

**Global Events Congress IV:  
Festivals & Events Research:  
State of the Art. Incorporating the  
8th AEME Events Management  
Educators' Forum**

**Leeds Metropolitan University  
14-16 July 2010**

**FULL PROGRAMME OF  
ACTIVITIES**

*For those who are arriving the night before there will be an informal pre-conference registration from 6-8pm at the Queens Hotel Bar, City Square, Leeds*

**PLEASE NOTE - All daytime activities will be held in Leeds City Centre at the Rose Bowl, Leeds Metropolitan University.**

- Registration, teas and coffees will take place on Level 4
- Key note presentations will be held in Lecture Theatre B, Level 4
- Lunch will be held in the café on Level 1 (vouchers to be provided)
- Parallel sessions will all take place on Level 2 and Level 4

**EVENING ACTIVITIES ARE DETAILED WITHIN THE MAIN PROGRAMME BELOW**

## **Wednesday, 14<sup>th</sup> July**

**9.00-10.00 Conference registration with teas and coffees**  
Level 4 Rose Bowl, Leeds Metropolitan University

**10.00-10.30 Introductions**  
Lecture Theatre B, Level 4

**Welcome to Leeds Metropolitan University**  
Professor Susan Price, Vice-Chancellor Leeds Metropolitan University

**Welcome to GEC IV**  
Dr Charles Arcodia University of Queensland, Australia and  
Dr Betty Luo, Sun Yat-sen University, People's Republic of China

**Introduction to programme and keynote speakers**  
Professor Rhodri Thomas, UK Centre for Events Management, Leeds  
Metropolitan University

**10.30-11.15 How sustainable are mega-events really?\***  
Professor Michael C. Hall, University of Canterbury, New  
Zealand

**11.15-11.45 Teas/coffees**

**11.45-12.30 Arts festivals and European public culture**  
Dr Monica Sassatelli, University of Sussex, UK

**12.30-14.00 LUNCH in Rose Bowl Café, Level 1**  
vouchers will be provided at registration

**14.00-14.45 The challenges of creating ceremonies that meet multiple  
political and other agendas**  
Martin Green, Head of Ceremonies, London 2012 Organising  
Committee

**15.00-16.00 Parallel paper sessions on Level 2 and Level 4**

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\* Live from New Zealand.

**15.00-16.00**

<p><b>Room 1 223</b></p>	<p>Chair: Guy Masterman, Sheffield Hallam University, UK</p> <p><i>The Festival State: Differing perspectives on the role of events</i> Eliza Hixson, University of South Australia</p> <p><i>Mega Events as a Foreign Policy Forum - The Political Significance of Mass Games in North Korea</i> Udo Merkel, University of Brighton, UK</p> <p><i>A stakeholder model of the Edinburgh Festival Fringe</i> Louise Todd, Edinburgh Napier University, UK</p>	<p><b>Room 2 224</b></p>	<p>Chair: Franco Bianchini, Leeds Metropolitan University, UK</p> <p><i>An Olympic legacy for all?</i> Lynn Minnaert, University of Westminster, UK</p> <p><i>Olympian panic or prevention? Human trafficking and global events</i> Rebecca Finkel and Cathy Matheson, Queen Margaret University, UK</p> <p><i>Nature of work in the events industry</i> Jayne Luscombe, University of Brighton, UK</p>
<p><b>Room 3 225</b></p>	<p>Chair: Dewi Jaimangal-Jones, University of Wales Institute Cardiff, UK</p> <p><i>Why people go to the theatre: a qualitative study of audience motivation</i> Ben Walmsley, Leeds Metropolitan University, UK</p> <p><i>Marketing space: a conceptual framework for marketing events</i> Phil Crowther, Sheffield Hallam University, UK</p> <p><i>Brand molecule theory: An exploratory study of a telecommunication company's events</i> Aimee Goodwin and Dorothy Fox, Bournemouth University, UK</p>	<p><b>Room 4 229</b></p>	<p>Chair: Melville Saayman, North West University, South Africa</p> <p><i>Environmentally sustainable events: A critical review of the literature</i> Chantal Dickson and Charles Arcodia, University of Queensland, Australia</p> <p><i>The dynamics of sustainable events – the experts' perspective</i> Jane Ali-Knight, Edinburgh Napier University, UK; John Enson, Edinburgh Napier University, UK; Martin Robertson, Victoria University, Melbourne.</p> <p><i>Distinguishing sustainable events from sustainability events – From a performance-centred perspective towards an impact-oriented analysis</i> Alexander Wall, Leuphana Universität Lüneburg, Germany</p>
<p><b>Room 5 Lecture theatre B</b></p>	<p>Chair: Linda Wilks, The Open University, UK</p> <p><i>Festival Consumers Rejection of the 'Tourist' Tag: Application of self concept theory</i> David Gratton (1), Maria Raciti (2) and Charles Arcodia (1) (1)University of Queensland (2) University of the Sunshine Coast, Australia</p> <p><i>Festivalising Design: Seoul's New Tourism</i> Hyunjoo Lee, Lancaster University, UK</p> <p><i>Strategic analysis for organisational development of the Festival City Theatres' Trust</i> David Jarman and Eleni Theodoraki, Edinburgh Napier University, UK</p>		

**16.00-16.30 Teas/coffees**

**16.30-17.30 Parallel paper sessions on Level 2 and Level 4**

<b>16.30-17.30</b>			
<b>Room 1 223</b>	<p>Chair: Chantal Dickson, University of Queensland, Australia</p> <p><i>Exploring gender in the events industry: An agenda for future research</i> Kate Dashper, Leeds Metropolitan University, UK</p> <p><i>Understanding intentions to attend a Convention: A Gender Perspective</i> Danielle Ramirez, Jennifer Laing, Betty Weiler and Judith Mair, Monash University, Australia</p> <p><i>St.-Petersburg festivals: aspects of cultural policy and cultural tourism</i> Valery E. Gordin, Marina V. Matetskaya State University – Higher School of Economics (Saint-Petersburg Branch), Russia</p>	<b>Room 2 224</b>	<p>Chair: Dorothy Fox, Bournemouth University, UK</p> <p><i>A Review of Business Events Literature 2000 – 2009</i> Judith Mair, Monash University, Australia</p> <p><i>Festival Internationalisation: towards a network interpretation</i> Nicole Ferdinand, King’s College London Nigel Williams, University of Bedfordshire, UK</p> <p><i>Integrating Event Planning – The Egg Model</i> Adrian Richardson and Stephen Henderson, Leeds Metropolitan University, UK</p>
<b>Room 3 225</b>	<p>Chair: Eleni Theodoraki, Edinburgh Napier University, UK</p> <p><i>Economic and socio-cultural impacts of two leading cultural festivals of Savonlinna</i> Jenni Mikkonen, University of Eastern Finland Katja Pasanen, University of Eastern Finland</p> <p><i>“My grown-up children love coming home for the festivals” - On social impact of five festivals</i> Reidar J. Mykletun, University of Stavanger, Norway</p> <p><i>Social capital in the music festival experience</i> Linda Wilks, The Open University, UK</p>	<b>Room 4 229</b>	<p>Chair: Joe Goldblatt, Queen Margaret University, UK</p> <p><i>More than words – Analysing the media discourses surrounding dance music events</i> Dewi Jaimangal-Jones, University of Wales Institute Cardiff, UK</p> <p><i>Guy Debord’s Concept of the Spectacle - A Useful Tool for the Analysis of Rock Music Events?</i> Michael Williams, University of Brighton, UK</p> <p><i>Sport Event Legacies: Implications for Meaningful Legacy Outcomes</i> Alana Thomson (1), Becca Leopkey (2), Katie Schlenker(1), Nico Schlenker(4), (1) University of Technology, Sydney, Australia (2) University of Ottawa, Canada (3)Auckland University of Technology, New Zealand</p>
<b>Room 5 Lecture theatre B</b>	<p>Chair: Razaq Raj, Leeds Metropolitan University, UK</p> <p><i>Summer School courses: economic impact, economic perspectives</i> Eva Martin Fuentes, University of Lleida and Jordi Sarda, Universitat Rovira i Virgili, Catalonia, Spain</p> <p><i>Mardi Gras New Orleans: Policy intervention in an historical event</i> David McGillivray and Gayle McPherson Glasgow Caledonian University, UK</p> <p><i>Cape Town Jazz Festival blows recession blues away</i> Willie Coetzee, Uwe Hermann and Sue Geldenhuys, Tshwane University of Technology, South Africa</p>		

**19.00 (prompt.) Conference dinner - The Queens Hotel, City Square, Leeds**

**Thursday, 15<sup>th</sup> July**

**9.00-9.30 Conference registration with teas and coffees**  
Level 4 Rose Bowl, Leeds Metropolitan University

**9.30-10.15 Major events and tourism**  
Alain Dupeyras, Head of Tourism, OECD, Paris

**10.15-11.00 Beyond economics: Managing the wider impacts of events and festivals**  
Dr Calvin Jones, Cardiff University, UK

**Chair:** Dr Charles Arcodia, University of Queensland, Australia

**11.00-11.30 Teas/Coffees**

**11.30-12.30 Parallel paper sessions on Level 2 and Level 4**

<b>11.30 – 12.30</b>			
<b>Room 1</b> 223	<p><b>Chair:</b> Michelle Whitford, Southern Cross University, Australia</p> <p><i>Whole Systems Event Management - Art, Culture and Sustainability</i> Karyn John and Jennifer Otoadese, University of Oxford, UK</p> <p><i>Valuing Culture - How Government makes the cultural case</i> Dave O'Brien, Leeds Metropolitan University, UK</p> <p><i>Events and Cultural Regeneration: Creating a Cultural Legacy from the 2012 Games</i> Nancy Stevenson, University of Westminster, UK</p>	<b>Room 2</b> 224	<p><b>Chair:</b> Christopher Maughan, De Montfort University, UK</p> <p><i>Assessing the viability of first time and repeat visitors to an international jazz festival in south Africa</i> Martinette Kruger and Melville Saayman, North West University, South Africa.</p> <p><i>Young Attendees' Motivation and Behaviour: The Case of 'Rockwave Festival' in Athens</i> Sofoklis G. Skoultzos and Paris A. Tsartas, University of the Aegean, Greece</p> <p><i>Exploring the boutique festivalscape: a case-study of three small-scale music festivals in southwest England</i> Chantal Laws, University of Gloucestershire, UK</p>
<b>Room 3</b> 225	<p><b>Chair:</b> Matt Frew, Glasgow Caledonian University, UK</p> <p><i>Importance of Event at a Tourist Destination: Empirical research of County of Istria's management attitudes</i> Ines Milohnic and Klara Trošt, Institute of Agriculture and Tourism Porec, Croatia</p> <p><i>Cultural Events as Tourism Products - Opportunities and Challenges</i> Pamela Ho and Alice To, The Hong Kong Polytechnic University</p> <p><i>Spectator perceptions of the social impacts of events in East London: a study of Spec-Savers Ironman South Africa 70.3, Buffalo City</i> Siyabonga Mxunyelwa and Dimitri Tassiopoulos, Walter Sisulu University, South Africa</p>	<b>Room 4</b> 229	<p><b>Chair:</b> Tore Einar Johansen, Harstad University College, Norway</p> <p><i>In Search of The Happiness Factor: An Exploratory Study of the Total Event Immersion Motivations (TEIM) of The Gathering 2009 Guests and Participants</i> Joe Goldblatt and Claire Seaman, Queen Margaret University, UK</p> <p><i>The Emergence of Satisfaction in festival attributes: the case of Beach Break Live</i> Mary Beth Gouthro, Caroline Jackson and Miguel Moital, Bournemouth University, UK</p> <p><i>Ethnography: Exploring event experiences</i> Richard Shipway and Lorraine Brown, Bournemouth University, UK</p>

<p><b>Room 5 Lecture theatre B</b></p>	<p>Chair: Nico Schulkorf, Auckland University of Technology, New Zealand</p> <p><i>Revitalizing tradition through festivals: the role of tourism in the production of a 'traditional' festival, the Tamanaguk Ipchun Gutnori on Jeju Island, S. Korea</i> Sunyoung Hong, Leeds Metropolitan University, UK</p> <p><i>Development of a Multi-Dimensional Scale for Measuring the Quality of Special Event Programming</i> York YAN Qi and Chammy LAU Yan-Lam, The Hong Kong Polytechnic University</p> <p><i>The Organising and Producing of Chinese New Year Celebrations: The Collaboration of Diaspora Community, Host Society and "Home"</i> Yi Fu, Leeds Metropolitan University, UK</p>	<p><b>Room 6, 231</b></p>	<p>Chair: Emma Wood, Leeds Metropolitan University, UK</p> <p><i>Creative and Ambitious - First year Events Management Students and their Employability Skills</i> Hania Janta, Ian Jones, Simon Thomas and Holly Henderson, Bournemouth University, UK</p> <p><i>Some policy implications of large scale events: Liverpool, European Capital of Culture 2008'</i> Anna Richter, Leeds Metropolitan University, UK</p> <p><i>International occupational standards for event management</i> Richard Rowlands, Thames Valley University, UK</p>
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**12.30-14.00 LUNCH in Rose Bowl Café, Level 1**  
vouchers will be provided at registration

**14.00-15.00 AEME Educators Forum**

**Welcome and introduction**

Glenn Bowdin, Chair of AEME

**The Evolution and Future of Event Studies**

Professor Don Getz, The University of Queensland, Australia, University of Gothenburg, Sweden, University of Calgary, Canada

**15.15-16.30 Parallel paper sessions on Level 2 and Level 4**

**15.15-16.30**

<p><b>Room 1 223</b></p>	<p>Chair: Dave O'Brien, Leeds Metropolitan University, UK</p> <p><i>The introduction of a learning innovation to enhance the employability of event management students: an action research study</i> Dorothy Fox and Pearl Morrison, Bournemouth University, UK</p> <p><i>The relationship between grading and responsible event practices</i> Uwe P Hermann, Sue Geldenhuys and Willie Coetzee, Tshwane University of Technology, South Africa</p> <p><i>Event Management Knowledge Domains as an Antecedent for Successful Cultural Events in Malaysia</i> Qistina Donna Lee Abdullah, Faridah Mohd</p>	<p><b>Room 2 224</b></p>	<p>Chair: Eliza Hixson, University of South Australia</p> <p><i>The key characteristics of multicultural festivals: a critical review of the literature</i> In Sun Lee, Charles Arcodia, Timothy Jeonglyol Lee, University of Queensland, Australia</p> <p><i>Ethnic Revitalization, cultural growth and commodification. Indigenous festivals and events in Troms County in Norway</i> Tore Einar Johansen, Harstad University College, Norway</p> <p><i>Glastonbury: Managing the mystification of festivity</i> Jenny Flinn and Matt Frew, Glasgow Caledonian University, UK</p> <p><i>Festival audiences</i> Christopher Maughan, De Montfort University, UK</p>
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	<p>Nadzar and Halifah Abdul Rahman, University of Technology Mara, Malaysia</p> <p><i>Ivory Tower Events</i> Jackie Mulligan, Leeds Metropolitan University, UK</p>		
<p><b>Room 3</b> 225</p>	<p>Chair: Judith Mair, Monash University, Australia</p> <p><i>Do open day events develop art museum audiences?</i> Belem Barbosa, Aveiro University, Portugal and Pedro Quelhas Brito, Porto University, Portugal</p> <p><i>Measuring the effects of event sponsorship: The case of brand image transfer</i> Charles Arcodia and Margarida Abreu Novais, University of Queensland, Australia</p> <p><i>An exploratory study looking at the relationship marketing techniques used in the music festival industry</i> Anna Kerr and Daryl May, Sheffield Hallam University, UK</p> <p><i>Then and now: The changing landscape of local authority events</i> Emma H Wood and Marianna Kornilaki, Leeds Metropolitan University, UK</p>	<p><b>Room 4</b> 229</p>	<p>Chair: Lluís Bonet, University of Barcelona, Catalonia, Spain</p> <p><i>The 3 R'S of Olympic Legacy</i> Debbie Sadd, Bournemouth University, UK</p> <p><i>Mega sports events and the potential to create a legacy of sustainable sports development: Olympic promise or Olympic dream?</i> Katherine Hughes, Leeds Metropolitan University, UK</p> <p><i>Community Empowerment through Sports and Events: A Conceptual Framework for Sport-for-Development Projects</i> Nico Schlenker, Auckland University of Technology, New Zealand</p> <p><i>Leveraging Competitive Advantage from Sustainable Events</i> Dr Stephen Henderson, Leeds Metropolitan University</p>
<p><b>Room 5</b> Lecture theatre B</p>	<p>Chair: Lynn Minnaert, University of Westminster, UK</p> <p><i>Analysis on the Developing Trend of China's Trade Fair Industry</i> Liu Dake, Beijing International Studies University, China</p> <p><i>MICE Education and Research in Mainland China</i> Zhang Xiaoming, Sun Yat-Sen University, China</p> <p><i>The Analysis of trade show industry in Beijing in 2009</i> Liu Dake, Jun Luo, Bin Sun, Beijing International Studies University, China</p>	<p><b>Room 6,</b> 231</p>	<p>Chair: Kate Dashper, Leeds Metropolitan University</p> <p><i>Price and income policy in Catalan arts festivals</i> Lluís Bonet and Tino Carreno, University of Barcelona, Catalonia, Spain</p> <p><i>The phenomenology of music festival research</i> Caroline Jackson, Bournemouth University</p> <p><i>The promotion of cycling in London: the impact of the 2007 Tour de France Grand Depart on the image and provision of cycling in the capital</i> Graham Berridge, Thames Valley University</p> <p><i>A Framework for Evaluating the Effectiveness of Public Relations Events</i> Lucy Fogarty and Miguel Moital, Bournemouth University, UK</p>

**16.30-17.15 Meet the exhibitors and networking**

**Please be at the Tiled Hall ready to be seated by 19.00 (bar open 18.30)**

**19.00 AEME Dinner, Supported by Routledge, publisher of the *Journal of Policy Research in Tourism, Leisure and Events***  
Tiled Hall, Leeds Art Gallery, The Headrow

**Friday, 16<sup>th</sup> July**

**9.30-10.00 Conference registration with teas and coffees**  
Level 4 Rose Bowl, Leeds Metropolitan University

**10.00-11.00 How sponsorship works to benefit events, venues, and sponsors**  
Professor Kirk Wakefield, Hankamer School of Business, Baylor University, Texas, USA

**Chair:** Dr Betty Lou, Sun Yat-sen University, PR China

**11.00-11.30 Teas/coffees**

**11.30-12.30 Parallel paper sessions on Level 2 and Level 4**

**11.30 – 12.30**

<p><b>Room 1 223</b></p>	<p><b>Chair:</b> Nancy Stevenson, University of Westminster</p> <p><i>Events strategies, local governance and universities</i> Rhodri Thomas, Leeds Metropolitan University, UK</p> <p><i>The Application of Problem Structuring Methods to Address the Wicked Policy Problems of the 2009 Australian Repco Rally</i> Giang Phi, Dianne Dredge and Michelle Whitford, Southern Cross University, Australia</p> <p><i>Building an Event Tourism Destination: The Growth and Development of Festivals and Events in the United Arab Emirates</i> Jane Ali- Knight, Edinburgh Napier University, UK</p>	<p><b>Room 2 224</b></p>	<p><b>Chair:</b> Chantal Laws, University of Gloucestershire</p> <p><i>How to find best-practice examples of events – A novel sustainability benchmarking for events</i> Friederike Behr, Ecocontrolling GbR, Berlin Arne Cierjacks, Technische Universität Berlin</p> <p><i>Greening Bonnaroo: Exploring the rhetoric and the reality of a ‘sustainable’ festival through ethnographic methods</i> James Kennell and Rebekah Sitz, University of Greenwich, UK</p> <p><i>Environmental Concerns and Policies in the Beijing Olympic Games</i> Xu Honggang, Sun Yat-sen University and Yang Liu, Guanxi International Business Vocational School, PR China</p>
<p><b>Room 3 225</b></p>	<p><b>Chair:</b> Julia Tum, Leeds Metropolitan University, UK</p> <p><i>Power, hegemony and relationships within the festival planning and construction process</i> Alan Clark, University of Pannonia, Hungary and Allan S Jepson, Northampton University, UK</p> <p><i>A motivation based typology of open water swimmers</i> MartINETTE Kruger, Melville Saayman and Suria Ellis, North West University, South Africa</p> <p><i>From Singular to Multiple: Exploring the Relatedness and Multiplicity of an Event Portfolio</i> Vassilios Ziakas, European University Cyprus</p>	<p><b>Room 4 229</b></p>	<p><b>Chair:</b> Qiuju Luo, Sun Yat-sen University, PR China</p> <p><i>Can UK sporting venues use market segmentation to improve their effectiveness at targeting the conference market?</i> Andrew Kirby, Regent’s College, UK</p> <p><i>How do meeting organisers chose convention sites based upon different types of meetings? An empirical analysis of the Italian meeting industry</i> Giacomo Del Chiappa, University of Sassari, Italy</p> <p><i>Retail event marketing: an analysis of determinants of visitor purchase intention</i> Ruth M.W. Yeung and Wallace M.S. Lee, University of Macau, PR China</p>

<b>Room 5 Lecture theatre B</b>	<p>Chair: Jane Ali-Knight, Edinburgh Napier University, UK</p> <p><i>Study on overseas business tourists' shopping behaviour and the influencing factors: A case study of overseas buyers at the Canton Fair</i> Qiuju Luo and Xiang-yu Lu, Sun Yat-sen University, PR China</p> <p><i>Creating visitors impact through sporting events in the Caribbean Islands?</i> Razaq Raj and Bernadette Saltibus, Leeds Metropolitan University, UK</p> <p><i>(Re)living "A life-long dream": A longitudinal exploration into the legacy of consuming 'once-in-a-lifetime' sports event tourism.</i> Tim Breitbarth, Independent Researcher and Richard Keith Wright, Leeds Metropolitan University, Leeds, UK.</p>
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**12.30-14.00 LUNCH**

**14.00-15.00 Closing panel discussion – The future of events research**

Chair: Caroline Jackson, Bournemouth University

Prof Leo Jago, University of Nottingham, UK

Prof Don Getz, University of Queensland, Australia, University of Gothenburg, Sweden, University of Calgary, Canada

Glenn Bowdin, Leeds Metropolitan University, UK

Dr Eleni Theodoraki, Edinburgh Napier University, UK

**15.00 AEME Annual General Meeting (members only)**

**Conference close**

**Emergency contact numbers:**

**Leila Jancovich 07970 173 774**

**Or**

**Ruth Dowson 0797 118 9599**