development of basic themes for desirable outcomes

Out of sixteen coding from transcribed semi structured interview text that describes the desirable environmental outcome of Meskel festivity event, the following seven extracted codes from Table 4.2, namely: Clean up and renew the environment, Environmental protection, Clean the environment, Cleaning, fixing and restoring Meskel square, Preservation of facilities around the venue, Improvement of local infrastructure and Reservation of cultural and religious heritage, were consolidated in to four basic themes presented in the Figure below.

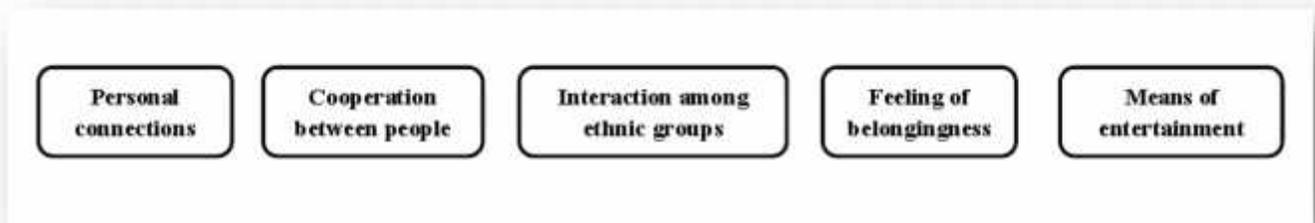
Figure 4.2 Basic themes of desirable environmental outcome



Source: Own Construction, 2019

Likewise, also grouping the codes for the socio cultural, economic and political desirable outcomes into basic themes was carried out simultaneously. In line with this six, five and three basic themes were identified and presented in Fig 4.3, Fig 4.4 and Fig 4.5 respectively.

Figure 4.3 Basic themes of desirable socio cultural outcome



Source: Own Construction, 2019

Figure 4.4 Basic themes of desirable economic outcome



Source: Own Construction, 2019

Figure 4.5 Basic themes of desirable political outcome

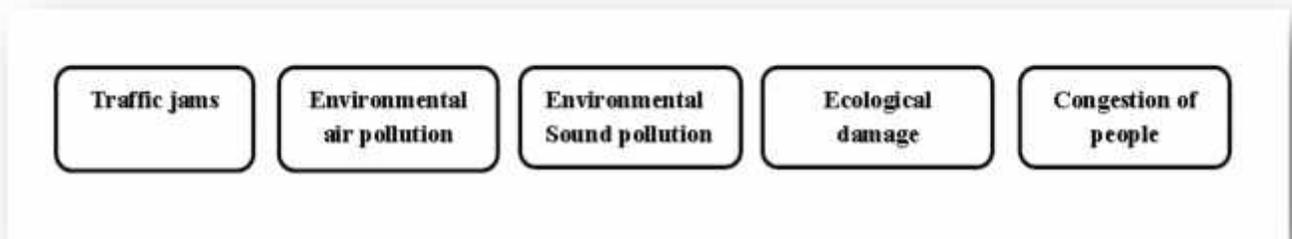


Source: Own Construction, 201

4.4.2. Development of basic themes for undesirable outcomes

For the undesirable outcomes the codes were also consolidated into basic themes by collating together all codes that seemed similar. In line with this, out of twenty one coding from transcribed semi structured interview text, that describe the undesirable environmental outcome of Meskel festivity event, six basic themes were consolidated. As shown on Figure below.

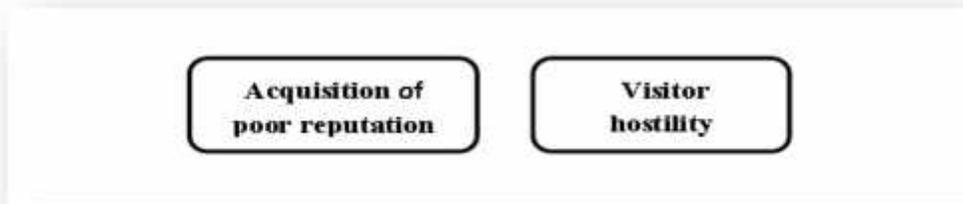
Figure 4.6 Basic themes of undesirable environmental outcome



Source: Own Construction, 2019

With the same process, grouping the codes for the socio cultural, economic and political undesirable outcomes into basic themes was carried out simultaneously. In line with this two, five and three basic themes were identified and presented in Fig 4.7, Fig 4.8 and Fig 4.9 respectively.

Figure 4.7 Basic themes of undesirable socio cultural outcome



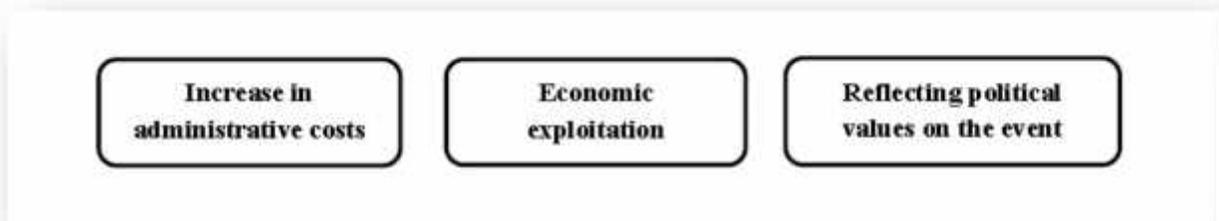
Source: Own Construction, 2019

Figure 4.8 Basic themes of undesirable economic outcome



Source: Own Construction, 2019

Figure 4.9 Basic themes of undesirable political outcome



Source: Own Construction, 2019

4.5. Phase Four: Consolidate into organizing themes

The basic themes were clustered into coherent groups and condensed into higher level themes that shared similarities. The resultant themes for the practice of event in Ethiopian context, desirable and undesirable environmental, socio cultural, economic and political outcome were then clearly defined and named as organizing themes.

3.5.1. Organizing themes for the Practice of Event in Ethiopian context

Basic themes; ‘Modification of event’, ‘Economic advantage’, ‘Commercialization of activities’ and ‘Means of image improvement’ were checked and examined thoroughly. The themes were found to have a strong linkage not only with event, but with tourism as well. As a result they are given an organizing theme that can represent them all together. Accordingly, ‘Practice of Event Tourism’ has been named as an organizing theme for those four basic themes.

Figure 4.10 A graphic representation of the organizing theme ‘Practice of Event Tourism’ with its contributing basic themes.



Source: Own Construction, 2019

3.5.2. Organizing themes for desirable outcomes

For the consolidated basic themes of desirable environmental outcomes, namely; ‘Environmental protection’, ‘Environmental importance’, ‘Showcasing the venue’ and ‘Adaptability of the environment’, the resultant organizing themes has clearly been defined and called ‘Positive environmental role’. As all the contained meaning of those six basic themes implies the desirable or positive contribution environmental outcome of Meskel festivity event celebration, the organizing theme ‘Positive environmental role’ was then amalgamated to show the relationships.

Figure 4.11 A graphic representation of the organizing theme “Positive environmental role” with its contributing basic themes.

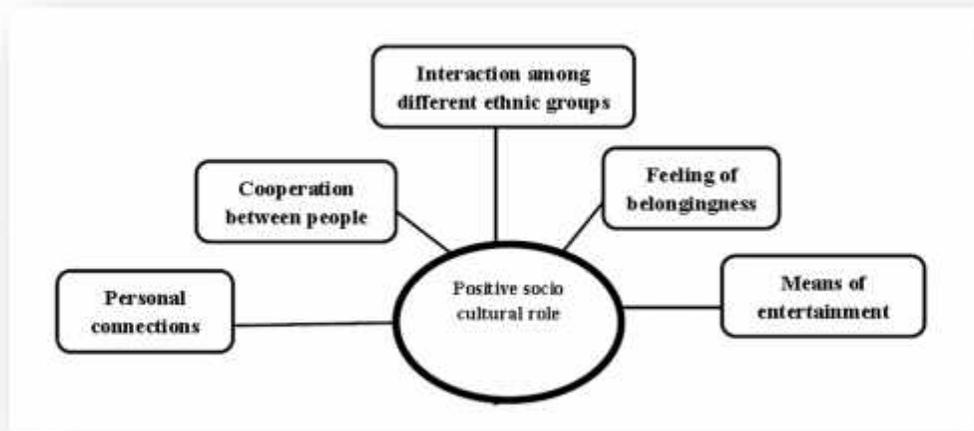


Source: Own Construction, 2019

For desired Socio cultural outcome, each basic theme was checked for coherence and consistency by reviewing the data extracts and examples for each code that made up the theme. Then by examining the expression and meaning of ‘personal connections’ ‘means of

entertainment’ ‘interaction among ethnic groups’ ‘feeling of belonging’ and ‘cooperation between people’, basic themes in relation to Meskel festivity event , an organizing theme was named as “Socio cultural role”

Figure 4.12 A graphic representation of the organizing theme “Socio cultural role” with its contributing basic themes.



Source: Own Construction, 2019

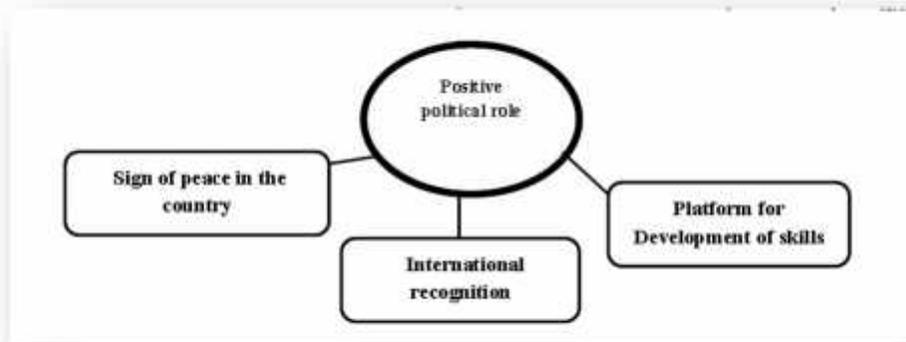
Likewise, the basic themes for the economic and political desirable outcomes were checked for coherence and consistency and consolidating them in to organizing themes was carried out simultaneously. In line with this, ‘Positive economic role’ and ‘Positive political role’ was named and then amalgamated. As presented in Fig 4.14 and Fig 4.15

Figure 4.13 A graphic representation of the organizing theme “Positive economic role” with its contributing basic themes.



Source: Own Construction, 2019

Figure 4.14 A graphic representation of the organizing theme “Positive political role” with its contributing basic themes.

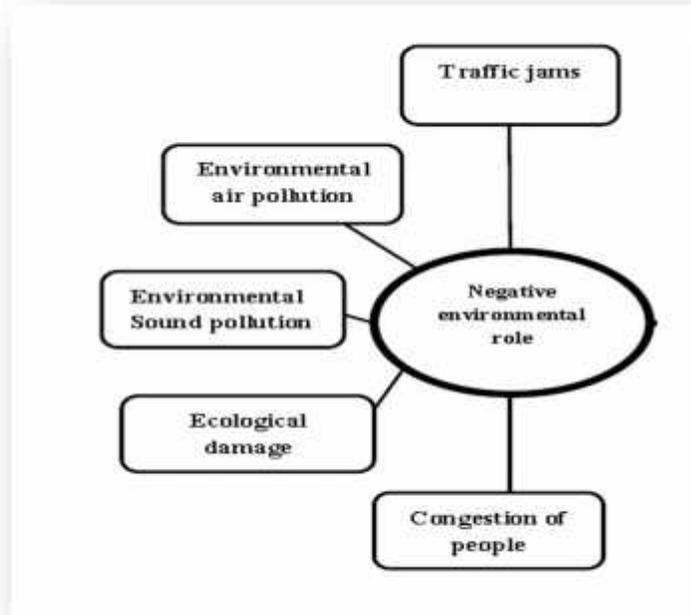


Source: Own Construction, 2019

3.5.3. Organizing themes for undesirable outcomes

Basic themes ‘traffic jams’, ‘environmental air pollution’, ‘waste disposal’ ‘sound pollution’ ‘ecological damage’ and ‘congestion of people’ was checked for coherence and consistency by reviewing the data extracts consolidated as an organizing theme called ‘Negative environmental role’.

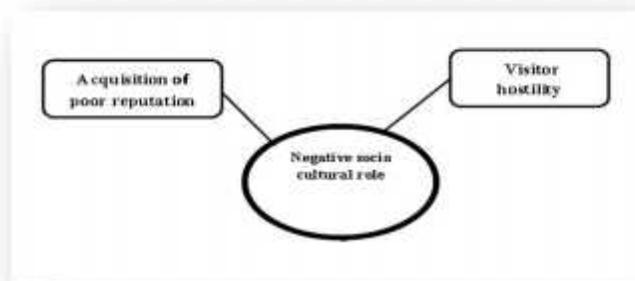
Figure 4.15 A graphic representation of the organizing theme “Negative environmental role” with its contributing basic themes.



Source: Own Construction, 2019

Basic themes, ‘visitor hostility’ and ‘acquisition of poor reputation’ was checked for coherence and consistency by reviewing the data extracts consolidated as an organizing theme called ‘Negative socio cultural role’ as shows in figure 4.17

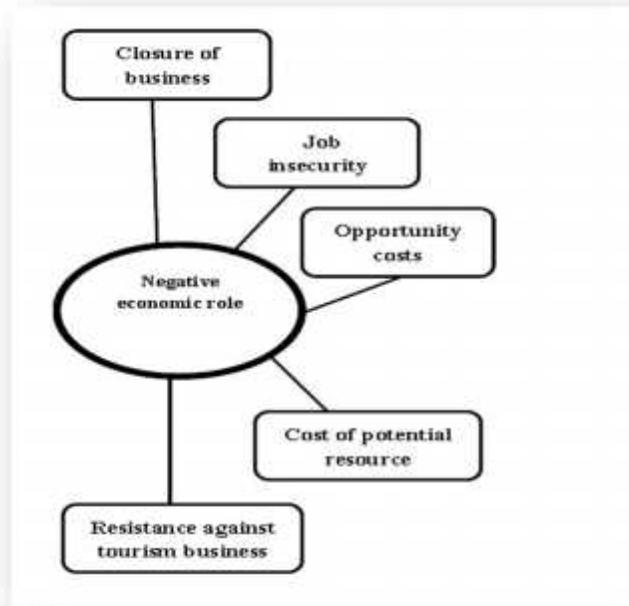
Figure 4.16 A graphic representation of the organizing theme “Negative socio cultural role” with its contributing basic themes.



Source: Own Construction, 2019

Basic themes ‘job insecurity (short term jobs)’, ‘cost of potential resource’, ‘closure of business’, ‘opportunity costs’ and ‘resistance against tourism business’ was checked for coherence and consistency by reviewing the data extracts consolidated as an organizing theme called ‘Negative economic role’

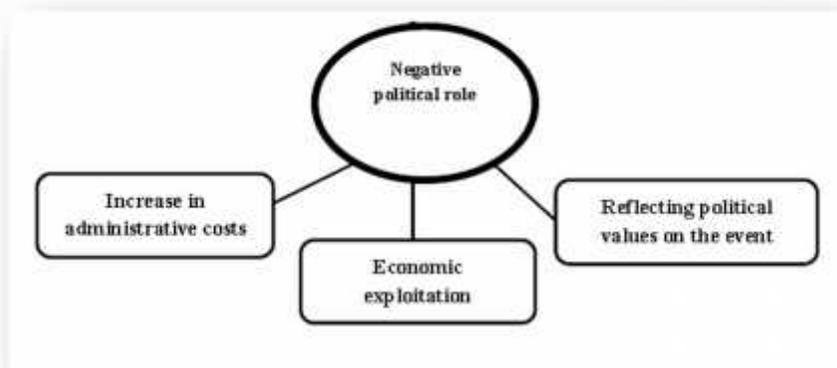
Figure 4.17 A graphic representation of the organizing theme “Negative economic role” with its contributing basic themes.



Source: Own Construction, 2019

Basic themes, ‘economic exploitation’, ‘reflecting political values on the event’ and ‘increase in administrative costs’ were checked for coherence and consistency by reviewing the data extracts and finally consolidated as an organizing theme called ‘Negative political role’

Figure 4.18 A graphic representation of the organizing theme “Negative political role” with its contributing basic themes.

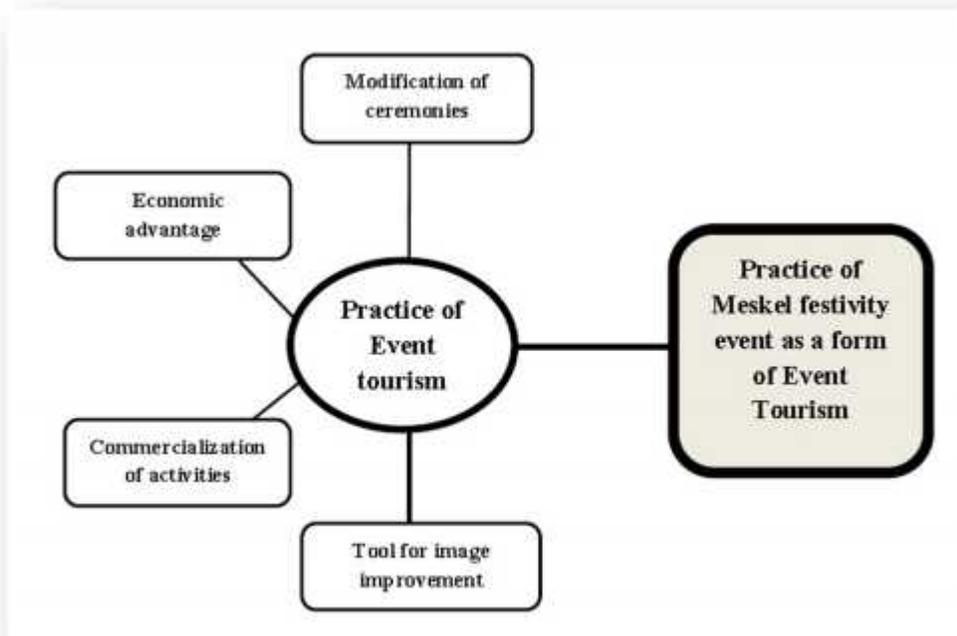


Source: Own Construction, 2019

5.6. Phase Five: Derive global themes and networks

Additional deeper analysis of practice of event tourism at a higher level of abstraction revealed overarching global themes that could be derived from them, while maintaining their internal homogeneity and mutual exclusivity. In the case of organizing theme known as practice of event tourism, its global theme has been networked with its respective four basic themes; modification of event, economic advantage, commercialization of activities and means of image improvement. The global network shows the purpose of practicing some event tourism in the city of Addis Ababa, more specifically Meskel festivity event as a form of event tourism. The global theme ‘Practice of Meskel festivity event as a form of Event Tourism’ could be seen as the conclusion or main tenet of an argument, with the organizing themes providing support and illustration (constructed through the basic themes) for reaching the conclusion.

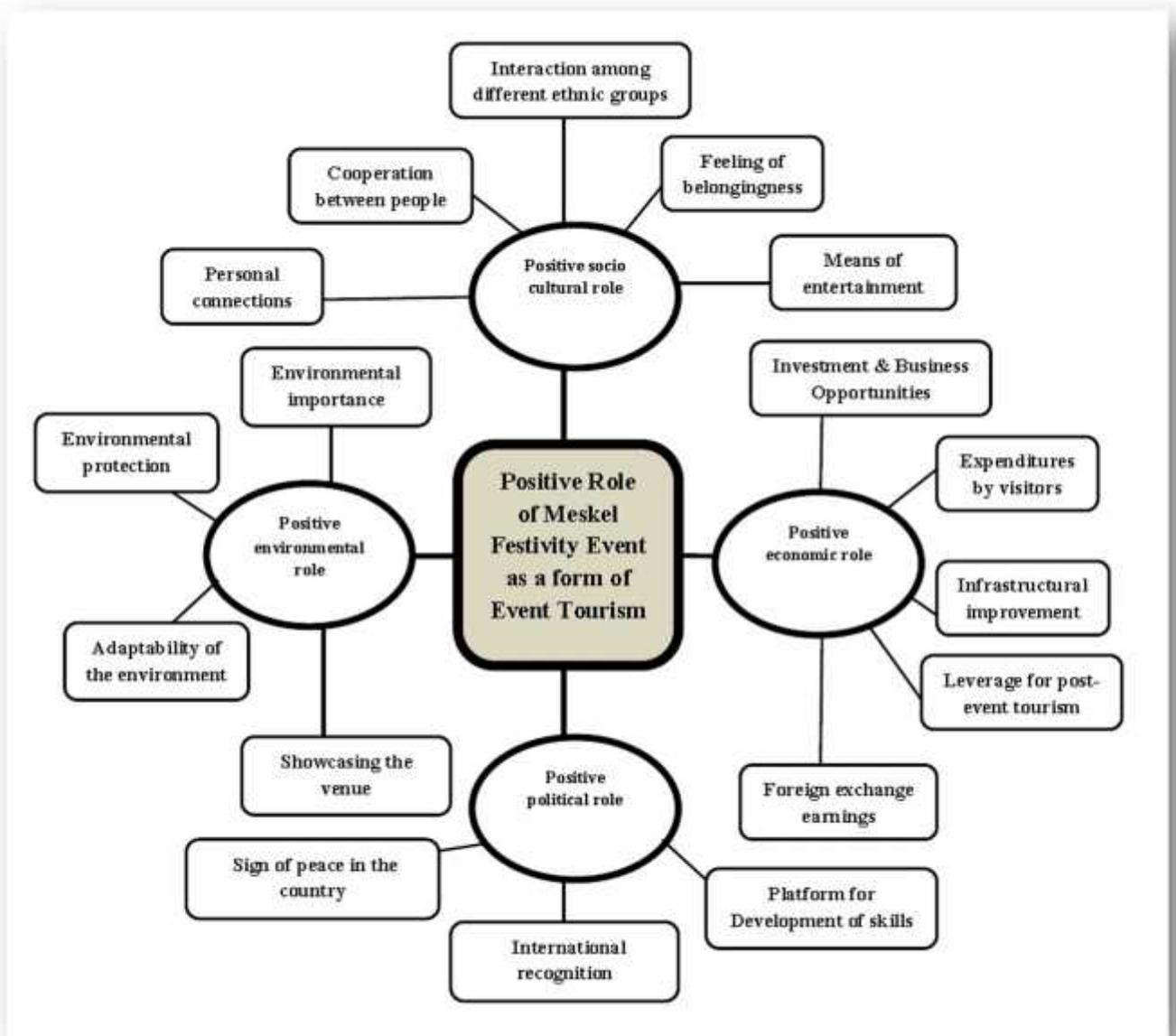
Figure 4.19 The global theme ‘Practice of Meskel festivity event as a form of Event Tourism’ showing the whole thematic network with its organising themes and its respective basic themes.



Source: Own Construction, 2019

The basic themes, organizing themes, and global themes for both the positive and negative role of Meskel festivity event could be visually depicted as a thematic network; here, the eight organizing themes, 'Positive environmental role', 'Positive socio cultural role', 'Positive economic role', 'Positive political role', 'Negative environmental role', 'Negative socio cultural role', 'Negative economic role' and 'Negative political role' described in Phase Four contribute to the thematic network surrounding the global theme of "Positive Role of Meskel Festivity Event Celebration" and "Negative Role of Meskel Festivity Event Celebration" (Fig. 4.21 and Fig. 4.22). the two global networks could also be seen as the conclusion or main tenet of an argument, with the organizing themes providing support and illustration (constructed through the basic themes) for reaching the conclusion.

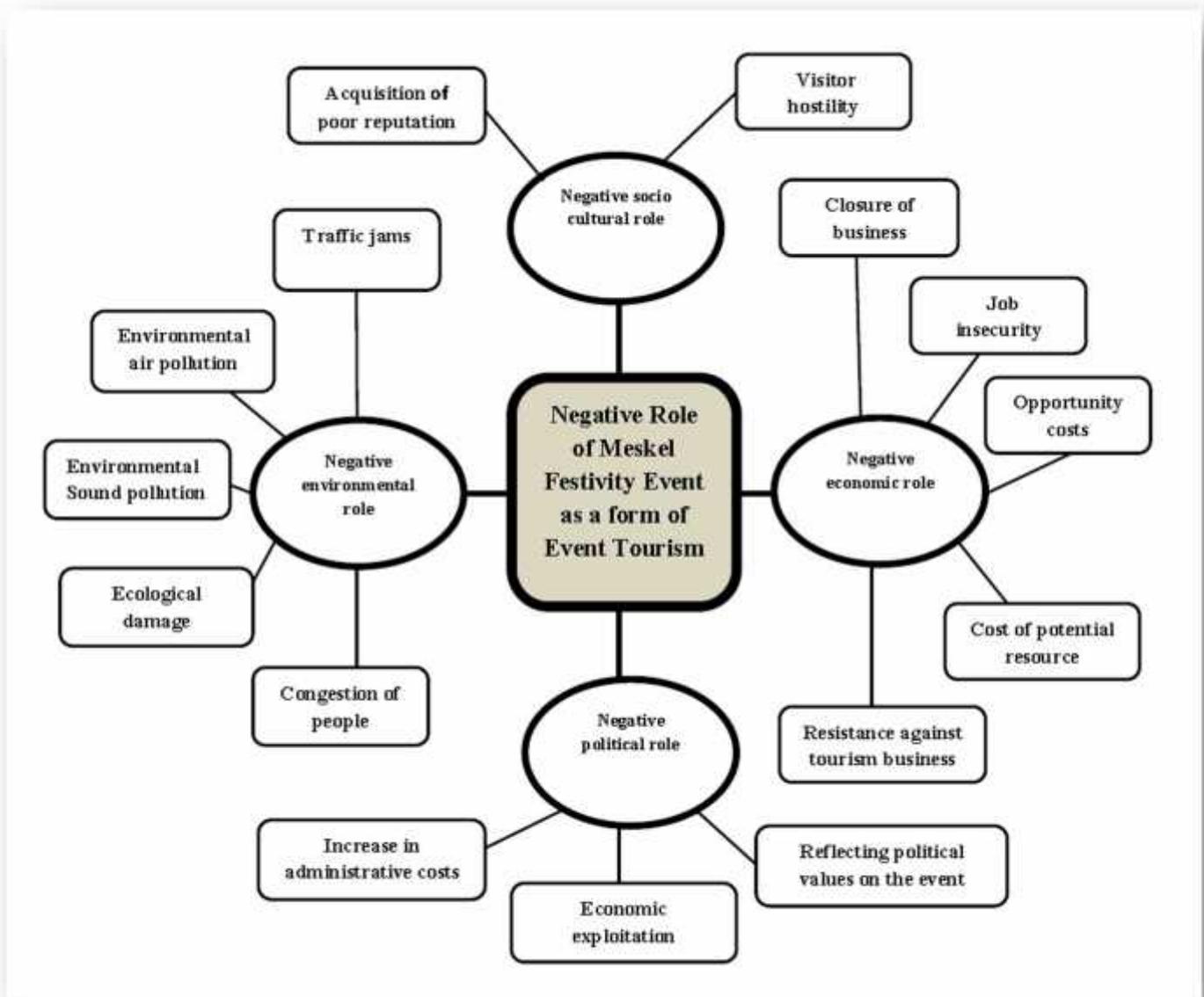
Figure 4.20 The global theme "Positive Role of Meskel Festivity Event Celebration" showing the whole thematic network with its four constituent organizing themes and their respective basic themes.



Source: Own Construction, 2019

This phase was iterative and organic, and involved a “going back and forth” between the codes, the basic themes, and the organizing themes until a cohesive argument was made for each global theme, such that they could be defined and named.

Figure 4.21 The global theme “Negative Role of Meskel Festivity Event Celebration” showing the whole thematic network with its four constituent organizing themes and their respective basic themes.



Source: Own Construction, 2019

4.7. Phase Six: Describe, explore and analyze networks

Deriving the global theme and placing it at the centre of the thematic network provided a visual tool for describing, exploring and analyzing the case in a way that was transparent and easy to understand.

This phase was performed in accordance with each organizing theme simultaneously and in line with how the research themes have been presented above. Vivid examples of all the basic themes from transcribed semi structured interview text and the researcher observation are used for their ability to describe, explore and analyze networks in a compelling manner.

Practice of Event Tourism

As indicated on Fig. 4.20, the global theme ‘Practice of Meskel festivity event as a form of Event Tourism’, the organizing theme titled ‘Practice of Event Tourism’ was described in a way that Meskel Festivity event serves as a form of event tourism which also possess positive and negative roles on the tourism development of Addis Ababa city. Getz and Cheyne (2002) argue that events over the last decade have become an important means of acquiring advantages and realizing the different economic, social and environmental objectives for many communities and tourist regions. As attested by Mihajlovi (2017), Events affect the almost every aspect of human life, whether social, cultural, economic, environmental or political. They possess positive and negative ranges of influence to a particular destination and on business entities in the destination.

Basic themes; ‘Tool for image improvement’, ‘Economic advantage’, ‘Commercialization of activities’ and ‘Modification of ceremonies’ were analyzed in relation to Meskel festivity event and found to have both positive and negative role on the tourism development of Addis Ababa city. Ashworth and Voogel (2000) have demonstrated that place or city marketing as a place product, and then proposed to develop and promote it to appeal and meet the needs of identified customers, such as tourists, investors and new immigrants, and maximize the efficient social and economic function of the area concerned, in accordance with whatever goals have been established

In the contemporary world where cities are increasingly compete for inward investment and tourism, those cities with either low visibility or a poor image will not even be considered

(Reid, 2006; Prentice & Andersen, 2003). Thus in order for Ethiopia to get on the map, as (RE01) argued, "...The hosting of events in Addis Ababa is often developed because of tourism and economic opportunities additional to social and cultural benefits." In addition one of an event organizer supported this idea by claiming:

We are businesses oriented firm so mostly we hosts and focus on profitable events like, music festivals, food festivals, bazaars and expo, music festivals, VIP visit and award ceremonies. (RE05)

For better tourism development Addis Ababa city is expected to express its personality, enhance its status and advertise its position on a global stage. In this regard, according to Reid (2006), festivals and special events provide cities with the best opportunities of image building. In the process of image building, special events and festivals, in theory, are important not only for the short- term rise in tourism volume but also for improving a destination's image and building a destination's brand for sustainable development. In line with this, Meskel Festivity event as a form of Event Tourism provides Addis Ababa city with the best opportunities of image building.

...For tourism development, government often sees event and festivals as a solution to the problems of product differentiation and seasonality in an increasingly competitive tourism market. Furthermore, events can provide national and international exposure which was sufficient to improve the image of the city as a tourism destination. (RE02)

The meaning embedded on the basic themes; 'Commercialization of activities' and 'Modification of ceremonies or event' shows that the current way of practicing Meskel Festivity event puts the environmental and socio cultural pattern of Addis Ababa city in question. RE02 believed that, Commercialization of activities or ideas which may be of political, personal or private in nature may result in modification of nature of event or activity to accommodate tourism. In line with this, if the true nature is modified or languished, the event would no more be supported by the community of Addis Ababa city. Hinch and Delamere (1993: 131) take this idea further, "the economic implications associated with them [events] are substantial, yet their social implications may be even more profound." Concerned about the true nature of Meskel

festivity event, RE01 quoted “...in the process of pushing the event for the sake of competitive market and image improvement, the true nature would be demised”. Interviewee M went on saying, the economic gain from cultural festivals would divert the organizers attention more on its economic outcome rather than true nature of the event culture.

Despite the incredible event tourism in the city, the main stakeholders such as, event organizers and government takes the responsibility regarding the improper way of event practice and undertaking which puts the old and true nature of event tourism when it comes to Meskel Festivity event as a form of Event Tourism in the case of Addis Ababa city. Kebede (2013) went on saying, despite its multitude advantage, what is most visible to policy makers or event organizers are the economic value.

...there is a significant development regarding event business practice in Ethiopia particularly in Addis Ababa nowadays. However, the true nature of the event doesn't get much attention because the attention is drawn towards to business part due to extensive profit margins. It does not only raise the profits for associates, but also serve the government as a platform for advertising and marketing of destination so both the government and private organizers don't really concern about the old and true nature of the event. (RE04)

Positive environmental role

From the global theme “Positive Role of Meskel Festivity Event Celebration” , the organizing theme titled ‘Positive environmental role’ was described in a way that the celebration of Meskel Festivity event plays a pivotal role on the tourism development of Addis Ababa city.

In the semi structured interview, by asking what they observe regarding any outcome that can positively affect the environment, the most frequently phrase mentioned by interviewees were, “protecting” and “showcasing” the environment. As two of them remarked:

... Preservation of facilities around the venue, improvement of local infrastructure and reservation of cultural and religious heritage. (Interviewee Sandra)

...Environmental protection by cleaning, fixing and restoring the some materials around Meskel square. (Interviewee Antoniho)

Moreover, the environmental protection given to Meskel square in the course of Meskel festivity event assures the permanent service of the venue which is essential for future tourism development of the city. Positive physical and ecological effects are reflected in raising awareness on environmental protection and transformation, but also in the improvement of transport and communication infrastructure (Gračan and Rudan i - Lugaric, 2013: 277).

Venue management is a very important part of the whole event management process as it serves as a part of the marketing of the venue or servicing of event clients. Some specific event venues exist and they create additional revenue by renting out their facilities to functions and corporate events (Allen et al. 2011). In relation with this, Etiosa (2012) claimed that, one way of showcasing the unique characteristics of a host community and environment is by hosting events during which the real properties of the destination is pointed out. Furthermore, (RE01) stressed, “Staging such a big event like Meskel festivity on that venue or environment could be taken as one way of showcasing the unique characteristics and convenience of that place for other events like music concert, great run and exhibition”. Mihajlovi (2017) argued, an organizing of events is an excellent opportunity to highlight the quality and specifics of the tourist destination. Particularly, the undertaking of Meskel festivity event on Meskel square, presents the place as a favorable environment which would exhibit the environment as an important venue for event tourism. With such events, the success and recognition are the resultst of their uniqueness, created in terms of specific destination identity (Ritchie, 1984).

As shown on Fig. 4.21, the global thematic network of the positive role of Meskel Festivit event celebration indicate another dimension of the positive environmental role of Meskel festivity event for the event tourism development of Addis Ababa city and overall tourism development of the city as well. The environmental contributions of the Meskel festivity are environmental protection, environmental importance, adaptability of the environment and presents the place or showcase the venue as a favorable environment.

Figure 4.22. A photo showing the convenience of the venue for other event tourism activities



Source: Own Photo Taken During Field Observation, 2019

Positive socio cultural role

The organizing theme ‘Socio cultural role’ was described as a significant positive role of Meskel festivity event. The communities of Addis Ababa are indeed benefiting from the event in different ways such as, by enabling visitors to make personal connections, people can relax and reveal everyday stress. Despite the fact that a host- guest interaction is improved through joint participation in festivals and events, it can also be strained by events and tourism in general (Getz 1997, 46.). It also enables exchange of ideas and interaction among ethnic groups in the community, enhancing feeling of belongingness and develops the cooperation between people. Getz (2003) also argued, the major benefits for a community that is hosting event are increased feeling of pride at being the host to a great event and improved leisure opportunities.

Sept. 26th, 2018, early in the afternoon, the day people have been awaiting for had finally arrived! With no word to say the crowd, there were enormous people on the main streets of the Addis Ababa city which leads to Mesqel Square. Some of the crowd singing and dancing, like they don’t have anything to worry about.

Some people standing on the side of the road and from every building around the street look relaxed entertaining the show. A lot of youths shows an outstanding cooperation between themselves and the participant as well in guiding the parade, cleaning the street a head of the parade, laying a red carpet in front of Dikons who are carrying the Tabots and rolling the carpet up as soon as the Dikons with Tabot walked over it. And another group of youth comes and grabs the rolled up carpet and run a head of the Tabot to lay it on the ground again. Some individual just approach a stranger to take a picture with. Most of foreign tourists are busy having a conversation and taking pictures of the parade and individuals with cultural and religious dressing. (Researchers' observation)

Figure 4.23. A photo showing the personal interaction between participants on celebration of Meskel Festivit event on Meskel quare Addis Ababa.



Source: Getty image, 2019

The strong linkage between identity and place is very important as it is considered as unique characteristics of specific society and the destination they live in which are two significant element of event tourism. In relation with this, Meskel festivity event also serves as a means to express the relationship between religion, identity and place. As (RE04) stated:

Obviously, Festivals are an important expression of human activity and contribute significantly to the religion, social and cultural life of their host communities. Meskel Festivity is being used by the organizers to express the relationship between religion, identity and place and plays a very important role in raising civic consciousness.

Events have direct social and cultural impact of participants, including increased community pride, sharing of experiences, increased community participation (Mihajlovi , 2017). As indicated on Fig. 4.21. basic themes; ‘expresses the relationship between religion, identity and place’, ‘community pride’, ‘personal connections’, ‘relax and reveal everyday stress’, ‘exchange of ideas among ethnic groups’, ‘feeling of belonging’ and ‘cooperation between people’, represents the positive role of event tourism on the community of Addis Ababa city. In this regard, Allen et al. (2011) argued, events are held within the host community and by its purpose, it is primarily oriented to the interests of entertainments of the local population. Above all, by strengthen local pride and self-awareness, support tolerance, and encourage participation in event tourism. Such events are a part of almost every town and city, creating a sense of belonging to them.

Figure 4.24. A photo showing the interaction and cooperation between different ethnic groups on Meskel Festivit event



Source: Getty image, 2019

Positive economic role

Events can impact on a host community through various means, examples of which could be in form of foreign exchange earnings, income and employment generation. The expenditures by tourists can be as real as any other consumption and international tourist expenditures can be seen as an export from the host country, while domestic events can be seen as an export from the hosting region to the other local regions. (Cooper et al. 2010, 129.)

Fig. 4.21 The global theme “Positive Role of Meskel Festivity Event Celebration” showing the whole thematic network with its ‘Positive economic role’ organizing themes has uncovered the economic role of event tourism through its basic themes: ‘investment and business opportunities’, ‘expenditures by visitors’, ‘infrastructural improvement’, ‘foreign exchange earnings’ and ‘leverage for post-event tourism’

Moreover, Getz and Cheyne (2002) events can have an effect on creating a more favorable perception of a particular area. A more positive image of the place has an impact on industrial investments. It also plays an important role in initiating the construction of infrastructure, trade and entrepreneurship, as well as urban renewal. When there is successful event tourism, Meskel Festivity event, where visitors spend significant amount of money, individuals would see some business opportunities and investors would engage in tourism related investments such as tour and travel agency or accommodation service like hotels. This in return fasten the infrastructural development and create tourism related jobs, but most importantly catalyses the tourism development of the Addis Ababa city. Tourism revenue to host communities normally accounts for a large portion of the total revenue i.e. spending at the event either on travel, accommodation, goods and services by tourists, especially external visitors (Estonia, 2012)

Well, some individuals have come to the city from different corners of the world in order to attend this event. Afterward, those individuals are contributing a lot to the Economy by their daily expenses for accommodation and transportation during their stay in the city. I can refer to that as huge revenue from visitors.
(Interviewee Ariana)

The other important aspect of Meskel Festivity event celebration is being leverage for post-event tourism, were the participant interested to visit some upcoming event or tourist destination

motivated by the actual event. Mossberg (2000) argued, events can also generate travel to a specific destination after the event is over. Thus, create value by selling innovative products that destination offers. If the visitors decided to participate on event tourism, Šušić and or evi (2011) argued, there is wide range of economic benefits, which is reflected in the consumption during the trip (hotel accommodation, restaurants, shopping, etc.)

Look...some of my colleague have enjoyed and fascinated by this festival and now they are suggesting me to visit Oromo Thanksgiving day in Bishoftu, which means we should extend our stay for one more week in the city, which clearly means we will be spending more money if we decided to stay. This event would help as leverage for post-event tourism. (Interviewee David)

Positive political role

The organizing theme titled 'Positive political role' with its three basic themes, 'Sign of peace in the country', 'international recognition' and 'platform for development of skills' was reviled in a way that the celebration of Meskel Festivit event plays a significant political role on the tourism development of Addis Ababa city.

Hall (1989) stated that; "Politics are paramount in hallmark events. It is either naïve or duplicitous to pretend otherwise. Events alter the time frame in which planning occurs and they become opportunities to do something new and better than before". Ethiopia is serving as a political center for Africa for a long time now and there are a number of regional and continental events being hosted in Addis Ababa city throughout a year, which pours a significant amount of money in to the economy of the country. But the only way to maintain the economic benefit, which is important for the tourism development of city, is by demonstrating the existence of peace in the country. Hence, Meskel festivity event is also now breathing life in to tourism of the city with the fact that the last two years shaky peace and political violence in the country was driving event tourism of the city to its demise, since several events in the city of Addis Ababa had been canceled for security reason. As two of the interviewee attested:

Like the rest of meeting events like IGAD and AU Summit that takes place in Ethiopia, Meskel Festivity has its own political contributions by demonstrating the existence of peace in the country, you cannot see millions of people gathered together to celebrate any kind of festival within a country where peace doesn't exist. Say Somalia, having such a festivity in the streets of Mogadishu with millions of participants is a nightmare for their security situation. Thus, this Festivity exhibits the country as a nation of peace and stability and Enhance international recognition of Ethiopia as well. (RE01)

...this is my first time in Ethiopia. Back in Italy What I used to see on the news about Ethiopia was political conflict and violence. However, what I've seen here in Addis Ababa and on the event was completely different. The people are humble and disciplined. As a matter of fact three days ago, I've been informed through text message from Embassy of Italy in Addis Ababa to restrict my movement in the city, but the event can be seen as a confirmation for the safe movement of foreigners in Addis Ababa city. (Interviewee Sandra)

In order to get to host some international or continental events, getting international recognition has long been challenging for inexperienced African countries with event tourism. Because of the last two years political violence in the country, Addis Ababa was very close to lose its international recognition as East African region peace broker center, for example, According to Radiotamazuj.org broadcasted on Feb 26th, 2018 South Sudan warring parties have refused to attend High Level Peace Revitalization Forum (HLPRF) negotiations event in Addis Ababa and demanded to be taken to another African cities. However, now Meskel festivity can be seen as tool to build an international trust on Addis Ababa to win some continental events and maintain the benefits of event tourism in the city. Events may change or legitimate political priorities in the short term....through the winning of hosting over other locations and the winning of events themselves" (quoted in Allen et al. 2010, 66.)

I hope some diplomats who are residing in the city would get a chance to visit the event. Thus, this beautiful and fascinating religious festival can be a tool to show the improving image and profile of the nation, in front of those diplomats and

countries they are representing in here. Moreover, this can be used as a leverage to push and win some issues and negotiations at international level. (Interviewee Sayid)

Politicians in recent times have realized the ability of events to raise their profile also of their cities and states as events normally gain media coverage and at the same time attract visitors and increase economic benefits and job opportunities (Estonia, 2012). In line with this, basic theme linked with organizing theme titled 'Positive political role' is Meskel festivity celebration as a form of an event tourism being used as a platform for development of skills among government and politicians. It serves as a stage for government organs and politicians to extend a message of peace and development which will enhance the tourism development of the city one way or another.

Meskel festivity and other tourism events have a political contributions and role for government officials by serving as platform for development of skills among planners. Also the politicians can see the coexistence and reactions of the gathering in order to shape their political activities. (RE02)

Negative environmental role

In most cases, According to Richards and Palmer (2007), there are always more negative environmental impacts on a host community than positive. Especially, impacts like crowd movement and control, noise pollution, access and parking and most rampantly, waste disposal. On the other hand (Gra an and Rudan i - Lugaric, 2013: 277) stressed the pollution of the nature is almost inevitable, as well as the noise and traffic congestion. As indicated on Fig. 4.22 the Six basic themes; 'traffic jams', 'environmental air pollution', 'sound pollution' 'ecological damage' and 'congestion of people' was discovered from the organizing theme; Negative environmental role. The Orthodox Tewahido church followers celebrate Meskel festivity event, starting from household level to all the way up to country level, let alone the country level, even on Addis Ababa city level the traffic jams, congestion of people and environmental air pollution that is caused by the burning tapers and bonfire can do a great harm to the environment and makes tourism business challenging around the environment.

I think the smoke of the burning bonfire can cause air pollution. Also the undertaking of this festivity on that particular place happened to restrict the movement of vehicles. This restriction will lead to overcrowding and traffic jams on subways and exchange ways around the venue. (Interviewee Ariana)

...I have seen different kind of environmental pollution like smoke, sound and disposable wastes. Even environmental air pollution from the tapers and bonfire. (Interviewee David)

Figure 4.25. A photo showing the environmental air pollution from the burning bonfire on celebration of Meskel Festivity event on Meskel square Addis Ababa



Source: Own Photo Taken During Field Observation, 2019

Negative socio cultural role

As indicated on Fig. 4.22, the global theme “Negative Role of Meskel Festivity Event Celebration”, two concerning socio cultural basic themes; ‘visitor hostility’ and ‘acquisition of poor reputation’ was discovered. In tourism activity visitor hostility is a big problem which cast doubt on the sustainability of tourism business on a particular destination. Cook et al. (2010) stated, tourism which generally involves events can be a source of conflict between hosts/ host communities and tourists/visitors in destinations where it can lead to perceived and actual

impacts. At some point, some of these factors could be the nature and the extent of social and cultural differences between the tourists and the host community, the ratio of tourists/visitors to the host community residents etc. On Meskel Festivity event, cultural or religious deference would lead to minor misunderstand or hostility between the visitor and ardent followers of that culture or religion, which would result in visitor interest waning to visit the event again. As (RE02) remarked:

...Misunderstanding leading to varying degrees of visitor hostility. For instance visitors may not be the follower of orthodox religion so he or she may not be interested or don't even know how to perform the prayers and other activities which would frustrate the some true followers of the religion.

The second concerning basic theme 'acquisition of poor reputation' has in fact negatively affected the tourism development of Addis Ababa city. In order for any destination or host community to be able to provide services to visitors, they first have to develop the necessary infrastructures to support these services. In line with this, Addis Ababa has always been accused of lack of hospitality and tourism facility and overpricing of the existing one. The ultimate outcome of poor reputation from tourists goes toward the community of Addis Ababa city and this would decrease the cooperative attitude of the community in some kind of tourism activities as a whole and in event tourism in particular.

...Ethiopia is yet to develop tourism infrastructure and facility and this would result in acquisition of a poor reputation by tourists, as a result of inadequate facilities, improper practices or inflated prices. (RE04)

Negative economic role

Basic themes; 'job insecurity (short term jobs)', 'cost of potential resource', 'closure of business', 'opportunity costs' and 'resistance against tourism business' which were networked with the global theme "Negative Role of Meskel Festivity Event Celebration" and, have in fact impacted on the city economically.

Although there is the belief that economic loss is not surprising on Meskel Festivity event as it is basically hosted for the social and religious purpose but not for economic gains, there is still the possibility that an event must have unexpected and indirect negative role on the city, economically. Events can also impact on the social life and structures of communities in various ways. As an example stated by Allen et al. (2010) of which can be car traffic which may impede the access to resident's homes, loss of amenities, cost inflation of goods and services, which can raise housing markets thereby impacting on the low-income groups. Interviewee David explained that, the traffic jams created on exchange ways as a result of this event may cost time and money for people who are with business activity on that day. On top of that business outlets around the venue such as bank, insurance and hotels will definitely not undertake the business activity of that day. Interviewee Ariana also gave remarkable example saying:

Negative economic effect on small business owners whose businesses is dependent on the streets of Meskel square such as, small merchandising outlet owners and shoeshine who are with high risk of survival if they cannot function their daily business activities even for a day....

The other unexpected negative economic role of Meskel Festivity event celebration is community resistance to some future festivals or tourism events. The negative impacts are loss of authenticity, opportunity cost and inflated prices, and community resistance (Custido and Perna 2008). Interviewee Sherme argued, the community around the event place may not be convenient with that entire overcrowding and tight security situation which is obviously against their freedom of movement. As a result there is a high probability of resisting some future tourism business or activities to maintain their freedom of movement, which in return would negatively affect the economic contribution of event related tourism of the city.

Negative political role

As indicated on Fig. 4.22, the global theme network, with its three basic themes, 'economic exploitation', 'reflection of political values on the event' and 'increase in administrative costs' shows the intense involvement of government in the undertaking of Meskel Festivity event. Events can be hosted for many political reasons, and their management and marketing are

usually influenced by politics. In mega-events, the dominant power in society seeks to showcase and reinforce its values, or to gain support. Event being an image-making tool, gives political propaganda the opportunity for their unpleasantly loud and noisy messages. When an overtone occurs, events can lead to manipulation or control over media coverage either to hide or highlight the truth (Getz, 1997)

Major events can sometimes create unintended consequences which can hijack the agenda and determine the way the public perceives the event if not managed properly. Such consequences can be in form of substance abuse, bad behavior by crowds and the increase in criminal activities. (Allen et al. 2010) In managing any event, government policies have an important role to play in order to actualize the goal of the event. Policies have to be taken into account before planning and hosting events as different events have different policies governing them. In relation with Meskel Festivity event, Interviewee K argued that, there is economic exploitation of local population to satisfy ambitions of political elite. He further strengthened the idea by suggesting, distortion of the true nature of the event in order to reflect political value. Increase in administrative costs such as hiring additional security, coordinator or organizer.

Meskel Festivity event can be used for many political reasons, in Addition to Ethiopian Orthodox Tewahido church, their management and marketing are usually influenced by government. RE05 remarked, I have seen some politicians like the Addis Ababa mayor, making a speech on the podium. Sometimes, the dominant power in society seeks to showcase and reinforce its values, or to gain support by dressing or holding flags of political parties.

4.8. Conclusion and Recommendations

4.8.1 Conclusion

Generally, the role of event tourism in the tourism development is often measured through its contributions to the environment, socio cultural, economic and political pattern of the destination. Events and festivals as a form of event tourism are the most important opportunities to achieve these specified contributions of tourism. The finding of this study clearly portrayed that practice of Event Tourism was described in a way which possess positive and negative roles in the tourism development of Addis Ababa city.

Of the positive role of Meskel Festivit event, as a form of event tourism practice, become an important means of acquiring economic advantages and serves as a tool for image improvement. In contrast, the study uncovered that the current practice of the event has went astray from its true and old nature as the event appears every year with modification of ceremonies and commercialization of activities which puts the cultural and social value of the event and community under question.

As far as the environmental benefit of the Meskel Festivity is concerned, as a form of event tourism it has much contribution such as; environmental protection, environmental importance, adaptability of the environment and presents the environment as a favorable venue for other event tourism activities. Traffic jams, air pollution, waste disposal, sound pollution, ecological damage and congestion of people are negative outcome of the event which casts doubt on the sustainable role of event tourism in the tourism development of Addis Ababa city. In line with this, the aforementioned negative environmental outcomes, traffic jams and congestion of people would result in economic problems like, closure of bank, insurance, transport and hotel services around Mskel square. On top of cost of time and potential resource, community resistance to tourism business which is formed by individuals who are not convenient with the entire traffic jams and crowded is economically concerning.

Socio culturally, the event helps to express community pride, feeling of belonging, and the relationship between religion, identity and place. It also serves to create personal connections, relax and reveal everyday stress, exchange of ideas among different ethnic groups and enhance cooperation between people. Furthermore, the event serves the government as a platform for

development of skills, demonstrating the existence of peace in the country which could enhance international recognition where it plays a significant political role in the tourism development of Addis Ababa city. However, economic exploitation to satisfy ambitions of political elite, distortion of true nature of event to reflect political values and increase in administrative costs for additional security and coordinators are found to be negative political role of the event.

The finding of this study also forwarded that Meskel Festivit event, as a form of event tourism has an economic role by intensifying business opportunities and investment, expenditures by visitors, infrastructural improvement, foreign exchange earnings and above all, being a leverage for post-event tourism which is very essential for the tourism development of the city. However, visitor hostility and acquisition of poor reputation which would result from wrong perception of the visitor or poor infrastructural development are negative socio cultural outcome.

4.8.2 Recommendations

Based on the findings and conclusions, the study recommends the following tip and brief points which the researcher thinks necessary to be addressed in the future.

To the culture and Tourism office of Addis Ababa city and government:

- The office and government should refrain from its unilateral actions taken as a result of little understanding of the consequences. Modifications should not be added with the mere purpose of tourism. Moreover, acquiring economic advantages and image improvement must not be given the highest priority in the course of event tourism.
- Signage development should be applied to provide tourists with appropriate information. The signage is a promotional tool by itself and it has the power to reduce hassling of tourists.
- Important to create awareness programs for tourist service providers in order to scratch out any kind of visitor hostility and acquisition of poor reputation.

To the Event and Tourism related businesses:

- They should have to co-ordinate with the tourism office in marketing and promotion of any sort of event which is related with tourism

- These stakeholders should also co-ordinate rather than competing one another for event tourism to develop.
- Should host events in an appropriate venue with respect to the purpose and expected number participant. The environmental, economic, socio cultural and to some point political outcome would be severe and kills the event tourism contribution to tourism development of in the city.

To the local community:

- It is very important to strength their current cooperation with every stakeholders, respect, tolerance, good relationship and passion among different ethnic groups from local and foreign tourist as well.
- It is also important to keep on their current concerted efforts in celebrating Meskel Festivit event or any kind of event in the city with their cultural dresses, hair style, which shows community pride, feeling of belonging, identity and place.

4.9. Ensuring the Trustworthiness of the Research

Many have noted the criticisms of positivist researchers towards qualitative research on the basis of a lack of objectivity, generalizability, and criteria for judging rigor and validity (Decrop, 2004; Lincoln & Guba, 1985). Issues of terminology notwithstanding, there have been various attempts by qualitative researchers to establish criteria for qualitative inquiry, which allow the trustworthiness of the research to be ascertained (Creswell, 2013; Decrop, 2004).

Credibility, applicability, dependability, and conformability are cited as the qualitative equivalents of the quantitative constructs of internal and external validity, reliability, and objectivity, respectively (Lincoln & Guba, 1985), where: credibility refers to the truthfulness of the findings; applicability deals with whether the findings are able to be transferred to a different setting or group; dependability is associated with the consistency and reproducibility of the findings; conformability refers to how neutral or objective the findings are.

This research is a pure qualitative study of the role of event tourism in the tourism development, using the city of Addis Ababa as a case study. The interviewees had a good knowledge of the interview theme and concept as the objective of the research was them before the actual

interview, this gave them the opportunity to familiarize themselves with the issue under study. The reliability was further given a lift with first-hand information and the responses received from the interviewees. Five of the foreign tourists are on reaped visit to Addis Ababa city and two of the experts have worked in the city’s tourism sector for before joining the event industry, which is an indication that their responses to the interview can be said to be highly reliable, valid and credible and can be relied upon. The organizers interviewed have also been involved in the hosting of various events for quite a number of years and so their response can be relied upon also.

Table 4.10 Checklist of criteria for Reliability and validity

1	Pay equal attention to all data items.
2	Ensuring the coding process is thorough, inclusive and comprehensive and themes are not generated anecdotally.
3	Rigorously analyze and cross check themes with the original material to ensure internal consistency and coherence.
4	Analyze rather than paraphrase the material, and ensure the analysis matches the material.
5	Check that the analysis provides a convincing argument.
6	Dedicate sufficient time to all phases of the analysis and writing process.
7	Make assumption about the method explicit in the reporting.
8	Recognize the active nature of the research in the research.

Source; Braun & Clarke (2006).

With specific regard to thematic analysis, Braun and Clarke (2006) note a number of pitfalls that can result in poor quality work, and provide a checklist of criteria to ensure that the analysis has been conducted rigorously (Fig. 4.10). If these criteria are followed and a rigorous thematic analysis is conducted as a result, notions of credibility, applicability, dependability, and conformability should be largely addressed.

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