

## ANTICIPATING THE DECLINING STAGE OF SPECIAL TOURISM EVENT

Asmahany Ramely<sup>1</sup>  
Basri Rashid<sup>2</sup>  
Mohd Fadzilillah Ab.Talib<sup>3</sup>

### ABSTRACT

In this relentlessly competitive world tourism industry, tourism destination must put in extra effort to maintain its attractiveness. Hence, presence as a special tourism interest product, special event has become an obligatory attraction at most tourism destinations in order to continuously highlight the uniqueness, enjoyment, excitement, and wonderful experience to the attendees. Nonetheless, the issue of sustaining the special event particularly the attainment of return on investment (ROI) is important because hosting special events inquires large investment. Drawing from Butler (1980) destination life cycle, which staged special event into five phases, including emerging trend, growth, and maturity / consolidated, decline and revitalization, the authors demonstrate the strategy on how to extend special event life cycle. Prior to that, the authors discuss the connection point of special event as special interest tourism product. Authors also provide the definition of event from the academic perspective, the importance of special event to tourist destination, and the roles of special event in boosting tourism destination. Looking forward, the authors anticipate numerous ways in which the destination provider could apply green principles into special events.

**KEYWORDS:** SPECIAL EVENTS. EVENT LIFE CYCLE. DESTINATION LIFE CYCLE. TOURISM DESTINATION. GREEN PRINCIPLES.

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<sup>1</sup> Ph Tourism, Faculty Member. Email: asmahany@uum.edu.my

<sup>2</sup> Dean of the School of Tourism, Ph D in Tourism

<sup>3</sup> Faculty Member - Universiti Utara Malaysia

## SPECIAL EVENT AS SPECIAL INTEREST TOURISM PRODUCT

In recent years, there has been an increasing interest in connecting special event with special interest tourism. Prior to that, to discover the connection point between special interest tourism and special event, reader should understand the definition of special event and special interest tourism. Accordingly, they would find similarities and some differences between these two terms. The similarities and differences in its characteristics would complement each other, and therefore it might help the readers in classifying whether special event should be considered as special interest tourism product or not. As such, one of the primary purposes of this chapter is to develop an understanding of the relationship between special event and special interest tourism.

The definition of special interest tourism are varied according to different perspectives. Recently, Akinci and Kasalak (2016) define special interest tourism as a distinctive type of travel and tourism, which concentrates on a particular interest and privately conducted tour. Special interest tourist could be individually basis or designated groups that consist of similar interest. In another study, Douglas and Derrett (2001) define the special interest tourism as “individuals or groups of special interest driven by specific motives, harmonized leisure, and recreation experiences”. Earlier in 1995, World Tourism Organization (WTO) classify special interest tourism as a new lifestyle, increasing prosperity, urbanization, developments in the field of medicine and human nature relationship.

In relation to special events, different scholars in the event field have defined special event from various perspectives. For example, Goldblatt (2002, p. 6) defines special event as “a unique moment in time celebrated with ceremony and ritual to satisfy specific needs”. In other years, Bowdin, McPherson, and Flinn (2006, p. 13) on behalf of the Association for Events Management Education (AEME), define special event as “an organized occasion such as meeting, convention, exhibition, special gala, gala

dinner, and so on. A broader perspective about special events has been reported by Getz (1997, p.4) who describe special event from a dual perspective;

- Firstly, from event organizer's perspective - special event described as "one-time or infrequently occurring event outside normal programs or activities of the sponsoring or organizing body"
- Secondly, from attendees perspectives - special event described as "an opportunity for a leisure, social, or cultural experience outside the normal range of choices or beyond everyday experience".

Commonly, event is about a gathering of many people, in one time, one place for one specific purpose. This in line with Doug (2008, p.2 ) which describe special event as " a gathering of human beings, generally lasting from a few hours to a few days, and designed to celebrate, honor, sell, teach about or observe human endeavors". Doug's point of view towards events is also in accordance with Jago and Shaw (1998, p.29) which defines special event as "one time or infrequently occurring event of limited duration that provides attendees with a leisure and social opportunity beyond everyday experience. Such events, which attract, or have the potential to attract, tourists, are often held to raise the profile, image, or awareness of a region". In view of all that has been mentioned so far, special event is supposed to possess a high potential to be used as special interest tourist attraction.

Before discussing the importance of special event in fulfilling the special interest tourism product, authors would synthesis special event as possessing some similarity in nature with the concept of special interest tourism. The similarity is depicted in Table 1 below. Apart from the similarity, the authors also identified one important difference between these two terms.

**Table 1. Similarity and differences between special interest tourism and special events (Authors, 2018)**

	Special interest tourism	Special event
<b>Similarity</b>		
Definition	- A distinctive type of travel and tourism, which concentrates on a particular interest and privately conducted tour	- Human gathering for a specific purpose such as to celebrate, honor, sell, teach about, or observe human endeavors
Special character	- Kind of tourism activities that comprises more active, more environmentally friendly, more tolerant, and more social motif. - Concentrate on a particular interest and privately conducted tour which driven by specific motives, harmonized leisure, and recreation experience	- Organized to satisfy specific needs, to raise the profile, image, or awareness of a region. Sometimes, the activities or programme are sponsored by a sponsoring body
Focus on specific interest/theme	- Examples of special interest tourism; boat tour, yachting, train tours, skiing, trekking, mountaineering, golf, tennis, fishing, rafting, and bird watching. - Sometimes based on the sea, sand, and sun activity	- Specific themes: celebration, education, marketing/commercial, reunion, religious, political, social
Tourist/visitors behavior	- People that want to experience new things and to know about the culture of the country and the region and provide satisfaction from it, environmentally sensitive also they want clean but not high price places	- Seeking something beyond everyday experience.
<b>Differences</b>		
Participation	- Could be individual or group basis	- The nature of event require the gathering of many people in one time

Despite prior similarities and differences between special interest tourism and special events, the authors would like to emphasize that those similarities actually help destination managers in enhancing the performance of tourism destination. The existence of special event as tourism product is important as have to be considered as a special appearance in a tourism destination. Therefore, it is appropriate to assume

special event as part of special interest tourism. The paragraph below would discuss the importance of special event to a tourism destination.

**THE IMPORTANT OF SPECIAL EVENT TO TOURISM DESTINATION.**

There is a consensus among researchers that claimed event as tourism product (see examples Pappas, 2014; Presenza & Sheehan, 2013; Anderson & Getz, 2008). However, from the author’s perspective, the growth of event can be explained from two standpoints.

From the first standpoint, special event could stand on his own, as an independent sector. Independent sector means events could be developed and organised without the support of another sector including tourism and hospitality. For example, event industry alone has the ability to attract attendees as it offers its own product level, whereas event product also could be divided into four levels. They are core product, facilitating product, supporting product and augmented product. This level of product act as complementary for the core product offered by the event. In reality, it is not necessary for the managers to provide all four level of products. However, having these four considered as value adds to the event as it could maximize attendee’s satisfaction and experience. The details of the product level as depicted in the table below.

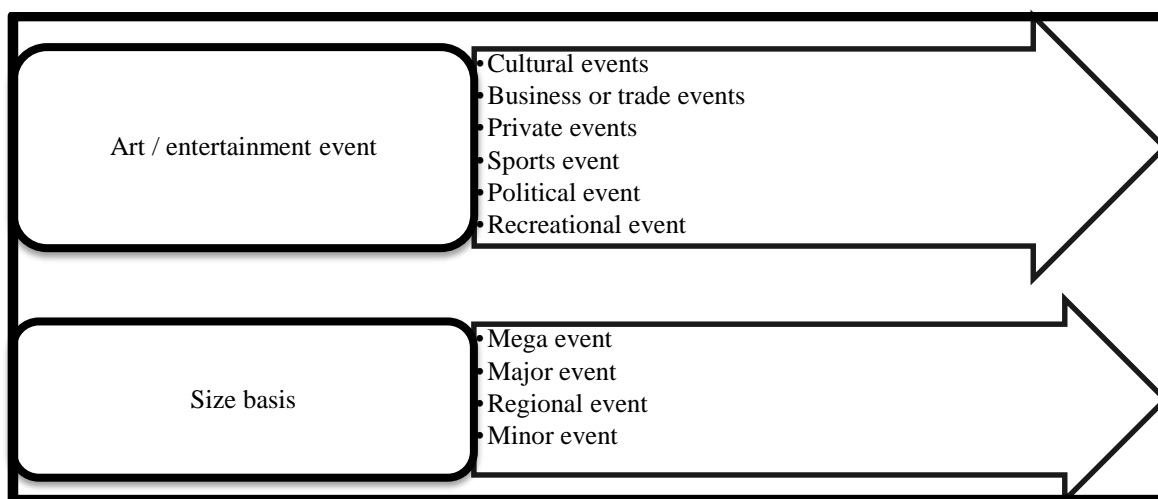
**Table 2. Event product level**

Product level	Description	Example
Core product	- What the attendees are really buying - A major focus of the event	- In a food festival, the core product will be the food
Facilitating product	- Services or goods that must be present for the guest to use the core product	- In a food festival, the chef will be the facilitating product, as, without a chef, the food is not there
Supporting product	- Giving value added to the core products - The purpose is to differentiate the current	- In a food festival, coupon or free membership will be given to the attendees. In a normal food festival, it’s not

	- event with competitors <u>Core products</u> need <u>facilitating products</u> but do not necessitate supporting products	compulsory to give a coupon or free membership to the attendees, but it would provide more value to the attendees if our festival has it
Augmented product	- The accessibility, atmosphere, customer interaction/involvement with the service organization, customer participation, and customers' interaction with each other are considered as an augmented product	- In a food festival, the organizer chooses a big hall in a city as it is easily accessed by attendees.

Apart from having different product levels, special events also could be developed on its own as it is coming from different categories and each category could stand on its own. This could be justified by the fact that different types of the event would offer different contents and have its own market segment (see the following figure).

Figure 1. Different types and sizes of events



Secondly, from other standpoints, we could possibly relate the growth of event as fulfilling the needs of special interest tourism. From the author's point of view, without event, tourism destination might face a saturation phase whereby tourists are no longer

interested in visiting destinations that offer similar sea, sun and beach attractions. In this case, special event is purposely organized to recapture special tourist attraction. Besides, attendees who attend the event are also known as a tourist. As a normal tourist, event attendees are also looking for basic needs of tourist such as accommodation, transportation, food, and beverage as well as visiting attractions in a tourism destination. All these would provide a value added because they would spend extra money on event fees. Due to that, event attendees are said to be contributing more income to tourism destination than compared to normal tourist.

To explain further, instead of normal expenses, attendees have to spend extra money on special event fees. The total expenses spent by event attendees (also known as a tourist) would provide a multiplier effect. Johnson (1999, p. 36) describe multiplier effects as “ the recirculation of a proportion of income by recipients into consumption spending, which then endangers further income and employment”. Saymaan (2000) also explains the multiplier effect as the flow and movement of money spent by tourist, which contribute to the growth of the local economy. Multiplier effect could be differentiated into five types. These types perhaps could be applied to the event sector too, as an event, and tourism is complementing each other. The types of multiplier effect is presented in the following table.

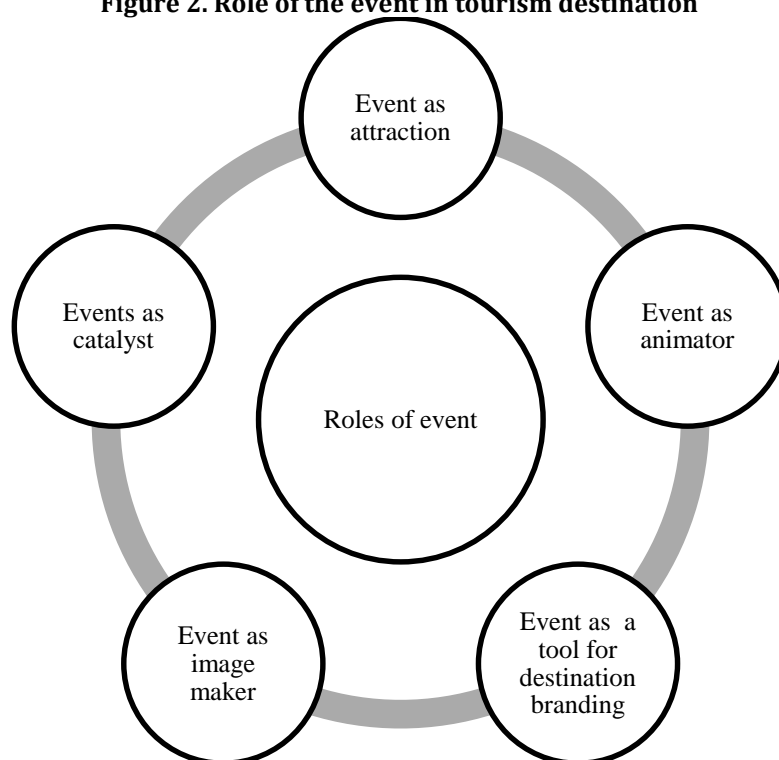
**Table 3 Types of tourism multipliers**

Different types of event and tourism multipliers	
Transaction or sale multiplier	- The extra income generated from an additional piece of tourist spending. For example, apart from spending their money for basic needs; tourist/event attendees also buy souvenirs and shopping.
Output expenditure	- The output from tourist spending that leads to additional or changes of inventories. Because of Langkawi International Maritime Exhibition (LIMA), ferry operators need to provide extra trips from Kuala Perlis/Kuala Kedah to Langkawi.
Income multiplier	- The additional income people receive due to the increased in tourist expenditures. For example, on a normal day, hawkers sell 10kg <i>Nasi Lemak</i> , but because of events, the demands are increased and hawkers could sell 20kg <i>Nasi Lemak</i> . Conceptually, when more food is sold, more income is gained.
Government revenue multiplier	- The government revenue multiplier measures the impact in government revenue via tax income as consequences of an

	increase in tourist expenditures. For example, when more international tourist/event attendees stay in a hotel during events, the government can collect more tourist tax.
Employment multiplier	- The employment multiplier is the extra employment generated by an additional unit of tourist expenditure. For example, to organise LIMA, organizer have to make sure that all facilities in Langkawi are well maintained. Therefore, more people are hired.

## ROLES OF SPECIAL EVENT IN TOURISM DESTINATION

Figure 2. Role of the event in tourism destination



In the new global economy, most of the tourism destinations which offer similar attractions (including nature and man-made attractions) find it difficult to maintain a healthy tourism business despite facing declining market shares. Overcoming this critical phase only gives two options to the destination operators - either let the destination go through the declining phase or do recovery action such as rejuvenating stages. The purpose of rejuvenation is to remain competitive in the longer term. Therefore, the destination provider should really implement the necessary action that



should be taken during rejuvenating stages. Before that, the following paragraph will highlight the roles of the event in tourism destination, as the knowledge is important for destination operators in decision-making. For now, organizing event in almost decline destination seems to be the most effective strategy to recapture the tourist's attention. Below are the roles of special events. The roles are discussed with referring to existing studies and the author's point of view.

### **EVENT AS ATTRACTION**

Event is an attraction in tourism destination (Hung, 2015) and widely accepted as a tool for leisure activities (Korstanje, 2009). This is a fact, which should be accepted by the destination provider. The destination provider in tourism destination is accountable to make sure the desirability of tourism destination attracts tourists. The ability to attract tourists would result in the increasing number of visitors and would definitely provide a significant impact on the economic development of a particular destination. Therefore, the destination provider has to ensure the number of tourists keeps increasing. In order to maintain or to increase the number of tourists, the destination provider should produce something which is different to common attractions. In this context, common attractions include man-made, specific and purpose-built tourism attractions. An example of a man-made tourism attraction could be theme parks, amusement parks, casinos, resorts, heritage centers, Zoos, Safari parks, craft centres, marinas, buildings, shopping centres, and monuments. The other common attraction is a natural attraction, which includes the sea, sand, and beaches, waterfall, mountain, flora, and fauna as well as a jungle. Some tourists might not be interested visiting destinations with similar attractions. Thus, the destination provider should come out with a new kind of attraction. To solve this problem, there comes the idea to use events as an attraction. The variety of event types (see Figure 1) and the theme has the ability to attract a different kind of tourist who has different interests and preferences, as well as varieties in behavior and expectations.

## EVENT AS ANIMATOR

A good event will possess the contents and programs, which could help to bring the event themes to life. The content and programs of events also would create an event experience and assume as animators. For example, when attending Kelantan's cultural events, attendees would get the experience of Kelantan's culture, as the event is portraying the culture to the attendees. From an event standpoint, content and programs would help the organizer to portray the real image of the event theme. The performances and exhibition during the events help the organizer to interpret the real message which is to be delivered by the host. In relation to tourism destination, the resources at a destination such as resorts, museums, heritage sites, sports arena and so on also create specialty to the events. It makes the destination alive with sensory stimulation and an appealing atmosphere (Getz & Page, 2016). All these resources help organizer to portray the event concept and theme, which is considered as an animator to attendees. It helps the organizer to deliver a real experience, enjoyment, and entertainment. We could even say that an animation is a form of internal marketing or marketing within event and tourism destination.

## EVENT AS A TOOL FOR DESTINATION BRANDING

Morrison and Anderson (2002, p. 17) define destination branding as "the process used to develop a unique identity and personality that is different from other competitive destinations". In relation to the event as a tool for destination branding, there have been several studies in the literature which reports events as the significant component of destination branding. For example, Trost, Klaric, and Ruzic (2012), as well as Jago, Chalip, Brown, Mules and Ali (2003), claimed that many destinations throughout the world have used events to strengthen their tourism industry and reinforce destination brand. In the same vein, Etiosa (2012) which discussed the impacts of event

tourism on host communities, also highlighted the use of event for destination development and branding. Similarly, Preuss (2012) stated that the biggest advantage of hosting an event, especially a mega event, is the media coverage for the mega event as it is large compared to the other scale of events. Wide media coverage would help to highlight the destination and automatically give the destination a good reputation. In view of all that has been mentioned so far, the authors believed that a successfully organized event really could give a good brand name to the tourism destination. This point was in line with Getz and Fairley (2004) which discussed the link of media coverage towards sports events in Gold Coast, Australia.

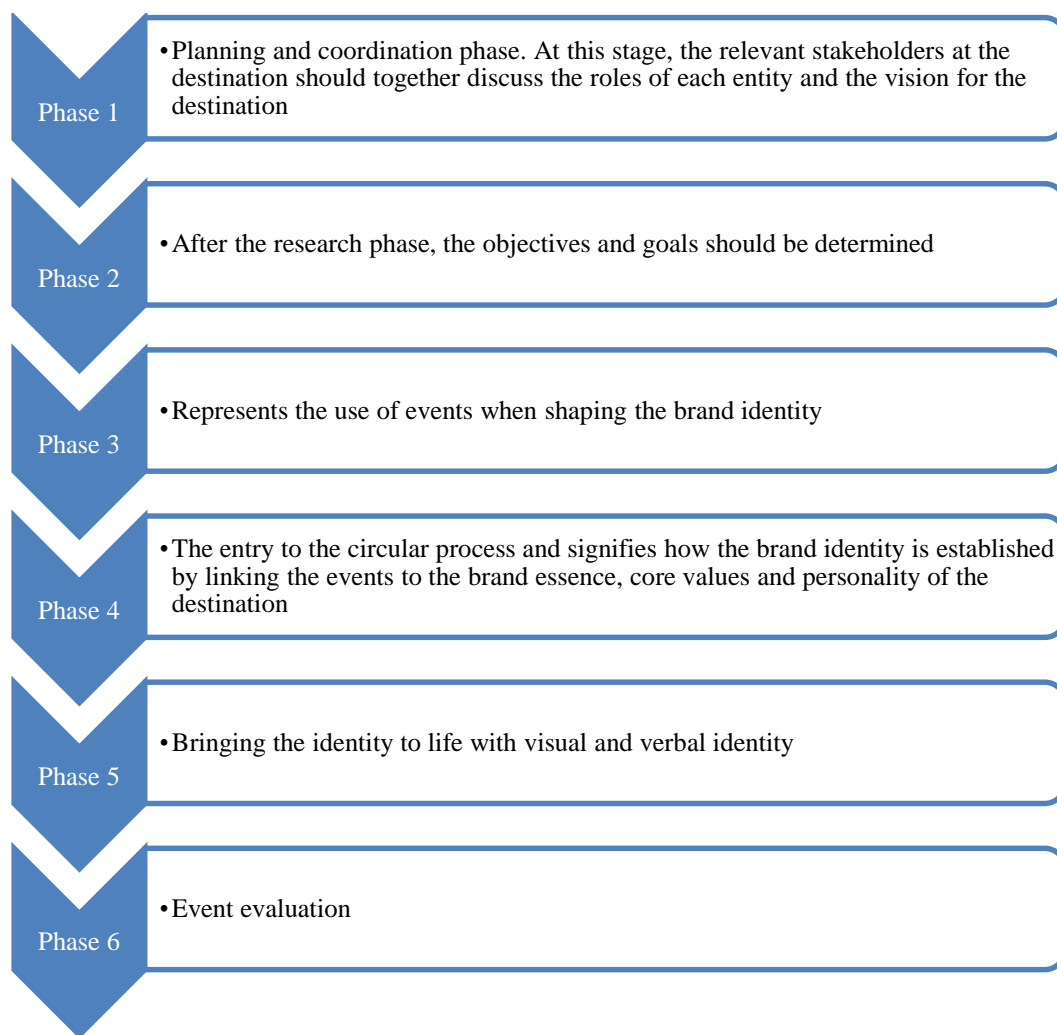
In practice, when a tourist destination is recognized with a good image, it will definitely brand the destination to a higher level compared to other tourism destinations. Brand reflects the quality, therefore, when the destination is well branded, it will be well positioned in people's mind. Positioning is important for destination branding as it could lead to loyalty and repeat visitation.

In another point of view, Chen and Segota (2015) claimed that destination branding is related to place attachment. Place attachment refers to the depth and types of attachment to one particular place (Chen, Dwyer & Firth, 2014). One might feel highly attached to the destination due to the length of residence, satisfaction, events, and expectations. Based on this statement, the authors might consider the event as tools for place attachment whereby during the cultural event, local are involved and engaged in the event. While involving and engaging in the event, they might have the feeling of belonging. Consequently, it will increase the sense of place attachment. Therefore, they would voluntarily talk about positively about their destination to others. Moreover, since the emergent of new technology, destination providers no longer have the ability to control the news. A happy local would help with destination branding (Handayani & Korstanje, 2017).

Johansson (2007, p.66) has introduced the six phases that could be practiced by the destination provider in building a destination brand through event. Following are the phases. The reader who might be interested to get the detailed information on each

phase should refer to his Master thesis entitled “Working with events to build a destination brand identity, the DMO perspective”, written by Johansson (2007). Figure 3 depicts the six phases for destination branding.

**Figure 3. Six phases for destination branding (sources: Johansson, 2007)**



### EVENT AS AN IMAGE MAKER

Getz (1997) highlighted the potential of events in creating a positive image of the destination, which could attract tourist attractions. In detail, the role of the event as

image-makers could be discussed separately pertaining to its contributions on the political side as well as the social and cultural side of the destination.

On the political side, a successfully-organized event also could portray a good image of the destination's leader. For example, if a destination organized an environmentally-friendly event, it portrays a good image of the leader which negates the negative event activities towards the environmental such as pollution, large physical wastage (such as plastic, food wrap, brochure etc) and overuse of energy. Commenting on the image created by an event from the social and cultural side, Fredline, Jago, and Deery (2002) claimed that event strengthens regional values and tradition which will lead to better understanding of cultures, therefore it portrays a good image to the residents who understand culture inherited from their previous generations. On the negative side, according to Bowdin, McDonnel, Allen, and O'Toole (2001), the organization of the event in destination also could damage the image of the host community and destination. This could happen if the event hosted produced something bad. For example, to attract tourist attraction, event organizer used to do some modification on the local culture and no longer maintain its authenticity (Loots, 2010). The cultural commercialization reflected the image of the host that does not know on how to appreciate their ancestors whereby they allow the modification on the culture.

## **EVENT AS CATALYST**

Event as a catalyst for destination development has been established a long time ago. Esses and Chalkley (1998) stated that the Olympic Games have been used as a catalyst for changing the landscape of urban destination. Large events such as the Olympic Games event has potential to become a catalyst for local tourism development (Boo, Wang & Yu, 2011). Recently, Lahap, Mahony, and Dalrymple (2016) in their paper discussed that the tourism sector has made a significant contribution to the destination development. Many states in the world used tourism and its product as a catalyst for growth and development. However, the majority of the past research admitted that only

a large event is proven as a catalyst for destination development. Therefore, to be considered as a catalyst, the destination provider should get the tender to organize large scale events, so that it could be a catalyst for destination growth and development.

When a destination is hosting an event, there is a need for them to upgrade the destination to the large event standard. For example, the facilities, landscape, and amenities should be able to fulfill the event requirement. Outside of that, the event has potential to raise outside awareness about the attractiveness and uniqueness of the destination. When a destination hosts an event, those who attend the event will definitely travel to a destination for event purposes. However, when they reach the destination, they possibly would spend their time on other tourism activities like shopping, sightseeing, and trying local dishes as well. In other cases, prior to event day, attendees might browse the information related to the destination as an event venue, while searching the information related to events, definitely, more information related to destination would pop-up. Automatically they would aware and gain more information about the destination. In this case, they might use the information themselves or would share the information with other friend or relatives. Both points of view suitably match the fact that, event as a incentive for destination growth and development.

## DISCUSSION

The above review gives the readers knowledge on the significant roles of the special event regarding tourism destination. The key points of the discussion, which highlighted why the event should be hosted in tourism destination, provide justifications why many states in the world started to use events to rejuvenate their almost declining destination. However, the process of rejuvenating tourism destination through the event is easier said than done. There are some criteria that destination should have before hosting an event as rejuvenating tools. More importantly, the destination attribute.

Zamzuri, Nordin, Atory and Raja Mustapha (2011) in their paper highlighted the importance of selecting the best destination as these attributes have a significant influence on the event’s impact. Below are the destination attributes as discussed by past study, which could be used as guidelines by the destination provider who decided to host an event in their tourism destination.

**Table 4. Event destination attributes**

Destination attributes	Descriptions	sources
Novelty	The ability of a destination to offer an uncommon, exclusive and stimulating meeting travel experience	Zamzuri, Nordin, Atory & Raja Mustapha (2011)
Destination familiarity	The ability of a destination to provide a new ambiance that differs or uncommon with attendees common place	
Destination uniqueness	The ability of a destination to offer a special setting as compared to attendees common place	
Destination excitement	The ability of a destination to offer a stimulating or unpredictable event experience to the attendees	

Once uncovering the knowledge on the best event destination attributes, a special event provider also should understand the criteria of best event. Cole and Chancellor (2009) examined the attribute of festivals which possessed a significant relationship with attendees’ overall experience, attendees’ level of satisfaction and intention to revisit the festival as one type of special event. Destination providers who use the event to rejuvenate the almost declining destination will always find difficulties in ensuring repeat visitation. Repeat visitation to the same event year after year is crucial in measuring the success of the event as rejuvenating tools for destinations. The formula for best attributes of special events that should be observed by event provider is as follows;

#### Formula 1: Event programs

A successful event organizer must be able to design good and suitable event programs for their attendees. The category of event attendees is highly dependent on the types event hosted. For example, if the organizer hosted a food festival which predominantly targeted all categories of age, the organizer has to make sure that the programs designed are suitable for all ages, or else they have to provide different programs that suitably target specific ages. The other issues to consider for event programs (for example, food festivals) are signage for a booth, children activities, food exhibitions, cooking demonstrations and ice figurines, each of which has specific target attendees.

#### Formula 2: Good or sufficient amenities

A good event should be able to provide an appropriate and satisfactory amenity. An example of amenities would be accessibility for those with special needs, availability of restrooms, number of places to sit and rest, food and beverages, as well as the cleanliness of the event venue.

#### Formula 3: Entertainment

In some cases, entertainment might be considered as a core product, supporting product, augmented product and fascinating product (see page 3), depending on the types of event hosted. For a non-entertainment event such as food festivals, the organizer might need to consider introducing a live band performance as one of the event programs. This idea possibly could attract a bigger number of crowd.

#### Formula 4: Rooted in the destination

Once the event is successfully organized, the other difficult task to do next is to sustain the event for the subsequent year. In layman terms, event sustainability is considered as the ability of the event to be hosted again and again in the future. Successful events are seen to have strong ties to their local communities and are rooted in the destination. Therefore, while deciding on the theme and concept of an event, it is good for an event organizer to consider cultural events as a theme as it is strongly tied to the local communities.

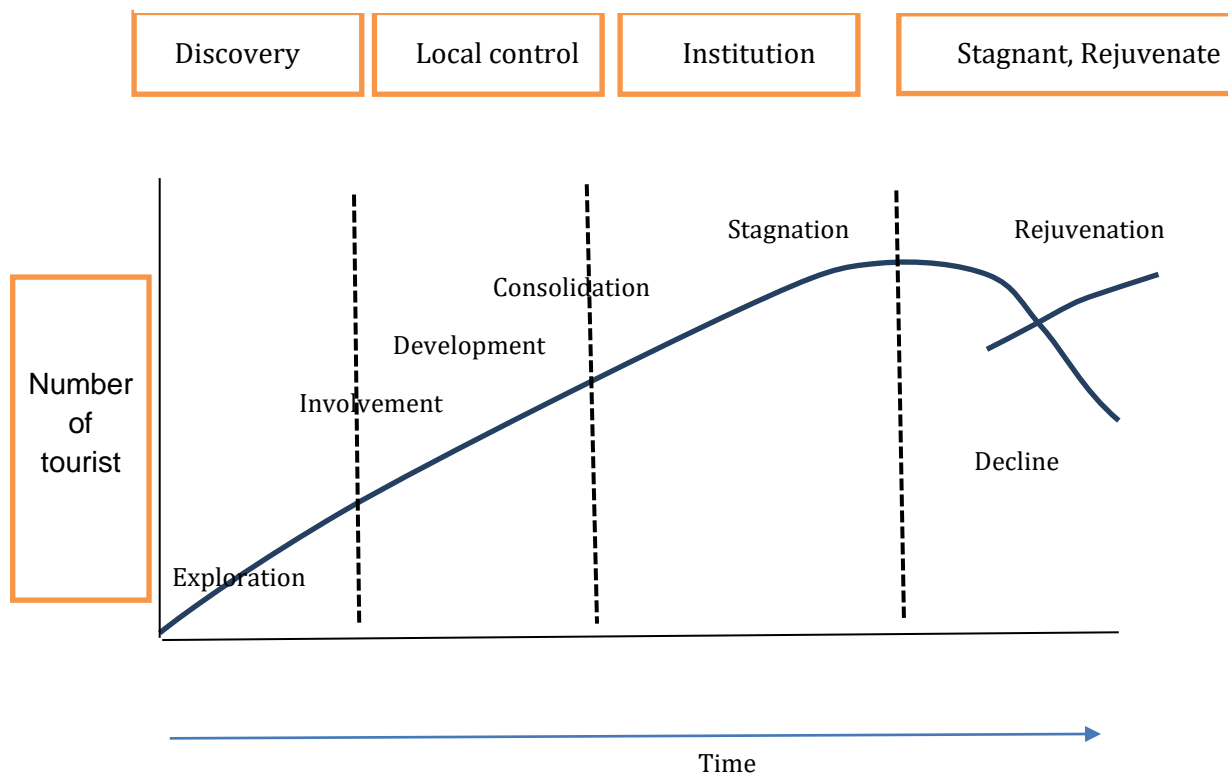


The knowledge on best event destination and best event attributes seems to be a good formula for the destination provider in using the event as rejuvenating tools for almost declining tourism destination. However, dealing with the nature of a product (including event as tourism product), researching the knowledge on life cycle is necessary. Therefore, the next section of this chapter would briefly discuss the life cycle of special event. The knowledge on the cycle of event is important, as it would help destination manager to do necessary action. Different events staged require different action. The next section will show the reader the way to manage special event life cycle.

### **MANAGING LIFE CYCLE OF EVENT**

Having discussed how special event plays its roles as a tool to rejuvenate an almost declining tourism destination, this part of the chapter will discuss the life cycle of event. To the author's knowledge, the discussion on event life cycle is still limited and insufficient to help event organizer to monitor the event growth as each cycle or stages of event requires different information, people, and action. Recent studies, which conducted by Holmes and Knight (2017) has borrowed the Tourist Area Life Cycle by Butler (1980). The original Tourist Area Life Cycle (TALC) as depicted in Figure 4. There is a large volume of published studies describing the TALC (see examples Uysal, Woo & Singal, 2012; Singh, 2011). Therefore, this chapter will not discuss the TALC, as the interested reader might refer to the existing studies mentioned before.

Figure 4. Tourist area life cycle



Hence, inspired by Butler (1980) Tourism area life cycle, authors would like to discuss the life cycle of an event, whereby the basis stages of TALC such as exploration, involvement, development, stagnation, and declining would be applied to event life cycle. Even the TALC is specifically designed for tourism destination. It is still applicable to event as it poses an interdependent relationship, which mutually benefited each other (Derret, 2003). The discussion also guided by a study conducted by Holmes and Knight (2017). In their paper, Holmes and Knight (2017) provided a detailed explanation of event life cycle.

## EXTENDING EVENT LIFE CYCLE THROUGH GREEN EVENT

The following table shows the scenario happening for each stage in the event life cycle. This section will help readers to identify the necessary action to extend the event life cycle. Referring to the stages revitalization, it stated that destination provider should rejuvenate the event. Rejuvenating the event means to refresh or rebuild the existing event so that it could sustain in the destination.

**Table 5. Criteria of Traditional event life cycle (Butler, 1980)**

Event stages	Descriptions
Emerging trends	<ul style="list-style-type: none"> <li>- Event organized to attract tourist attention</li> <li>- The purpose is to reposition the destination into the market</li> <li>- Event possibly could attract a new market segment</li> <li>- To recapture existing tourist attention which no longer interested in visiting destination due to the similar and old-fashioned type of attraction</li> </ul>
Growth	<ul style="list-style-type: none"> <li>- Successfully attract tourist attention</li> <li>- Event become main focus while marketing destination</li> <li>- Increasing the number of visitation/tourists</li> </ul>
Maturity / consolidated	<ul style="list-style-type: none"> <li>- Successful event reinforce destination image</li> <li>- Event is a key component of the destination brand and image</li> <li>- Events growth and developments lead to urban/rural regenerations</li> </ul>
Decline	<ul style="list-style-type: none"> <li>- Happened when event no longer relevant to key market/audience/destination</li> <li>- Event possibly out of trend</li> <li>- Nothing new about the event</li> </ul>
Revitalization	<ul style="list-style-type: none"> <li>- Stages where rejuvenation required</li> <li>- Event should be revived or replaced by the emergent event.</li> <li>- The destination should be rebranded and reimaged</li> </ul>

More specifically, from the author's point of view, during rejuvenation of the event, the destination provider should take fast action including;

- (i) Doing complete changes on previous or existing event
- (ii) Generating new events ideas which capture specific market niche
- (iii) Upgrading or modifying current event theme, concepts, and programs
- (iv) Changing or modifying event marketing strategy

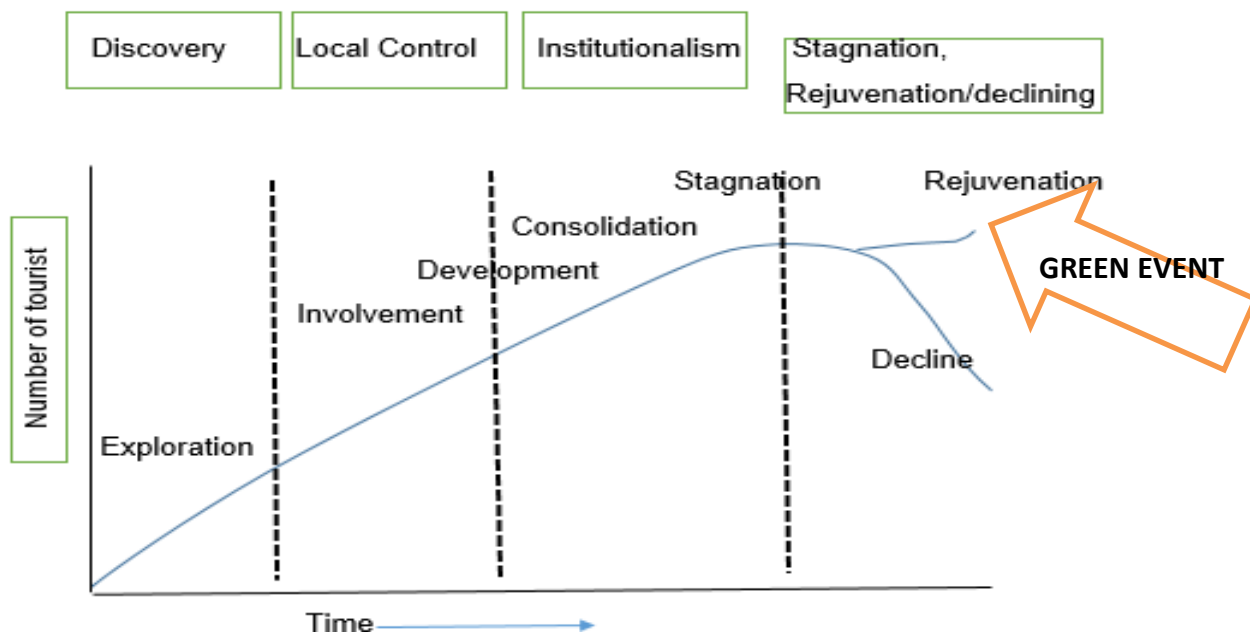
- (v) Resolving problems that might be caused by destination itself
- (vi) Following the current trend in event management such as using green approach

### **WHAT IS A GREEN EVENT?**

It is widely accepted by the nation to use the green event as a method to extend event life cycle. Unsurprisingly, much of the current literature on events pays particular attention to green practices. Therefore, the definition is become varied. For example, Ahmad, Wan Rashid, Abd Razak, Mohd Yusof and Mat Shah (2013) considered the green event as an event that is organized to be produced with minimum impact on the environment, and at the same time could leave a positive and lasting legacy on the community. Henderson (2011) relates green practices as responsible, eco-friendly, environmentally-friendly, as well as sustainable. Similarly, Song et al (2012) also considered the green event as an environmentally-friendly event. While many definitions of the term green event has been suggested, authors would consider the green event as an environmentally-friendly event, whereby all activities are designed in an environmentally-responsible manner.

### **STRATEGIES FOR RENEWING EVENT: APPLYING GREEN PRINCIPLES INTO THE EVENT**

Figure 5. Injecting green event practices for rejuvenation purposes



Based on the existing literature, the authors would summarize the six green event principles into table form. The destination provider could apply any of these principles if they want to manage a green event for extending their event life cycle. Table 6 is derived from the compilation of studies conducted by several scholars including Ahmad, Wan Rashid, Abd Razak, Mohd Yusof and Mat Shah (2013) and Live Earth green event guidelines (2009).

**Table 6. Six green event principles**

Principles	Details	Method
Energy efficiency	<ul style="list-style-type: none"> <li>- It helps to reduce the use of energy by outlining some recommendation and rules on energy usage</li> <li>- By using sustainably produced energy</li> <li>- Reduce demand for energy and reduce emission</li> <li>- Save the energy</li> </ul>	<ul style="list-style-type: none"> <li>- Switching to energy – efficient compact fluorescent lighting</li> <li>- Turning off lights and air conditioning when the rooms are not in use</li> <li>- Prefer energy-efficient event equipment</li> </ul>
Transportation management	<ul style="list-style-type: none"> <li>- Reduce the emission of Carbon Monoxide that leads to pollution</li> </ul>	<ul style="list-style-type: none"> <li>- Encourage mass transit, use sustainable transport solution</li> <li>- Reduce product miles</li> <li>- Choose easy accessible venue and site</li> <li>- Provide shuttle bus, public transport</li> <li>- Encourage carpooling, cycling and walking</li> </ul>
Water conservation	<ul style="list-style-type: none"> <li>- Conserve water, reduce production of waste water and prevent pollution</li> </ul>	<ul style="list-style-type: none"> <li>- Efficient water consumption</li> <li>- Installed water saving devices</li> <li>- Wastewater recycling</li> </ul>
Waste management	<ul style="list-style-type: none"> <li>- Prevent waste being created</li> <li>- Reduce waste into landfill</li> </ul>	<ul style="list-style-type: none"> <li>- Reduce, reuse &amp; recycle</li> <li>- Maximize event recycling</li> <li>- Provide 3 different colour bins to separate waste</li> <li>- Aim for zero waste</li> </ul>
Purchasing	<ul style="list-style-type: none"> <li>- Reduce the impacts of buying supplies, food &amp; beverage, merchandise, printing, and decor</li> </ul>	<ul style="list-style-type: none"> <li>- Buy materials from a local supplier</li> </ul>
Communication	<ul style="list-style-type: none"> <li>- Use the event to demonstrate sustainability in action</li> </ul>	<ul style="list-style-type: none"> <li>- Create a website for the event</li> <li>- Use electronic event advertising (instead of paper to communicate)</li> <li>- Inform attendees, exhibitors and another stakeholder about green effort</li> </ul>

## CONCLUSION

Holmes and Knight (2017) claimed that event life cycles are complex and required further research. A specific study examining a specific event is required. Therefore, this chapter is hoping be a pioneer to study and so on. There is a need for a more refined model, which takes into account the relationship between event stages with specific recovery action.

### ANTICIPANDOSE AL DECLIVE DE LOS DESTINOS ORIENTADOS A EVENTOS DE INTERES CULTURAL

#### RESUMEN

En un mundo de mucha competencia, el sector turístico se esfuerza por mantener los niveles de atracción en sus diferentes destinos. Por ese motivo, la presencia del turismo de interés cultural se presenta como una combinación posible y deseable para mantener vivos los destinos como así también optimizar las experiencias de quienes los visitan. No obstante, el hecho de poder obtener un remanente en la explotación de la actividad se hace un tema crucial para los planificadores. Centrados en los aportes de Butler (1980) y los ciclos de vida de los destinos, modelo que consta de cinco fases que van desde el crecimiento hasta la maduración y el declive, el estudio debate la conexión de los eventos culturales con el turismo cultural. Los autores abordan el tema del turismo de eventos especiales tomando énfasis en los roles de los organizadores, su importancia y peso relativo a la economía local y los principios ecológicos subyacentes.

**PALABRAS CLAVE:** EVENTOS ESPECIALES. VIDA DEL PRODUCTO. VIDA DE LOS DESTINOS. DESTINOS TURÍSTICOS. PRINCIPIOS ECOLÓGICOS.

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