







Strategy in Event Tourism and Event Management: A Systematic Literature Review

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Abstract. Adopting the notion and framework of strategy from Wheelen and Hunger, as well as the discourses on event management and event tourism from Getz, this study aims to explore how scholars have operationalized strategy in relation to events. Using a systematic literature review method, the findings attempt to characterize the present status of research on event management and event tourism-related strategies. The conclusions of this study were derived from a review of 54 scientific articles to provide an overview of years of publication, research method, type of event, type of strategy, and event discourses. Results found that the potential to do research on event management and tourism event strategies was relatively unexplored.

Keywords: Event Management, Event Tourism, Literature Review, Strategy, Systematic.

1 INTRODUCTION

In many destinations, events and festivals are essential components of the tourism product [1]. Tourism benefits derived from holding events have been known for a long time. Numerous tourist benefits are associated with event hosting, including increased destination competitiveness through the provision of a diversified tourism product, enhanced event facilities and transportation infrastructure, and an increase in visitor traffic. Additionally, event visitors whose major motivation is to attend or participate in an event spend more money, stay longer, and frequently travel in groups., indicating that event tourists are a profitable target market [2].

A recent study indicates that event outcomes can only be maximized if methods are tailored to achieve the declared tourism goals [2], [3]. In addition, the enormous and quickly increasing event business necessitates strategic management. Several studies pertaining to event industry strategy have been published [4-55]. However, it has not yet been explored what types of strategies have been utilized in the event industry. Thus, this study attempts to fill this gap by examining how scholars operationalize strategy using concept form Wheelen and Hunger [56] in relation to event from the perspectives of both event management and event tourism.

2 METHODS

This research using systematic literature review of journal article published in the Google Scholar Database. It is adopted since it has benefit of integrating and synthesizing extent knowledge in providing a state-of-the-art understanding, identifying extent knowledge gaps and inconsistencies, and addressing future research in remaining issues and advancing knowledge within the reviewed domain [57]. To conduct the review, Scientific Procedures and Rationales for Systematic Literature Reviews (SPAR-4-SLR) is adopted. Journals are harvested using Harzing’s Publish or Perish with no year boundaries, and using keywords “Event Strategy OR Strategies in title section”. As many as 52 journals were analyzed and categorized using these sections: Years of Publication, Research Method, Type of Event, Type of Strategy, Event Discourses.

3 RESULTS AND DISCUSSION

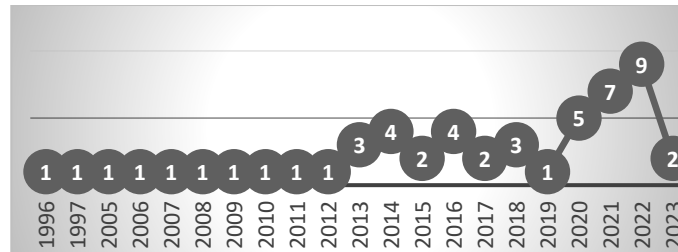


Fig. 1. Years of Publication.

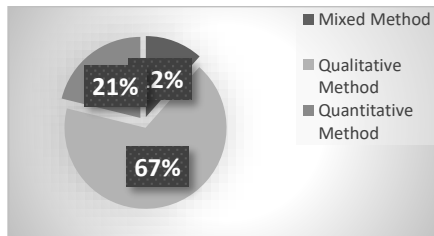


Fig. 2. Research Method.

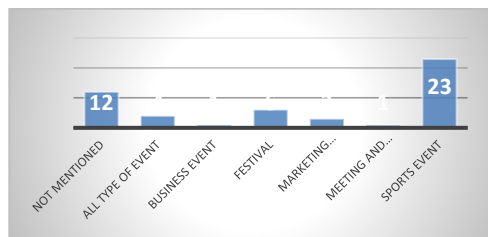
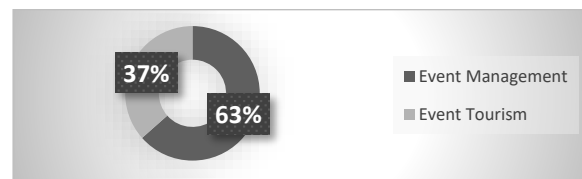


Fig. 3. Type of Event.

Table 1. Type of Strategy.

NO	TYPE OF STRATEGY	NUMBER OF ARTICLE
1	Marketing Strategy	24
2	Directional Strategy	13
3	HRM Strategies	5
4	Operation Strategy	5
5	Competitive Strategy	1
6	Cooperative Strategy	1
7	Financial Strategy	1
8	Logistic Strategy	1
9	Operations Strategy and Marketing Strategy	1
TOTAL NUMBER OF ARTICLE		52

**Fig. 4.** Event Discourses.

Research on event-related strategy remains quite sparse. This is evidenced by the fact that just 52 journal articles were obtained [4-55] with a combination of 35 renowned publications and 15 regular journals. According to Figure 1, research regarding event strategy is quite sparse. There is a rising trend of journal publications from 2020 to 2022, indicating that this area is gaining research attention for time being. Figure 2 shows research using mixed methods and quantitative methods are very limited, yet this could be a gap to be filled in the future researches. Figure 3 shows that Sports Events continue to dominate the types of events researched in this discipline. Despite the fact that there are numerous types of events that have not been investigated in depth.

Based on Table 1, as little has been said about competitive strategy, cooperative strategy, financial strategy, logistical strategy, operations strategy, and marketing strategy in the field of events, so there are still chances for research in these areas. According to the research, no event has been investigated more than once in connection to strategy. Even though a single event can be analyzed from a variety of angles, such that a complete picture of strategy can be obtained, this is not always the case. Most of strategy discussed by scholars are still concentrated in Event Management as shown in Figure 4.

4 CONCLUSIONS

Overall, the study of strategies both within the scope of event management and tourism events is still widely open for exploration. With these studies, it is hoped that practically it can improve the management and use of events, while on the theoretical side, it is expected that it can develop studies on event management and event tourism.

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