Book Review

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Managing events, festivals and the visitor economy:
concepts, collaborations and cases
by: Duignan, M.B. (Editor)
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The recent COVID-19 pandemic has caused the international tourist arrivals to drop by as much as 97% year-on-year monthly changes in April 2020 compared to 2019 (UNWTO, 2022). While nations started to open their borders for tourism since 2021, the year-on-year monthly changes over 2019 on international tourist arrivals still seen a drop of around 60-65% in the second half of 2021 (UNWTO, 2022).While the recovery of the tourism industry from the past crises (e.g., September 11 attack (2001), SARS (2003), the global economic crisis (2009)) seems to be rather fast, the same may not be seen post-coronavirus pandemic. Events and festivals tourism highlights the essential elements of a destination from social and cultural heritage (e.g., Brazil's Carnival, Cannes International Film Festival) to modern and sophisticated exhibitions (e.g., Consumer Electronics Show, Frankfurt Motor Show) and sports events (e.g., F1 Grand Prix, World Cup). Despite being among the fastest growing segments (Yolal et al., 2015), this niche tourism product is experiencing significant turbulence as events and festivals were cancelled or postponed due to the coronavirus outbreak. This book is timely to provide a functional view towards the industry sustainable development and the application of UN Sustainable Development Goals. Following the Introduction chapter, the book presents the next 12 chapters that cover the underpinning theories and essential practices. The chapters are organised to have a flow of describing the niche tourism products within the events and festivals space, its sustainability concerns, and the involvement of students toward visitor economy research. The book can be dissected into two parts.

Part 1 comprises of two chapters, sets the scene of managing events, festivals, and the visitor economy. Chapter 1 lays the foundation of book where each chapter is expected to have its research significance linked to specific SDGs agenda. The nature of events and festivals is rather complex and more empirical analyses are required for further theory development as argued in Chapter 2. The author proposes the use of management and organisational theories (e.g., resource dependency theory, stakeholder theory) to assess the complexity of the field and to develop multi-dimensional concepts in discovering the interconnection between events and festivals with the visitor economy.

Part 2 comprises of the balance eleven chapters, further presents the concepts, collaborations, and cases of the events and festivals tourism economy. Chapter 3 and 4

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describes unique tourism product development cases in Scotland and Romania while Chapter 5 to 7 focuses on competitive strategies through the cases in Egypt, Canada, and China. Chapter 3 highlights the use of 10As concept in developing dementia-friendly destinations in Scotland. The 'Purple Pound' segment is well served in Scotland. Visit Scotland launched the 'Inclusive Tourism Toolkit' to better prepares its tourism business providers in serving this unique segment. Chapter 4 explores the *Heimat (Homeland) tourism* phenomenon among German tourists to Timisoara, Romania. The notion of *heimat tourism* perhaps closely linked to heritage or cultural tourism segment. Hence, the chapter attempted to illustrate how destinations that are both real and imagined simultaneously fortify a specific tourism product.

Tourism products require rejuvenation initiative after some time to retain its existing tourist segments and to attract new segments. Chapter 5 provides a good case on the 'Ice on Whyte' festival held annually in Edmonton, Canada. A framework of visitor experience (absorption-immersion) and visitor participation (active-passive) is discussed in the chapter. The rejuvenation effort for a matured festival destination can be designed through offerings, promotion, and partnerships within the four realms of experience: entertainment, education, aesthetic, escapism. Chapter 6 continues the discussion on competitive strategy formation through the case of the Grand Egyptian Museum (GEM) in Giza, Egypt. While Egypt is famous for its Pyramids, the GEM appeals as another flagship product to further strengthen the destination's competitiveness and economic development, and to reposition Egypt as a higher value destination. Chapter 7 reveals that the three generations of Wushan migrants in Zhaoqing, China display unique place identity attributes and behaviours. The importance of generational identity differences is highlighted to help the local authorities in forming better policies and community development strategies for regional tourism development.

Chapter 8 to 11 highlights the tourism concerns in Cambodia (Chapter 8), the UK (Chapter 9), Malta (Chapter 10), Brazil (Chapter 11). Over tourism is nothing new as each tourism destination is expected to reach the peak of its product life cycle at some point. Chapter 8 sets the definition of over tourism and depicts the dimensions as visitor experience, management destination, stakeholder community, finances, marketing, and physical structure. For example, the management of destination such as Angkor Wat, Cambodia, raised the issue on quantity over quality. While the growing popularity of the destination benefits its social, cultural, and economic development, the sustainability factor remains a concern. The event and tourism development in Winchester, UK provides a good example of sustainable tourism strategy implementation as explained in Chapter 9. Events management and tourism activities were developed with the consideration of local community's needs and satisfaction. In contrast, the influx of tourists into Malta alarmed the Maltese researchers as described in Chapter 10. While the locals may welcome the economic growth via tourism, they also believe that over tourism may cause social distress and environmental deterioration. Both cases in Winchester and Malta show the importance of harmonious interactions between the locals and the visitors. Chapter 11 gives the human rights view to the development of event tourism. Through the case of Rio 2016 Olympic and Paralympic Games, the growth of visitor economy was measured against the urban transformation concerns. The chapter highlights injustice issues such as housing displacements, violence towards certain communities, lack of accessibility to basic civil rights and freedom of expression, and privatisation of public spaces.

The book concluded with the final two chapters that discuss the role of students in research and consultancy collaborations to the visitor economy. Chapter12 describes the partnership model between the academics and the students at the University of Lincoln, UK, performing a consultancy work to identify the economic contribution of Lincoln City Football Clubto the local and regional visitor economy development. Chapter 13 further enhances the students' role in such partnership as a producer of the Magna Carta exhibition research project. The study investigated visitor satisfaction-dissatisfaction attributes and the correlation between visitor profile and the event.

Overall the book is recommended as it is able to connect concepts with practical applications, which most textbooks are lacking. The linkage of research significance in each case with UN SDGs is useful for practitioners to learn and be a contributor to sustainable tourism development. As the author tried to bring the majority of the chapters into one main part, readers may find the flow of the chapters in Part 2 as somewhat disjointed. Despite most chapters have a clear correlation to the book title, some of them may need further enhancement to have the connection done explicitly (e.g., Chapters 3, 4, 6, 7). For example, Chapter 3, 4, and 6 provides a good overview on its specific tourism product phenomenon in the visitor economy, but the linkage to events and festivals is rather unclear. Perhaps, the cases can be further enforced with examples of such tourism components (e.g., dementia-friendly access in Scotland, homeland attachment of the *heimat tourists*, magnificent Egyptian history) in attracting tourists to the events or festivals at the tourism destination. However, it is worth to note that the critical points and industry cases featured in the book provides practical references to not just the events and festivals segment, but the visitor economy in general.

References

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