

Master Thesis

Event tourism: Impacts of cultural events on the development of a tourism destination in consideration of sustainability

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Declaration

I hereby declare, that

- I have written this present master thesis independently. Any other contributors or sources have either been referenced in the prescribed manner or listed in the acknowledgement together with the nature and scope of their contribution.
- I have not submitted this master thesis to any assessor for assessment or any other form of examination paper neither in Austria nor in foreign countries.

This master thesis is in accordance with the thesis that has been assessed by the assessor

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Place, Date

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Signature

Acknowledgement

The thesis is the final task of the study programme “Event Management” at St. Pölten University of Applied Sciences in order to be able to graduate with the academic master’s degree. For this final thesis I was seeking for a topic that combines my personal interest in event management as well as provides me an opportunity to extend my know-how for my future career in the tourism consulting industry. Therefore, I decided to analyse event tourism in relation to sustainable development of a tourism destination.

During the entire research period I was supported by my university supervisor Thomas Duschlbauer. I am grateful for the professional guidance and feedback – thank you very much for your support and supervision. Mr. Duschlbauer was there to answer my questions professionally and to guide me from an academic point of view. He contributed with his input and knowledge to the outcome of this thesis. It was a great way of working together and he gave me enough space to develop my own ideas, which I appreciate.

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I hope you enjoy reading my thesis!

Viktoria Lechner

Abstract

The purpose of this research paper is to investigate how cultural events contribute to the development of tourism destinations under consideration of sustainability. Research has shown that, within the tourism industry, the event industry is one of the fastest growing areas (Raj et al., 2017, p. 27). Events are unique attractions and have the power to impact the development of a destination, for example by increasing tourists' spendings. Cultural events are a specific form of the planned events typology and the most frequently researched type of cultural events are festivals (Getz, 2008). One critical factor in the event industry is sustainability, which is an increasingly important trend worldwide but is conceptually complex and difficult to measure (Çoban 2016). There is limited availability of data about sustainability impacts on destinations caused by cultural events, which was the reason why a primary research method was chosen and applied in this work. Six Austrian subject matter experts from the event and/or tourism industry were selected and interviewed in a semi-structured way in order to obtain their opinion about this complex topic. The empirical research data gained was then analyzed and interpreted using the qualitative content analysis by Philipp Mayring (2010).

Findings of this research indicate that the concept of sustainability plays a key role in the planning process of cultural events. While economic and socio-cultural sustainability impacts have been broadly considered in the academic as well as event world, the awareness about environmental impacts is still only growing. For a successful sustainable event planning, it is essential to ensure a functioning interrelation of all three impact types. In particular the involvement of the local community is vital to be able to leverage on important opinion leaders and the local population, e.g. through temporary employments. Furthermore, events are image-makers and can positively influence the seasonality of a destination. However, a cultural event has to fit into the environment of a destination to be credible and authentic. In conclusion, the essence for sustainable event tourism is the solidarity of all stakeholders, such as the communication between event organizers and tourism offices, in order to achieve the best outcome for the destination and the event.

Zusammenfassung

Das Ziel dieser Masterarbeit ist zu untersuchen, wie kulturelle Veranstaltungen die Entwicklung einer Tourismusdestination beeinflussen unter Berücksichtigung der Nachhaltigkeit. Die Sekundärforschung hat gezeigt, dass die Veranstaltungsbranche eine der am schnellsten wachsenden Bereichen im Tourismus ist (Raj et al., 2017, S. 27). Veranstaltungen sind einzigartige Attraktionen, welche die Destinationsentwicklung beeinflussen können, beispielsweise durch zusätzliche Reiseausgaben. Kulturveranstaltungen sind eine spezielle Form von geplanten Veranstaltungen und die am häufigsten recherchierte Art sind Festivals (Getz, 2008). Ein kritischer Faktor in der Veranstaltungsbranche ist die Nachhaltigkeit, welche ein weltweiter Trend ist, jedoch komplex und schwer messbar (Çoban 2016). Um der begrenzten Verfügbarkeit von Daten über die nachhaltigen Auswirkungen von Kulturveranstaltungen auf Destinationen entgegenzuwirken, wurde eine empirische Forschung angewandt. Sechs österreichische Experten und Expertinnen, aus der Veranstaltungs- und/oder Tourismusbranche, wurden ausgewählt und in Form eines halbstrukturierten Interviews zu diesem komplexen Thema befragt. Die erhaltenen empirischen Daten wurden mit der qualitativen Inhaltsanalyse von Philipp Mayring (2010) analysiert und interpretiert.

Das Ergebnis dieser Forschung deutet darauf hin, dass das Konzept der Nachhaltigkeit essentiell für den Planungsprozess von Kulturveranstaltungen ist. Während wirtschaftliche und soziokulturelle Auswirkungen schon immer von Bedeutung waren, nimmt das Bewusstsein für die ökologischen Auswirkungen stetig zu. Für eine erfolgreiche nachhaltige Veranstaltungsplanung ist das Zusammenspiel aller drei Auswirkungen sicherzustellen. Besonders wichtig dabei ist die Einbindung der lokalen Bevölkerung und Meinungsbildner, denn diese unterstützen die Veranstaltungen, zum Beispiel durch ihre Mitarbeit. Außerdem sind Veranstaltungen imagefördernd und können die Saison einer Destination positiv beeinflussen. Eine kulturelle Veranstaltung muss jedoch in die Umgebung passen um glaubwürdig und authentisch zu sein. Zusammenfassend, die Essenz für einen nachhaltigen Veranstaltungstourismus ist die Solidarität aller Beteiligten, beispielsweise die Kommunikation zwischen Veranstaltern und Tourismusbüros, um das beste Ergebnis für die Destination und Veranstaltung zu erreichen.

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List of Abbreviations

CGE	Computable General Equilibrium
DMO	Destination Management Organization
ECOC	European Capital of Culture
ETIS	European Tourism Indicator System
FEET	Finish Event Evaluation Tool
GDP	Gross Domestic Product
GSTC	Global Sustainable Tourism Council
MC	Main category
MICE	Meeting Incentive Conventions Exhibitions
NGO	Non-Governmental Organization
NTO	National Tourist Organization
OECD	Organization for Economic Cooperation and Development
OED	Oxford English Dictionary
PR	Public Relations
RQ	Research Question
SC	Subcategory
SQ	Sub-question
TSA	Tourism Satellite Account
UNEP	United Nations Environment Program
UNWTO	United World Tourism Organization
USP	Unique Selling Proposition
VIP	Very Important Person
VR	Virtual Reality
WTTC	World Travel & Tourism Council

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Chapter 1: Introduction

The first chapter is an introduction of this master thesis. It consists of the structure of this paper, approach, problem analysis, research questions, research goal and methodology, including the working method.

1.1 Structure

The structure of this paper consists of seven major parts besides the first chapter, which is the introduction including the structure, problem analysis, research questions and goal and methodology.

The second chapter is the state of research, which shows current scientific research about the topic of event tourism in different contexts. In this chapter there are mainly studies with primary research methods considered that have been published in the last ten years.

Thirdly, the chapter event management is written about theories and fundamentals about event management and event studies. Major parts of it are the different types of events including cultural events, difference between event marketing and event management, and phases of event planning.

The fourth chapter tourism management explains the tourism industry from a scientific perspective including cultural tourism, tourism supply and demand, tourism planning and development, and impacts of tourism on a destination.

Furthermore, the chapter event tourism shows the relation between event management and tourism management, and theory of event tourism planning and development including different stakeholders and strategies. Additionally, this chapter explains also the concept of sustainability and its linkage to event tourism.

The sixth chapter is the methodology of the primary research, which includes a justification of the method of data collection, a detailed explanation of the expert interviews and the qualitative content analysis by Mayring (2010).

Chapter seven is about the final results and analysis of the empirical research by focusing on cultural events and its sustainability impact on the development of a tourism destination. The chapter also addresses the origin of event tourists, event planning at a destination, public and private support and the role of marketing.

The final chapter provides a conclusion, which consist of the answers of the research questions, limitations and recommendations for DMOs and event organizers, who are willing to plan an event more sustainable in order to impact a destination positively. This chapter also includes a future outlook.

Lastly, there is the bibliography and annexes.

1.2 Approach

The strategy of this master thesis follows a bottom-up approach in order to achieve the best possible outcome. Therefore, after the introduction, the paper continues with the state of research related to the topic of event tourism in order to become a greater picture of the existing information about the topic and discover a lack of information in the existing research. Further, a closer look is taken into the literature of tourism management, event management, event tourism and sustainability as separate fields of research. After the literature review, an empirical research provides a deeper insight and a more in-depth analysis of the topic “how cultural events can impact a destination from a sustainable point of view”. Primary research allows finding out new information and gaining a better understanding of the role events play at a destination. For this analysis, experts are asked to share their opinions and know-how about event tourism. In the next step, the information of the secondary and primary research is analyzed, combined and compared with each other. Finally, with the outcome of the analysis, recommendations are provided for DMOs (Destination Management Organizations) and event organizers in order to show how cultural events can support a destination, also from a sustainable point of view.

1.3 Problem Analysis

Today, event tourism is an essential part of the growing travel and tourism industry, which counts for 10.4% of the global Gross Domestic Product (WTTC, 2019). Events are seen as a travel motivation for tourists to discover a new destination and therefore, increase a destination's attractiveness (Getz & Page, 2016, p. 365). Especially cultural elements can help a destination to brand itself and create an own identity (Liu, 2014). For example the "Nova Rock Festival", which takes place in Nickelsdorf in Burgenland (a state in Austria) is an essential part of the event tourism industry in Austria and for the destination itself. This rock festival welcomed around 220,000 participants in 2019 (Nova Rock, 2019). In comparison, the number of inhabitants of the state Burgenland is approximately 293,000 (Statistics Austria, 2019a). This indicates already, that major events have power and a large impact on a place. But not only large festivals can influence a tourism destination, also smaller cultural events are able to have an impact, in particular in less-developed places.

In the existing literature, event tourism is described as a phenomenon that has only started to become part of scientific research a few decades ago (Getz & Page, 2020). This fact shows that research is still limited about event tourism. However, the topic is also related to the theory of event management and the theory of tourism management, where a lot of literature is published nowadays. For instance, there are scientific papers about tourism and its positive and negative impacts on a destination. It is proven by various researchers that tourism affects the economy of a destination positively, such as by creating new jobs (Çoban, 2016).

Currently, most of the theory about event tourism is from Donald Getz, PhD, a leading scholar in international tourism and event-studies, who defines event tourism as a term and explains different models related to it. Furthermore, there are various papers focusing on sport and mega events such as the Olympic Games in relation to the economic impact on the hosting destination. Besides sport events, there are also studies about cultural events, but these studies concentrate often on the effect on the host community. In order to obtain a holistic

view on the impacts of event tourism, it is important to take different perspectives into account. Therefore, the holistic concept of sustainability plays a central role in this paper.

Sustainability is a worldwide trend in many different industries, especially in tourism. The United Nations Environment Program and the World Tourism Organization describe the term sustainable development as *“Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities”* (UNEP & UNWTO, 2005). This definition points out the relevance of sustainability in the development of a tourism destination. However, according to Negrusa et al. (2016), more attention needs to be paid to cultural events in relation to sustainable tourism and its opportunity for future strategies including the involvement of residents.

Research of event tourism in relation to sustainability is limited and often it is taken from only one perspective of the holistic concept of sustainability, which is based on three pillars: social, economic and environmental (Purvis et al., 2019). According to Çoban (2016), event tourism has a huge impact on a destination's economy, hence it is interesting for further studies and shows scientific relevance. He also argues *“sustainability is a critical factor in the future of event industry”* (Çoban, 2016).

There is great potential for further research about event tourism in relation to sustainability, also because sustainability and its influence on a destination are difficult to measure. Especially interesting is the interrelation of each component of the three-pillar concept of sustainability (economic, environmental and social) in relation to the planning process of events and its linked effect on a tourism destination, which requires more attention and has to be investigated further.

To sum up, there has not been enough research published yet about how cultural events contribute to the development of a tourism destination including the planning process of an event in the context of the full concept of sustainability.

1.4 Research Question and Goal

Resulting from the problem analysis, the overall research goal of this thesis can be described as follows:

The goal of this thesis is to analyze how cultural events can contribute to the development of a tourism destination by defining positive and negative impacts on a destination's economy and environment, and investigating the planning process of cultural events in consideration of the three-pillar concept of sustainability.

In order to accomplish the research goal, the following main research question (RQ) for this master thesis is needed:

RQ: How do cultural events contribute to the development of a tourism destination in consideration of sustainability?

In order to be able to answer this main research question properly, it is necessary to answer the following sub-questions (SQ):

SQ1: What are the characteristics of a cultural event?

SQ2: What are positive and negative impacts of cultural events on a tourism destination?

SQ3: How can the three-pillar concept of sustainability be taken into account in planning and organizing a cultural event at a tourism destination?

1.5 Methodology

This master thesis consists of two major research methods named secondary and primary research. According to Bryman (2016, p. 13), a research process includes seven elements: literature review, concept and theory, research question, sampling case, data collection, data analysis and writing up. Therefore, the combination of research conducted by others (secondary) as well as self-conducted research (primary) is essential for the final outcome of this paper.

The first part of this thesis is related to already existing literature about the topics event management, tourism management and event tourism including the concept of sustainability. The literature review is conducted by desk research, which is a useful and valuable secondary research method. Information is taken from academic articles, magazines, reports, books, official statistics offices and from company websites that offer content related and quality information, such as the website of the United National World Tourism Organization (UNWTO).

In order to proof, compare and extend the secondary research, a primary research method is used in Chapter 7. The outcome of this paper is based on a qualitative research method that includes expert interviews. The topic “how cultural events impact the development of a tourism destination in consideration of sustainability” requires an in-depth study with subject matter experts from the industry in order to obtain a reliable outcome. Experts are able to understand the context and deal with the complexity of the phenomena named event tourism (Getz & Page, 2020). This primary research process will be conducted by following the steps of the qualitative content analysis by Philipp Mayring (2010). This well-known method is explained in detail in Chapter 6, page 74.

Additionally, it is also important to understand, that social research is based on three well-known quality criteria: reliability, replication and validity (Bryman, 2016, p. 41). Firstly, reliability is about the measurement of a study, which has to be repeatable under the same conditions. Secondly, replication is related to reliability and the study has to be replicable. This means, if a study would be conducted again, the same outcome has to occur. Thirdly, a study has to be valid, which relates to the integrity of the conclusion of the entire research. Hence, the study measures in the end what it was supposed to measure in the beginning.

To sum up, the result of the provided problem analysis is presented in the research questions and goal. The approach of this scientific paper is a combination of secondary and primary research methods including in-depth expert interviews. The entire research is done under consideration of the three quality criteria: reliability, replication and validity.

Chapter 2: State of Research

Event tourism as a term was not often used before 1987, when The New Zealand Tourist and Publicity Department published, that “*Event tourism is an important and rapidly growing segment of international tourism*”. Following the statement, Getz (1989) established a model for planning event tourism. Before event tourism was a known term, the industry talked about broader categories such as hallmark events, special events, mega events and particular types of events (Getz, 2016). Over the time, Getz became one of the leading scientific researchers in the field of event tourism by publishing various books and papers including fundamental theories, also together with other researcher (Getz, 1989; Getz, 2005; Getz & Andersson, 2007; Getz, 2008; Getz & Page, 2016; Getz & Page, 2020).

Event tourism itself is a broad topic and relates to various areas, for example sport events, MICE events, private events and cultural events. Hence, there is a lot of literature published, but this master thesis focuses on cultural events in relation to tourism and its development. There is also a wide range of information about cultural tourism in relation to heritage tourism and socio-cultural tourism, which is also often connected to the local community. However, this state of research includes an excerpt of scientific literature and academic papers, which had been published in the last ten years (2009-2019). Most of the included studies have an empirical approach. The findings and main outcomes of 17 related studies are shown in Table 1. Since Getz (1989; 2005; 2008) and Getz & Page (2016, 2020) are sourced several times in the following chapters by using well-known theories and models, these papers and books are not included in Table 1.

Source	Methodology	Topic	Main outcome
Author: Greg Richard Year: 2018	Summary and highlights of research	Review of recent research and trends of cultural tourism	<ul style="list-style-type: none">• Cultural tourism is seen by the UNWTO as a major element of international tourism with more than 39% tourism arrivals and this field is expected to grow• Attractions, events and sights related to culture are a travel motivator for tourists

			<ul style="list-style-type: none"> • Festivals and cultural events are recognized as an important knowledge transfer in the industry • Cultural tourism includes the interactions between locals and tourists • More research is required about the impact of the changing environment in relation to different cultures (mobility, technology, globalization) on the production and consumption of tourism
<p>Authors: José Manuel Hernández-Mongollón, Paulo Alexandre Duarte, José Antonio Folgado-Fernández</p> <p>Year: 2018</p>	611 surveys at two different cultural places (religious event and theater) in Spain	Contribution of cultural events to the image of a tourist destination	<ul style="list-style-type: none"> • Cultural small scale events have the power to increase the cognitive image (related to knowledge and beliefs) and the affective image (related to emotions and feelings) of the destination; hence, also the capacity to attract tourists • Tourists have more influence on the cognitive image than on the affective image • Successful events can influence a tourist destination positively as well as the seasonality of a destination • The brand of a place has an influence on the knowledge and beliefs of the destination, but also on the emotions and feelings about it; in this study it could be because the two destination in Spain are world heritage sites • Events have more impact on the affective image of a destination, also because of the intense experience • Religious events are important

			<p>tourist attractions and increase a destinations competitiveness by enhancing unique characteristics</p> <ul style="list-style-type: none"> • Cognitive image has a huge impact on the overall image of a destination • The image of place is related to the willingness to travel to this specific place or to recommend it • The affective image is responsible for the desire of revisiting a place • It is essential to create new strategies for marketing and destination brand positioning based on the experience of the tourists in relation to cultural events • Cultural events related to heritage, nature and traditions, can attract new visitors and improve the image of the destination • Cultural elements of a destination need to become part of cultural events, also to preserve them
<p>Author: Jennifer Laing</p> <p>Year: 2018</p>	Summary and highlights	Current and future perspectives of festival and event tourism research	<ul style="list-style-type: none"> • Societal importance of events from a sustainable point of view (economic, cultural and environmental) can change the behavior of people and provide more information • Six highlights about existing research and lack of research of festivals and event tourism <ol style="list-style-type: none"> 1. Not enough research about festivals and events without the relation to tourism; or the outcome of the research

			<p>related to tourism is exaggerated</p> <ol style="list-style-type: none"> 2. It is necessary to extend research about fundamental theory of festival and event tourism management 3. Lack of event tourism research related to sustainability 4. More research is needed about the relevance of festivals and event tourism under consideration of digitalization 5. Importance of understanding sub-cultures, social environments and serious leisure tourism 6. Existing research shows the potential to go beyond disciplinary boundaries and extend them with interdisciplinary approaches
<p>Authors: Medet Yolal, Dogal Gursoy, Muzaffer Uysal, Hyelin (Lina) Kim and Sila Karacaoglu</p> <p>Year: 2016</p>	<p>Questionnaire with 480 participants at the 21. Adana Golden Boll Film Festival in Turkey</p>	<p>Impacts of a festival on the well being of residents</p>	<ul style="list-style-type: none"> • Positive relationship between community benefits and subjective well-being of residents • The higher the noticed benefits of a festival, the higher is also the impact on the well-being of the residents • Communities benefit positively from the festival in form of culture/education and the opportunity to learn something • Negative impacts on the residents' can be noise, traffic congestions and vandalism caused by the festival • During the festival the quality of life can decrease for inhabitants • No significant relationship

			between the concerns of community resources and the subjective well-being of residents meaning that unfair competition, power and distribution of benefits do not affect the well-being of the residents
<p>Authors: Adina Letitia Negrusa, Valentin Toader, Rozalia Veronica Rus and Smaranda Adina Cosma</p> <p>Year: 2016</p>	<p>Expert interviews and 463 questionnaire participants in Romania</p>	<p>Perception on sustainability of cultural events</p>	<ul style="list-style-type: none"> • Main economic impacts are about direct expenditures (e.g. accommodation, food and beverages, transportation) of visitors • Increase of incomes and creating new job opportunities at the destination • Long-term benefits in terms of popularity, image and association of the place • Negative socio-cultural impact is that not everyone of the host community is interested in the event, which can be positively influenced by a greater diversity of cultural events taking place • Positive socio-cultural effect sharing experiences and exchanging ideas, widen the horizon of the host community (change in attitude) • Growing number of volunteers and more engagement • No negative impact on the moral values of the society • Raising awareness about environmental issues • Noise pollution, additional use of energy and more public services (cleaning, security etc.) is required • Positive contribution to the infrastructure of the destination

<p>Authors: Marco Cucculelli, Gianluca Goffi</p> <p>Year: 2016</p>	<p>550 surveys from 370 municipalities in Italy</p>	<p>Sustainability in relation to destination competitiveness</p>	<ul style="list-style-type: none"> • Sustainable tourism makes a destination more competitive and is good for the preservation of the environmental balance • It is essential to include sustainability in the strategy of tourism policies and destination management • Infrastructure, safety, natural resources, facilities and attractions are essential parts of the tourism development of a destination • Events and activities are also important for the development because tourists seek an authentic experience; cultural events in Italy are implemented all around the year • Responsible tourist behavior is positively linked to destinations competitiveness, but sustainable tourism can be only achieved with a good management of tourist demand • The empowerment of local communities (offering their service and products) is seen as a positive contribution to a destination competitiveness
<p>Author: Yi-De Liu</p> <p>Year: 2014</p>	<p>Secondary research including more than 80 publications</p>	<p>Cultural events and cultural tourism development: a study of European Capitals of Culture</p>	<ul style="list-style-type: none"> • The development strategies of many European cities are based on events in order to have a competitive advantage compared to others • The ECOC, which lasts for one year, is a major arena for cultural events but there are no long-term benefits guaranteed • Through this event the destination can realize experience economy, enhance

			<p>its image, increase cultural tourism, promote cultural production and consumption, and partnerships between stakeholders become stronger</p> <ul style="list-style-type: none"> • The host cities are concerned that they might not be able to keep the high number of visitors after the one-year-event and will not benefit from an economic perspective in a long term • Isolated mega events generate rather benefits for a short time
<p>Authors: Tommy D. Andersson, Erik Lundberg</p> <p>Year: 2013</p>	<p>Two surveys with 1,367 respondents at a music festival in Sweden</p>	<p>Sustainable impact of a tourism event from all three perspectives</p>	<p>Economic impacts</p> <ul style="list-style-type: none"> • Study based on the cost-benefit analysis • Direct expenditures (direct economic impact) is calculated, but no indirect or induced • Total of 3,647 visitors: 37% locals, 3% internationals and 60% nationals (other regions in Sweden) • 9% from the 60% national visitors, 1% of the 3% international visitors and 28% of the 37% locals would have stayed in Gothenburg anyway also without the festival <p>Socio-cultural impacts</p> <ul style="list-style-type: none"> • 58% of the festival participants are willing to pay local tax money (public money) if necessary, 42% are negative • For participants it is important to have the festival at their town as an activity for themselves or another generation member

			<p>Environmental</p> <ul style="list-style-type: none"> • Ecological footprint and carbon equivalent emissions (CO₂) are calculated • Six times more ecological footprint than the global estimate what an average human has • Resource use categories: energy (electricity usage, green electricity, fuel consumption) transport (vehicles used, suppliers, transport for artists and for visitors) waste (volume, recycling), water usage, consumption (wastewater, food and beverages, textiles and Clothing, accommodation) and surface of the festival area • The costs of environmental impacts consider also land lease prices
<p>Author: Yulan Y. Yuan</p> <p>Year: 2013</p>	Summary	<p>Environmental sustainability as new element of event tourism</p>	<ul style="list-style-type: none"> • Event tourism consist of three interconnected components: destination, event organization, event-goers • Environmental impacts of event tourism can be divided into three main categories: <ol style="list-style-type: none"> 1. Resource usage (physical material, space, energy/power, water) 2. Waste and pollution (ecosystem destruction, air, noise, water,, waste) 3. Behavioral consideration (consumption of foodaccommodation, transport, activities, waste and emission) • Sustainable event management is complex and needs detailed

			<p>planning before the event takes place</p> <ul style="list-style-type: none"> • It is essential to have responsible stakeholders involved in the process in order to achieve sustainability • To be able to put sustainability into practice, it is important to offer the right information and education about the topic and make all stakeholders (incl. participants) aware of it • All over the world, environmental sustainability becomes a standard in event planning
<p>Authors: Larry Yu, Chunlei Wang, Joohwan Seo</p> <p>Year: 2012</p>	<p>600 survey participants and observation cases at the Expo in Shanghai</p>	<p>Destination brand in relation to a mega event</p>	<ul style="list-style-type: none"> • The cultural and strategic suitability of the Expo and the host city influenced tourists perception in terms of the event brand and the brand of Shanghai • Local support, including locals behavior, hospitality services, volunteers and other services, at the Expo, is an essential part of the brand of the event and the host city brand • The quality of the event influenced the perception of the event brand but surprisingly not on the brand of the host city • The perception tourist have on the brand of Shanghai does not significantly influence the perception of the Expo brand • The positive perception of tourists about the Expo brand and host city brand has a positive impact on the loyalty to the brand of Shanghai • A successful mega event needs

			<p>the interrelation of strategic and cultural suitability, support of the local community, and quality of the event; the quality of the event is supported by the community and the strategic suitability</p> <ul style="list-style-type: none"> • Event quality as a single element is not enough to achieve tourist loyalty
<p>Author: Ines Milohnić</p> <p>Year: 2012</p>	<p>Structured questionnaires at 37 cultural events with 2,450 respondents in Croatia</p>	<p>Motivation and attitudes of tourists visitors at cultural events</p>	<ul style="list-style-type: none"> • 26% visited a destination for the purpose of a cultural attractions or event (specific purpose) and 10% visit a destination for cultural vacation • The main purpose for the trip of the cultural-motivated visitors was for the majority the cultural event (41%), followed by cultural-historic sites (34%) and offered museums (30%) • Main motive for cultural event visitors is to learn something new about culture, history and heritage • The image of attractions and curiosity play an important part in the decision-making process • Besides the well-known heritage tourism, a new global trend occurred, called "creative tourism" which is related to workshops and courses with an active and creative participation • When the satisfaction of an event in a cultural environment is given or even exceeded, the visitor is motivated to come again • Quality of the program, learning something new and professionalism of the staff are important elements of an event

			<ul style="list-style-type: none"> • Cultural event tourism allows being competitive
<p>Authors: Vassillios Ziakas and Carla A. Costa</p> <p>Year: 2011</p>	<p>Qualitative analysis of a portfolio with 14 events: 18 semi-structured interviews, 15 informal interviews and observation cases in Texas</p>	<p>Use of an cultural event portfolio of in a regional community and for tourism development</p>	<ul style="list-style-type: none"> • Event portfolios are a social configuration with a holistic development approach by addressing issues about community, social topics, tourism and economy • Lack of research about event portfolios which is a complex phenomenon • Event portfolios need to be strategically planned with interrelations that complement each other and share the same objectives • Well-known events cause economic benefit and tourism development while small events have the purpose of an affordable leisure activity with interaction possibilities • Events increase the quality of life for a community due to social activities (sense of community) • Events are seen as an attraction for tourists, also for places that will not become a full tourism destination, but an event is an opportunity to provide information about their local attractions, products and services to extend their stay • In a portfolio, it is difficult to measure how much each event contributes to the tourism development at the place • In less developed destinations tourism providers often have a lack of knowledge about the profession and the industry

			<ul style="list-style-type: none"> • For tourism development it is important to receive supportive findings from the government • Event portfolios can change the image of place and contribute to tourism marketing positively
<p>Authors: Bruno Bracalenta, Cecilia Chirieleison, Massimo Cossignani, Luca Ferrucci, Marina Giliotti and Giovanna Ranalli</p> <p>Year: 2011</p>	<p>926 surveys in theatres and arenas (thereof 688 at admission-free concerts) in Italy</p>	<p>Economic impact of the Umbria Jazz festival</p>	<ul style="list-style-type: none"> • The economic impact analysis was conducted with an input-output model • Visitors who are coming to a place especially because of an event, are willing to spend more than people who are extending their stay because of the festival • Most of the direct expenditures go to restaurants and hotels; the multiplier effect can only be present when the destination itself offers the required products or services as it is the case in this study • There are three major highlights: <ol style="list-style-type: none"> 1. It is important to maximize the local impact of the event, such as the availability of local supply of special services related to the production of events; if this is not the case, a lot of the economic impact is given to the country instead of the destination itself 2. The festival needs public financial support, because they are not able to completely finance itself; this is important because the economic impact can be a great contribution to the local economy 3. The shortage of public

			financial resources create pressure on the national and local government, because they have to find a valuable reason to support cultural events
<p>Authors: Chris Gibson, Grodon Waitt, Jim Walmsley and John Connell</p> <p>Year: 2010</p>	480 surveys from festival organizers in Australia	Cultural festivals and economic development in non-metropolitan regions	<ul style="list-style-type: none"> • Cultural festivals are connected to economic development of a destination and interconnected with its community in terms of employment, volunteerism, networks and participation • While large festivals have a greater impact on the economy of a place, small festivals are more related to community celebrations and the expression of their love for specific activities, the place, the past or the event • Especially in nonmetropolitan places, the communities have a strong relationship • Most event organizers are not included in the development planning of the formal regional economy, which means that event organizers of noncommercial and small festivals are not recognized by the policy makers because they do not take cultural festival seriously • Cultural festivals provide the opportunity for locals to develop skills in leadership, management, organization and cultural performance • Critic of cultural festivals in terms of identity, values, social exclusion depend on the context of each festival

			<p>(demand, size, program etc.)</p> <ul style="list-style-type: none"> • The economic impact of cultural festivals is not only about monetary outcome and it is suggested to move away from the thought “more is good”
<p>Authors: Helena Maria Bapitista Alves, Ana Maria Campon Cerro, Ana Vanessa</p> <p>Year: 2010</p>	<p>17 qualitative interviews with hotels and restaurants, 20 interviews with local residents at the Cherry Festival in Portugal</p>	<p>Impacts of small tourism events</p>	<ul style="list-style-type: none"> • Festivals have a direct and indirect effect on the local and regional community • During the time of the festivals, occupancy rates of hotels and covers at restaurants increased by approx. double of their regular capacity • The economic induced effect is difficult to measure but essential to take into account • A major economic benefit is the employment, reputation and image of the region • The study shows that for this case the social impact is given more importance than the economic impacts • The event improves the quality of life on site for the inhabitants • The measurement of the economic impacts can help to receive public investments • The more locals are involved in the event (accommodation, food and beverage, supplier, local products etc.), the greater is the economic benefit for the destination • Negative impacts of the event can be increased traffic congestion and pressure on local services; it is important to address these impacts to keep support of residents high

<p>Authors: Razaq Raj, Claudio Vignalli</p> <p>Year: 2010</p>	<p>Qualitative interviews and case studies about two festivals in Leeds</p>	<p>Creating local experiences of cultural tourism with sustainable festivals</p>	<ul style="list-style-type: none"> • Festivals are about people coming together and having fun • The carnival created a particular image for the destination Leeds and attracts tourism from the entire UK • Both events are seen as a positive contribution to tourism development in Leeds • Local economy profits from the festivals (e.g. hotels, restaurants, taxis, public transportation) • The expenditure of tourists outweighs the social and physical issues of the locals • Social and physical factors are intangible and difficult to understand; in comparison, the economic benefit is often tangible and measurable • The festivals in Leeds are about cultural diversity and the entire country benefits from it • Rising entrance fee causes a dropping number of participants • It is essential to involve the community in the event planning and to show authenticity with traditions and culture
<p>Authors: Kaja Pasanen, Heidi Taskinen and Jenni Mikkonen</p> <p>Year: 2009</p>	<p>Development of the Finnish Event Evaluation Tool (FEET), piloted at twelve events in Finland</p>	<p>Impacts of cultural events in Eastern Finland measured by a created tool (FEET)</p>	<ul style="list-style-type: none"> • Events and festivals are a great opportunity to develop regions and tourism in Finland • Events became an essential part of the overall tourism product, but they create also impacts on the host communities • The study includes mainly cultural events with different sizes and themes

			<ul style="list-style-type: none"> • The socio-cultural analysis is challenging because of the intangible impacts and its measurement • In the future, the socio-cultural impacts need the same attention as the economic ones • Environmental impacts are not included in the FEET analysis, but it has also to be taken into at festivals and cultural events • The research of the interrelation of all three components of the FEET (economic, social and cultural impact) is challenging
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Table 1: State of research about cultural event tourism (own illustration)

In the published literature of the last decade, it is noticeable that cultural event studies are often seen from the perspective of festivals (Alves et al., 2010; Raj & Vignali, 2010; Gibson et al., 2010; Bracalenta et al., 2011; Andersson & Lundberg, 2013; Yolal et al., 2016; Laing, 2018). However, there are also other existing cultural event categories such as carnivals, commemorations and religious events (Getz, 2005). According to Milohnic (2012), the main motivation of a cultural trip from a tourist perspective is a cultural event where people learn something about culture, history and heritage. For example, this could be an art exhibition in an old museum.

Event tourism is often seen as a successful development strategy and provides destinations the opportunity to be competitive (Milohnic, 2012; Liu, 2014). Also the concept of sustainability allows a place to become more competitive and it is essential to include this complex concept in the development strategy of a tourism destination (Cuccelli & Goffi, 2016). In addition, some studies point out that the image of a destination can change through event tourism, which has to be considered in the development (Alves et al., 2010; Raj & Vignali, 2010; Liu, 2014; Yu et al., 2012; Negrusa et al., 2016; Hernández-Mogollón et al., 2018).

Furthermore, the majority of cultural event tourism studies is related to economic impacts on a destination. Economic impacts are often about direct and indirect effects such as employment, increasing tourist expenditures for services and products (accommodation, food and beverage, transportation etc.) or public investments (Alves et al., 2010; Raj & Vignali, 2010; Gibson et al., 2010; Bracalenta et al., 2011; Andersson & Lundberg, 2013; Negrusa et al., 2016). Economic impacts are described as tangible and can be measured by the multiplier effect, cost benefit analysis or input-output analysis. A positive economic impact is often responsible for an improving quality of life on site (Alves et al., 2010; Ziakas & Costa, 2011). However, it is known that too much pressure on local services and productions can result in a negative impact (Alves et al., 2010).

Cultural event tourism is also often related to socio-cultural impacts, which affect the host community on site. According to Gibson et al. (2010), large festivals have a greater impact on the economy and small cultural events are more related to the community. Many research papers see cultural events, in particular festivals, linked to the community and about coming together at a place. Hence, socio-cultural impacts are often intangible and difficult to measure (Pasanen et al., 2009; Raj & Vignali, 2010). A positive influence is that cultural events provide the opportunity of knowledge transfer, sharing experiences and widening the horizon of the community (Negrusa et al., 2016; Richard, 2018). Nevertheless, there are also negative impacts, such as not every local might be interested in the event on site (Negrusa et al., 2016), or pollution of the place can increase during the event and influence the quality of life too (Yolal et al., 2016).

So far, research has not given enough attention to environmental impacts on a destination caused by a cultural event. However, events are a great opportunity to increase the awareness about environmental issues (Negrusa et al., 2016). According to Yuan (2013), environmental considerations should be even seen as a standard in event planning. Environmental impacts in relation to event tourism can be about ecological footprint, CO₂ emissions, use of resources such as energy, waste, infrastructure and behavioral consideration such as consumption of food and beverages, accommodations (Yuan, 2013; Andersson & Lundberg, 2013).

The existing literature indicates a lack of research about event tourism and its relation to sustainability (Negrusa et al. 2016; Laing, 2018). Furthermore, the interrelation of all three components of sustainability (economic, socio-cultural, environmental) is described as challenging, but there is a huge potential that these elements can compliment each other (Pasanen et al., 2009). In order to become a successful tourist destination, it is essential to include sustainability in the development strategy (Cucculelli & Goffi, 2016). This requires that all stakeholders are aware of the impacts, the interrelation of all three components and how to be able put this complex concept of sustainability into practice (Yuan, 2013). Therefore, this thesis focuses on the impacts of event tourism on a destination by taking the holistic concept of sustainability into consideration, which is further described in Chapter 5, page 60.

To sum up, the state of research shows that there is much literature published about the theory of event tourism, in particular from the well-known researcher Getz. However, this thesis focuses on the specific category of cultural events and its impacts on a destination related to sustainability. In this subfield, there is also scientific literature published, but often taken from only one perspective of the sustainability concept, mostly from the economic or socio-cultural point of view. Furthermore, the majority of the existing studies are about festivals, which is only one specific form of cultural events. Hence, cultural event tourism related to sustainability requires more research, especially from a holistic point of view. To be able to understand the theory of event tourism from all perspectives, it is fundamental to know the theory of event management as well as tourism management as a separated field of research. The following chapter deals with existing research of event management.

Chapter 3: Event Management

This third chapter deals with theories and models about event management. It defines the term event and its origin, explains the difference between event management and event marketing and presents the typology of planned events. Furthermore, this chapter takes a closer look into the event planning process.

3.1 Definitions and Fundamentals of Event Management

Events have a long history and date back to 476 B.C., before the fall of the Western Roman Empire (Raj et al., 2017, p. 4). In the past, especially religious holy days such as Christmas or Easter were important dates to celebrate. Nowadays, there are various definitions about the term event. According to Getz (2008), *“events are spatial-temporal phenomenon and each is unique because of interactions among the setting, people, and management system [...]”*. This definition emphasizes that an event is time-limited, unique and special because of its context and content.

From a non-touristic perspective the word event has multiple meanings in the English language. According to the Oxford English Dictionary, an event is *“something that happens or takes place, esp. something significant or noteworthy; an incident, an occurrence”*, but it can be also defined as *“a planned public or social occasion”* (OED, 2020). Still, these definitions are also in accordance with the definition of Getz (2008). It is proven that events arouse interest all around the globe and people want to celebrate these unique happenings, which are often related to culture, tradition, difference or similarity (Yoeman et al., 2012). Furthermore, an event in the context of event management can be also explained by showing the following characteristic (Hladky & Voegl, 2012, p. 12):

1. Created by one or more initiators
2. Differentiation to the everyday reality
3. Interaction-oriented
4. Related to a location (virtual or real)
5. Time-limited
6. Serves the exchange of information in the broadest sense (multi-sensory)

Each event is unique, and therefore difficult to put in one management model, especially because an event is also related to intangibility, perishability and the production often takes place at the same time as consumption (Yoeman et al., 2012). Since events are almost never the same, it is essential to be physical present on site in order to get the full experience (Getz, 2008). For example, at a music concert or festival, it is required to be on site in order to experience the event to its fullest. Additionally, events can be also seen as happenings with objectives (Raj et al. 2017, 5), which emphasizes on the fact that events have to be planned in order to achieve the desired outcome.

3.1.1 Event Studies

Event studies are an academic field of event management and necessary in order to find new information, create know-how and extend the already existing theory about planned events (Getz & Page, 2020, p. 3). One of the first academic researches about events was published in the early 1990ies (Getz & Page, 2020, p. 17). These on-going studies help to understand the purpose of planned events and explain possibilities to maximize the positive outcomes while minimizing the negative ones in the future.

Figure 1, on page 27, is an adopted version of Getz's first interpretation of event education, which was published in 2007. This first version was presented as a pyramid-model with event studies on top, based on the lower levels event management and event design and production. However, this has changed over the time, because a lot more research has been published in the last years. The outcome of the adopted version shows that event studies are seen as interdisciplinary studies and can also appear outside of event management and event tourism (Getz & Page, 2020, p. 6). Nevertheless, event studies are closely related to tourism and its development, which is further discussed in Chapter 5, page 51.

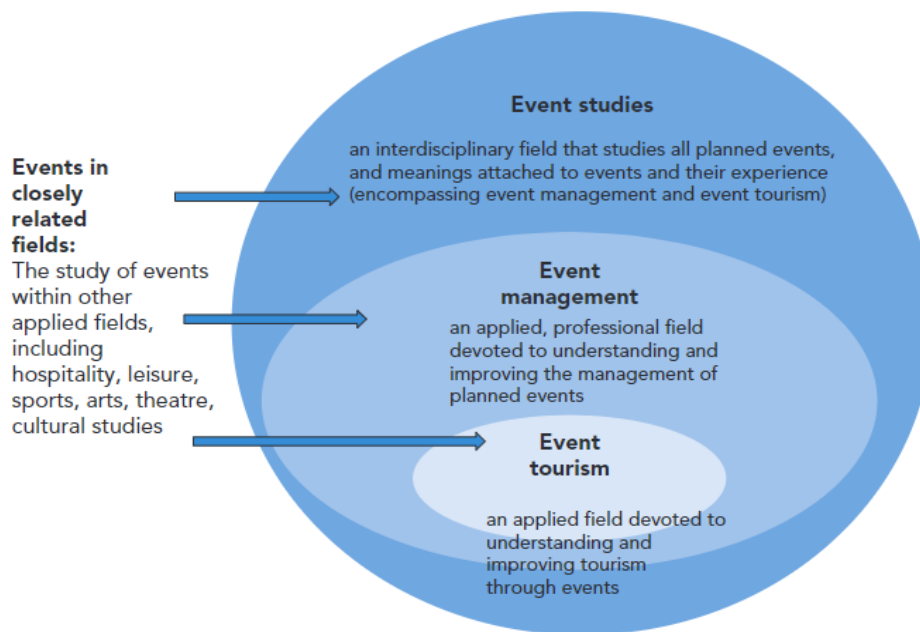


Figure 1: Event studies, event management and event tourism (Getz & Page, 2020, p. 6)

The theory of events and event studies is complex and cannot be generalized. Still, it is noticeable that in every definition events and its management are related to a unique happening, a place and time-limitation. If the event is also related to tourism, research talk also mainly about planned events in order to be able to achieve goals. In the tourism industry, planned events have a purpose and are organized by professionals and entrepreneurs (Getz & Page, 2016). To be able to organize a planned event, it is essential to have a professional event management as well as event marketing.

3.1.2 Difference between Event Management and Event Marketing

For an event organizer, it is necessary to understand the difference between event management and event marketing in order to maximize the outcome of a planned event. On the hand, events do have an entertaining and advertising purpose, but on the other hand, events have also a kind of information transfers for different stakeholders that has to be taken into account (Hladky & Voegl, 2012, p. 13).

Event management can be described as the operational preparation, implementation and follow-up of an event (Hladky & Voegl, 2012, p. 13). This includes the program, planning for stages and festival areas, catering, logistic,

electricity, artists and many other aspects that require the organization of an event. These operational goals are mainly short-term oriented. Furthermore, event management can be also described as *“the capability and control of the process of purpose, people and place”* (Raj et al., 2017, p. 5). This purpose could be cultural, concerts, fun, faith or financial; people are about the community, customers, family, friends; and the place can be related to a city, country or field.

Event marketing is beyond event management. It deals with the right communication of brands, services and/or products (Hladky & Voegl, 2012, p. 13). For this, it is necessary to create short-, middle- and long-term strategies in order to communicate the right message to the recipient, who can be for example clients, employee or inhabitants. Event marketing is about the strategic planning, conception and production of advertising messages or other contents. An event marketing strategy has to include an object, a message, the intensity and a target group (Hladky & Voegl, 2012, p. 15). Therefore, also the type of event is important.

3.2 Types of Events

There are many different types of events, which can be put in various categories depending on the classification of the categories. Getz (2005) created one of the most popular categorizations. The well-known scholar divided the typology of planned events into eight main categories, depicted in Figure 2. These categories are different in its form including purpose and program. For example, cultural celebration events differ from political and state events, sport competitions and private events. This master thesis is based on the category of cultural celebration, which includes festivals, carnivals, commemorations and religious events.

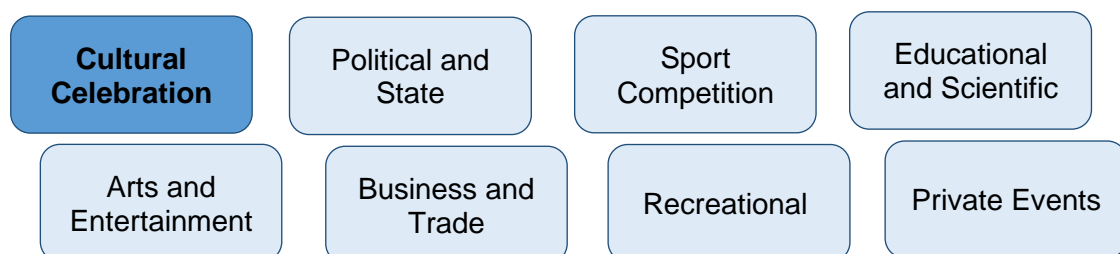


Figure 2: Typology of planned event (own illustration, based on Getz, 2005)

Also, Raj et al. (2017, p. 9) has categorized the typology of events in eight categories, which slightly differs from the categorization of Getz (2005). The difference is mainly that religious events, musical events and corporate events are seen as an own category. Nevertheless, the other categories such as sporting events, cultural events, political and governmental events, and personal and private events are similar to the category division of Getz (2005).

In comparison to Getz's (2005) and Raj's et al. (2017, p. 9) depictions, events can be also categorized only based on their purpose rather than on the topic. Therefore, Hladky & Voegl (2012, p. 14) have identified 22 categories, which still partly overlap. The categories are: private events, brand- and product events, employee events, road shows, company celebrations, client events, opening celebrations, launch events, B2B events, congresses and meetings, regional events (city festivals), media and VIP events, political events, investor's presentation, festivals, sport events, NGO events, economic summit, community based events, touristic events, online & virtual events and democratize events.

Another important factor in defining different types of events is the size of the occasion. This includes the number of stakeholders who are involved and the complexity of the event (Raj et al., 2017, p. 7). For example, for a small event it is easier to have clear objectives, also because only few stakeholders and different interests are involved. In comparison, massive events have many stakeholders with different interest involved and hence also complex objectives. However, each category and type of event can be defined by the size, which is discussed further in the subchapter 5.3.1 Event Portfolio, page 55.

3.3 Cultural Events

This thesis focuses on the category of cultural events and the main purpose of a cultural event is to celebrate a specific form of culture (Raj et al. 2017, p.11). All of the in 3.2 presented typologies and categorizations of events include cultural events as a separated category. Most researches include in this category concerts, festivals, carnivals, commemorations and some cultural events have a religious background (Getz, 2005; Raj et al., 2017, p. 11). These forms of an event

can help to increase the understanding of different cultures in the world (Liu, 2014). However, it is difficult to find one overall definition of cultural events, also because of the complexity of the concept of culture. Taken from a broader perspective, first it is fundamental to understand the term “culture” itself, which can be described as a “*sense of identity*” (Raj et al., 2017, p. 28).

According to Richards & Palmer (2010, pp. 41-42), a cultural event should focus on artistic and community roots and it has to provide the following characteristics:

1. Cultural content: It is essential that cultural events have a cultural focus, but other elements can play a role too. The focus can be on cultural products such as art, music, literature, film, food, fashion etc. It is about the cultural process, which can be also seen as a way of life or a tradition
2. Timing and location: A cultural event has to take place on a specific location and the program has a starting and ending time.
3. Audience: People who are visiting the event are a public audience and have to be attracted or invited to the event, physically or virtually.
4. Stakeholders: Cultural events have many different stakeholders (besides the audience), who can affect or who are affected by the event. This can be individuals or a group of people who have a direct interest or who are involved in the event such as for financial, social or political reasons.

One of the most researched events in the category of cultural events is the festival in all its facets. According to Raj et al. (2017, p. 4) “*a festival can be defined as a gathering of a community or an event which is centered on some theme and held annually or less frequently for a limited period of time*”. From the beginning on, festivals and community events are seen as a great contribution to the society, especially through the provided entertainment for residents and visitors and the effect that different groups of people celebrate together an occasion. For people living at a place, festivals provide the opportunity to share their culture with other people. Locals have the chance to show their personal values, beliefs and perspectives as well as to interact with the visitors, broaden their horizon and learn something new (Raj et al., 2017, p. 7).

In the existing literature from the last 20 years, cultural events are often related to cultural tourism and tourism development (Negrusa et al., 2016). They are part of leisure tourism and contribute mainly to the recreation of the local and regional market (Liu, 2014). For example, in Europe there is the initiative of the European Capitals of Culture, which draws thousands of tourists every year to another European city and increases the number of tourist arrivals. Also, events such as wine and food festivals are growing and are an attractive form of cultural tourism (Liu, 2014). Therefore, cultural events can influence the development of local communities and destinations significantly (Negrusa et al., 2016), in particular when an event is planned professionally in advance.

3.4 Event Planning

Project planning is a regular process in many organizations and it plays also a key role in the event sector. From a business point of view, the planning process refers to identifying goals and objectives that are supposed to be achieved, formulating strategies in order to achieve the goals, arranging or creating the necessary means, and implementing, directing and controlling all related steps properly (Business Dictionary, 2020).

In this research paper cultural events refer to planned events, which also means that there is a specific purpose and objectives. Already in 2008, Getz argues that a planned event is seen as a spatial-temporal phenomenon and a unique experience, especially due to the setting, people and management system, which consists of design elements and the program. A decade later, Getz & Page (2020, p. 58) extend his definition that a planned event is interconnected with the experience of an event and there are three major components:

1. Planned events have to achieve particular outcomes, which are related to business, economy, culture, society and environment.
2. The planning of an event includes the design and implementation of themes, settings, environment, services and program, which provide and allow participants, visitors and other stakeholders to gain experiences.
3. Each event experience should be personal and unique, which is a result of the interplay of setting, program and people.

3.4.1 Three Phases of Event Planning

To be able to achieve all components suggested by Getz & Page (2020), it is essential to have a proper preparation and planning phase. During these phases, many different subject areas are covered and detailed planning is required, which has to be communicated to all relevant stakeholders. The most important planning areas include creative planning, location selection and setup, logistic planning of environment (hotels, transportation etc.), technical planning, personnel planning, time schedule, program planning, budget planning, emergency planning and risk planning (Dowson & Bassett, 2015, p. 42; Hladky & Voegl, 2012, p. 20).

In Figure 3 there are three phases presented, which are part of the event planning process: the preparation phase, the detailed planning phase and after the event took place, the post event phase where an event is supposed to be evaluated (Dowson & Bassett, 2015 p. 42). When planning and organizing an event, it is crucial to follow objectives, which need to be ranked in order to have a clear focus and strategy (Mill & Morrison, 2012, p. 23). The planning process of an event has to be logical, systematic and an on-going process (Raj et al., 2017, p. 275). Therefore, each phase requires a detailed plan about what to do, what are the objectives and who is responsible for it.

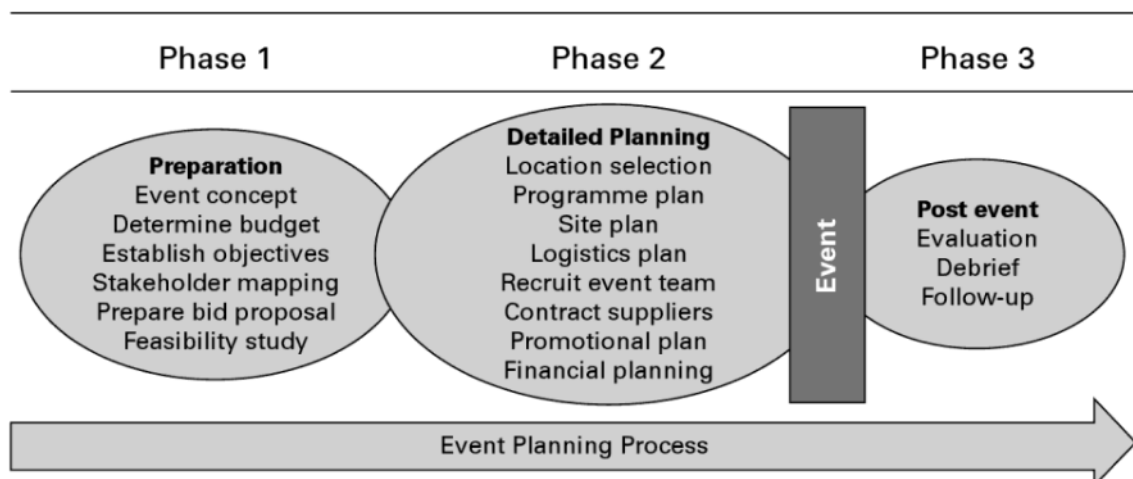


Figure 3: Event planning model (Dowson & Bassett, 2015, p. 22)

The first phase, the preparation phase includes basic requirements in order to find out if it is even possible and worth to create a detailed planning and organize the event in detail. Essential tasks of this phase are creating an event concept (creative part), determine budget, setting objectives, being aware of all required stakeholders (stakeholder mapping), preparing bid proposal and conducting a feasibility study, if needed.

The second phase is based on the preparation phase and continues from the preparation phase with detailed planning. This is the most time-consuming part of an event and requires great organization and management skills. The detailed planning includes the selection of the location, program, site and logistics, recruiting event team, contract suppliers, establishing promotion plan and detailed financial planning. When this phase is completed, the event takes place.

Once the event is over, the post event phase is the third phase in the event planning process. In this phase it is important to evaluate on the event, debrief and follow-up with different stakeholders about the entire process of the event. This is a great opportunity to find out about the positive and negative points and what needs to be considered at the next event. However, especially with huge events it is essential to know if the event project is even financially feasible, before starting the detailed planning. This can be found out by conducting a feasibility study.

3.4.2 Feasibility Study

A feasibility study is part of the preparation phase in the event planning process and can support the decision-making process as well as the planning process of an event, especially at large events where external financial support is needed (Dowson & Bassett, 2015). Often, feasibility studies are only conducted for event projects, which are more complex and more elaborate, also because of the effort and extra costs of such a study. Events are also often planned without a feasibility study, driven by corporate and political influences (Getz & Page, 2020, p. 359). However, it is proven, that a feasibility study of a planned event can lead to a greater success of the event (Dowson & Bassett, 2015).

Taken the perspective from a rational and theoretical planning process, an event should be only implemented when it is known that the event is affordable, desirable, environmentally compatible, marketable and manageable (Getz & Page, 2020, p. 359). Conducting a feasibility study in the beginning of the planning process can prove all of these parameters. Some of the key questions within a feasibility study address topics such as time management, location, promotion, target audience, entertainment, budget and financial outcome, alternatives if an event cannot be organized, employees or competition (Dowson & Bassett, 2015).

3.5 Findings

Getz (2008), one of the major scholars in event management and event studies, relates an event to something unique and describes it as a spatial-temporal phenomenon. An event can be defined by various characteristics, such as an event is created by initiators, something different to the everyday life, interaction-oriented, related to a location, time-limited and exchanges information (Hladky & Voegl, 2012, p. 12). Additionally, events are also perceived as intangible, perishable and the production and consumption takes place at the same time (Yoeman et al, 2012). In event management, all events are planned and do not happen spontaneously (Getz & Page, 2020, p. 3).

It is also important to understand that event management is not the same as event marketing. The former describes the operational preparation, implementation and follow-up of an event. In contrast, event marketing is about the right communication of brands, services and/or products and can be seen as beyond event management (Hladky & Voegl, 2012, p. 13). Both parts are essential to plan and organize an event, especially in relation to tourism destinations and tourism development. In literature, event studies are closely related to tourism studies and the impacts caused by events on a destination (Getz & Page, 2020, p. 6).

Furthermore, there are different types of planned events such as cultural celebrations, political and state events, arts and entertainment occasions, business events, educational and scientific happenings, sport competitions, and private events (Getz, 2005; Raj, 2017). However, for this master thesis the focus is

on cultural events, which include festivals, carnivals, commemorations and religious events. Cultural events help to understand different cultures in the world and are often related to the community of a place (Liu, 2014). According to Richards & Palmer (2010, pp. 41-42) a cultural event has to show cultural content (music, art, literature, film, food etc.), take place on a specific location, is time-limited and there has to be an audience as well as other stakeholders.

In event management, also the event planning plays an important role. This means that an event has to have a certain purpose and a planned event is a one-time experience, especially because of setting, people, design elements and program (Getz, 2008; Getz & Page, 2020). In order to address all elements, there are three main phases of the event planning process: 1. Preparation, 2. Detailed planning, 3. Post event. Between the second and third phase the actual event takes place (Dowson & Bassett, 2015, p. 22). Each phase includes certain steps, but it is always important to have a clear strategy and follow specific objectives (Mill & Morrison, 2012, p.23).

To sum up, there are various types of events and all of them are seen as a unique experience and a spatial-temporal phenomenon. Especially cultural events are often related to tourism management, because of the power to impact a destination when the event is well planned. However, in order to see events as part of a tourism destination strategy, it is essential to understand the fundamentals of tourism management, which is presented in the following chapter 4.

Chapter 4: Tourism Management

This chapter provides in-depth information about tourism management. It starts with an explanation of the tourism system and continues with tourism supply and demand including travel motives. In addition, topics such as tourism development, cultural tourism and impacts of tourism on a destination are addressed. The theory of tourism management is also the base for the next chapter event tourism, which is seen as a specific form of tourism.

4.1 Definition of Tourism

Tourism is characterized by its complexity and the many different elements are involved, hence it has various definitions and can be seen from different perspectives (Holden, 2016, pp. 2-10). Often, tourism is described as a phenomenon, which does not exist as an own distinct sector and it affects the development at a destination, especially in less developed countries (Dwyer et al., 2010; Benckendorf, et al., 2010; Telfer & Sharpley, 2015). In some papers, tourism is perceived as an industry. When using the term tourism industry, it is relevant to understand, that there are several organizations, businesses and service providers included (Holden, 2016, p. 8). This leads to difficulties regarding measuring tourism and the function of producing a product. Therefore, the industry cannot be clearly seen as an own industry.

Another theory states that tourism can be seen as a system with supply and demand, which involves businesses, tourist, societies, environments and the context of wider political economy (Holden, 2016, p. 8). Every part in the tourism system is related to each other and there is no manager or owner who has full control over it (Gunn & Var, 2002). In contrast, according to Murphy (2012) tourism does not even exist because it cannot be defined as one product and the elements that play an important role in tourism, such as transportation or accommodation, are simply described as services to locals and tourists.

Leiper (1979) created another common leading model about the definition of tourism, where tourism is defined as a system that is geographically linked. This system includes a generating region (the place where the traveler comes from), a transit zone (where the traveler has to pass through in order to reach the final destination) and the final tourist destination region (where the traveler wants to go). This concept is shown in Figure 4 and takes two perspectives into consideration. Either the traveler is coming from, for example, home and going to the final tourist destination or he is returning from the final tourist destination back home. The former is called departing traveler, while the second one is called returning traveler. It is also important to understand, that these geographical regions are influenced by different environments such as socio-cultural, economical, technological, political, human etc. (Leiper, 1979).

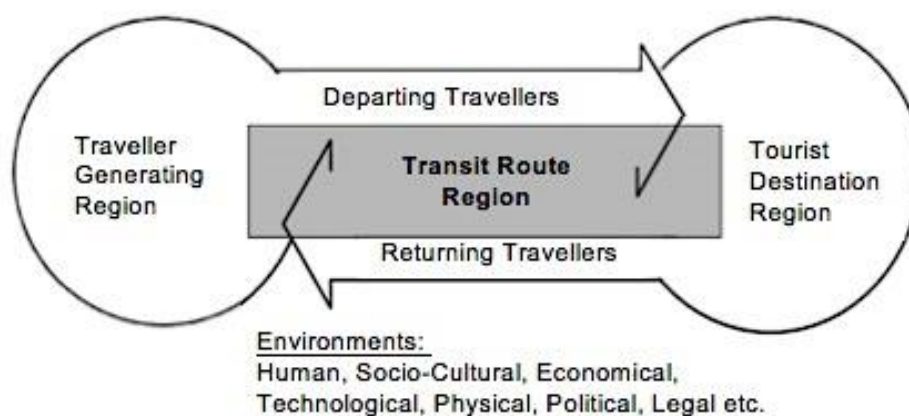


Figure 4: The tourism system (Leiper, 1979)

4.2 Cultural Tourism

Cultural tourism is a specific form of tourism. The World Tourism Organization (UNTWO, 2020b) defines cultural tourism as follows:

“A type of tourism activity in which the visitor’s essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination. These attractions/products relate to a set of distinctive material, intellectual, spiritual and emotional features of a society that encompasses arts and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries and the living cultures with their lifestyles, value systems, beliefs and traditions”.

Scholars explain that cultural tourism is about people who travel individually or in a group to individual countries, local communities and individual events that are related to heritage, religion and art in order to gain knowledge about the lifestyle of different communities (Raj et al., 2017, p. 28). Furthermore, cultural elements can help a destination to brand itself and give itself an identity. Hence, it increases the attractiveness of a place to tourists and can make itself competitiveness (Liu, 2014). There are six different types of cultural tourism, which are presented in Figure 5 (Raj et al., 2017, p. 28). This depiction shows that cultural tourism can be related to knowledge transfer in the category educational tours, it can be also related to religion and traditional heritages such as in the categories museum, natural heritage sites, historic sites and monuments and lastly, cultural tourism can be related to art performance. As the figure shows, cultural tourism offers many possibilities and a wide range of interpretation.

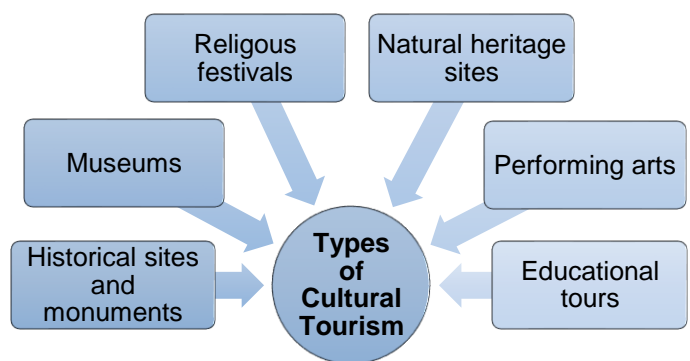


Figure 5: Types of cultural tourism (own illustration, based on Raj et al., 2017, p. 28)

4.3 Supply: Destination Mix

Tourism is often related to the balance between supply and demand. People are drawn to a touristic destination not only because of satisfying their personal needs and wants, but also for particular reasons, which a destination can offer. According to Mill & Morrison (2012, p. 19) there are six characteristics that attract tourists: natural resources, climate, culture, history, ethnicity and accessibility. For this master thesis it is relevant to understand that culture is one of the main characteristics and it has the power to draw people to a specific place, which could be also interpreted in relation to events. However, if a destination is not accessible it is also difficult to attract tourists, even when other elements such as natural resources, history or culture are present.

In addition, tourism supply consist of goods and services at a destination that can be bought, experienced or consumed by tourists. In order to draw tourists to a specific place and satisfy their vacation experience, all five independent elements of the destination mix have to be present: (Mill & Morrison, 2012, pp.17-40)

1. Attractions and Events: Draw visitors to a destination (landmarks, sights, monuments, points of interests, cultural events etc.)
2. Facilities: Serve the needs of the visitors while away from home (accommodation, food & beverage, support industries such as shops, laundries, guides, festival areas etc.)
3. Infrastructure: Basic underground and surface developmental construction (water system, power source, communication network, health care facilities, streets, security system etc.)
4. Transportation: Ensures accessibility to the visitors and the transport on site (train, airplane, bus, ship etc.)
5. Hospitality: Services delivered to the visitors (feeling of being welcomed, accommodation, food & beverage, services etc.)

Destinations trying to attract tourists by marketing activities where they promote their place including the existing elements of supply such as hotels, attractions, special activities etc. (Getz, 2008). The five elements of the destination mix complement each other and hence, all of them have to be part of a destination. In the first place, it is essential for tourists to find appropriate facilities, developed infrastructure, a transport system and hospitality on site. These four elements are the basic requirements in order to consider a destination, while attractions (incl. events) are the reason to travel to specific place (Mill & Morrison, 2012, p. 24). Therefore, it is also important to steady adapt and develop the supply at a destination depending on the number of tourists. If the number of tourists is rising, facilities (tourism capacity) and infrastructure on site has to increase too (Getz, 2008; Holden, 2016). This development has the opportunity to create a clear image about the tourism destination and result in the end to a better place, for tourist and residents (Getz, 2008).

4.4 Demand: Needs, Wants and Travel Motivations

Tourism demand includes all forms of tourists, visitors and guests who travel to a destination for tourism purposes (Mill & Morrison, 2012). Tourists have different reasons and motivations to travel or to visit a particular destination. According to Bansal & Eiselt (2004), there are five classes of motives why tourists travel:

1. Climate, particular atmosphere, environment
2. Relaxation, enjoying a good time
3. Adventure, experiencing something new, curiosity
4. Personal reasons, prestige
5. Educational reasons, experiencing other cultures, sights

Additionally, there are also “push” and “pull” factors that are influencing people in their decision-making process when deciding about where to travel to (Mill & Morrison, 2012, p. 377). Push factors come from people’s origin, such as the feeling of escaping, stress in the job or a break up. In comparison, pull factors are present at a destination and visitors seek something they cannot have at home or in their daily life, such as climate, land surfaces, lack of population and relaxation. Also events have been recognized as an own travel motive (Getz, 2016) and can be interpreted as a pull factor.

Maslow’s theory

Another well-known theory about satisfying needs and wants of the demand is the Maslow’s Hierarchy of Needs, which was created by Abraham Maslow in 1943, shown in Figure 6. This pyramid exists of five dimensions and can also be adopted to travel motivations as it is stated in travel literature (Mills & Morrison, 2012, p. 294). The lower needs are the basic needs that have to be fulfilled in order to reach the needs on a higher level. In travelling literature, the hierarchy can be interpreted as follows: the first level, psychological needs can be seen as escape, relaxation, relief of tension; the second level, safety needs are health, recreation; the third level, belonging and love needs can be time with family, enhancing relationships, companionship, interpersonal relations; the fourth level, esteem needs, are seen as certain achievements such as status, prestige, social

recognition; and the final level self-actualization is interpreted as self-discovery and satisfaction of inner desire (Maslow, 1943; Mills & Morrison 2012, p. 296).

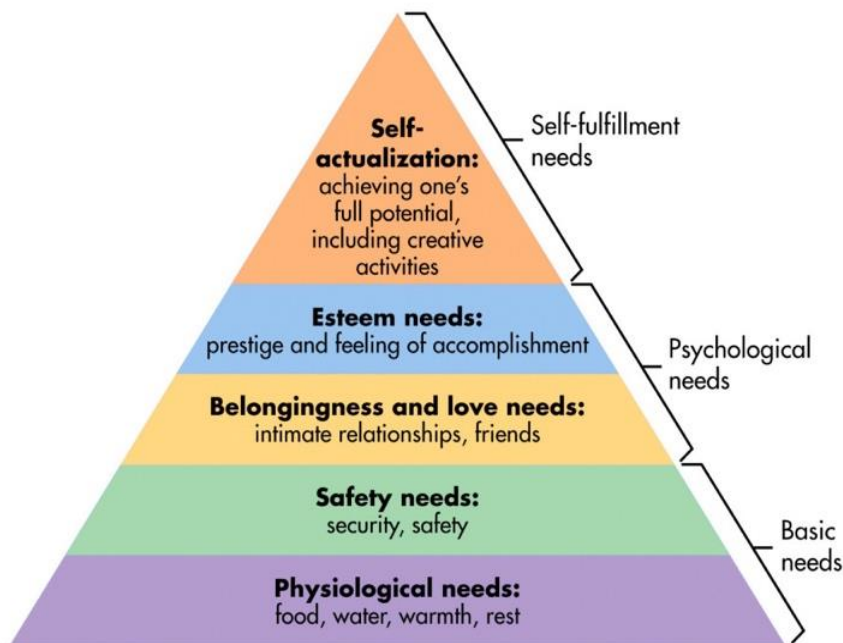


Figure 6: Maslow's theory (Maslow, 1943 in Mill & Morrison, 2012 p. 294)

In 2005, Getz (p. 331) has adopted the Maslow's theory to the needs, motives and benefits offered by events. In his version, the first two levels physical needs and safety needs (basic needs) motivate people to seek exercise, food & beverage, relaxation and escape, safety and comfort, earning a living and sexual gratification. From an event perspective, this level can be related to sport and recreation for fitness, relaxing and enjoying with entertainment, escaping due to a particular atmosphere presented at the event, conducting business, eating and drinking in a secure and pleasant environment, and some events are event oriented by sexuality.

The next two levels are belonging, love and esteem needs (psychological needs) motivate people to seek togetherness with family and/or friends, a related to cultural and ethnic roots, forms of group identity, opportunities for achievement and recognition, status and prestige. This level can be seen in relation to events as quality time with family and/or friends during the event, places to meet different people, tangible access to traditions and other forms of culture, celebrating community and group identity, competition and rewards, and being part of famous events such as VIP events. (Getz, 2005, p. 331).

The last level, which is need for understanding, aesthetic appreciation, growth and self-fulfillment (self-fulfillment needs) animates people to seek new experiences, appreciate the beauty, deal with fantasy and fulfill dreams and ambitions. In the context of events, it is about learning something through exhibitions, interpreting, appreciating art and discovering the unfamiliar (food, crafts, customs, traditions) and providing opportunities to participate in unusual experiences, which are high target events for participants with special interest. (Getz, 2005, p. 331).

For a tourism destination, it is important to understand tourism demand in order to be able to offer a suitable product to attract more tourists. When the number of tourists rises, it is essential to plan and develop tourism properly, which is addressed in the following chapter 4.5.

4.5 Tourism Planning and Development

Tourism has been given more attention since 1950, when more than 25 million international tourist arrivals were recorded worldwide and a strong growth rate was recognized (Telfer & Sharpley, 2015, p 8). According to the World Tourism Organization (UNWTO, 2020a), there were more than 1.5 billion international tourists worldwide in 2019, which is a plus of 4% compared to 2018. This shows the global trend of travelling and the motivation of experiencing new destinations for different reasons.

In Austria, according to the Statistics Austria (2019b), the national and international arrivals experienced an increase of +43% in the last ten years (2009-2019) and reached its peak of 46.2 million in 2019. In the same period of time, the overnights grew by +23%, and account for 152.7 million. In comparison, in 2019 there were over 68,000 establishments incl. (hotels, hostels, apartments etc. (+0.5% compared to 2009) with more than 1.3 million beds (+4.3% compared to 2009). These numbers also indicate that the average length of stay has decreased from an average of 3.8 to 3.3 days per visitors in the last ten years. It can be recognized, that people tend to travel for a shorter time period but more often.

As the figures and its positive development show, tourism in all its facets can affect a destination and its inhabitants in their way of living for different reasons (Holden, 2016). Tourism has the power to change the political-economic situation at a destination and the potential to contribute to a better life for the people on site, because of job generation and economic growth, but the industry might bring also negative effects and changes (Telfer & Sharpley, 2015 p. 5). It is proven, that rapid growth of international and domestic tourism can causes pressure on the environment of a place and its existing resources, such as land, water and biodiversity (Holden, 2016).

Therefore, tourism planning is an essential process that defines goals, strategies and objectives for tourism development, marketing and promotion, organization, community awareness of tourism and other support services and activities (Mill & Morrison, 2012, p. 153). There are various relevant reasons to have a plan for tourism development, but according to Gunn (1994), there are five main reasons:

1. Tourism development has positive and negative impacts
2. The competitiveness of tourism is increasing steady and more and more tourism destinations being promoted
3. Tourism is a more complicated phenomenon than it was thought to be
4. Many natural and cultural resources has been damaged by tourism
5. The community is effected in tourism, hence, everyone should be part of the planning process

4.5.1 Butler's Life Cycle Model

In order to gain a better understanding of the development process of a tourism destination, the Butler's life circle model, see Figure 7, on page 44, demonstrates different development phases a destination goes through. The model was created by Butler in 1980 and has been slightly adopted in 1992 (Butler, 1980, 1992; Butler and Waldbrook 1991). The Life Cycle Model consists of seven stages, depending on the number of tourists and the time. The seven stages are: exploring, involvement, development, consolidation, stagnation, decline and rejuvenation.

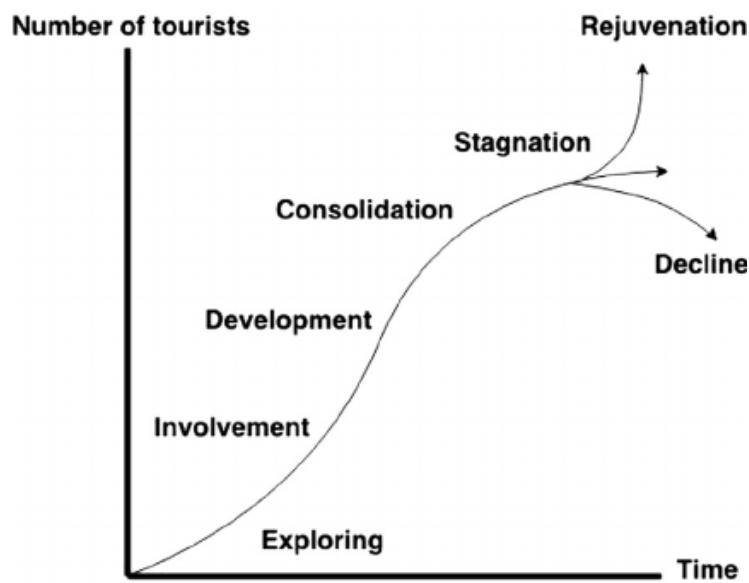


Figure 7: Butler's life cycle model (Butler, 1990; 1992)

Each destination starts at the exploring phase, where visitors come to a place because they want to experience adventure, nature and cultural attractions. Secondly, the involvement phase includes local investment in tourism, the promotion of the destination and the government starts to build infrastructure. Thirdly, the development phase is characterized by a rapid growth of number of tourists, external investments, heavy advertising, and build attractions replace nature and culture. In particular promotion and marketing activities of a destination play an essential role in the development process (Telfer & Sharpley, 2015 p. 5). Hence, especially events can be a great tool to support the destination to draw attention to the place and make people aware of it. The next phase, consolidation, shows a slow-down of the growth in number of tourists and tourism becomes a mass tourism. Furthermore, in the stagnation phase the peak number of tourists is reached and there are many repeaters and the carrying capacity limits in regards to accommodation, infrastructure etc. is reached. The sixth phase is decline, where the number of tourists decreases, infrastructure starts to run down and foreign investors pull back. Lastly, the rejuvenation phase provides another chance for the destination because new attractions or new natural resources are used to recover and attract new visitors. (Mill & Morrison, 2012, pp. 124-125).

Each phase in the Butler's model has certain characteristic and tourism has different impacts on a destination, depending on the phase. However, these impacts can be seen from various viewpoints.

4.5.2 Tourism Impacts

Tourism can have positive and negative impacts on a destination and these impacts can be divided into three categories, which are also the three pillars of the concept of sustainability: economic, socio-cultural and environmental (Mill & Morrison, 2012 pp. 41-65; Holden, 2016, p. 11). Economic benefits are often tangible and better to measure, while socio-cultural and environmental impacts are often intangible and difficult to measure (Raj et al., 2017, p.37). However, it is crucial to keep the balance between all three elements in order to achieve a long-term benefit for the destination. Benefits and consequences for a destination are the outcome of tourism development at a destination, where all stakeholders (including the government) play an important role (Telfer & Sharpley, 2015, p. 7). All stakeholders have the responsibility to focus not only on the economic impacts, but also on the social and environmental that can influence the people living on at the destination (Raj et al., 2017, p.37).

Economic impacts

Tourism is a major industry for many economies in various countries worldwide, and it is also one of the fastest growing economic sectors (Dwyer et al., 2010). According to the World Tourism Organization, the tourism sector has become over the last years one of the main international trade categories and has an equal or even higher business volume than oil exports, food products or automobiles (UNWTO, 2020b). For governments, tourism is often a hope for economic growth in the country (Ivanov & Webster, 2007). Especially in developing destinations, tourism is one of the main income sources, contributes positively to the development of a place, and creates other opportunities (Dwyer et al., 2010).

Existing literature shows different concepts about how tourism impacts the economy of a destination and also about the benefits as well as negative effects the industry has on a destination's economy (Dwyer et al., 2010). According to Mill & Morrison (2012, pp. 41-65) there are three major economic impacts on a destination:

1. Increasing foreign exchange earnings, whereby international tourism is essential for foreign exchange earnings (Telfer & Sharpley, 2015, p. 7).

2. Increasing income due to tourist expenditures.
3. Increasing employment (direct and indirect). For example, the travel and tourism industry generated more than 318,000 direct jobs in Austria in 2017 (Statistics Austria, 2017).

It is also important to distinguish about direct and indirect economic contribution, while the former has to deal with tourist expenditures and the indirect is related to companies that sell their products and services, which they have purchased from other companies (Dwyer et al., 2010). Further economic concepts such as leakage, inflation and multiplier effect (indirect, direct and induced) are relevant parts in already existing academic research (Mill & Morrison, 2012, pp. 41-65). Despite, literature also focuses on sustainability in relation to tourism, which is further discussed in Chapter 5, page 60. However, authors often forget that economics is one crucial part of a sustainable concept in order to develop a tourism destination (Dwyer et al., 2010).

Tourism accounts for a certain percentage in the GDP (Gross Domestic Product), but it cannot be directly related to the economic benefits (Ivanov & Webster, 2007). In Austria, the travel and tourism industry contributes directly 6.5% and indirectly 15.3% to the GDP (Statistics Austria, 2018). There are various sectors involved and tourism has hidden activities that contribute to a country's market situation. In order to measure the tourism contribution to the economic, there are two generally accepted models: Firstly, the Tourism Satellite Account (TSA) that helps to measure the tourism impact by scaling the impact of tourism related to other sectors (Dwyer et al., 2010; Ivanov & Webster, 2007). The second method is the Computable General Equilibrium (CGE), which helps to adapt to changes and takes forecasts into account (Ivanov & Webster, 2007).

Furthermore, changes in politics and economics are also responsible for a higher demand in tourism, because people want to see attractions, heritage and seek for the "other" (Hall, 1998). However, besides already existing historical buildings and attractions, tourism expansion has also a lot of costs that have to be considered, such as maintaining and building new infrastructure in the form of roads, airports,

water, energy, accommodation facilities, restaurants etc. (Sinclair, 2018). Tourism investment in infrastructure is also important because of the expansion of the carrying capacity of a destination (Dwyer, et. al., 2010). These investments can be done by the public (government) or private sector depending on policies, economic and social situations. Often there are even private-public relationships that help the country to expand and grow. Moreover, foreign investment is an important economic topic in developing a destination (Dwyer, et al., 2010).

Socio-cultural impacts

Socio-cultural impacts are also an important group of impacts, but literature is limited in comparison to the economic impacts on a destination. However, according to Mill & Morrison (2012, pp. 41-65), tourism can have positive and negative impact on the inhabitants and its cultural environment from a social perspective for several reasons. Firstly, tourism might cause damage to family structures, because it is an industry that has to function all around the year. Secondly, tourism reduces food production due to new buildings on the green field. In addition, local people have to be displaced or have to move in order to create place for airports, resorts, hotels, sites, and other tourism development projects, which influences their everyday life. Fourthly, when more tourists come to a place it can encourage behaviors such as begging and harassment of visitors. Fifthly, more people on a place can cause overcrowding and encourage emigration. Furthermore, from a cultural and heritage perspective, too many visitors damage historical sites and monuments as well as commercialize traditions and customs and are responsible for the loss of cultural authenticity of a place. Lastly, increases of health risks (influence, epidemic etc.), increase of drug abuses and prostitution might occur due to an increasing number of tourists (Mill & Morrison, 2012, pp. 41-65).

In comparison to the negative points, there are also several positive influences in a socio-cultural context. For example, the society develops a more open-minded attitude and has learns something new in terms of education, culture and behavior due to tourism and foreigners (Medet, 2016). Furthermore, tourism generates

money and allows a place to maintain the cultural monuments and historical sites as well as building new infrastructure for tourists and residents (Sinclair, 2018).

Environmental impacts

The third important perspective of impacts on a destination is the environmental perspective. This dimension got only its first serious attention three decades ago (Wong et al, 2015). In the beginning, it is important to distinguish between natural and built (man-made) environment at a destination, which can be both related to environmental impacts (Wong et al., 2015). Often, tourism causes negative effects on the environment, because people destroy the nature through changing land use and building new facilities such as hotels or attractions in order to draw more tourists to specific destination. Furthermore, if a large amount of tourists stays on a popular place they are causing pollution of beaches, lakes and rivers, vandalism, loss of vegetation, air pollution, and not taking care of a correct waste management (Mill & Morrison, 2012, pp. 41-65). In addition, tourism can also cause an insufficient utility service capacity for inhabitants such as a shortage in water supply or power or telecommunication (Mill & Morrison, 2012, pp. 41-65).

Currently, there is another present topic called climate change, because also tourism contributes to global warming. For example, in 2016 all emissions from tourism related to transport counts 5.0% of all man-made emissions and this number is expected to increase to 5.3% by 2030 (UNWTO, 2016). Today, tourists take more trips than in the past, also long distances, but with a shorter length of stay on site. Often, this development requires air transport, which offers inexpensive prices, where the more eco-friendly railway industry is still not able to compete with (UNWTO, 2016). However, besides all the negative consequences, there are also positive effects such as a greater protection of ecosystems through the attention of tourism and the popularity of a place (Mill & Morrison, 2012, pp. 41-65).

4.6 Findings

Tourism is known for its complexity because of the many different elements involved such as service providers, several organizations and business (Holden, 2016, pp. 2-10). Hence, there are various different interpretations of tourism. Tourism can be described as a system with supply and demand, and it has the power to affect the development of a destination (Dwyer et al., 2010; Benckendorf, et al., 2010; Telfer & Sharpley, 2015). Leiper (1979) established another well-known model, where tourism is a system that is geographically linked and it consists of the generating region, a transit zone and the final tourist destination region. Different environments such as economic, socio-cultural, political, environmental, human or technological influence all of these elements.

Furthermore, tourism can be seen from different perspectives, also from a cultural point of view, which is relevant in this research paper. Cultural tourism is often related to discovering, experiencing and learning about historical and cultural heritage as well as to communities, lifestyles, beliefs and traditions (UNWTO, 2020c). Furthermore, types of cultural tourism are visiting museums, religious festivals, heritage sites, monuments, educational tours and performing arts (Raj et al. 2017, p. 28). However, for tourism destinations it is important to offer besides (cultural) attractions, also facilities, infrastructure, transportation and hospitality (Mill & Morrison, 2012, pp. 17-40). This is necessary in order to draw tourists to a place and fulfill their needs and wants.

Increasing tourism allows enhancing the development of a destination and creates a positive image and a better place for tourists and residences (Getz, 2008; Holden, 2016). Therefore, tourism planning and development is essential to raise tourist arrivals and overnights as well as the way of living for inhabitants (Holden, 2016). In order to use the full potential of region and maximize the outcome it is essential to have clear goals and a well-planned tourism strategy (Mill & Morrison, 2012, p. 153). Tourism development can have positive and negative impacts on a destination, which can be seen from a sustainable perspective and includes economic, socio-cultural and environmental impacts (Mill & Morrison, 2012 pp. 41-65; Holden, 2016, p. 11). Economic impacts are perceived as tangible and better

to measure such as the GDP, employment rate and foreign income. In contrast socio-cultural and environmental impacts are intangible and difficult to measure such as knowledge transfer, loss of authenticity or destruction of nature (Raj et al., 2017, p. 37). This is also responsible for the fact that the majority of tourism research relates to the economic impacts of tourism on a destination.

To conclude, tourism is perceived as a complex phenomenon due to the many different elements involved. The supply and demand are two major key elements in the system of tourism. A destination has to provide attractions in order to draw people to a place and this includes also cultural events. Tourism has the power to impact a destination positively and negatively and influence its development. Also event tourism, which can be seen as part of tourism management, can have major impacts on a destination and is explained in detail in the following chapter 5.

Chapter 5: Event Tourism

This chapter explains how the theory from the two chapters before (event management and tourism management) is related to each other and how event tourism can be seen as an own study field. Topics such as the relation between tourism and event management, cultural event tourism, event tourism planning and development, stakeholders, and sustainability in relation to event tourism are addressed. The outcome of this chapter provides fundamental information for further empirical research.

5.1 Relation of Event Management and Tourism Management

Event tourism has only become established a few decades ago. Therefore, the rapid growth in this industry can be described as spectacular (Getz, 2008). Some scholars see event tourism as a major trend. The event sector, especially in relation with tourism, will continue to grow and expand its diversity (Getz & Page, 2020, p. 45). According to Raj et al., (2017, p. 27), the event industry is even one of the fastest growing areas in the tourism industry.

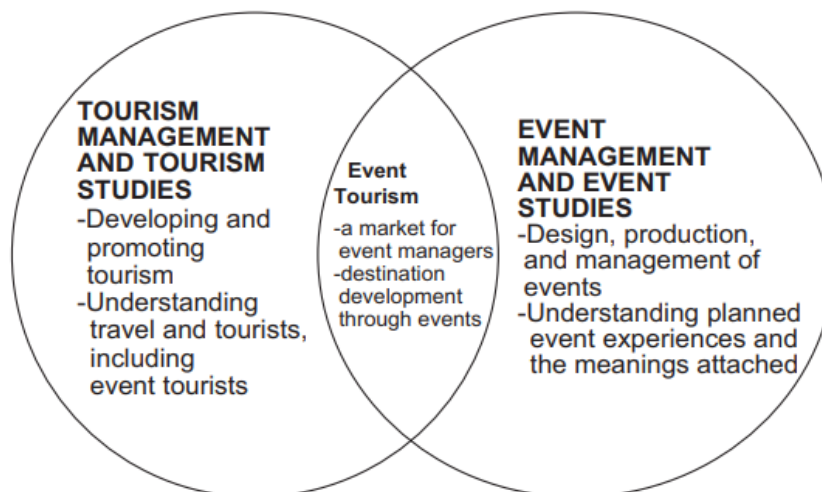


Figure 8: Event tourism (Getz, 2008)

In scientific literature, event tourism is seen as a subfield of both: event management and tourism management (Getz & Page, 2016). In the context of tourism, events have different purposes as they can be seen as attractions, catalysts, place marketers and image-makers (Getz, 2008). However, it is still

difficult to differentiate between event tourism and tourism, because both of them have subareas such as sport, culture or business. Getz (2008) has created the Figure 8 in order to understand the interrelation of event and tourism. Tourism management and tourism studies deal with development and promotion of tourism and the understanding of traveling and tourist behavior (incl. event tourists). In comparison, event management and studies are about the design, production and management of events, the understanding of planned events and the meanings behind it. When these two fields overlap, Getz (2008) defines events tourism as a market for event managers and relates it to the development of a destination through events. This means that events are an opportunity to develop a tourism destination due to the effects of event tourism. However, impacts caused by event tourism can be seen from different perspectives, depending on the event type.

5.2 Cultural Event Tourism

In the last years, cultural events became a major form of cultural tourism development and experienced a strong growth (Liu, 2014). Cultural events are also a great opportunity to show the creativity that a destination offers (Richards & Palmer, 2010). In addition to the already mentioned typology of planned events in Chapter 3, page 28, Getz & Page (2016) created an adapted version with only four categories, instead of eight: 1. Business events (MICE), 2. Festivals and cultural events, 3. Entertainment and 4. Sports. This master thesis focuses on the category festivals and cultural events, which is shown in Figure 9. The category includes events that are less dependent on a facility or a place, which means that cultural events can take place on streets, in parks, theatres, concert halls and other public and private places. Although the location of cultural events is flexible, the quality of the program plays an essential role, because participants want to learn something and value professionalism (Milohnić, 2012).



Figure 9: Festivals and cultural events (own illustration, based on Getz & Page, 2016)

Furthermore, cultural events have also a major economic benefit to a community, even though the place where the event takes place might not benefit directly from the event (Raj et al., 2017, p. 11). Also, not every event is related to tourism, because an event can have other effects such as a cultural benefits or good influences on the community (Getz, 2008). It is proven that cultural events have a positive impact on community cohesion, provide a better life to the host destination by generating jobs, develop trade and business, increase infrastructure on site due to investments, and events might cause long-term promotional benefits for a tourism destination (Raj et al., 2017, p. 37).

In addition, cultural event tourism is a great chance for inhabitants to become independent (Raj et al., 2017, p. 30). Through festivals or other events they are able to sell their handicrafts, offer accommodation, food and beverage, transportation and work in museums or other related places. For a destination and its community it is also important that cultural elements become a central part of cultural events in order to preserve those (Hernández-Mogollón et al., 2018). In order to achieve all this, it is necessary that all involved stakeholders including the government, event organizers and local population work together and follow objectives. This requires a well structured planning process, which is discussed in the following subchapter 5.3.

5.3 Event Tourism Planning and Development

Nowadays, event tourism is a major part of the tourism industry and in many research papers it is related to tourism development (Getz, 2008; Richards & Palmer, 2010; Liu, 2014; Negrusa et al., 2016; Getz & Page, 2016; Antchak et al., 2019). In order to develop a destination, it is important to know what the destination wants from an event and what the benefit should be (Getz, 2008). Events are mainly seen as a popular form of attractions that take place at a destination for different reasons, such as economic growth, celebrating particular holidays, historical reasons, providing cultural and educational experiences, or creating a specific community feeling (Getz, 2008; Mill & Morrison, 2012, p. 23).

According to existing literature, planned events and mega events can have major impacts on a destination seen from various perspectives (Getz, 2008). In the past, event tourism literature focused mainly on the economic impacts on a destination (Getz, 2008; Alves et al., 2010; Gibson et al., 2010; Bracalenta et al., 2011). Events have the power to improve the economic situation of a place by attracting more tourists and generating expenditure. Most event organizers focus on the financial benefits, while it is also important to recognize other positive as well as negative impacts related to the community and the environment. Furthermore, successful events may help to overcome the low season and fill the gaps between the peak seasons (Liu, 2014; Getz & Page, 2016; Hernández-Mogollón et al., 2018). However, it is not possible to use this know-how to predict specific outcomes of a planned event or a strategy in event tourism, because it depends on the destination and context (Getz & Page, 2016). In order to recognize and manage the impacts of event tourism, it is important to evaluate on an event once it is over. This helps also to define the right goals and maximize the benefit in the future (Raj et al., 2017, p.37).

To achieve defined objectives of an event related to tourism, it is necessary that the event is well planned and has a certain purpose (Getz, 2008). It is important to realize that an unplanned event will not be able to achieve specific impacts for a destination. For a better understanding of what to consider when planning event tourism, Getz (2005) has defined events from the perspective of managing and planning the event. This concept consist of three major elements:

1. Destinations: Systematic planning and development, marketing and promotion (events as a tourist attraction, image builders), trigger for other developments, animating attractions and destination areas
2. Organizers and Sponsors: Strategies related to event tourism have to cover the management of new events and possible unsuccessful outcomes
3. Event-goers: Demand, who travels for participation to the event

The first element is related to the destination where the event takes place. Events generate demand at a destination and can have an influence on the tourism system in various ways, such as on accommodations, transport, attractions and

ancillary services (Liu, 2014). These elements develop in a specific way, depending on the event in order to handle the demand (Getz & Page, 2016). For example, a mega event such as the World Exhibition requires more infrastructure and more hotels have to be built at the place in order to accommodate the high number of potential tourists.

Secondly, organizers and sponsors are important stakeholders. Event organizers have to be professionals in the context of event tourism and are responsible for the event management and the entire coordination of the event. In contrast, sponsors provide money and non-monetary support, which is often essential to be able to organize the event (Allen et al., 2011). For example, energy drink brand Red Bull is one of the sponsors of the well-known Nova Rock festival in Austria.

The third main element is about the event-goers. For tourism destinations and countries, it is essential to understand the needs and wants of their potential tourists (customers) as well as the decision-making process for events from a consumer perspective (Raj et al., 2017, p. 29). It is relevant to understand why people travel and their motivations, which is discussed in detail in Chapter 4, page 40.

5.3.1 Event Portfolio

For a tourism destination, it is important to host events that have a huge impact on the development of the place. Event portfolios, meaning repeating events or events that complement each other, are a configuration with a holistic development approach that addresses issues about community, social topics, tourism and a destination's economy (Ziakas & Costa, 2011). These portfolios can have a much bigger impact on a destination than only one event that takes place only once. This creates a competitive identity (Antchak et al., 2019). For a destination, it can be a great opportunity to increase the growth of a destination, develop faster and contribute to a positive image change of a place. It is seen as a strategic tool, which can influence evaluation, planning and policies of events (Getz, 2016). With event portfolios, it is possible to maximize the benefits of the economic, socio-cultural and environmental outcome for a destination much faster

than with individual events, but a portfolio requires strategic and detailed planning with events that compliment each other or share the same objectives (Ziakas & Costa, 2011).

In addition, Getz (2005) created the portfolio approach to event tourism and adopted his theory together with Page a decade later (Getz & Page, 2016). This portfolio approach is presented in Table 2 and explains the influence of the different event types on a destination. This table shows that occasional large events have a high tourist demand and high value. Followed by the periodic hallmark events (major fairs, international sport or cultural events recognized by its name), which have also a high tourist demand and high value but take place more often such as the Carnival of Venice. Regional events have a medium tourist demand and medium value, for example small music festivals. Local events have low tourist demand and low value such as harvest festivals. The original depiction is a pyramid, where the occasional mega-events are at the top and the local events are at the bottom of it, expressing the quantity of each event type.

Type of event	Tourist demand and value*	Cultural event example
Occasional mega-events	High tourist demand and high value	World EXPO, Eurovision Song Context
Periodic hallmark events	High tourist demand and high value	Carnival of Venice, Seefestspiele Mörbisch
Regional events (periodic and one-time)	<i>Periodic and one-time:</i> medium tourist demand and medium value	Picture on music festival, exhibition in an open-air museum
Local events (periodic and one-time)	<i>Periodic:</i> low tourist demand <i>One-time:</i> low tourist demand and low value	Monthly markets, harvest festivals
*Value can be measured by the number of tourists (arrivals, overnights, tickets etc.), economic impacts, environmental impacts, socio-cultural impacts, growth potential, quality, image enhancement etc.		

Table 2: The portfolio approach (own illustration, based on Getz, 2005; Getz & Page, 2016)

Mega and hallmark events are especially strong tools for tourism development, because of their power to increase the number of tourist arrivals and overnight stays, create a positive destination image and affect regional development (Fourie

& Santana-Gallego, 2011). This points out that a tourism destination should rather focus on major events that are organized more often, than on small events which are not able to have a huge impact on a destination. Nevertheless, as already discussed in Chapter 4, it is necessary that a destination is properly prepared for large events (attractions) in terms of infrastructure, facilities and transportation system and hospitality (Mill & Morrison, 2012, p. 24). Still, this development can also often become an issue, because once the occasional mega event is over, destinations have to deal with the large supply and capacity which cannot be covered by the demand anymore (Fourie & Santana-Gallego, 2011; Liu, 2014).

The process of the development and management of event portfolio is complex and challenging, in particular because of the various stakeholders who are involved in the process (Antchak et al., 2019). All of them have different interests, ideas and expectation. The involved stakeholders in event tourism are discussed further in the following subchapter 5.3.2.

5.3.2 Stakeholders

Since the event sector is described as interdisciplinary, there are many different stakeholders involved in the process of an event (Getz & Page, 2020). It is important to understand the different stakeholders of event tourism from the demand and the supply side. Stakeholders can be defined as people who are involved or have a particular interest in the event (Getz, 2008; Richards & Palmer 2012, pp. 41-42). This interest could be because of various reasons, such as economic, socio-cultural, environmental, political or private. According to Allen et al. (2011), there are eight major groups of stakeholders in event tourism with different tasks and responsibility, which are listed in Table 3.

Group of stakeholder	Tasks and responsibilities
Host organization	Responsible for the event management and setting objectives
Host community (private sector)	Providing context to the event, offering services and products, affected by impacts of the event

Participants and spectators	Participating at the event and obtaining entertainment, reward from the event
Co-workers	Employees who are paid for their work before, at and after the actual event
Media	Supporting the event through promotion and advertising
Sponsors	Providing money or non-monetary support for the event, gaining prestige
Public sector and organizations (incl. government and DMOs)	Offering services, facilities and products to the event, tax income, contribution to positive image
Event associations	Providing technical and moral support to event organizers, acquiring new members, collecting membership fees

Table 3: Event stakeholders (own illustration, based on Allen et al., 2011)

Today, not only the government is responsible for tourism promotion and growth on site, but also the private sector including event organizers, tourism organization and autonomous organizations. In particular the partnership between public and private sector plays an important role in tourism development (Raj et al., 2017, p. 26). Cultural events offer the opportunity to strengthen these partnerships (Liu, 2014). Furthermore, it is especially important to involve the host community in the planning process of an event, because this leads to an authentic event experience with culture and traditions (Raj & Vignali, 2010). Still, it has to be considered that the organization and management of an event has to be done by professionals and cannot be done by only public organizations such as the government or by the host community (Çoban, 2016).

5.4 Event Tourism as a Marketing Tool for DMOs

Often event tourism is not seen as an own professional field, because it is usually part of tourism, such as in national and regional tourism offices including destination management organizations (DMOs) (Getz, 2008). Still, destinations have understood that event-based strategies are a powerful tool to develop competitive advantage by showing local distinctiveness in order to be able to compete with other tourism destinations (Getz, 2008; Liu, 2014). Globalization is a major topic and individuality helps to stand out from the crowd. Therefore, the use

of own resources such as culture and history is necessary to attract new visitors and improve the image (Richards & Palmer, 2010; Hernández-Mogollón et al., 2018; Liu, 2014).

From the perspective of DMOs, events are attractions, animators, place marketers and image-makers (Getz, 2008). Events can be not only be an animator of a destination's attractiveness but it is also a key marketing tool and promotion for a specific place in order to increase global competitiveness as well as to increase the spending of tourists on site (Getz, 2008; Getz & Page, 2016). Events also draw attention to the destination by using different communication tools (Milohnić, 2012). It is proven, that the opinion of a tourist can be affected in advance by the information provided about a destination or an event. This means, that it is possible to influence the tourist's cognitive image (knowledge and beliefs) before the tourist even is at the place. Nevertheless, once the tourist already participates at an event, the affective image (emotions and feelings) can be influenced more, because of the intense experience on site (Hernández-Mogollón et al., 2018).

In particular cultural events are described as an exceptional tourist attraction for a destination in order to create an appropriate image (Raj et al., 2017, p. 27). The image of an event plays a key role in the decision-making process of the event tourist. Especially, specific forms of cultural events such as festivals can create a unique image and are a part of the marketing and development strategies of a DMO (Milohnić, 2012). In order to develop a strong image for a destination, it is essential that events have the right linkage to a destination in terms of culture, place and identity (Raj et al., 2017, p. 27). For example, Vienna hosts a classical music concert in the opera and people relate Vienna to the city of music.

In contrast, case studies have also shown that planned events are organized with only little attention given to the tourism potential of the destination (Getz et al., 2007; Gibson et al., 2010). This occurs because of lack of relationship between event organizers and DMOs. In many cases, this can be explained due to a missing tourism plan and comprehensive event policies. Gibson et al. (2010) also argues that particularly cultural events are not considered in policy-making,

because they are not taken seriously, especially small ones. Still, for a destination it is important to include events in their marketing plan and policies, and to optimize the communication between event organizers and DMOs. When creating a new tourism plan and marketing strategy related to cultural event tourism, DMOs should consider the experience of tourists related to cultural events (Hernández-Mogollón et al., 2018). Existing literature shows that a satisfactory event in cultural environment motivates tourists to visit the place again (Milohnić, 2012).

5.5 Sustainability and the Relation to Event Tourism

Sustainability is a complex concept, which can be applied in many different industries. Also tourism destinations include a sustainable approach in their development strategy. Therefore, this subchapter provides an in-depth insight into the concept of sustainability, its relation to event tourism and defines sustainable events.

5.5.1 Sustainability in Tourism Development

Sustainability is a complex concept and scholars have created various definitions, interpretation and approaches, depending on the industry and perspective, which makes it also difficult to generalize sustainability as one concept (Purvis et al., 2019). The term sustainability is based on the word sustain and has its origin in the French language. The French verb “susténir” means to support, to keep up or to maintain something (Smith-Christensen, 2009, p.22).

For this master thesis it is relevant to understand sustainability and its relation to the planning and development of a tourism destination. The concept of sustainability related to tourism and development was mentioned the first time from the World Commission on Environment and Development in the Brundtland Commission report in 1987 (WCED, 1987). Today, the UNEP (United Nations Environment Program) and the UNWTO (World Tourism Organization) describe the term sustainable development as follows:

“Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities” (UNEP & UNWTO; 2005).

Also Purvis et al. (2019) explains the concept of sustainability based on three pillars depicted in Figure 10: economic, social and environmental. In existing literature, there are two approaches to interpret this three-pillar concept of sustainability. The first approach is that each pillar is seen as an individual dimension. The second approach is that all three pillars are interrelated with each other and complement each other (Purvis et al., 2019). Latter requires more attention in research, but it is also perceived as challenging (Pasanen et al., 2009; Laing, 2018).

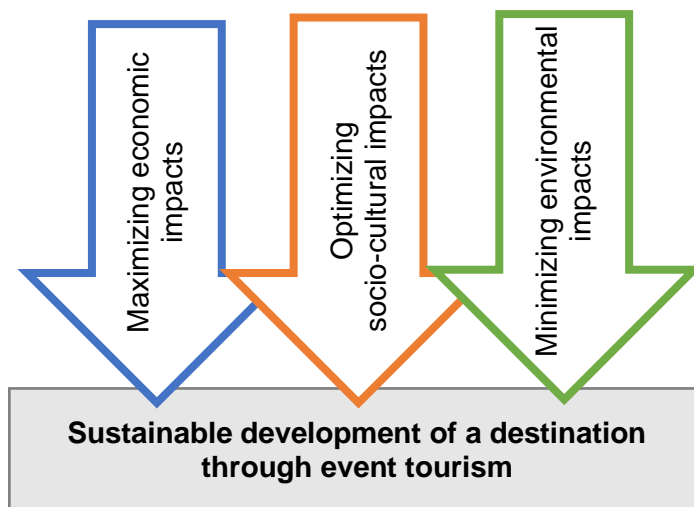


Figure 10: Sustainable development (own illustration)

The three impacts of sustainable development can be positive or negative, and tangible (material outcome) or intangible (non-material effects) (Smith-Christensen, 2009, p. 24; Raj et al., 2017, p. 37). This is also discussed to a certain extent in Chapter 4, tourism management. The economic impacts are often described as positive impacts such as employment and they are also seen as tangible, because they can be measured such as on the direct or indirect expenditures of tourists, the multiplier effect or tax income (Mill & Morrison, 2012, pp. 41-65; Andersson & Lundberg, 2013; Negrusa et al., 2016; Raj et al., 2017). The socio-cultural impacts are often perceived as positive or negative. For example, the knowledge transfer is positive while tourism can also increase abuses. Socio-cultural impacts are also described as intangible, which means it is difficult to measure and not as much researched as economic impacts (Raj & Vignali 2010; Negrusa et al., 2016; Raj et al., 2017). The environmental impacts are receiving more and more attention these days, and are mainly related to

negative influences on the development of a destination. Some of the environmental impacts are tangible such as the CO₂ emission, whereas destroying the nature is difficult to measure (Mill & Morrison, 2012, pp.41-65; Andersson & Lundberg, 2013; Yuan, 2013).

5.5.2 Definition of Sustainable Events

Sustainability is also a major trend in the event sector and allows defining new objectives, which contribute to a positive improvement (Getz & Page, 2020, p. 45). However, sustainability is also seen as a critical factor for the event industry in the future (Çoban, 2016). There are different approaches of defining a sustainable event. Smith-Christensen (2009, p. 23) describes the term sustainable events from a management perspective. Basically, there are three main elements that define a management concept of sustainable events:

1. Audience (event-goers)
2. The host community
3. Event organizations

In addition, it is important to understand that these three elements are not the only part about the management of a sustainable event. All three elements equally depend on human resources (e.g. management team, host community, event-goers), infrastructure (e.g. natural environment, roads, airports, electricity) and financial resources (e.g. sponsors, public sector, attendees) (Smith-Christensen, 2009, pp. 23-24). In this concept it is essential that the three main elements are managed from a sustainable perspective. For example, the event-goers need to show a responsible tourist behavior and interest in the sustainable event (Cucculelli & Goffi, 2016).

Besides the management perspective of sustainable events, Smith-Christensen (2009, p. 25) has also established a definition for responsible events, which is related to the sustainable development of a place: *“Responsible events: events sensitive to the economic, sociocultural and environmental needs within the local host community, and organized in such a way as to optimize the net holistic (positive) output.”* In detail, the impacts of an event are across a triple bottom line,

which is about maximizing economic impacts, optimizing socio-cultural impacts and minimizing environmental impacts. This allows creating the required balance of the three components.

Also according to Getz (2008), an event is sustainable when it fulfills important social, cultural, economic and environmental roles. These roles have to be linked to something that people value such as social and cultural impacts. In the past, cultural events were mainly responsible for social benefits within a destination. Today, this has changed and events are also seen as a marketing tool, which generate an economic benefit (Raj et al., 2017, p. 26). Still, the empowerment of local communities and the holistic concept of sustainability is an advantage for the competitiveness of a destination (Cucculelli & Goffi, 2016). It is also expected that the environmental impacts become a standard requirement in the event industry, for example green operations and reduction of the ecological footprint (Yuan, 2013; Getz & Page, 2020, p.46).

To include the concept of sustainability with its complexity in the process of event management, the event requires an extensive planning phase before it takes place. It is also crucial to have the right stakeholders within this process, who are responsible and willing to achieve sustainability (Yuan, 2013). Hence, it is especially important for governments to develop a clear and profitable strategy for event tourism planning in order to maximize the benefit for a tourism destination (Raj et al., 2017, p. 28). The steady growing competition forces a destination to have a strategic development plan with a proper tourism policy in order to fulfill the economic, socio-cultural and environmental goals (Getz, 2005; Cucculelli & Goffi 2016). Overall, more attention needs to be paid on cultural events in relation to sustainable tourism and its evaluation for future strategies (Negrusa et al., 2016).

5.6 Findings

Event tourism is a subfield of event management as well as of tourism management (Getz & Page, 2016). Scholars see the event industry as one of the fastest growing areas in tourism (Getz, 2008; Raj et al., 2017, p. 27). In tourism, events are seen as attractions, catalysts, place marketers and image-makers

(Getz, 2008). It is also well known that events are a great opportunity to overcome low seasons (Liu, 2014; Getz & Page, 2016; Hernández-Mogollón et al., 2018). In particular cultural events became essential for the development of cultural tourism, which experienced a strong growth in the past (Liu, 2014). Furthermore, cultural events are important to promote the creativity of a place (Richards & Palmers, 2010) and impact the community from different viewpoints (Getz, 2008; Liu, 2014; Raj et al., 2017, p. 37).

In scientific literature, it is well known that event tourism is related to tourism development (Getz, 2008; Richards & Palmer, 2010; Liu, 2014; Negrusa et al., 2016; Getz & Page, 2016; Antchak et al., 2019). Similar to tourism studies, most of the conducted research about event tourism focuses on economic impacts. However, one important fact is that the event has to be planned and needs to have a purpose in order to contribute positively to the development of a destination (Getz, 2008). From a management and planning perspective of event tourism, there are three elements to consider: the destination, organizers and sponsors, and event-goers.

Another great chance to develop a tourism destination is an event portfolio, which includes reaping events or different events that complement each other (Antchak et al., 2019). Event Portfolios are seen as a strategic tool, which has a much greater impact on a destination than a one-time event (Ziakas & Costa, 2011; Getz, 2016). The additional portfolio approach to event tourism created by Getz (2005) demonstrates that occasional mega-events and periodic hallmark events have a much higher value and tourism demand than periodical local or regional. Nevertheless, the process of developing and managing an event portfolio is complex and challenging, especially because there are many different stakeholders involved with different ideas and expectation, such as the host organization, host community, sponsors, participants, public and private sector (Antchak et al., 2019).

However, another important point to emphasize is that event tourism is seen as great marketing tool for DMOs. This means, that event-based strategies can create a competitive advantage by showing authenticity and local distinctiveness

(Getz, 2008; Liu, 2014). This can be created by the existing cultural and historical resources of a place that attracts new visitors and has a positive influence on the image of a destination (Richards & Palmer, 2010; Hernández-Mogollón et al., 2018). Events also draw attention to a place due to different communication channels (Milohnić, 2012). Since it is possible to influence a tourist's cognitive image of a place before even being there, advertisement plays an important role in event tourism (Hernández-Mogollón et al., 2018).

Lastly, the concept of sustainability plays an essential role in event tourism and its influence on the planning and development of a destination. The goal is to maximize economic impacts, optimize socio-cultural impacts and minimize environmental impacts (Purvis et al., 2019). The complexity about this concept is that the three elements are supposed to complement each, which is often seen as challenging and critical in the context of event tourism (Pasanen et al., 2009; Çoban, 2016; Laing, 2018). Economic impacts such as employment and tax income are well known in literature for a long time, but also more attention is given to environmental impacts (Mill & Morrison, 2012, pp.41-65; Andersson & Lundberg, 2013; Yuan, 2013). Socio-cultural impacts are often described as intangible and closely related to cultural event tourism due to the effects on the host community (Negrusa et al., 2016; Raj et al., 2017).

In conclusion, secondary literature has shown that events are a great opportunity to develop a tourist destination, because events are not only an attraction, but also place marketers and it can influence the image of a tourism destination positively. Furthermore, the concept of sustainability receives more attention in the scientific context of event tourism, but there is still a lack of information, which is addressed in the following empirical research.

Chapter 6: Methodology of Empirical Research

Based on the detailed literature review about event management, tourism management and event tourism presented in the previous chapters, an empirical research is conducted. The purpose of the primary research is to complement the already existing research about cultural events and its impacts on the sustainable development of a tourist destination. This process allows comparing data from secondary and primary research, and adding new information where it is required.

In this chapter the chosen methodology that is used to collect additional primary data is explained in detail. The chapter includes the object of investigation and the research goal, a justification of the qualitative research method, an explanation of the selection process of experts, a description of the setting and the design of the interview questions. The primary research process was conducted by following the steps of the qualitative content analysis by Philipp Mayring (2010).

6.1 Object of Investigation and Research Goal

According to Mayring (2010), a qualitative content analysis starts with a research question and a research object. The title of this master thesis is “Event tourism: impacts of cultural events on the development of a tourism destination in consideration of sustainability” and deals with the following main research question (RQ):

RQ: How do cultural events contribute to the development of a tourism destination in consideration of sustainability?

In order to be able to answer the main research question to its fullest, it is necessary to answer the following sub-questions (SQ):

SQ1: What are the characteristics of a cultural event?

The first sub-question helps to define cultural events as a base to ensure that each expert as well as reader of this thesis has the same understanding of cultural events. There is existing literature about it, but it is often descriptive and shows a lack of values related to cultural events. Published literature is mainly based on the

depiction of Getz & Page (2016), where cultural event types are defined as festivals, commemorations, carnivals, parades, religious rites, pilgrimage, art exhibitions and installations (see page 52). Furthermore, cultural events are also linked to creativity (Richards & Palmers, 2010), knowledge transfer and often to the local community (Milohnic, 2012; Liu, 2014; Yolal et al., 2016; Negrusa et al., 2016; Raj et al., 2017). However, this question allows gaining a deeper insight into the understanding and meaning of cultural events from different perspectives.

SQ2: What are positive and negative impacts of cultural events on a tourism destination?

The second sub-question includes different aspects, especially because impacts can be seen from three perspectives: economic, socio-cultural and environmental. There is a lot of literature published about tourism and its impacts on a destination (Mill & Morrison, 2012 pp. 41-65; Holden, 2016, p. 11), but there is lacking information about the impacts of event tourism, particularly about cultural events, on a tourism destination. Furthermore, in published studies there is often only one perspective taken (Alves et al., 2010; Yolal et al., 2016; Negrusa et al., 2016), but the holistic approach and the interrelation of the three components of sustainability are not considered. Hence, this question focuses on the three perspectives as one concept. The outcome of the already existing studies about sustainability impacts on a destination is taken into account in the design of the interview questions in order to obtain additional information.

SQ3: How can the three-pillar concept of sustainability be taken into account in planning and organizing a cultural event at a tourism destination?

The planning process of an event is the main phase before an event takes place (Dowson & Bassett, 2015, p. 22). Therefore, it is important to understand how the concept of sustainability can be included in the planning phase and show its positive as well as negative contribution to the development of a tourism destination. This sub-question requires real examples, which are provided by experts who take different environments and contexts into consideration.

Once all required sub-questions as well as the main research question are answered fully, the following goal of this research paper is achieved:

The goal of this thesis is to analyze how cultural events can contribute to the development of a tourism destination by defining positive and negative impacts on a destination's economy and environment, and investigating the planning process of cultural events in consideration of the three-pillar concept of sustainability.

6.2 Justification and Explanation of Research Method: Qualitative Research

The qualitative research approach is seen as interdisciplinary, interpretive, political and theoretical in its nature. It is about understanding people's opinions and perceptions based on their experience and it allows a greater relationship between humans, because it is about a socially constructed reality. (Brennen, 2017, p. 4). The topic of this master thesis "how cultural events impact the development of a tourism destination in consideration of sustainability" requires a qualitative research approach because of several reasons. Which are discussed below. According to secondary literature, event tourism is described as a complex phenomenon (Yuan, 2013; Getz & Page, 2020). Not only because it is a combination of two separated fields of research, tourism management and event management, but also because event tourism has multiple impacts that depend on the event and the destination. Each destination has another context, which has to be taken into consideration. Furthermore, the research question of this paper also includes the concept of sustainability, which is also seen as critical and challenging in the context of event tourism (Pasanen et al., 2009; Çoban, 2016).

While quantitative research focuses on hypothesis, objective, data, measurement, bias, validity, reliability, variables, and generalizations, qualitative research is about research questions, subjective information, analysis, interpretation, authenticity, trustworthiness, contexts and insights (Brennen, 2017, p. 15f). There are different methods in qualitative research, such as case studies, focus groups, textual analysis and expert interviews (Brayman, 2016). For this master thesis the

in-depth expert interview is the chose method. The interviewing can be perceived as the most used method in qualitative research (Brayman, 2016, p. 466). Experts (professionals) from the industry are required in order to obtain a reliable outcome, because experts are able to understand the context and know how to deal with the topic's complexity.

6.3 Selection of Experts

In the process of selecting experts, participants with different backgrounds were chosen in order to gain know-how from various perspectives. The used sampling process is called purposive sampling, which allows to collect experts who are relevant for the research topic and research question, taken from the perspective of the researcher (Bryman, 2016, p. 410). An essential criterion for the selection process was the relation to the professional field of event management as well as tourism management. Furthermore, in order to be able to provide a good quality and a pure outcome, it was especially important to select experts with different contexts, types of events, environments and locations.

The chosen six experts are listed in Table 4. All of them are related to event management and most of them also to tourism management. The experts do not only vary by providing different types of cultural events in various environments, also the age of the participants ranges from approx. 30 to 80 years. This indicates that different viewpoints are gained and taken into account in the analysis.

No.	Name	Organization	Position	Details
Int. 1	Eveline Niederbacher	Open-air museum in Gerersdorf <i>www.freilichtmuseum-gerersdorf.at</i>	Museum owner, artist, event manager	March 28, 2020 Via phone call 54 min 43 sec
Int. 2	Sabine Reisinger	Sabine Reisinger event management - self employed in Linz <i>www.srevent.at</i>	Event manager	April 1, 2020 Via Skype 57 min 35 sec

Int. 3	Infanger Barbara	Tourist Board Linz (Linz Tourismus) <i>www.linztourismus.at</i>	Project manager, head of event service	April 3, 2020 Via Zoom 51 min 59 sec
Int. 4	Franz Piribauer	Municipal authorities Wiener Neustadt <i>www.wiener-neustadt.at/tourismus</i>	City council for tourism	April 7, 2020 Via phone call 47 min. 00 sec
Int. 5	Clemens und Hansjörg Schrammel	Picture On Festival in Bildein <i>www.pictureon.at</i>	Festival founder, Event manager and organizer	April 9, 2020 Via Skype 58 min 04 sec
Int. 6	Helmut Krutzler	Association for viticulture and wine cellars (Weinbau- und Kellerverein) & Hotel Krutzler in Heiligenbrunn <i>www.kellerviertel-heiligenbrunn.at</i> <i>www.hotel-krutzler.at</i>	Hotel owner, event manager, chairman of Südburgenland Tourism	April 10, 2020 Via email

Table 4: Interviewees (own illustration)

The interviewees were approached by email and telephone to ask about their participation and to schedule an appointment for a video or phone call. Before the interview took place, each participant received the interview guideline in order to give them a positive feeling and the opportunity to prepare themselves. This guideline can be found in chapter 6.5.

6.4 Design Interview Questions

An interview is a conversation between two or more people with a focus and a purpose. There are three major types of how the conversation of an interview can be conducted: structured, semi-structured and unstructured open-ended (Bryman, 2016, p. 466; Brennen, 2017, p. 28). For this master thesis, the interview questions are semi-structured, because this method allows a great flexibility and gaining various opinions and perspectives without limiting the possible outcome

(Bryman, 2016, p. 468). Interviewees are allowed to interrupt and add new content to the prepared questionnaire, depending on the environment. This is especially important for this research, because each interviewee is located in a different tourism destination and deals with other types of cultural events.

A semi-structured interview requires an interview guide, which was prepared in advance. However, these questions do not have to be asked exactly in the same order and wording (Bryman, 2016, p. 468). Before the interview took place, the questions have been pretested once at a former event manager and adopted to the provided suggestions. Furthermore, the interview guideline was sent to each participant in advance in order to give time for preparation, since the topic deals with complex content such as the concept of sustainability. The original questionnaire is written in German, because all participants are from Austria. The used German interview guide is presented in Annex A.

Interview guide (*translated from German*)

Introduction

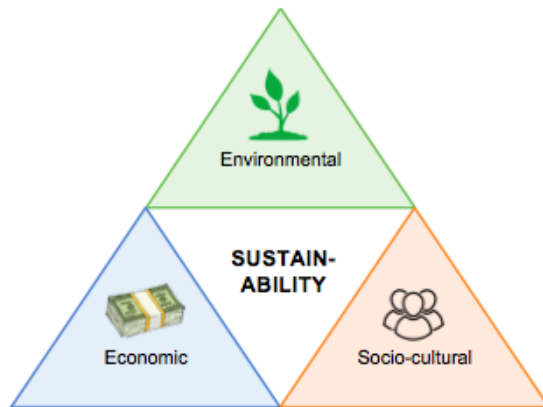
1. Short description of your company and your position
2. Description of your top 3 cultural events (type of events, number of participants, reputation etc.)

Characteristics of cultural events

3. What characteristics do you link to cultural events? (type, location, program/content, participants, values)
4. Where do the participants of your cultural events come from? (local, regional, national, international)

Impacts of cultural events on the development of a tourism destination

For further questions I show you a picture (own illustration), which demonstrates the concept of sustainability.



5. In addition to new jobs and tax payments, how can cultural events influence the development of a tourism region economically? (positive and negative influences)
6. Social-cultural impacts on a tourism destination are often describes as intangible, such as the loss of authenticity. Which positive and/or negative impacts do your organized cultural events have on the society?
7. Often, from an environmental point of view events are associated negatively with the development on a tourism destination, such as the CO2 emissions or the wrong waste management. Can you also think of any positive impacts?
8. Do you think that all three components of the concept of sustainability can complement and interrelate with each other in the development of tourism? *(Please do also think of the different stakeholders, for example the community, event manager, municipalities, tourists)*

Sustainable event planning

9. How do you consider the concept of sustainability in the planning phase of your cultural events? Please name some examples.
10. How do you receive support from regional tourism organizations or the local/regional government for your cultural events?
11. A good cooperation with the local community is perceived as a competitive advantage in event and tourism management. To what extend is the local community interested in cooperating with you in the context of your cultural events?

Event tourism as a marketing tool for a tourism destination

12. Do you see your already organized and in future planned events as a positive marketing tool for the surrounding tourism region?

Conclusion

13. Do you think that events will also be a good opportunity to develop a tourism destination in the future?

Thank you very much for your support!

Ethical Considerations

During this research the ethical and cultural concerns were taken into account to encounter any issue possible. This ethical approach is looking at the social and moral values involved in undertaking social research and, in particular, how the researchers should treat the participants (Matthews & Ross, 2010). The ethics of this research are about creating a mutually respectful relationship with a win-win outcome, in which the sample is pleased to respond honest and open-minded, obtaining valid results and considering the conclusions as a constructive result (McAuley, 2003). Therefore, the researcher protects the sample and honors their trust, tries to guard against harmful effects, avoids unnecessary intrusion, gives them rights to confidentiality and anonymity, and gives the sample intellectual property rights.

6.5 Setting and Transcription

During an interview verbal and non-verbal responses should be taken into consideration (Brennen, 2017, p. 30). Therefore, it is important to conduct an in-depth interview either personally face-to-face or via video call or phone, because a written conversation via e-mail or text message lacks of information. Due to the global situation of the coronavirus COVID-19 and the related ban on going out, all interviews were conducted online. Three out of six interviews were conducted via video call (Zoom, Skype), two out of six via phone call and one interview was via email. All interviews took place between March 28, 2020 and April 10, 2020. The lengths of the interview varied from 47 min to 58 min.

In order to transcribe the interviews, all of them were recorded with a MacBook Air and are accessible at the online thesis upload. In the beginning of the interview each interviewee was asked for permission to record the call and use its full name and company in this master thesis. Everyone agreed to this request. The transcriptions were done personally without software and are provided online too, parts of it are presented in Annex B. The interviews were conducted in Austrian dialect but literally transcribed in High German. Hence, some differences between audio recording and transcript can occur. Words such as “ähm, äh etc.” are not transcribed and if something was not understandable it was marked with “(...)”. Further, the layout of the transcript includes already lines with numbers, because this is the base for the qualitative content analysis by Mayring, explained in the following subchapter 6.6.

6.6 Qualitative Content Analysis by Philipp Mayring

A qualitative content analysis is seen as a standard requirement in social research (Mayring, 2010, p. 601). Philipp Mayring, a German professor, psychologist and scholar, created one of the most used techniques to analyze qualitative data. The purpose of the qualitative content analysis is to interpret and analyze text blocks by rules and to be able to measure and verify the qualitative content (Mayring, 2010, p. 602). Furthermore, there are three basic techniques, which are required for the qualitative content analysis (Mayring, 2008):

1. Summaries reduce the original text to its most relevant data and statements for the presented research (inductive)
2. Explanations can be done in a understandable and clear way by the context
3. Structuring of the content analysis through predetermined aspects and categories (deductive)

In this master thesis, the data is analyzed following the inductive approach. Figure 11 describes the detailed process of the qualitative content analysis according to Mayring (2008; 2010). The first step is to define the research questions and object (see chapter 6.1), which are established through the provided literature review in chapters 2-5. The second step is to choose criteria of selection and data abstractions. The criteria for the selection process are related to the research

questions presented on page 66f. Thirdly, the inductive categories (incl. subcategories if necessary) are established spontaneously out of the material, based on the selection criteria and the data abstraction. Fourthly, after 10-50% of the workload a revision of the categories is necessary in order to adapt them if necessary. Step five includes the final working through the text and finished the process of coding (creating categories). The last step is about the interpretation, analysis and putting together the gained data of all results. The full process includes also an optional check of reliability, which was not taken into account in this master thesis. This entire process of the qualitative content analysis can be found in Annex B.

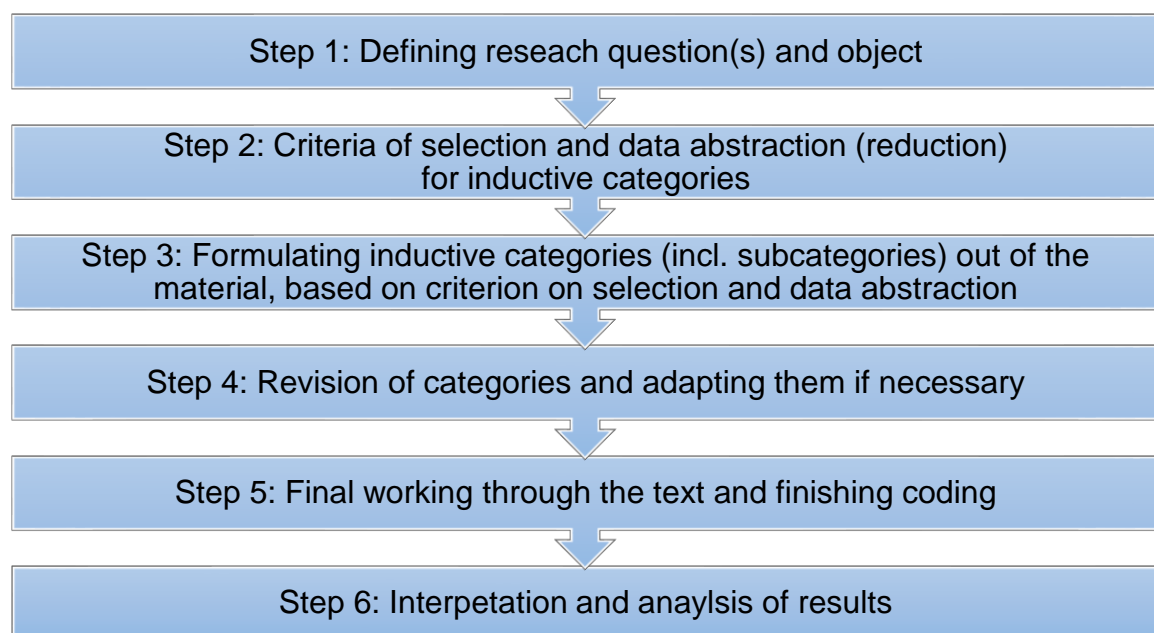


Figure 11: Qualitative content analysis by Philipp Mayring (own illustration, based on Mayring, 2008; 2010)

The main part of this process is the inductive category definition. Hence, the criteria of section was based on the main research question, and the sub-questions, which deal with the characteristics of cultural events, impacts of cultural events on the development of a tourism destination and the sustainable planning process of an event. Based on these criteria of selections, ten inductive main categories and 26 subcategories were formulated out of the material, which are presented in Table 5, on page 76. (*MC = Main category, SC = Subcategory*)

MC1: Characteristics of cultural events
SC1.1: Type
SC1.2: Location
SC1.3: Value
MC2: Origin of event tourists
MC3: Economic impacts on a destination
SC3.1: Generating jobs
SC3.2: Events as additional income source
SC3.3: Tourist expenditure
SC3.4: International companies
MC4: Socio-cultural impacts on a destination
SC4.1: Transfer of knowledge
SC4.2: Regional attachment
SC4.3: Social solidarity
SC4.4: Maintaining cultural heritage
MC5: Environmental impacts on a destination
SC5.1: Green location/event
SC5.2: Food and beverage
SC5.3: Waste management
SC5.4: Accessibility and transport
SC5.5: Renewable energy
SC5.6: Noise pollution
M6: Interrelation of the three components of sustainability
MC7: Event planning at a destination
SC7.1: Geographical location
SC7.2: Seasonality and age groups
SC7.3: Involvement of local population
SC7.4: Different stakeholder interest
MC8: Support from private and public sector
SC8.1: Monetary funding
SC8.2: Non-monetary support
MC9: Marketing
SC9.1: Advertisement and promotion
SC9.2: Events as image-maker
SC9.3: Cooperation with DMOs
MC10: Future importance of events at a destination

Table 5: Inductive categories (own illustration)

This method of coding and creating categories allows selecting the most valuable quality data and combining the gained outcome of all interviews. In the following chapter 7, an in-depth analysis of the primary research results is provided.

Chapter 7: Results & Analysis of Empirical Research

This chapter presents the results of the empirical research, which are analyzed and interpreted. According to Mayring (2010), this is the last step of the qualitative content analysis. The gained data is divided into ten main categories, which result from the content of the conducted interviews. Addressed topics are characteristics of cultural events, origin of event visitors, sustainability impacts of event tourism on a destination, planning of events at a destination, support from public and private sector, importance of marketing and future development. This chapter includes the main and most valuable outcomes of the analysis. Additional information can be found in the complete content analysis in Annex B.

7.1 Characteristics of Cultural Events

Characteristics and associations of cultural events can be defined from various perspectives. Secondary research has shown that cultural events are related to places, which can be festival areas, art centers, museums and galleries and shrines where different types take place such as festivals, carnivals, religious rites or art exhibitions (Getz & Page, 2016). Also, the interviewed experts describe characteristics of cultural events in relation to different types such as concerts, art exhibitions, cultural exhibitions, festivals as well as specific places, for example, the concert hall “Brucknerhaus” in Linz (E. Niederbacher, personal communication, March 28, 2020; S. Reisinger, personal communication, April 1, 2020).

In addition to place and type, experts also relate cultural events to intangible and invisible characteristics, which are values, emotions and education. The educational purpose can be about cultural mediation, where art is used as a tool to provide people the opportunity to learn something new (E. Niederbacher, personal communication, March 28, 2020). Cultural events have the power to present the culture of a place and allows gaining new perspectives and being open for something unknown which can relate to music, visual art, dancing or literature (B. Infanger, personal communication, April 3, 2020). The education can be also interpreted as gaining knowledge about regional customs, traditions and historical cultural monuments (H. Krutzler, personal communication, April 10, 2020).

Culture is also about transporting emotions and feelings, which are generated by cultural performances or artists (S. Reisinger, personal communication, April 1, 2020). These emotions can be also seen as a feeling of confidence and security in a cultural environment (B. Infanger, personal communication, April 3, 2020). Experts also mention passion and motivation in order to develop a talent as a characteristic, which is essential to present a specific form of culture such as music or art (F. Piribauer, personal communication, April 7, 2020). The talent and skills of an artist are responsible for the transportation of feelings. In particular, if there is almost no distance between artist and participants, an intense exchange takes place and can be defined as a criterion of quality according to Franz Piribauer (personal communication, April 7, 2020).

7.2 Origin of Event Tourists

For event tourism, it is essential to understand where participants of an event come from. For a destination it is relevant to know how much of the event participants are tourists and how much are regional visitors. The development of a destination requires a sustainable growth, number of repeating tourists and tourists, who generate overnights and stay for a longer period of time in the region. Three out of six experts estimate that there are only 10-20% of all event tourists at the destination, who stay for at least one night in the region (E. Niederbacher, personal communication, March 28, 2020; S. Reisinger, personal communication, April 1, 2020; F. Piribauer, personal communication, April 7, 2020). However, there are opinions that event tourism is not about generating overnight stays, because it is seen as individual tourism (F. Piribauer, personal communication, April 7, 2020).

The results of the interviews show that event visitors can be local, regional, national and international. Large concerts and cultural events with famous international artists attract also more international people, whereas regional artists mainly attract regional participants and occasionally tourists (S. Reisinger, personal communication, April 1, 2020; B. Infanger, personal communication, April 3, 2020). In this context, it is important to differ between two types of event-goers:

1. Tourist who travel because of the event to a specific destination
2. Tourists who are at a specific destination and pass by an event by accident

For the first type, the event is the main reason why people travel to a place. It happens that event tourists extend their stay with a vacation after or before the event takes place. This is also the type of event tourist, who needs additional attractions at a destination in order to stay for at least one night. The second type of event participant is the one, who visits a destination for vacation and enjoys local or regional cultural events with a small number of participants (C. Schrammel & H. Schrammel, personal communication, April 9, 2020). This indicates that also regional cultural events can provide a special experience and add value to the vacation of a tourist, especially in less-developed regions.

Furthermore, for a destination it is important to have a balance of regional, national and international visitors in order to be independent (Barbara Infanger, personal communication, April 3, 2020). Regional events with regional visitors are seen as the fundament of a destination, while cultural events with international artists and foreign participants are seen as powerful because of its major impacts (F. Piribauer, personal communication, April 7, 2020). This is also proven in the literature review by the portfolio approach, page 56 (Getz, 2005; Getz & Page, 2016). However, it is difficult to attract international tourist and it is noticeable that foreigners, who visit cultural events are mainly from neighboring countries such as Hungary, Germany, Slovenia, Czech Republic or Italy (E. Niederbacher, personal communication, March 28, 2020; F. Piribauer, personal communication, April 7, 2020). In contrast, regional visitors are easier to attract, because they enjoy the nearby cultural offer and want to be part of unique occasions. For example, at the Picture On festival in Bildein approximately 50% of all participants are regional while the other 50% are mainly national and only a small number is international (C. Schrammel & H. Schrammel, personal communication, April 9, 2020).

7.3 Impacts on a Destination

The central topic in this master thesis is the impact of cultural events on the development of a tourism destination taken from a sustainable point of view, including economic, socio-cultural and environmental impacts. Therefore, experts have provided their experiences and opinions about it, which are partly overlapping with the impacts of tourism on a destination, presented in Chapter 4,

page 45. Table 6 provides an overview of the major mentioned positive and negative impacts according to this primary research. Furthermore, each impact as well as the complex interrelation of all three effects is discussed in detail in the following subchapters.

Impacts	Economic	Socio-cultural	Environmental
Positive	Job generation Events as additional income source Increasing tourist expenditure Attraction of international employees Money stays in the region (multiplier effect) Image and advertisement	Transfer of knowledge Regional attachment Creating social solidarity Maintaining cultural heritage	Green location/ green events Use of regional products Waste management Increase of public transport Partly use of renewable energy
Negative	Limited monetary funding	Potential of conflicts	Noise pollution Rural areas depend on individual transport Access of renewable energy

Table 6: Impacts of cultural events on a destination (own illustration)

7.3.1 Economic Impacts

Economic impacts on a destination caused by cultural events are presented in literature, but this research presents additional findings. Overall, there are four major topics addressed: events as additional income source for a tourism destination, tourist expenditures, job generation and the importance of cultural events for international companies.

Firstly, cultural events are an additional income source for tourism destinations and experts argue that tourism management and event management depend on each other (Sabine Reisinger, personal communication, April 1, 2020). However, for a destination it is about the size of a cultural event and how many people are attracted by the event. This research has shown, that there are different opinions about the size of an event and its related impact. Some experts believe it is better and more sustainable to focus on repeating regional events, instead of hosting international artists that attract a lot of people but visit to a place only once for a lot of money (F. Piribauer, personal communication, April 7, 2020). Still, it is known that international artists attract more people and are able to increase positive economic impacts (S. Reisinger, personal communication, April 1, 2020; C. Schrammel & H. Schrammel, personal communication, April 9, 2020). According to Hansjörg Schrammel (personal communication, April 9, 2020), it is also important to think of the carrying capacity of a place and how much a destination is able to carry. For example, a small village with 500 inhabitants might not have the capacity and infrastructure to host an event with 100.000 participants.

Secondly, event tourism increases tourist expenditure mainly due to additional overnight stays at a destination. In a large city, the pressure is much higher to generate overnight stays than in rural areas, because rural areas are often satisfied about the income of day tourists (S. Reisinger, personal communication, April 1, 2020). This could be also because in rural areas there is also often a lack of room supply, which provides the problem that tourists are not able to stay at the destination for a longer period of time (C. Schrammel & H. Schrammel, personal communication, April 9, 2020). For examples, during international events in Linz, such as the Ars Electronica festival, the city is fully occupied and even the region around Linz. Also in rural areas, when the Picture On festival takes place in Bildein, all rooms are occupied and much more are demanded. However, there is a major difference between city and rural area. A city offers various activities and attractions during the year in order to fill the empty rooms, whereas rural areas are limited in their leisure offer. According to literature, accommodations are a necessary for a destination to attract tourists, because this serves the needs of tourists during the time away from home (Mill & Morrison, 2012, pp.17-40).

Besides accommodations, there are also many other regional businesses that profit during the time where cultural events take place. These businesses can be restaurants, wine shops, supermarkets, petrol stations and local shops (E. Niederbacher, personal communication, March 28, 2020; S. Reisinger, personal communication, April 1, 2020; C. Schrammel & H. Schrammel, personal communication, April 9, 2020). For event organizers and tourism experts, it is especially important that the money stays in the region in order to strengthen the economy of a destination. This concept is called the multiplier effect and allows local people and businesses to benefit from an event and contributes to a positive working together.

Furthermore, it is known that events generate jobs, but in order to be sustainable it is especially important to hire employees from the region (E. Niederbacher, personal communication, March 28, 2020; S. Reisinger, personal communication, April 1, 2020). Besides the individual employees which are required at an event, it is also important to involve regional associations, This can be sport associations or schools, which are willing to work at the event for an exchange, for example a donation for the association (S. Reisinger, personal communication, April 1, 2020; C. Schrammel & H. Schrammel, personal communication, April 9, 2020).

Lastly, a new finding of this research related to economic impacts is that cultural events have an impact on international companies, which are located at a tourism destination. For example, the city of Linz has many international companies, which need professional, international employees. In order to attract them and draw them to a specific place, cultural leisure activities play a key role. They are essential to increase the attractiveness of the place and enhance the quality of life. According to Barbara Infanger, *“Das Kulturleben bei Großkonzernen für internationale Mitarbeiter ist (...) ein großes Thema teilweise gewesen”*, which explains that for companies with international employees on site, the cultural offer was a major issue in the past (B. Infanger, personal communication, April 3, 2020, row 148-149). This indicates that the cultural offer at a place including cultural events attract international project staff and expatriates to move to a place for a certain time period.

7.3.2 Socio-cultural Impacts

The socio-cultural impacts of cultural events are often intangible and difficult to measure, but these impacts are especially important for a destination. The outcome of the primary research has shown, that event tourism causes many positive impacts, while existing literature about socio-cultural impacts caused by tourism focus mainly on the negative ones. However, this subchapter includes impacts such as transfer of knowledge, strengthen of regional attachment, creating social solidarity of the community and supporting the maintenance and renovation of cultural heritage.

Firstly, cultural events have the power to cause a transfer of knowledge, which can be seen from different perspectives. One form can be the exchange of information and ideas between tourists and local population (S. Reisinger, personal communication, April 1, 2020; F. Piribauer, personal communication, April 7, 2020). This allows the local community to broaden their horizon and become more open-minded, especially in less urban areas. Furthermore, cultural events that take place at the environment of cultural heritage can increase the awareness of the history and the homeland of the local population (E. Niederbacher, personal communication, March 28, 2020). Another transfer of knowledge is about current relevant topics, which are presented in form of content-related events such as an increase in awareness of sustainability (B. Infanger, personal communication, April 3, 2020). Another example is that the team of the Picture On festival organized information events in order to raise awareness during the refugee crisis in 2015 (C. Schrammel & H. Schrammel, personal communication, April 9, 2020). Finally, the transfer of knowledge is also interpreted in form of educational programs which are created for long-lasting cultural events where local people are trained to be able to work at the destination, for example as tour guides (F. Piribauer, personal communication, April 7, 2020).

Secondly, another major socio-cultural impact of cultural events is the increase of regional attachment. In order to encourage regional attachment, it is important to keep the balance between tourism and local region because tourism is about selling the living space and environment of people (avoiding over tourism) (B.

Infanger, personal communication, April 3, 2020). Still, tourists can make local people aware of their region and what their environment has to offer. This contributes to a positive identification of the region, which is often due to the reflection of tourists (F. Piribauer, personal communication, April 7, 2020). This leads also to the fact, that former inhabitants of a destination start returning to a place because there is something unique happening such as a music festival. Especially for rural destinations, cultural events upgrade the place and attract people, who moved away again (C. Schrammel & H. Schrammel, personal communication, April 9, 2020).

In addition, social solidarity is also an important positive impact a cultural event can have on the community. Experts have observed that local communities start to communicate together, form groups and create opinions about the event (S. Reisinger, personal communication, April 1, 2020). Also, in the organization team of a cultural event, it is noticeable that there are goals which people have in common, objectives where everyone agrees and works together to create a benefit for the place and the community (C. Schrammel & H. Schrammel, personal communication, April 9, 2020). Often, people work on collaborative projects from a voluntary base because they want to make an impact, enjoy the time together and have the desire to support the destination (C. Schrammel & H. Schrammel, personal communication, April 9, 2020). However, this social solidarity does not exclude the potential of conflicts, which is further discussed in chapter 7.4.

Lastly, cultural events often take place at buildings, which are cultural heritage. This has the positive effect of maintaining cultural heritage and taking care of the location. The income and profit of an event is often used to renovate and maintain the location, which is necessary in order to be able to carry out more events in the future. For example, at the castle Clam in Lower Austria, new parking lots were built, the sewage system was renewed and toilets were renovated with the profit gained from music concerts and other cultural events (S. Reisinger, personal communication, April 1, 2020). Another expert mentioned the building of new parking lots and maintaining cultural heritages such as regional wine cellars (H. Krutzler, personal communication, April 10, 2020).

7.3.3 Environmental Impacts

Environmental impacts affect the nature and environment, which is an essential asset for a tourism destination and often perceived as a USP (H. Krutzler, personal communication, April 10, 2020). In the last years, the awareness of environmental impacts has increased strongly. Experts are convinced, that this topic will even gain much more attention in the future because of our society (F. Piribauer, personal communication, April 7, 2020). This subchapter discusses positive and negative impacts such as the certification of green events and locations, food and beverage, waste management, accessibility and transport, renewable energy and noise pollution.

Firstly, a green location or event integrates environmental measures, which help to minimize the negative impacts on the environment. There is a possibility to certify an event location or an event itself as “green”, but this certification is not required (S. Reisinger, personal communication, April 1, 2020). The process of the certification includes guidelines, which are necessary to fulfill. Experts suggest to go through these guidelines and take a look what each event location and event is able to implement, for example disposable cups, waste management etc. (S. Reisinger, personal communication, April 1, 2020; B. Infanger, personal communication, April 3, 2020). According to Franz Piribauer (personal communication, April 7, 2020), there is an issue about the certification including the required documentation. The specific form of the documentation is difficult to provide when external companies are involved in an event, because they do not deliver the documentation correctly. However, many locations and event organizers already do as much as possible, but it is also essential to support and create alternatives (B. Infanger, personal communication, April 3, 2020).

Secondly, food and beverage is a central topic in relation to environmental impacts on a destination, because every event is confronted with it and there are various ways of implementation. All interviewed experts emphasize the importance on regional food and beverage. For event organizers and tourism experts, it is crucial to support the region and use regional products (food, wine, juices etc.) from local direct producers or farmers (E. Niederbacher, personal communication, March 28,

2020; C. Schrammel & H. Schrammel, personal communication, April 9, 2020; H. Krutzler, personal communication, April 10, 2020). Still, there is also a discussion about regional and biological food. Often it is difficult to have both at the same time, as not every regional farmer produces biological food or the other way around (S. Reisinger, personal communication, April 1, 2020).

Furthermore, there is also the related issue about reusable cups, where the opinions of experts differ from each other. On the one hand, there are event locations such as open-air museums with rather small number event participants, where no disposable cups and reusable cutlery is used (E. Niederbacher, personal communication, March 28, 2020; H. Krutzler, personal communication, April 10, 2020). On the other hand, for larger event such as festivals or music concerts with thousands of visitors, reusable cups are often an issue because of the complicated deposit systems or logistical problems that might occur (S. Reisinger, personal communication, April 1, 2020; C. Schrammel & H. Schrammel, personal communication, April 9, 2020).

Another central issue is the waste management, which has already become to a certain standard nowadays, also in event management. There are official laws about waste separation and almost every event concept includes waste management as a separate topic (S. Reisinger, personal communication, April 1, 2020). Over the last 15 years, the attitude towards waste management has changed significantly. Today, people care about their waste and try to separate it if the opportunity is provided (S. Reisinger, personal communication, April 1, 2020; C. Schrammel & H. Schrammel, personal communication, April 9, 2020). There is an estimation that around 80% of the waste is separated properly at the open-air museum (E. Niederbacher, personal communication, March 28, 2020). This indicates the seriousness about this important environmental topic.

Fourthly, for many destinations accessibility and transport is seen as a great opportunity, while for others it is a serious problem. The former is often related to larger cities, which offer an existing public transport system where event visitors are able to reach the destination without individual transportation. At theses

places, people have the chance to arrive from entire Europe by train or bus (F. Piribauer, personal communication, April 7, 2020). In contrast, at destinations without a well-developed public transport system is the accessibility and mobility a serious problem (S. Reisinger, personal communication, April 1, 2020). In particular for events in rural areas, which are not well known (C. Schrammel & H. Schrammel, personal communication, April 9, 2020). In this case, event organizers try to solve the issues by arranging shuttle busses from larger cities directly to the event area (S. Reisinger, personal communication, April 1, 2020; C. Schrammel & H. Schrammel, personal communication, April 9, 2020; H. Krutzler, personal communication, April 10, 2020). For example, when there is a music concert at the castle Clam, a shuttle is organized from Linz to the castle. Nevertheless, event visitors in rural areas prefer the car, because it is still more comfortable.

Furthermore, renewable energy seems to be still a difficult and long-lasting issue, because it cannot be solved by only one person who organizes a couple of events during the year. According to Sabine Reisinger (personal communication, April 1, 2020), an event organizer works with the electricity, which is provided at a place. Ms. Reisinger argues, that this is a major topic that should be addressed by the government. In contrast, there are some event areas that already have a combination of renewable and non-renewable energy, such as photovoltaic to produce own electricity and be more sustainable (C. Schrammel & H. Schrammel, personal communication, April 9, 2020). There are also other possibilities to contribute to a cleaner environment through power. For example, during the Picture On festival there are electricity packages for campers offered in order to ban the diesel generator set. However, experts believe that it is still not possible to organize a large music concert or festival with renewable energy only (S. Reisinger, personal communication, April 1, 2020; C. Schrammel & H. Schrammel, personal communication, April 9, 2020).

Lastly, a negative effect caused by cultural events on the environment is the noise pollution. Especially large events cause noise pollution due to the assembly and dismantling of the event area, stages and tents (S. Reisinger, personal communication, April 1, 2020). Moreover, noise occurs also because of traffic

jams, which are often before and after an event (S. Reisinger, personal communication, April 1, 2020; H. Krutzler, personal communication, April 10, 2020). This noise pollution is not only in large cities an issue, but also in rural areas when large events take place, for example at the Uhudlersturmfest in Heiligenbrunn, Southern Burgenland.

7.3.4 Interrelation of the Three Components of Sustainability

The three components of sustainability (economic, socio-cultural and environmental) are discussed in detail as single components in the previous subchapters 7.3.1-7.3.3. All interviewed experts are convinced that each component needs attention and the interrelation of all three components is essential in order to organize a successful event. Franz Piribauer explains “*Wenn eines fehlt, dann funktioniert das Ganze nicht*”, which means that all components have to be present otherwise the entire system does not work (personal communication, April 7, 2020, row 315). From an event organizer perspective, the interrelation of all three components is especially important if an event should take place more than once (S. Reisinger, personal communication, April 1, 2020). Also tourism professionals have to be aware of the responsibility that tourism is not only about economics but also about culture and society (B. Infanger, personal communication, April 3, 2020).

Nevertheless, there are some different opinions about the focus and attention given to each component. According to Barbara Infanger (personal communication, April 3, 2020), there is always one element, which experiences more attention because of the background of a person. Still, sustainability is a sensible topic and it is not possible to only focus on economic impacts anymore as it might have been in the past (F. Piribauer, personal communication, April 7, 2020). Furthermore, even though there is a rising awareness about environmental issues driven by the society (F. Piribauer, personal communication, April 7, 2020), there is still potential in the implementation (E. Niederbacher, personal communication, March 28, 2020). Also today, there are events where organizers do not care about the environment and people, which can be described as “*quick and dirty*” (B. Infanger, personal communication, April 3, 2020, row 302).

Furthermore, there is also the opinion that all three components have to be in balance but priorities might change over the year (C. Schrammel & H. Schrammel, personal communication, April 9, 2020). In the beginning the social component is more important than the economic impacts and its related profitability, because the involvement of the local population is essential and perceived as a success factor (S. Reisinger, personal communication, April 1, 2020; C. Schrammel & H. Schrammel, personal communication, April 9, 2020). In contrast, economic profitability is more important than environmental impacts in order to be able to organize the event again (C. Schrammel & H. Schrammel, personal communication, April 9, 2020). Even though experts agree that socio-cultural impacts are the most important ones in relation to cultural events at a destination, there is also the opinion that our world is driven by a capitalistic society and more about hard than soft facts (B. Infanger, personal communication, April 3, 2020).

Lastly, different stakeholders and its interest are also an important part of the three components of sustainability. All of the selected experts share the same opinion that a collaborative thinking is essential in order to be successful in all three areas. However, the different stakeholder interests and major points that have to be considered in the event planning at a destination are discussed in the following subchapter 7.4.

7.4 Event Planning at a Destination

Besides the discussed impacts of cultural events on the sustainable development of a tourism destination, there are many more points that have to be considered during the planning phase. In this chapter the following additional points are discussed: geographical location, extension of seasonality, involvement of local population and different stakeholder interests.

7.4.1 Geographical Location

The geographical location of the destination where the event takes place is essential because of various reasons. If the geographical location is well developed it can be an advantage. Still, tourists also need to recognize the place as a tourism destination (B. Infanger, personal communication, April 3, 2020). The

location of an event plays also a key role in relation to the content, program and artist. In order to attract famous artists, the geographical location has to fit into the artist's tour. This means, either the event takes place in a prime location such as Vienna or Munich, or the event takes place on the transit region of the tour such as Linz, which is located between large cities (S. Reisinger, personal communication, April 1, 2020). For rural areas, this is often seen as an obstacle. It is difficult to draw people to a place with a limited accessibility, especially for unknown events (C. Schrammel & H. Schrammel, personal communication, April 9, 2020).

7.4.2 Extension of the Season

All interviewed experts agree that events are a good opportunity to extend the high season and to fill the gaps between low seasons. This outcome is also proven by secondary literature (Liu, 2014; Getz & Page, 2016; Hernández-Mogollón et al., 2018). The annual cycle of events has to be coordinated in terms of which event should be organized at what time of the year, also in consideration of the competition (F. Piribauer, personal communication, April 7, 2020). Further, it is important to understand that not every strategy works for every destination, which means that each destination requires something else and needs a proper planning process (B. Infanger, personal communication, April 3, 2020). For example, at cultural event locations, such as open-air museums, events depend on the weather and season (E. Niederbacher, personal communication, March 28, 2020). In addition to the fact that cultural events can extend the seasonality of a destination, each place should offer events for different age groups. This helps to attract as much people as possible and it has the positive effect to keep the balance of cultural events on a destination (B. Infanger, personal communication, April 3, 2020). This can also contribute to filling gaps during the year. Furthermore, it is seen as a great advantage when there are events offered at a destination, which are diverse and suitable for different age group (C. Schrammel & H. Schrammel, personal communication, April 9, 2020). This contributes also to a better social community and might provide also a sense of belonging.

7.4.3 Involvement of Local Population and Different Stakeholder Interest

For a successful and sustainable cultural event, it is necessary to involve different stakeholders and especially to involve the local population, such as individuals, associations or people in need. According to Clemens Schrammel (personal communication, April 9, 2020), one of the biggest advantages to organize a successful and long-lasting event is to involve the local community from the beginning in order to let them grow and develop together with the event. Often the local population even organizes the event or the local community is involved in form of employment (E. Niederbacher, personal communication, March 28, 2020; B. Infanger, personal communication, April 3, 2020). However, the engagement of the local community is difficult and requires a lot of effort (F. Piribauer, personal communication, April 7, 2020). Sometimes there is no touristic understanding and interest of the local population (H. Krutzler, personal communication, April 10, 2020). Therefore, it is necessary to explain them the importance of the event and to offer benefits such as free concert tickets (S. Reisinger, personal communication, April 1, 2020; F. Piribauer, personal communication, April 7, 2020).

Besides the local population, it is also crucial to have a collaborative thinking of all involved stakeholders (H. Krutzler, personal communication, April 10, 2020). Everyone has to work together and needs to pursue one common goal (S. Reisinger, personal communication, April 1, 2020; B. Infanger, personal communication, April 3, 2020; F. Piribauer, personal communication, April 7, 2020). According to experts, it is easier to cooperate with each other in smaller systems and places such as Linz or Wiener Neustadt than in major tourism destinations as Vienna. This is because people know each other and there are fewer interest groups (B. Infanger, personal communication, April 3, 2020; F. Piribauer, personal communication, April 7, 2020). Furthermore, it can be also an advantage to have an organization team with different members and backgrounds. Even though many opinions and ideas lead to disagreements, conflicts also seen as a chance for further development. Hansjörg Schrammel points out that conflicts were always a great motivation *“Konflikte waren auch immer super motivierend”* (personal communication, April 9, 2020, row 247).

7.5 Support from Private and Public Sector

To plan and organize an event, external support is often required. This support can be from the public sector such as local municipality and regional government, or from the private sector such as a tourism organization. Overall, there are two main categories of support according to this empirical research: monetary funding or non-monetary support.

7.5.1 Monetary Funding

The opinions and experiences of experts differ about monetary funding. Five out of six experts receive a certain amount of monetary funding from the municipality or regional government (public sector) and one expert does not receive monetary funding. Also in the private sector, there are the different opinions about monetary funding. On the one hand tourism organizations often do not have enough budget to support regional cultural event locations directly (E. Niederbacher, personal communication, March 28, 2020). On the other hand, according to Sabine Reisinger (personal communication, April 1, 2020), there is monetary support from tourism organization, but it depends on size and form of the event and its influence of the tourism region. Often, the monetary support from the public and private sector is limited (B. Infanger, personal communication, April 3, 2020). According to Hansjörg Schrammel (personal communication, April 9, 2020), the financial support accounts for about 5% of the event revenue and would not be required. Nevertheless, besides monetary support there are also other forms of support.

7.5.2 Non-monetary Support

In contrast to the limited financial support, there are more opportunities in form of non-monetary support from local, regional and national governments as well as tourism organizations (DMOs). This can be divided into marketing, municipal support and consulting.

Firstly, tourism organizations and DMOs are essential for the support of activities related to marketing (E. Niederbacher, personal communication, March 28, 2020; S. Reisinger, personal communication, April 1, 2020; H. Krutzler, personal communication, April 10, 2020). This means that tourism related organizations

help to promote an event in order to attract more tourists. These organizations have a high reach of people due to their advertisement possibilities, especially at their social media platforms and websites. Beyond that, tourism organizations are responsible to draw influential events to a place and promote them (B. Infanger, personal communication, April 3, 2020). For example, Linz Tourism attracts and promotes international orchestras for the music event Clouds of Sounds (Klangwolke). Marketing tasks are further discussed in subchapter 7.6, page 94.

Secondly, the municipal support of the place where the event takes place is especially important in rural areas because of various reasons. Employees of the municipality help in order to maintain cultural historical location such as an open-air museum (E. Niederbacher, personal communication, March 28, 2020). Furthermore, the municipality is responsible for the waste collection, which is required more often during an event. The municipality also works together with the fire brigade, which has to block the streets for larger events (S. Reisinger, personal communication, April 1, 2020). Also from the perspective of the ideational support, the municipality is crucial for the event organization (C. Schrammel & H. Schrammel, personal communication, April 9, 2020). This means, if the municipality of place supports the event, the organization is much easier.

Lastly, tourism related organizations offer also consulting activities and support events in the planning phase. At this stage, know-how is provided about how to organize an event and what to consider, because some event organizers have wrong perceptions and expectations (F. Piribauer, personal communication, April 7, 2020). Especially at cultural events there is a strong support in communication and networking, such as providing contacts from hotels, restaurant or locations as Barbara Infanger explains: *“Bei den Kulturveranstaltungen helfen wir sehr stark in der Kommunikation oder im Netzwerk”* (personal communication, April 3, 2020, row 45-46). Moreover, some regional governments become even a partner of the event, which means that the public sector shares the costs as well as earnings to a certain percentage (F. Piribauer, personal communication, April 7, 2020).

7.6 Marketing in Event Tourism

As discussed in 7.5.2, tourism organizations at a destination support events in marketing activities. This is especially important in order to attract visitors, promote the event and present the destination. There are various options to promote events and events are also perceived as image-makers for a destination. This chapter also explains the importance of the cooperation with tourism organizations (DMOs), which plays a key role in marketing related to event tourism.

The advertisement and promotion of a cultural event is important to make people aware of the happening by distributing the information on different communication channels. Popular communication channels in event tourism are the calendar of events that is released once a year, direct mail, word of mouth, websites, social media and sponsorships (E. Niederbacher, personal communication, March 28, 2020; S. Reisinger, personal communication, April 1, 2020). Often, national or international advertisement is related to high costs, which is difficult to afford for regional event organizers or event locations (E. Niederbacher, personal communication, March 28, 2020). Hence, tourism organizations are a great opportunity to distribute information and promote events. For the advertisement of a tourism destination it is an advantage when events take place for a longer period of time, because similar effort is needed when promoting long-term and one-time events. (B. Infanger, personal communication, April 3, 2020). For example, it can be an exhibition in a museum or art gallery.

Furthermore, events are organized at a specific place in order to advertise and promote a region (S. Reisinger, personal communication, April 1, 2020). This allows to influence the perception of a place. According to secondary literature, events are image-makers for a destination (Getz, 2008). All interviewed experts also confirm this theory, because especially cultural events can shape a destination and influence the picture of a place, such as it happened in Linz when it was the European Capital of Culture 2009 (S. Reisinger, personal communication, April 1, 2020; B. Infanger, personal communication, April 3, 2020). Storytelling and positioning is essential for a tourism destination and cultural events can contribute to this (B. Infanger, personal communication, April 3, 2020).

Events allow to create outstanding pictures and a unique content of a destination, which can be used for further marketing activities (S. Reisinger, personal communication, April 1, 2020). This is also a good opportunity for rural areas to present the destination and build up an image (H. Krutzler, personal communication, April 10, 2020). For example, many people associate the rural village Bildein in Burgenland with the music festival Picture On.

Lastly, in order to influence the image of a destination a cooperation with DMOs is required because DMOs have much more opportunities to promote an event and are able to reach many more people (B. Infanger, personal communication, April 3, 2020; F. Piribauer, personal communication, April 7, 2020). The cooperation is especially important for medium size and large events, which also attract tourists from further away, because small regional events often do not have the power to attract tourists (B. Infanger, personal communication, April 3, 2020). Still, DMOs are also interested in promoting regional events and providing event tourists an attractive offer in order to extend their stay on site. For example, in Wiener Neustadt, the tourism organization creates cultural event packages with additional activities besides the event in order to generate overnight stays (F. Piribauer, personal communication, April 7, 2020).

7.7 Future Importance of Events at a Destination

Events will always play a central role in the sustainable development of a tourism destination according to all interviewed experts. Cultural events are seen as a unique attraction and essential for a destination to differ from others and be able to create a competitive advantage (S. Reisinger, personal communication, April 1, 2020). Also in literature, events are seen as a competitive advantage (Getz, 2008; Liu, 2014; Antchak et al., 2019). Furthermore, experts share the opinion that people want to socialize and be part of an event physically and even future technology is not able to change this fact. Still, technology will influence the form of cultural events in the future, such as playing virtual games at a destination (B. Infanger, personal communication, April 3, 2020).

For many destinations, culture is the essence of a place and fundamental to create attractive products out of it such as cultural events (F. Piribauer, personal communication, April 7, 2020). It is crucial to use existing resources in order to create the most out of it and use the full potential of a destination (B. Infanger, personal communication, April 3, 2020; F. Piribauer, personal communication, April 7, 2020). In particular event tourism is a great opportunity for rural areas with poor infrastructure and limited activity offer, because cultural events are something special (C. Schrammel & H. Schrammel, personal communication, April 9, 2020). However, experts also believe that a strategy with only events is not enough for a positive development at a tourism destination (H. Krutzler, personal communication, April 10, 2020).

7.8 Findings

The outcome of the empirical research is extensive and presents data, which is partly in accordance with the literature review, but also includes new findings. To start with, experts relate cultural events not only to specific places and types of cultural events but also to education, talent, emotions and feelings. Especially the educational purpose and knowledge transfer that is offered during cultural events is a valuable characteristic (E. Niederbacher, personal communication, March 28, 2020; B. Infanger, personal communication, April 3, 2020; H. Krutzler, personal communication, April 10, 2020).

Furthermore, the origin of event tourists depends much on the cultural event and on the geographical location where the event takes place. Nevertheless, for a destination, it is important to have a good balance of regional, national and international event tourist (Barbara Infanger, personal communication, April 3, 2020). It is also important to differ between two types of event tourist, based on this research: 1. Tourists, who travel because of the event to a specific destination and 2. Tourists, who are at a specific destination and pass by an event by accident. For a tourism destination both types are needed, but the primary goal is to attract event tourists on purpose.

The main focus of this research paper is on the impacts on a destination, created by cultural events. There are three main categories, which represent the concept

of sustainability. Firstly, economic impacts are related to events as an additional income source, increasing tourist expenditures, generating jobs and attracting on international employees of major companies (S. Reisinger, personal communication, April 1, 2020; Barbara Infanger, personal communication, April 3, 2020). Secondly, socio-cultural impacts are positively related to transfer of knowledge, regional attachment, social solidarity and maintaining cultural heritage. However, there is also the potential of conflict, which might have a negative influence on the destination and its community (C. Schrammel & H. Schrammel, personal communication, April 9, 2020). Thirdly, environmental impacts are gaining more attention these days and many event organizers as well as tourism destinations include a green approach to their development strategy. This can be represented in different areas, for example in food and beverage, waste management, accessibility and transport, renewable energy or noise pollution.

Taking all three pillars of the sustainable concept, all experts agree that it is crucial to consider all impacts in the planning and development of a cultural event and a destination. The interrelation of these elements has to be provided in order to organize a successful event (S. Reisinger, personal communication, April 1, 2020). For the planning phase of a cultural event that takes place at a tourism destination, there are also additional points to be considered such as the geographical location, which can be an advantage (Barbara Infanger, personal communication, April 3, 2020; C. Schrammel & H. Schrammel, personal communication, April 9, 2020). An event organizer should also take the seasonality and different age groups into account. However, one of the most important success factors is that all involved stakeholders have a goal in common and the involvement of the local population is described as decisive.

Furthermore, the support from the public and private sector is also an important aspect in organizing and financing an event. Based on this research, there are two distinctions: monetary funding and non-monetary support. Monetary funding is often limited (E. Niederbacher, personal communication, March 28, 2020; B. Infanger, personal communication, April 3, 2020; H. Krutzler, personal communication, April 10, 2020). In contrast, there are various forms of non-

monetary support, such as in marketing and consulting activities provided by tourism organizations and different forms of municipal support (Barbara Infanger, personal communication, April 3, 2020; F. Piribauer, personal communication, April 7, 2020).

Marketing is essential in order to attract tourists and events are a good opportunity for promoting a tourism destination (S. Reisinger, personal communication, April 1, 2020). Events are also able to influence the image of a destination by storytelling and positioning related to cultural events (Barbara Infanger, personal communication, April 3, 2020). Event organizers and tourism organization (DMOs) are supposed to work together in order to achieve the most possible outcome for both parties. Nevertheless, not every cultural event is attractive for a DMO, because it needs the potential to attract foreign tourists (F. Piribauer, personal communication, April 7, 2020).

Lastly, experts are convinced that cultural events are an essential part of the tourism destination's development, because cultural events are a unique attraction (S. Reisinger, personal communication, April 1, 2020; C. Schrammel & H. Schrammel, personal communication, April 9, 2020). Still, it is expected that the form of events will change due to technology in the future.

Chapter 8: Conclusion

This final chapter includes the conclusion of the entire research work and summarizes results from secondary and primary research. The conclusion evaluates how the main research question and sub-questions have been answered. Furthermore, this chapter contains limitations of this research, recommendations for tourism organizations (DMOs) and event organizers, and a future outlook for further research related to cultural event tourism.

8.1 Answering Research Questions and Interpretation of Results

This master thesis addresses one main research question that is supported by three sub-questions. All of the research questions could be answered during the entire research process.

RQ: How do cultural events contribute to the development of a tourism destination in consideration of sustainability?

Cultural events contribute to the development of a tourism destination from three major perspectives, which present the concept of sustainability: maximizing economic impacts, optimizing socio-cultural impacts and minimizing environmental impacts. For a sustainable development of a tourism destination, the interrelation of these three impacts is essential and subject matter professionals have to consider each component in order to organize a successful event. However, research has shown that the attention given to the three impacts depends on the event and priorities might change over time. The final impact depends also on size and content of the cultural event. For event tourism are mainly middle size and large event relevant, in order to be able to attract a high number of tourists. Also the balance of regional, national and international events is essential for a healthy development of a tourism destination. Furthermore, it is important that a destination uses the already existing resources and that the cultural content fits to the place. This contributes to the outcome, that cultural events are a key element in the development strategy of a tourism destination because of marketing and promotional purposes, which in the end attract more tourists.

In order to answer the main research question to its full extent, the following sub-questions have to be answered too. This allows a comprehensive and conclusive result, which reflects the entire research.

SQ1: What are the characteristics of a cultural event?

The first sub-question about the characteristics of cultural events contributes to a common understanding of this particular event category. The question has been answered by secondary research as well as talking to experts from the event tourism industry in Austria. Characteristics can be related to the type of the cultural event such as festivals, concerts, carnivals, religious rites and art exhibitions, but also to the location such as festival areas, concert halls, art centers, galleries or museums. Additionally, experts also associate cultural events to intangible and invisible characteristics. These are emotions, feelings, values and educational purposes. Cultural performances and artists transport emotions and feelings, which can be also related to feeling secure and confident. Often, talent and skills of an artist are responsible for the transportation of feelings. Hence, cultural events are especially intense if there is an intense exchange between artist and event participant. Furthermore, for a destination, cultural events have the power to present the culture of a place including related traditions and customs. This allows people to gain different perspectives and learn something new.

SQ2: What are positive and negative impacts of cultural events on a tourism destination?

The second sub-question deals with positive and negative impacts of cultural events on a destination. Event tourism can influence the development of a destination from three major perspectives: economic, socio-cultural and environmental. Each of these components has positive as well as negative impacts on a place. Firstly, economic impacts are often related to tangible influences and events are an additional income source for tourism destinations. Cultural events also increase tourist expenditures, generate jobs for the local community and have a positive effect on the attraction of international employees of major companies. Secondly, the positive socio-cultural impacts are related to

the local community and impacts are transfer of knowledge, increase of regional attachment, social solidarity in the community and maintaining cultural heritage. However, there is also the potential of conflicts between event organizers and the local community, which might have a negative influence on the destination and its community. Thirdly, environmental impacts have experienced more attention in the past and event organizer as well as tourism professionals want to protect the environment of a destination. For example, research has shown that waste management is seen as certain standard. It is also noticeable that there is a strong usage of regional products and increase of public transportation if possible due to the existing infrastructure. The negative associations with environmental impacts are that cultural events cause noise pollution and it is impossible to organize major cultural events such as festivals with exclusively renewable energy.

Besides the sustainability impacts on the development, there are also additional influences caused by cultural events on a destination. Cultural events are a great marketing tool for a tourism destination and are able to influence and shape the image of a place. In particular middle size and large events require advertisement and promote the tourism destination at the same time. Furthermore, cultural events are able to extend the high season of a destination due to a well-planned event year, considering the different types of events and by attracting various age groups all around the year. However, in order to achieve the best outcome for the event and the tourism destination, the cooperation between event organizers and DMOs is crucial.

SQ3: How can the three-pillar concept of sustainability be taken into account in planning and organizing a cultural event at a tourism destination?
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The third sub-question answers how the concept of sustainability (economic, socio-cultural, environmental) can be considered in planning and organizing an event at a destination. Each event organizer is also responsible for a sustainable development at the tourism destination and there are various ways of implementation. Firstly, event organizers are able to support the regional economy by buying food, beverages and other products at local and regional businesses. This allows that the spent money stays in the region. Secondly, the involvement of

the local community is essential. In order to organize a successful event, it is important to include local associations, opinion leaders and local inhabitants. This can be, for example, in form of employment or program-related tasks. A positive stakeholder cooperation and social solidarity is a requirement in order to reach all objectives. Thirdly, a cultural event has a responsibility of transferring knowledge, which can be part in the event program. Lastly, in terms of environmental approach, events and locations are able to certify themselves as “green” and follow a defined guideline. These environmental measures can be included in the event concept such as waste management, promotion of public transportation, use of regional products, use of reusable cups and plates, and use of renewable energy. However, it is also important to support and create sustainable alternatives in order to make use of it. Overall, according to this research, experts are convinced that the interrelation of all three components of the concept of sustainability is vital, particularly if the event organizer wants to repeat the event.

To conclude, the set research goal of this thesis *“to analyze how cultural events can contribute to the development of a tourism destination by defining positive and negative impacts on a destination’s economy and environment, and investigating the planning process of cultural events in consideration of the three-pillar concept of sustainability”* could be accomplished by answering the four discussed research questions and is fully achieved.

8.2 Limitations

The comprehensive work in this master thesis has provided a broad range of relevant academic insights into the event tourism industry in a real-world context due to the empirical research. However, a few limitations have been experienced during the total research period of four months between February and May 2020.

Firstly, the research was conducted during the period of coronavirus COVID-19, but this specific situation and its content-related impacts were not taken into account in the research paper and the final outcome. Still, the perception and opinion of people provided at their answers could have been influenced unconsciously because of the coronavirus, which affects the tourism industry

strongly. Furthermore, face-to-face interviews were not possible because of the ban on going out but the interviews were conducted via video chat and phone call. One interview was answered by email due to issues about the time schedule.

Secondly, specific cultural events and experts were selected for this research in Austria. This includes regions in Lower Austria, Burgenland and Upper Austria. The outcome of the impacts on a destination caused by cultural events depends much on the size and type of the event. Hence, more cultural events, also in other parts of Austria have to be taken into consideration in order to generalize the outcome for the entire country.

Furthermore, this research paper focuses on the concept of sustainability, which consist of three different perspectives: economic, socio-cultural, and environmental. The outcome provides a broad range of data and shows its interrelation, which is difficult to measure. However, in order to gain more in-depth information about one perspective, research about only one component is required in detail.

Lastly, the interviews were conducted in the mother tongue of the research area, which is Austrian dialect (German). The transcription was done in High German, and during the coding process, the paraphrasing was translated to English for the final research paper. This process of transcribing and translating could have caused a loss of meaning in certain provided answers.

8.3 Recommendations

The outcome of this research and the analysis of the gained data allow providing the following seven recommendations for event organizers who are organizing an event at a tourism destination and the tourism destination management organizations (DMOs) on site: *In-depth information about the provided recommendations can be found in this thesis.*

1. Use cultural events to plan the annual cycle and the seasonality of a tourism destination in order to avoid lows (*see page 90*)

2. The involvement of the local community is vital in order to organize a successful occasion, because the community is the most important stakeholder group at a destination and its support is essential (*see page 91*)
3. The carrying capacity of a destination has to be considered and cultural events should cause a steady and stable growth instead of a rapid and uncontrolled growth
4. The type and content of cultural events have to fit into the environment and strategy of a tourism destination in order to be credible and authentic
5. Cultural events are a strong tool to shape and influence the image of a tourism destination, and to create unique content which can be used for marketing purposes and enhance competitiveness (*see page 94*)
6. Event organizers and DMOs have to communicate with each other and support each other in order to achieve the maximum outcome for the event and the destination (*see page 95*)
7. Each organized event has to consider the interrelation and balance of the three components of the concept of sustainability (economic, socio-cultural, environmental) in order to organize a successful event and influence the development of a tourism destination positively (*see page 88*)

8.4 Future Outlook

Cultural events are an important part of the development of tourism destination in and the concept of sustainability receives more and more attention in the context of event tourism. In the last decade, there has been a major change in the perception and thinking of the concept of sustainability and its importance. Today, the organization of an event has to include sustainability from all three perspectives such as economic, socio-cultural and environmental. Especially, the shift towards environmental awareness is noticeable. However, this research clearly points out, that the focus has to be on the balance and interrelation of all three components in the future. There is still a large potential for further research in different regions and countries as well as in other types of event such as sport or business. Furthermore, based on this research paper, the following hypothesis can be derived and have to be proven in further studies:

- H1: Cultural events have more socio-cultural impacts than environmental impacts on the development of a tourism destination
- H2: If sustainable cultural events are part of the tourism development strategy, then the destination growth rate will be higher (measured in overnight stays)
- H3: Cultural events affect the image of a tourism destination positively

To conclude, this research paper has answered the main research question about *“how cultural events contribute to the development of a tourism destination in consideration of sustainability.”* Nevertheless, there is still potential for further studies in order to gain more valuable data about this extensive and complex field of research.

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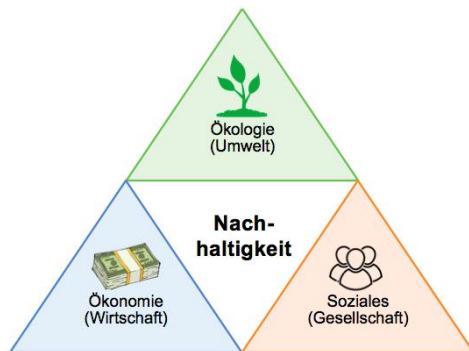
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Annex A: Interview Guideline (in German)

Fragen zum Masterarbeitsthema: „Der Einfluss von kulturellen Events auf die nachhaltige Entwicklung von Tourismusdestinationen“

1. Kurzbeschreibung Ihres Unternehmens und Ihrer Top 3 kulturellen Veranstaltungen (Art der Veranstaltung, Anzahl der Besucher, Bekanntheit der Veranstaltung etc.)
2. Welche Charakteristiken verbinden Sie mit einer kulturellen Veranstaltung? (z.B. Musik)
3. Woher kommen die Besucher, die bei Ihren kulturellen Veranstaltungen teilnehmen? (lokal, regional, national, international)

Für die weiteren Fragen, zeige ich Ihnen hier ein Bild, welches das Dreieck des Nachhaltigkeitskonzepts widerspiegelt.



4. Wie können kulturelle Veranstaltungen die Entwicklung einer Tourismusregion, zusätzlich zu neuen Jobs und Steuerabgaben, wirtschaftlich beeinflussen? (positiv und negativ)
5. Soziale und gesellschaftliche Auswirkungen auf die Tourismusentwicklung sind oftmals als „nicht greifbar“ beschrieben, wie der Verlust von Authentizität. Welche positiven und/oder negativen Auswirkungen haben die von Ihnen organisierten kulturellen Veranstaltungen auf die Gesellschaft?
6. Oftmals werden Veranstaltungen aus ökologischer Sicht negativ mit der Tourismusentwicklung assoziiert, wie beispielsweise der Ausstoß von Emissionen oder die falsche Müllentsorgung. Können Sie hierzu auch an positive Auswirkungen denken?
7. Denken Sie, dass alle drei Komponenten des Nachhaltigkeitskonzeptes in der Tourismusentwicklung sich gegenseitig ergänzen können? *(Bitte denken Sie dabei auch an die unterschiedlichen Interessensgruppen wie z.B. Bevölkerung, Eventorganisatoren, Gemeinden, Touristen)*

8. Wie berücksichtigen Sie das Nachhaltigkeitskonzept in Ihrer Planung von kulturellen Veranstaltungen? Bitte nennen Sie dazu Beispiele.
9. Wie werden Sie bei Ihren kulturellen Veranstaltungen von regionalen Tourismusorganisationen bzw. Gemeinden/Stadt/Land unterstützt?
10. Eine gute Zusammenarbeit mit der lokalen Bevölkerung ist im Event- und Tourismusmanagement als ein Wettbewerbsvorteil angesehen. Inwiefern ist die lokale Bevölkerung an einer Zusammenarbeit mit Ihnen, im Kontext Ihrer kulturellen Veranstaltungen, interessiert? Sehen Sie die von Ihnen bereits durchgeführten und zukünftig geplanten Veranstaltungen als ein positives Marketinginstrument für die umliegende Tourismusregion? Bitte begründen Sie Ihre Antwort.
11. Denken Sie, dass Veranstaltungen auch weiterhin in der Zukunft eine gute Möglichkeit zur Entwicklung von Tourismusdestinationen sein werden?

Vielen herzlichen Dank für Ihre Unterstützung!

Viktoria Lechner

Annex B: Qualitative Content Analysis by Mayring

Int. 1	(E. Niederbacher, personal communication, March 28, 2020)
Int. 2	(S. Reisinger, personal communication, April 1, 2020)
Int. 3	(B. Infanger, personal communication, April 3, 2020)
Int. 4	(F. Piribauer, personal communication, April 7, 2020)
Int. 5	(C. Schrammel & H. Schrammel, personal communication, April 9, 2020)
Int. 6	(H. Krutzler, personal communication, April 10, 2020)

Inter-view	Row	Quote (in German)	Paraphrasing	Generalization	Reduction (categories)
Int. 1	44-47	Ja, weil es kommt natürlich auch dazu, wir werden natürlich vom Land Burgenland von der Kulturabteilung unterstützt. Ohne diese Unterstützung könnten wir auch nicht überleben. Und gefördert werden kann nur ein Verein und nicht Privatpersonen.	Only a association can have funding, not a private person	Funding	MC8: Support from public and private sector SC8.1: Monetary funding
Int. 1	65-68	So, zu den Veranstaltungen wollte ich noch dazu sagen, natürlich, nachdem wir auch eine Förderung von der Kulturabteilung bekommen, sind wir angehalten auf eine wirtschaftlichen Weise das zu führen.	Funding from public sector requires an economic purpose	Funding	MC8: Support from public and private sector SC8.1: Monetary funding
Int. 1	68-70	Deshalb mussten wir uns auch andere Sachen einfallen lassen. Das sind zum Beispiel Veranstaltungen, Ausstellungen. Alles bringt eben ein bisschen was dazu zum Museum	Events and exhibitions allow a museum to earn more money	Economic efficiency	MC3: Economic impacts on a destination SC3.2: Events as additional income source
Int. 1	74-75	I: Also auch Gemeindefeste so zu sagen. A: Da ist die lokale Bevölkerung auch sehr stark eingebunden.	The local population is strongly involved in local (municipality) events	Involvement of locals in local events	MC7: Event planning at a destination SC7.3: Involvement of the local population
Int. 1	79	Veranstaltungen im Freilichtmuseum sind ja auch wetterabhängig. Und wenn ein strahlend schöner Tag ist, hast du natürlich mehr Chancen, dass die Leute kommen, egal ob Ausstellung, Konzert oder Festivität, das ist eigentlich fast egal.	Events in an open air museums depend on the weather	Weather-dependent events	MC7: Event planning at a destination SC7.2: Seasonality and age groups
Int. 1	96-101	Also Bekanntheit, schau, wir haben einmal im Jahr einen Veranstaltungskalender wo alles drinnen steht, also wer kommt. Der kommt immer vor der Eröffnung heraus. Es gibt natürlich lokale Werbung, wir sind mit der lokalen Presse in Kontakt die das ankündigen.	To promote the events a calendar of events is released once a year, also advertisement in local/regional	Different marketing and advertisement activities	MC9: Marketing SC8.1: Advertisement and promotion

		Und wir schicken auch, wir haben ja auch eine Adressdatei der Museumsinteressenten bzw. Vereinsmitglieder.	press and direct mail to existing customers		
Int. 1	108-109	Für die Organisation, da sind also die, die Fremdkosten die wir haben sind Personalkosten, weil für die Gästebetreuern haben wir Angestellte.	Personnel costs because of employees for service	Employment	MC3: Economic impacts SC3.1: Generating jobs
Int. 1	110-112	Zu den Veranstaltungseinladungen kommt natürlich dazu, dass wir einen Adressdatei haben und die bekommen eine Mail-Einladung.	Existing data base for direct mail invitations	Marketing and advertisement	MC9: Marketing SC8.1: Advertisement and promotion
Int. 1	133-134	I: Genau, also wenn du jetzt an kulturelle Veranstaltungen denkst, was verbindest du damit, also was fällt dir dazu als erstes ein, die ersten paar Schlagwörter? A: Naja, mir fallen natürlich schon Kunstausstellungen als erstes ein, weil ich damit am meisten zu tun habe bei Veranstaltungen.	Cultural events relate to art exhibitions, concerts	Types of cultural events	MC1: Characteristics of cultural events SC1.1: Type
Int. 1	134-137	Aber ich glaube, dass Konzerte natürlich ein höheres Interesse haben als die Ausstellungen. Weil die bildende Kunst ist ja nicht jedermanns Sache, dass man da extra hinfährt. Ein Konzert interessiert einen ja leichter. Oder Kabarett, wir haben ja auch Kabarett gehabt.	People are more interested in concerts or cabaret than in visual arts	Popularity of different types of cultural events	MC1: Characteristics of cultural events SC1.1: Type
Int. 1	138-144	I: Ja, okay. Aber das heißt Bildung ist auf jeden Fall was du damit verbinden würdest. A: Bildung meinst du oder wie? I: Ja genau, Bildung. A: Ja sicher, ja, ich würde es nicht Bildung nennen, ich würde es eher Kulturvermittlung nennen.	Cultural mediation (education) as a characteristic of cultural events	Cultural mediation	MC1: Characteristics of cultural events SC1.3: Value
Int. 1	147-148	Wir haben mit Volkskulturen natürlich auch immer wieder zu tun, also wir hatten auch diesbezüglich Ausstellungen.	Exhibitions about folk culture	Cultural exhibitions	MC1: Characteristics of cultural events SC1.1: Type
Int. 1	157-158	Diese Ausstellung war auch schlecht besucht, weil es wirklich eine Nischenausstellung war.	Cultural exhibitions can be perceived as niche exhibitions	Popularity of cultural events	MC1: Characteristics of cultural events SC1.1: Type
Int. 1	157-177	Also wenn es größere Ausstellungen oder größere Konzerte sind, gab es ohne weiteres, dass Leute aus Wien oder Graz hergefahren sind.	Large events draw people from further away to a place	Event visitors	MC2: Origin of event tourists
Int. 1	177-	Und das, da kann man wieder	Regional	Influence of events	MC3: Economic

	179	aufs Touristische gehen, da profitiert natürlich der Tourismus, weil sie dann meisten auch schlafen in der Gegend.	tourism can profit from events because of overnight stays	on economy	impacts SC3.3: Tourist expenditure
Int. 1	186-189	Naja, ja. Aber schau, es kommen sicher auch Leute aus Stegersbach, das ist ein Tourismuszentrum geworden, und ich mein, wir kündigen es ja auch dort immer an. Ich bin überzeugt, dass da auch immer wieder Besucher sind, aber die kann ich natürlich nicht kontrollieren.	Events as a cultural activity for tourists staying in the region for a longer time period	Event visitors	MC2: Origin of event tourists
Int. 1	189-202	Nein, aktiv sicher nicht beworben. Schau, wir schicken ja in die Hotels dort in der Gegend den Veranstaltungskalender und die Mails zu den Veranstaltungen. Wie weit sie dort das an ihre Gäste weitergeben, dann kann ich ja nicht, weder beurteilen noch beeinflussen.	Regional hotels receive the calendar of events but do not promote it actively	Channels of communication	MC9: Marketing SC4.1: Advertisement and promotion
Int. 1	207-208	Die meiste Werbung ist aber Direktwerbung über Mails, mit Mail-Einladungen, bzw. Veranstaltungskalender.	Most advertisement is through direct email (sending invitation and calendar of events)	Channels of communication	MC9: Marketing SC4.1: Advertisement and promotion
Int. 1	219-221	Neue kann ich mit einem Mail kaum erreichen, das ist klar. Weil du musst ja auch bei dem Datenschutz aufpassen, du kannst das ja nicht einfach jeden schicken.	No new clients via direct mail, also because of data protection	Channels of communication	MC9: Marketing SC4.1: Advertisement and promotion
Int. 1	237-241	Ja, ja. Du das ist sogar das häufigere, dass wenn eine Ausstellung ist, dass die Museumsbesucher gar nicht zur Ausstellung gehen, weil das muss dich halt interessieren. Und wie gesagt, gerade bei den Kunstaussstellungen, ja, das interessiert mich nicht und dann gehen sie vorbei und schauen sich nur das Museum an.	Many visitors of the museum are not interested in the cultural exhibitions	Cultural exhibitions	MC1: Characteristics of cultural events SC1.1: Type
Int. 1	274-276	Also die werden schon in den umliegenden Gasthäusern essen gehen. Auch das ist eine Beeinflussung des Tourismus.	Regional restaurants profit from event visitors	Food	MC3: Economic impacts SC3.3: Tourist expenditure
Int. 1	279-280	Weil die Konzertveranstaltung ist halt nur eine Nacht wenn sie da bleiben, wenn sie überhaupt da bleiben.	Visitors at a concert stay only one night	Influence of events on tourism	MC3: Economic impacts on a destination SC3.3: Tourist expenditure
Int. 1	291-	I: Denkst du, dass das auch	The museum	Event location and	MC5:

	295	ein Problem ist, dadurch dass die Erreichbarkeit öffentlich relativ schwierig ist? A: Ja sicher ist es ein Problem, weil andere Museen die leichter erreichbar sind, die haben bessere Besucherzahlen. Die dann auch in einem näheren Bereich von großen Städten sind.	is difficult to reach by public transport, other museum are closer to larger cities and better accessible	accessibility	Environmental impacts on a destination SC5.1: Green location/event SC5.4: Accessibility and transport
Int. 1	305-307	Das Südburgenland ist ja auch ein Fahrradland, oder präsentiert sich als Fahrradland. Radfahrer kommen häufig im Sommer, das ist aber rein eine touristische Geschichte.	Southern Burgenland is also a great for bicycle tourism	Accessibility with bicycle	MC5: Environmental impacts on a destination SC5.4: Accessibility and transport
Int. 1	315-317	I: Das stimmt, aber ist bei die Fahrradwege vom Südburgenland Tourismus das Museum angeführt als Stopp? A: Ja, in der Karte ist es schon angeführt.	The museum is also a stop in the map of bicycle tours from the local tourism board	Advertisement and promotion of events	MC9: Marketing SC4.1: Advertisement and promotion
Int. 1	360-361	Da pass ich jetzt einmal, was für Auswirkungen auf die Gesellschaft. Naja, ich weiß nicht, vielleicht ist das Geschichte-Bewusstsein, Heimat-Bewusstsein.	More awareness of history and homeland for the local population	Influence of events on society	MC4: Socio-cultural impacts on a destination SC4.1: Transfer of knowledge SC4.2: Regional attachment
Int. 1	396-398	Bei uns ist es ja wie eine Gartenanlage, die auch umweltgetreu betreut wird. Ich mein, bei uns wird die Wiese nicht gespritzt oder sonst etwas, die Wiese wird schön gemäht, wir haben Naturwiese rundherum.	The museum has a natural environment (green field)	Green location	MC5: Environmental impacts on a destination SC5.1: Green location/event
Int. 1	403-404	Naja schau, wir schauen zum Beispiel bei Veranstaltungen, dass wir keine Wegwerf-Becher nehme, sondern es werden die Glasbecher genommen.	At events, glasses are taken instead of disposable cups	Reusable cups	MC5: Environmental impacts on a destination SC5.2: Food and beverage
Int. 1	412-413	Auch beim Geschirr, Plastikteller, und Plastikbesteck hat es bei uns überhaupt noch nie gegeben.	No use of plastic plates or plastic cutlery	Reusable plates and cutlery	MC5: Environmental impacts on a destination SC5.2: Food and beverage
Int. 1	418-420	Wir haben die getrennten Müllsäcke, ich mach es ja auch nicht selber. Ich hoffe aber, dass die anderen das auch richtig trennen. Sie machen sicher nicht 100%ig, aber sie werden es 80%ig machen.	There are separated garbage bags and approximately 80% of the waste will be separated	Waste separation	MC5: Environmental impacts on a destination SC5.3: Waste management
Int. 1	443-446	Also ich meine, Wirtschaft und Gesellschaft, die Ökologie bin ich nicht so toll, glaube ich. Also würde ich sagen, Wirtschaft und Gesellschaft, dass diese sich das	Balance between economy and social impacts but more potential for	Balance of sustainability	MC6: Interrelation of the three components of sustainability

		Gleichgewicht hält.	environmental		
Int. 1	464-466	Beim Schankbetrieb ist es fast so, dass das Geld fast über 90% in Region bleibt, weil Getränke sind alle lokale Getränke, diese Fruchtsäfte. Dann haben wir eigentlich den Getränkebetrieb von dem wir beziehen ist auch in der Region.	Natural juices from the region and 90% of the costs of beverages stay in the region	Support of regional products	MC5: Environmental impacts on a destination SC5.2: Food and beverage
Int. 1	470-471	Essen ist nur regional bei uns. Nur beim Direktvermarkter gibt es die Würstel und alles und Schinken, alles nur vom Direktvermarkter.	Food is exclusively from regional direct seller (farmer)	Support of regional products	MC5: Environmental impacts on a destination SC5.2: Food and beverage
Int. 1	490	Vom Burgenland, Landesabteilung Kultur bekommen wir eine Förderung.	There is a support from the government Burgenland	Funding from government	MC8: Support from private and public sector SC8.1: Monetary
Int. 1	492	A: Nein, Tourismusförderung bekommen wir keine. I: Gibt es da einen speziellen Grund? Gerade vom Südburgenland Tourismus. A: Nein, nein, ich mein der Tourismusverband der kämpft sich selber mit wenig Budgetmittel durch.	No support from tourism organizations because they do not have enough budget	Funding from tourism organization	MC8: Support from private and public sector SC8.1: Monetary
Int. 1	501-504	Schau, hin und wieder gibt es Projekte die gemeinsam mit dem Tourismus-verband gemacht werden, wo der Tourismusverband auch was dazu zahlt. Also ich würde nicht 100%ig nein sagen. Zum Beispiel im Vorjahr haben wir eine neue Homepage gemacht, da hat der Tourismusverband die Hälfte getragen.	Tourism organization paid 50% of the new website	Funding from tourism organization	MC8: Support from private and public sector SC8.1: Non-monetary
Int. 1	512-514	Natürlich alle Veröffentlichungen vom Tourismusverband direkt sind Sehenswürdigkeiten und Hotels und da sind wir natürlich auch kostenlos dabei. Also eine Unterstützung in Form von Werbung.	Publications from the tourism organization include the museum and also publish its events	Support in advertising events	MC8: Support from private and public sector SC8.2: Non-monetary
Int. 1	520-524	I: Okay, gut, dann ist es klar. Von der Gemeinde Gerersdorf selber, gibt es da irgendetwas? A: Gibt es auch eine, gibt es eine finanzielle Unterstützung und auch vor allem eine arbeitstätige Unterstützung der Gemeindearbeiter. Eine nicht bare Unterstützung, die sogar umfangreich ist.	Financial support and in form of employees from the municipality	Support from municipality	MC8: Support from private and public sector SC8.1: Monetary SC8.2: Non-monetary

Int. 1	553-557	A: Also da mit der Preisgestaltung, da musst du Region-bezogen den Preis machen. Wenn ich jetzt sage, ich will einen Eintritt haben von 18,00 Euro, kommt ja keiner. I: Okay, also auf das muss geschaut werden, damit die Leute kommen. A: Ja, natürlich.	Fair pricing is important in order to bring people to a place	Pricing	MC3: Economic impacts on a destination SC3.3: Tourist expenditure
Int. 1	580	Mitarbeiter sind alle vom Ort.	All employees are from the region	Employment	MC3: Economic impacts on a destination MC3.1: Generating jobs
Int. 1	586-587	Naja sicher, wenn der Veranstalter jetzt, wie beim „Gmoa-Fest“, wo der Veranstalter selber, die ÖVP vom Ort ist, dann helfen natürlich vom Ort mit.	The local community helps at regional events	Local community	MC8: Support from private and public sector SC8.2: Non-monetary
Int. 1	621-622	Weil der (Veranstaltungskalender) liegt dann auch auf in den Tourismusbüros und das ist sicher auch ein Vorteil.	The calendar of events is presented at tourism offices	Marketing and promotion	MC9: Marketing SC4.1: Advertisement and promotion
Int. 1	622-623	Bisschen Werbung machen wir natürlich auch, aber in der Regionalpresse, was anderes kannst du dir nicht leisten.	Advertisement in the regional press, because national it too expensive	Regional marketing	MC9: Marketing SC4.1: Advertisement and promotion
Int. 1	635-636	Ich mein ein großer Faktor von uns ist auch, dass wir kostenlose Werbung haben mit den Veranstaltungen.	Free advertisement for the museum through events on site	Events as marketing tool	MC9: Marketing SC4.1: Advertisement and promotion
Int. 1	638-640	Bei jeder Kunstaussstellung ist der ORF Burgenland da und wird veröffentlicht bei dieBurgenland Nachrichten.	Art exhibitions are presented in the regional TV	TV report	MC9: Marketing SC4.1: Advertisement and promotion
Int. 1	661-666	A: Puh, das ist schwierig zu sagen. Die nicht aus dem Burgenland kommen, wie viel haben wir prozentual. Ca. 10% schätzen wir. I: Also ihr würdet sagen 90% kommen aus dem Burgenland. A: Ja oder 20%, weil Anteil aus der Steiermark haben wir ja auch immer wieder. Sagen wir zwischen 10% und 20%, die nicht. I: Und der Rest ist Burgenland.	Majority of guests comes from the region around the museum, also 20% from further away, still mainly national	National visitors	MC2: Origin of event tourists
Int. 1	670-672	Wir haben einen geringen Ausländeranteil, vor allem aus Ungarn und Deutschland ist halt viel, und das sind wieder Touristen in erster Linie, die Deutschen.	Small amount of foreigners, Hungary and Germany	International visitors	MC2: Origin of event tourists
Int. 1	674-675	Auch Schweizer kommen immer wieder, weil die haben ja auch ihre südburgenländischen	Swiss people come to visit their family and visit the	International visitors	MC2: Origin of event tourists

		Verwandten da.	museum		
Int. 1	681-682	A: Aber ich würde sagen vielleicht 3% so etwas, mehr nicht. I: Aus dem Ausland, okay.	3% foreigner visitors	International visitors	MC2: Origin of event tourists
Int. 1	699	Auslandswerbung ist teuer, das können wir nicht.	Advertisement in foreign countries is too expensive	International advertising	MC9: Marketing SC4.1: Advertisement and promotion
Int. 1	718-720	Also wir dürfen auf keinen Fall auf Veranstaltungen verzichten, da haben wir dann sicher ein Besucherschwund. Weil es ist ja auch so, wenn Leute zu einer Veranstaltung kommen, denen gefällt das Ambiente da.	Events are and will stay essential for the museum and the destination, otherwise there is a loss of visitors	Events attract visitors	MC10: Future importance of events at a destination
Int. 2	29-32	Ich gehe in der Früh sammeln, also ich gehe zum Bäcker wo ich das alte Brot bekomme, ich gehe zu vielen Handelsketten, ich gehe zu Bauern und suche mir da halt die Sachen, oder die geben dir halt einfach die Sachen die sie sonst nicht verkaufen sondern wegschmeißen würden.	Collection of old bread from bakeries, farmers, which cannot be sold anymore	Saving food	MC5: Environmental impacts on a destination SC5.2: Food and beverage
Int. 2	47-49	Also wir haben mittlerweile Leute da aus Deutschland sowieso, wir haben Italiener da, weil das halt auch einfach eine ganze eine besondere Geschichte ist.	Visitors from Germany, Italy, because of special events	International visitors	MC2: Origin of event tourists
Int. 2	50-51	I: Also wenn da internationale Künstler sind, dann ist das natürlich auch attraktiv. A: Genau. Genau.	International artists attract international people	International visitors	MC2: Origin of event tourists
Int. 2	62-63	Wir haben sogar Shuttles organisiert von Linz weg, also das Busse da rauf fahren, weil Klamm, da geht eine ganz kleine Straße zu.	Organized shuttle busses because no other public transportation	Limited public transport	MC5: Environmental impacts on a destination SC5.4: Accessibility and transport
Int. 2	68-69	Wir versuchen das Ganze jetzt ein bisschen in „Green Events“ umzuwandeln.	Change of concerts into Green Events	Green Events	MC5: Environmental impacts on a destination SC5.1. Green location/event
Int. 2	71-73	Wir haben schon relativ viel getan, dass was heuer noch kommen muss das sind die Mehrwegbecher, das haben wir noch nicht gehabt weil es einfach logistisch relativ schwierig ist da rauf muss man ganz ehrlich sagen.	Reusable cups should be introduced this year, but difficult due to logistic problem	Reusable cups	MC5: Environmental impacts on a destination SC5.2: Food and beverage
Int. 2	73-75	Aber wir haben jetzt schon Parkplätze gemacht, wir haben die Toilettenanlagen saniert letztes Jahr ist dazugekommen.	New parking lots, renovation of toilets and maintenance	Renovation, expansion and maintenance	MC4: Socio-cultural impacts on a destination SC4.4: Maintaining

			of the castle		cultural heritage
Int. 2	75-78	Das da wo der Backstage-Bereich ist, da wurde jetzt ausgebaut und du kannst jetzt leben wie die Stars. Das heißt praktisch, da wo der Lenny Kravitz sich aufgehalten hat, kannst du jetzt auch deinen Urlaub verbringen.	Expansion by transforming existing backstage are into an accommodation for tourists	Overnight stays	MC3: Economic impacts on a destination SC3.3: Tourist expenditure
Int. 2	87-89	Ich glaube die Künstler wenn man es sich ausrechnet, die normal vor ein paar 100.000 Leute auftreten, und hier mit 9.000. Du erwischst halt immer nur die, wo wir praktisch inzwischen liegen.	Famous artists who have concerts at places where Linz is a transit region	Accessibility and geographical location	MC7: Event planning at a destination SC7.1: Geographical location
Int. 2	92-93	Und durch das, dass wir langsam einen guten Ruf haben, kommen halt immer noch bessere Stars oder kommen eigentlich auch alle.	Through a good reputation, more great stars are coming	Good reputation of the destination	MC9: Marketing MC9.2. Events as image-maker
Int. 2	115-118	Also für uns, dadurch dass ich ja in Linz bin, ist natürlich die Klangwolke ein ganz großes Thema. Der ist davon der Veranstalter im Brucknerhaus und da darf ich immer ein bisschen mithelfen	Locations in Linz for cultural Events: Klangwolke, Brucknerhaus	Cultural event locations	MC1: Characteristics of cultural events SC1.2: Location
Int. 2	118-119	Kultur hat für mich auch einfach etwas mit Emotionen zu tun. Ich bekomme Gänsehaut.	Culture is about emotions, it causes goose bumps	Emotions and feelings about cultural events	MC1: Characteristics of cultural events SC1.3: Value
Int. 2	122-123	Kulturgeschichten entstehen meistens aus etwas kleineren und werden dann irgendwie groß.	Cultural events start often small and becomes big after time	Growing cultural events	MC1: Characteristics of cultural events SC1.1: Type
Int. 2	129-130	Du hast ja keinen direkten Wert, das stimmt, aber ich glaube einfach dass das künstlerische ganz wichtig ist in dieser derzeitigen Situation	No tangible value of cultural events but it is essential	Intangible value	MC1: Characteristics of cultural events SC1.3: Value
Int. 2	144-146	Ja, die das dann auch bisschen mit Urlaub verbinden, wobei jetzt dann die Bayern nicht weit weg sind. Wir haben auch ganz viele Tschechen da logischerweise, die sind aber auch nicht weit weg von der Grenze.	Bavarian and Czech tourist coming to an event and combine it with holiday	International visitors	MC2: Origin of event tourists
Int. 2	148-150	Ars Electronica Festival was wir in Linz haben, wo ich auch eine zeitlang mal mitgewirkt habe. Das ist in Linz jetzt nicht so bekannt wie international.	Ars Electronica Festival is better known international than in Linz	International visitors	MC2: Origin of event tourists
Int. 2	163	Also ich glaub da schlafen tun ca. 20%, wenn überhaupt.	20% of event visitors stay in the region	Overnight stays	MC2: Origin of event tourists
Int. 2	164-166	Die lokalen dürfen alle gratis rein. Das ist unser Goody an die Bevölkerung weil man wirklich durch die Ortschaft	Local population receives free concert tickets	Goodies at local population	MC7: Event planning at a destination SC7.3: Involvement of

		durch muss.			local population
Int. 2	179-180	Es kommen schon auf Linz und die Umgebung, auch Wien, ja es kommt immer darauf an, wenn Seiler & Speer da ist haben wir sehr viele Wiener.	Depending on the event and artist, regional and national visitors are coming	Regional and national visitors	MC2: Origin of event tourist
Int. 2	182-184	Ja genau, da kommt es schon auf den Künstler darauf an und je größer der Star oder internationaler der Star, desto internationaler ist dann auch das Publikum.	International artists attract international people	International visitors	MC2: Origin of event tourists
Int. 2	186-188	Das ist das Problem, dass wir öffentlich nicht erreichbar sind. Wir sind mit Öffis nicht erreichbar, weil dort einfach gar kein Bus hinfährt.	No public accessibility is a problem in small towns	Public transportation	MC5: Environmental impacts on a destination SC5.4: Accessibility and transport
Int. 2	189-204	I: Und wenn man jetzt Linz im Vergleich nimmt beim Brucknerhaus wird das wahrscheinlich anders aussehen, oder? Da werden viele öffentlich? A: [...] Ich sag jetzt einmal so, du kannst zur Klangwolke gar nicht hinfahren, weil das alles verbaut ist. Die ganzen Parkplätze werden da mitgenutzt, also das ist alles, also wir gehen da alle zu Fuß. Da sieht man wirklich, dass da in der Nähe die da wohnen oder auch in den Hotels sind oder mit dem Zug ankommen, da sind halt dann, das geht nur öffentlich da hast du gar keine Chance.	Cities as Linz are during events only reachable by public transport	Public transportation	MC5: Environmental impacts on a destination SC5.4: Accessibility and transport
Int. 2	216-219	Im Prinzip ist es so das positive Geschichten sind auch einfach die Werbung ja. Das darf man jetzt nicht vergessen. Die Werbung ist das Um und Auf warum man diese ganzen Geschichten eigentlich macht. Warum Tourismusregionen dahinter stehen und sagen, wir wollen, dass ihr das für uns macht.	Events are done because of advertisement and promoting the region from a tourist perspective	Advertisement	MC9: Marketing MC9.1: Advertisement and promotion
Int. 2	225-228	Sie haben dann gesagt sie geben uns eine Förderung die wirklich hoch war aber wir müssen es im Gasteinertal machen. Weil die einfach im Winter total überlaufen sind und im Sommer ist da nichts. Und die wollten einfach diesen Werbewert haben.	Funding was promised but only if the event is conducted at a specific destination to promote the place	Promoting a specific destination	MC9: Marketing MC9.1: Advertisement and promotion
Int. 2	243-245	I: Das ist schwierig. Aber das heißt, es ist gut gewesen um die Saison zu verlängern oder eigentlich. A: Genau. Naja, dass der	Events help to extend seasonality and promote low seasons	Extension of seasonality trough events	MC7: Event planning at a destination SC7.2: Seasonality and

		Sommer in Gastein eigentlich gezeigt wurde.			age groups
Int. 2	250-252	Für Werbung brauchst du geile Bilder und das ist schon auch was, was ich sehr positiv empfinde weil du eben streuen kannst und du bekommst einen irrsinnig geilen Content zusammen.	For advertisement it is essential to have great pictures and content, which can be widespread	Great pictures and content about the destination	MC9: Marketing MC9.1: Advertisement and promotion
Int. 2	292-293	Die negativen Geschichten sind halt schon so, gerade in der Tourismusregion, du hast halt den Lärm.	Noise is perceived as negative influence	Noise pollution	MC5: Environmental impacts on a destination MC5.6: Noise pollution
Int. 2	297-301	Du hast Aufbauarbeiten, du hast Stau, du hast auch Umbauten. Das Ganze muss aufgebaut werden und das ganze muss auch abgebaut werden. Und während der Zeit, Aufbau ist spannender, Abbau ist grausig. Also da musst du einfach schauen, dass du die Leute irgendwie weg hältst, also wenn das so ein Tourismus-Topgebiet ist, dann ist es ganz schwierig, weil es einfach hässlich ist.	Events have assembly and disassembly which causes noise and might not be nice to see, as well as traffic jam	Noise and traffic jam	MC5: Environmental impacts on a destination SC5.4: Accessibility and transport SC5.6: Noise pollution
Int. 2	304-306	Es wird aber auch wieder zusammengeräumt. Auch das zum Thema Nachhaltigkeit, es gibt auch keinen Veranstalter mehr der das einfach liegen lässt.	Garbage is collected and the place tidied up	Waste after the event	MC5: Environmental impacts on a destination SC5.4: Waste management
Int. 2	311-313	Aber ich glaube mittlerweile hast du halt auch einfach in deinen Konzepten auch drinnen, wie du Müll entsorgst, wie du im Nachhinein machst und wie du dann übergibst, dass es auch wirklich okay ist.	Event concepts include waste management	Waste after the event	MC5: Environmental impacts on a destination SC5.4: Waste management
Int. 2	345-352	Also, ich finde schon, das mehr Zusammenhalt in der Region, weil das ist ganz gesellschaftlich, also die Leute. [...] Also du, du, du hast, oder wenn sie für dich sind, was eh meistens so ist weil du musst sie ja ins Boot holen, aber du hast einfach Leute die sich auf einmal wieder zusammentun, die auf einmal wieder reden, die kommunizieren und das ist ganz egal ob positiv oder negativ, die tun sich einfach in Gruppen zusammen und reden dann miteinander.	Through an event a community experiences more solidarity, because they start communicating with each other and create groups	Communication in the community	MC4: Socio-cultural impacts on a destination SC4.3: Social solidarity
Int. 2	354-357	Haben wir schon auch immer geschaut, nachher auch, die Jugend miteinzubinden oder Menschen mit Handicap	Involvement of youth and disabled people from	Involvement of people from the region	MC7: Event planning at a destination SC7.3:

		miteinzubinden, also das man auch in diesen Ortschaften einfach schaut „Gemeinde, was braucht ihr, was hättet ihr gerne“.	the municipality		Involvement of local population
Int. 2	363-366	Also ich gehe jetzt immer von Veranstaltungen aus, die ich nächstes Jahr auch wieder machen möchte. Wenn ich jetzt sagen würde ich mach das einmal und hinter mir die Sintflut, dann beschäftige ich mich mit solchen Themen wahrscheinlich nicht.	Sustainable topics are especially important if an event should be conducted again at a place	Sustainability importance	MC6: Interrelation of the three components of sustainability
Int. 2	369-372	Ich glaube, dass das tatsächlich viele machen, weil du ansonsten scheitern wirst. Wenn du nicht die, die, ganz egal, du wirst jeden Nachbarn, du musst einfach alle mit rein holen. Es braucht nur einer einen Rechtsstreit anfangen. Also es geht gar nicht mehr. Das war halt vor 15 Jahren alles anders.	Today an event organizer has to involve everyone in the community and pursue one common goal	Involvement of community	MC7: Event planning at a destination SC7.3: Involvement of local population
Int. 2	402	Aber es gibt mittlerweile auch einfach die „Green Events“	Today there is also the Green Events	Green Events	MC5: Environmental impacts on a destination SC5.1: Green location/event
Int. 2	406-408	Das ist jetzt einmal und „Green Event“ ist jetzt auch gar nicht schwierig. Man muss sich auch gar nicht zertifizieren lassen.	Green Events does not require certifications	Certification of Green Events	MC5: Environmental impacts on a destination SC5.1: Green location/event
Int. 2	414-416	Schwer umzusetzen ist schon auch die ganze Verköstigungs-Geschichte. Also das Essenscatering, weil du musst trotzdem immer auf irgendetwas setzen, was du wegwerfen kannst.	Sustainability is difficult to implement in the food sector because there is always something you have to throw away	Sustainable food management	MC5: Environmental impacts on a destination SC5.2: Food and beverage
Int. 2	428-429	Das ich auch mit den öffentlichen Verkehrsmitteln an den Standort komme.	Also difficult is the accessibility by public transport	Public transportation	MC5: Environmental impacts on a destination SC5.4: Accessibility and transport
Int. 2	432-433	Regionales wird genauso wichtig wie Bio. Bio und regional wird dann schon schwierig, ja.	Regional products as well as biological products are important, but both is difficult	Regional and biological food	MC5: Environmental impacts on a destination SC5.2: Food and beverage
Int. 2	441-442	Aber es gibt schon ganz viele Gesetze, an die musst du dich sowieso halten. Weißt du, also das Mülltrennungsgesetz, da	Today are many laws such as the law about	Laws support environment	MC5: Environmental impacts on a destination

		kannst du sowieso nicht mehr aus.	waste separation		SC5.3: Waste management
Int. 2	442-449	Und ökologisch ist trotzdem noch, dass das positiv sein kann wie auf der Burg Klamm, es wurde im Zuge dessen dann auch einfach viel saniert. I: Ja, die Instandhaltung. A: Genau, die Instandhaltung. Dann eben, es sind auf einmal Toiletten gebaut worden, die mit einem gescheiterten Abwassersystem, wo ein guter Druck dahinter ist. Es wurden, es wurde die Burg selber teilweise, ist dort auch finanzielle hineingeflossen,	Positive environmental effect is the renovation of a cultural place such as toilets, sewage system and the castle itself	Renovation, expansion and maintenance	MC4: Socio-cultural impacts on a destination SC4.4: Maintaining cultural heritage
Int. 2	477-482	Ich glaube dass es auch, wenn diese drei nicht zusammenspielen, dass du das Event genau einmal machst oder vielleicht zweimal und dann ist es vorbei. Also wenn du wirklich eine langfristige Serie planst, dann müssen die drei in der Waage sein. Und da geht es aber darum, das wahrscheinlich wirtschaftlich das ersten Jahr noch weiter unten ist, am Anfang, und dann aber du wahrscheinlich startest, dass du das Soziale ins Boot bekommst	The three sustainability components have to be in balance if an event should take place a second time. In the first year the social component is more important than the economic one	Sustainability importance	MC6: Interrelation of the three components of sustainability
Int. 2	491-492	Früher war es einfach friss und stirb und sei froh, dass wir sind jetzt da. Und Ökonomie ist überhaupt nicht bedacht geworden.	In the past, environmental impacts were not considered	Sustainability importance	MC6: Interrelation of the three components of sustainability
Int. 2	501-504	A: Du nimmst nicht mehr jeden Sponsor. I: Okay, also er muss zu der Veranstaltung passen wahrscheinlich oder? A: Er muss zur Veranstaltung passen.	Not every sponsor is suitable for each event anymore	Sponsorship	MC9: Marketing MC9.1: Advertisement and promotion
Int. 2	532-535	Weil du auch geschrieben hast „unterschiedliche Interessensgruppen“ - wir passen alle auch gut zusammen. Die Bevölkerung, die Organisatoren, die Gemeinden, wir sitzen eh alle in einem Boot, weil wir eigentlich alle dasselbe wollen und die Touristen genauso.	All stakeholder groups have to work together and need to pursue one common goal	Stakeholder cooperation	MC7: Event planning at a destination MC7.4. Different stakeholder interest
Int. 2	550-551	Bei der Klangwolke ist das ein bisschen anders, da geht es dann schon darum, das wir viele Nächte generieren dadurch.	Events in city have more pressure to generate overnights than rural events	Overnight stays	MC3: Economic impacts on a destination SC3.3: Tourist expenditure
Int. 2	555	Tagestouristen passt ganz gut	In rural areas	Day tourists	MC3: Economic

		aber alles andere nein. (in Klamm)	day tourists is great		impacts on a destination SC3.3: Tourist expenditure
Int. 2	559-561	Wir haben ja eine bestimmte Bettenanzahl und das ist halt während der AEC und während der Klangwolke sind wir sowieso ausgelastet. Dann müssen sie halt auf die Orte rund herum ausgehen.	During large events, the city Linz is fully occupied and regional hotels benefit also	Overnight stays	MC3: Economic impacts on a destination SC3.3: Tourist expenditure
Int. 2	575-577	Linz hat immer einen schlechten Ruf gehabt, wir waren immer „in Linz da stinkt's“ und wir haben erst seit Linz also seit 09, seit dem wir Kulturhauptstadt waren, seit dem haben wir einen irrsinnig großen Aufschwung.	Linz has experienced a strong growth after 2009 when it was European Capital of Culture	Image of the destination	MC9: Marketing SC9.2: Events as image-maker
Int. 2	602-607	I: Und das heißt in Linz eigentlich, die Veranstaltungen und der Tourismus ergänzen sich ganz gut kann man so sagen? Also was ich da jetzt so rausgehört habe. A: Genau, wir brauchen das. Also bei uns ist es schon auch so wie das Pflasterspektakel, wo, die sind international wo halt überall in ganz Linz Leute auftreten und das ist riesig.	Linz tourism management and event management need each other and compliment each other in order to attract more tourists	Events and tourism depend on each other	MC3: Economic impacts on a destination SC3.2: Events as additional income source
Int. 2	620-621	Was ganz wichtig ist, ist einfach auch noch, dass du aus der Region also zuerst lokal dir auch noch die Mitarbeiter suchst.	It is important to take employees from the region in order to have support from the community	Employment	MC3: Economic impacts on a destination SC3.1: Generating jobs
Int. 2	631-633	Wir suchen uns auch immer Vereine, die bei uns mitarbeiten können, wo du dann auch in die Vereinskassa etwas einzahlen kannst bei freiwilligen Mitarbeitern, Schulen sind immer gut.	Help from associations and schools are also a good opportunity	Employment	MC3: Economic impacts on a destination SC3.1: Generating jobs
Int. 2	648-652	„Green Event“ Richtlinien sollte sich jeder Veranstalter einfach mal durchlesen und schauen, was kann ich da machen. Die sind überall gelistet und das ist eigentlich das Einfachste. Und das heißt auch nicht, dass du da zertifizieren musst, aber die kommen ja auch gratis zu dir her und überlegen wie du was umsetzen kannst.	Green Event guidelines and consultants help to show environmental friendly options	Green Events	MC5: Environmental impacts on a destination SC5.1: Green location/event
Int. 2	666-668	Die haben ja auch jetzt diese Mischstromvarianten oder sonst etwas. Nur, ein Konzert wirst du noch nicht mit lauter erneuerbarer Energie abwickeln.	A concert cannot be implemented with renewable energy only	Energy and electricity during the event	MC5: Environmental impacts on a destination SC5.5: Renewable energy

Int. 2	670-673	Das ist definitiv ein Thema (Energie) wo ich mir denke, dass sehe ich als Veranstalter nicht in meiner Pflicht. Ganz ehrlich, das ist der letzte Punkt den ich abarbeite, das ist einfach flächendeckend, das ist eine politische Geschichte. Das ist eine Staatsgeschichte, die kann ich regional, lokal nicht lösen.	Energy resources are not the responsibility of an event organizer and cannot be handled locally, rather from the government	Energy and electricity during the event	MC5: Environmental impacts on a destination SC5.5: Renewable energy
Int. 2	685-689	Normalerweise bekommst du schon immer eine monetäre Unterstützung, kommt immer darauf an wie international du dann die Bilder raustragen kannst. Weil ein Tourismusbüro kümmert sich ja nicht, dass die Leute dann vor Ort sind, also das in Linz jetzt Werbung gemacht wird sondern, das im Ausland Werbung gemacht wird.	Usually there is monetary funding from tourism organizations, depending on size and event in order to promote the place	Funding from tourism organization	MC8: Support from private and public sector SC8.1. Monetary funding
Int. 2	691-693	Du kannst auch für ein „Green Event“ um eine Förderung ansuchen, auch da bekommst du dann wieder etwas. Auch da, das geht monetär ganz gut.	Monetary funding for Green Events are possible	Funding for Green Event	MC8: Support from private and public sector SC8.1. Monetary funding
Int. 2	694-696	Müll zum Beispiel. Ist ein Thema, dass du gleich bei der Gemeinde sagst „He liebe Leute, wie organisieren wir das. Ich brauche jemanden, jeden Tag die Müllabfuhr“.	Waste management is an example where support from the municipality is required	Support from municipality	MC8: Support from private and public sector SC8.2. Non-monetary funding
Int. 2	697	Feuerwehren brauchst du unbedingt um Straßen abzusperren.	Fire brigade is required to block the streets for the event	Support from municipality	MC8: Support from private and public sector SC8.2. Non-monetary funding
Int. 2	709-711	Aber die Bewerbung zum Beispiel, da sind die Tourismusbüros sehr, sehr wichtig, das sie dich mitbewerben. Das sie das austragen und das sind immer mühsame Verhandlungen.	Tourism offices are essential for the support of event advertisement	Support from tourism offices	MC8: Support from private and public sector SC8.2. Non-monetary funding
Int. 2	713-716	Du musst natürlich schauen, dass du im Jahreskalender drinnen bist, der eh online rausgeht, aber auch so raus geht. Du musst immer schauen, wie viel Zeit schenken sie dir auf ihren online Portalen, also nicht schenken sondern geben sie dir. Wie viele Facebook, Insta oder Twitter Meldungen bekommst du.	Calendar of events once a year and social media accounts of the tourism office are important for advertising the event	Channels of communication	MC9: Marketing MC9.1: Advertisement and promotion
Int. 2	724-726	I: Okay. Aber die Kooperation, also sie sind schon bereit, auch in kleineren Orten, das zu machen.	DMOs need event organizers and the other way	Cooperation with DMOs	MC9: Marketing SC9.3: Cooperation with DMOs

		A: Ja, weil wir brauchen sie genauso wie sie uns.	around		
Int. 2	745-746	Genau, unter anderem die Abgaben die wir zahlen müssen auch an die Gemeinde, ich mein die Klamm lebt von uns glaub ich.	Event organizers pay tax to the municipality	Tax payment	MC3: Economic impacts on a destination SC3.2: Events as additional income source
Int. 2	753-756	Das ist, die stehen halt draußen und reden mit den Leuten und fragen ein bisschen, also die haben sich das wirklich gut gerichtet, die Einwohner. Weil sie einfach wissen es bringt etwas, und sie hören es ja selber auch.	Locals are aware of the importance of events and communicate with tourists	Communication between tourists and locals	MC4: Socio-cultural impacts on a destination SC4.1: Transfer of knowledge
Int. 2	760-761	Aber die Verpflegung sind natürlich in den Tagen ganz anders.	During events restaurants have much more revenue	Restaurants benefit from events	MC3: Economic impacts on a destination MC3.3: Tourist expenditure
Int. 2	785-787	Ich glaube, dass ohne Veranstaltungen nicht geht. Weil mit was sollst du denn, also ich mein es ist schon nett wenn du schöne Berge hast oder sonst irgendwas, nur die schauen überall gleich aus wenn wir ehrlich sind.	Events are essential for destination to offer something unique	Events as unique attraction	MC10: Future importance of events at a destination
Int. 2	799-800	Es bringt einen Trigger, und es bleibt etwas hängen. Die Veranstaltungen bleiben hängen.	Events stay in people's mind	Events as memory	MC9: Marketing SC9.2: Events as image-maker
Int. 3	10-12	Im Zuge dieser Museumskooperation machen wir zum einen das Museum Total, das ist eine Veranstaltung die über vier Tage geht, wo man mit einem Ticket zahlreiche Museen besuchen kann	Cooperation between tourism office (DMO) and museums with a cultural card in Linz	Cooperation between tourism and DMO	MC9: Marketing SC9.3: Cooperation with DMOs
Int. 3	27-29	Naja es ist so, die Linz Kultur-Card 365 gilt ab Kauf also 365 Tage im Jahr, richtet sich damit also speziell an Linzer und Personen die halt ein sehr hohes Naheverhältnis zur Kultur haben.	Cultural card in Linz is for one year and the local population	Cooperation between tourism and DMO	MC9: Marketing SC9.3: Cooperation with DMOs
Int. 3	38-40	Also wir schauen, dass wir Veranstaltungen her bekommen, wir unterstützen aber auch Veranstaltungen die schon da sind, im Wachstum oder in der Realisierung.	The tourism office tries to attract events and supports them in the planning phase and growth	Support in planning an event	MC8: Support from private and public sector SC8.2: Non-monetary support
Int. 3	45-46	Bei den Kulturveranstaltungen helfen wir sehr stark in der Kommunikation oder im Netzwerk.	Cultural events receive mainly support in communication and networking	Support in communication and networking	MC8: Support from private and public sector SC8.2: Non-monetary support
Int. 3	51-53	Da haben wir eine Datenbank	Cultural events	Support in	MC8: Support

		von Gastronomie, Hotellerie aber auch Locations. Da tun wir alles sammeln, verwalten und weitergeben für die, die es brauchen.	receive mainly support in communication and networking	communication	from private and public sector SC8.2: Non-monetary support
Int. 3	66-69	Ja, also wir haben ja ein eigenes Magazin was bis zu 1.000 Auflagen hat. Wir haben Social Media Kanäle sag ich einmal, unterschiedlichste, Facebook, Instagram, LinkedIn, Twitter, Youtube, also wir haben alles. Also wir machen relativ viel Social Media.	Tourism office has an own magazine with 1.000 readers and social media canals	Channel of communication	MC9: Marketing SC9.1: Advertisement and promotion
Int. 3	69-71	Bei uns ist es so, dass die meisten Großveranstaltungen, kleineren und Großveranstaltungen bei uns einmal aufschlagen. Also nicht die ganz Kleinen.	Mainly the large and middle-large events are present at the tourism office	Cooperation between tourism and DMO	MC9: Marketing SC9.3: Cooperation with DMOs
Int. 3	86-90	Aber kulturelle Veranstaltungen können zum einen das kulturelle Leben der Stadt zeigen, oder vermitteln. Zum anderen ist es so, sie geben Eintritt zu neuen Lebenswelten oder öffnen neue Perspektiven, oder Blickwinkel in unterschiedliche Ausprägungen. Das kann über Musik sein, über bildende Kunst, sag ich einmal, oder über Kultusgegenstände, oder über Tanz, Literatur.	Cultural events show the cultural life in a city and allow new perspectives, which can be taken from music, visual art, dancing or literature	Relation to cultural events	MC1: Characteristics of cultural events SC1.1: Type SC1.3: Value
Int. 3	93-95	Ja, es geht nicht immer nur um etwas Neues lernen im faktischen Sinne, es geht um die Person oder Sinneserweiterung oder auch das Eintauchen in eine mir fremde Welt.	Cultural events are not only about learning something new but also about extension of the senses and being open for a world I do not know	Relation to cultural events	MC1: Characteristics of cultural events SC13: Value
Int. 3	97-99	Oder das Mitschwingen sag ich einmal, in einer Welt wo ich das Gefühl habe wo ich auch irgendwie einen Bezug habe. Ganz etwas Neues entdecken oder bisschen Mitschwingen wo ich eine innere Vertrautheit spüre.	Cultural events are also about emotions and something I feel related to and feel confident	Relation to cultural events	MC1: Characteristics of cultural events SC13: Value
Int. 3	108-113	Neujahrsschnalzen beim Landhaus oder beim Maibaum aufstellen, die auch einen kulturellen Wert darstellen, ist das Publikum eher regional, da wird der Tourist eher vorbei kommen. Wenn ich aber an das Ars Electronica Festival denke dann ist das extrem international. Ja. Beim	The origin of the tourists depend on the form of event; regional events attract often regional people while a large festival is very	International and regional visitors	MC2: Origin of event tourists

		Crossing Europe Festival würde ich sagen ist es international-europäisch, also das heißt, das kann man so nicht einschränken, das kommt sehr stark auf das jeweilige Format darauf an.	international		
Int. 3	116-117	Durch das PR wie das Electronica Festival haben wir sehr internationale Veranstaltungen.	The PR of one international event can attract many other events	PR and advertisement	MC9: Marketing SC9.1: Advertisement and promotion
Int. 3	117-118	Wir haben ja sehr hohe wirtschaftliche, also sehr starke wirtschaftliche Partner die international tätig sind.	Economic international partners can attract international events	Strong economic partners	MC3: Economic impacts on a destination SC3.4: International companies
Int. 3	130-131	Naja grundsätzlich ist es glaube ich so, dass kulturelle Veranstaltungen einfach den Dialog oder das Bild einer Region verändern können.	Cultural events can change the picture and perception of a region	Events influence the image	MC9: Marketing MC9.2: Events as image-makers
Int. 3	138-140	Das heißt ich kann natürlich mit dem was ich in das Schaufenster stelle oder mit dem was ich, wo ich mehr Fokus hinlege kann ich nicht nur die Region verändern sondern auch das Bild einer Region verändern.	Depending on what a DMO wants to present and focus on, it is possible to influence the picture of a region internal and external	Events influence the image	MC9: Marketing MC9.2: Events as image-makers
Int. 3	142-146	Das Andere ist was wir zum Beispiel ganz stark als Thema vor Ort haben bei Firmen die Software machen oder im digitalen Bereich, dass die eigentlich sehr gerne irgendwelche Veranstaltungen auch selber zum Teil organisieren, damit sie Personen nach Linz bekommen um die Attraktivität eines Standortes darstellen weil Ihnen eben Personal fehlt.	International companies partly organize great events in order to rise the attractiveness of Linz as a place to work	Attracting international employees	MC3: Economic impacts on a destination SC3.4: International companies
Int. 3	148-149	Da ist das Kulturleben bei Großkonzernen für internationale Mitarbeiter ist es ganz schwierig, oder ein großes Thema teilweise gewesen.	Cultural life at a place is very important for international employees on site	Attracting international employees	MC3: Economic impacts on a destination SC3.4: International companies
Int. 3	162-163	Es erhöht die Lebensqualität und trägt natürlich zum sozialen Austausch bei.	Cultural events increases the quality of life and contributes to social interaction	Quality of life	MC3: Economic impacts on a destination SC3.4: International companies
Int. 3	170-172	Bei dem Kulturhauptstadtjahr waren wir ein Role-Model dafür, dass wir mit Tourismus und Kultur ganz eng zusammengearbeitet haben. Das wird auch in der EU	During the European Capital of Culture the cultural and tourism	Cooperation as reason for success	MC9: Marketing SC9.3: Cooperation with DMOs

		immer wieder betont, dass das eines der Erfolgsrezepte bei uns war.	department worked very well and close together, which was a reason for success		
Int. 3	186-192	A: Ja, also meine These ist, dass es einfach irgendwann die Systeme zu groß werden, ja. Also das ist. I: Also dass da zu viele Interessensgruppen, zu viele, ja. A: Genau, und das man sich auch nicht so leicht kennt. Es ist ja ein Unterschied ob du in einer kleinen Einheit bist, sag ich einmal wir haben jetzt 200.000 und in der Relation sind zu 200.000 auch die Akteure in den Bereichen auch weniger als wie bei einem System mit 2 Millionen.	In smaller "systems" and places it is easier to cooperate with each other because people know each other and there are not too many stakeholder	Stakeholder cooperation	MC7: Event planning at a destination SC7.4: Different stakeholder interest
Int. 3	206-207	Es muss das Ganze funktionieren und nicht immer nur das Eigene.	It is important that everyone works together and does not only think of itself	Stakeholder cooperation	MC7: Event planning at a destination SC7.4: Different stakeholder interest
Int. 3	214-216	Es wenden sich an uns auch Leute die Kulturveranstaltungen haben die auch sagen „wir hätten gerne eure Expertise und helft uns bitte, wir wollen eigentlich nur euer Know-How“ und wir schätzen das.	Also event organizers ask DMOs for their support and their know-how	Support in providing know-how	MC8: Support from private and public sector SC8.2: Non-monetary support
Int. 3	220-221	Aber auch das „sich nützlich machen“ wie wir uns definieren und sofort zu sagen was wir können und was wir nicht können.	It is import to make clear what is the field of expertise and how can a tourism office help	Support in providing know-how	MC8: Support from private and public sector SC8.2: Non-monetary support
Int. 3	243-244	Jetzt fängt die lokale Bevölkerung an, sie wollen das eigentlich in dieser Form nicht mehr und sie müssen jetzt, also man muss jetzt, nicht dass man ein Geld noch bekommen, sondern damit man die Leute in Grenzen hält. (in Bad Mühlacken)	It is important to keep the balance between tourism and local community	Over tourism	MC4: Socio-cultural impacts on a destination SC4.2: Regional attachment
Int. 3	253-255	Und man darf auch nie vergessen, beim Tourismus verkauft man den Lebensraum, das erweiterte Wohnzimmer von Personen und von Menschen.	Tourism is about selling the living space and environment of people	Over tourism	MC4: Socio-cultural impacts on a destination SC4.2: Regional attachment
Int. 3	265-269	Wenn man Tourismus jetzt nur wirtschaftlich betrachtet, dem Touristiker immer nur diese Rolle zuschiebt, dann ist die	A tourism related employee has to be aware of	Economic and cultural responsibility	MC6: Interrelation of the three components of sustainability

		Gefahr glaube ich viel höher als wenn man einen Touristiker auch diesen kulturellen Aspekt mit vermittelt und er sozusagen auch diese Verantwortung als Teil eines kulturellen Gefüges wahrnimmt.	the responsibility that tourism is not only about the economic part but also about the cultural aspect		
Int. 3	275-278	Ich mach jetzt eine Tagungsveranstaltung, einen dialogischen dann ist das sehr gut dafür geeignet, wenn ich ein Konzert mache, dann ist es nur ein Konzert. Also die Bewusstseinsbildung hängt sehr stark vom Format ab.	The awareness of the concept of sustainability depends much on the type of event and its transfer of knowledge	Awareness of sustainability	MC4: Socio-cultural impacts on a destination SC4.1: Transfer of knowledge
Int. 3	285-287	Also ich glaube, dass das Bewusstsein steigt, also es gibt ein paar die das ganz ernst nehmen und wo auch viel passiert und es gibt halt dann wieder so Beispiele wo man wirklich merkt, man nutzt etwas nur. (Ökologie)	The awareness of environmental impacts is rising but there are still events who do not care about it	Environmental awareness	MC6: Interrelation of the three components of sustainability
Int. 3	302	Quick and Dirty.	Quick and dirty in order to make much profit and do not care about people and environment	Economic drive	MC6: Interrelation of the three components of sustainability
Int. 3	305-308	Aber glauben Sie, dass das zukünftig glaube das, ja das glaube ich schon, dass das, das es noch immer so etwas gibt und das es immer so etwas parallel geben wird. Man braucht ja nur schauen ökologisch wie viel Personen wirklich bereit sind sich in ihrer Freiheit einzuschränken.	The question is how many people are willing to change their habits in terms of environmental impacts	Environmental impacts	MC6: Interrelation of the three components of sustainability
Int. 3	318-322	Auf dem Weg den man geht in der Ausbildung bekommt man ja so Autobahnen mit oder man tut sich einen Werkzeugkoffer aneignen und den wird man mal als erster verwenden. Und das hängt halt stark von der Ausbildung ab oder auch in den Rahmenbedingungen gehandhabt wird. Aber machbar ist es schon. (3 Elemente)	It is possible to include all three elements of sustainability, but each person focuses on one part more because of its background	More focus on one element	MC6: Interrelation of the three components of sustainability
Int. 3	325-326	Ja bei manchen Veranstaltungen schon. Es gibt, es gibt ja auch die „Green Meeting“ Zertifizierung.	There is the Green Meetings certification	Green Meetings	MC5: Environmental impacts on a destination SC5.1: Green location/event
Int. 3	328-332	Wo dann die Häuser auf die sie dann ganz stark wertlegen, wo es dann halt keine Einweg,	With a green certification locations focus	Examples	MC5:MC5 Environmental impacts on a

		wo dann beim Klo, sag ich einmal, halt keine Papierhandtücher mehr sind, sondern wo mit Luft getrocknet wird, wo Müll getrennt wird etc. Wo man schaut, dass man nur wenig Leergebinde macht und wenn, das etwas sortenrein verpackt wird.	strongly on no disposable cups, no paper tissues, waste management etc.		destination SC5.1: Green location/event
Int. 3	338	Du musst Alternativen auch fördern und entwickeln.	It is essential to support alternatives and create them	Sustainable alternatives	MC5: Environmental impacts on a destination SC5.1: Green location/event
Int. 3	352-354	Veranstaltungen werden ja Großteils von der Bevölkerung getragen, zum Beispiel bei uns, du kannst ja keine Veranstaltung ohne die Bevölkerung machen.	Events are often organized by locals and there is no option to organize an event without the local population	Events require local population	MC7: Event planning at a destination SC7.3: Involvement of local population
Int. 3	356	Ja, also die Bevölkerung ist meistens auch die, die dort arbeitet.	The local population is mainly also the employees at events	Employment	MC3: Economic impacts on a destination SC3.1: Generating jobs
Int. 3	378-380	Naja ich finde, Nachhaltigkeit muss man einmal definieren. Weil es kann ja eine inhaltliche Nachhaltigkeit genauso geben. Weil ich kann ja bei einer kulturellen Veranstaltung Nachhaltigkeit definieren, dass ich Wissen generiere	Sustainability can be also seen from the perspective of content-related sustainability, such as generating knowledge	Content-related sustainability	MC4: Socio-cultural impacts on a destination SC4.1: Transfer of knowledge
Int. 3	382-385	Aber, meistens ist bei der Nachhaltigkeit der Pappbecher das was am meisten fokussiert wird weil ja immer, leider auch bei kulturellen Veranstaltungen, mehr Zahlen zählen als die Soft-Facts in unserer kapitalistischen Gesellschaft.	In capitalism, figures are more important than soft facts, also in terms of sustainability	Capitalistic society	MC6: Interrelation of the three components of sustainability
Int. 3	392-395	Bei den Veranstaltungen ist es so, also es gibt, also es kann finanzielle Unterstützung geben, die sind aber überschaubar. Es ist so, dass wir in der Kommunikation viel machen oder in der Vernetzung mit Partnern. Also viel auch in der Dienstleistung machen. Das heißt indem wir Wissen weitergeben, Leute verbinden oder eben Informationen teilen.	Financial support from the DMO is limited, but the support is often via communication, networking and providing know how	Support from DMO to event organizers	MC8: Support from private and public sector SC8.1: Monetary funding SC8.2: Non-monetary funding
Int. 3	405-409	Es gibt so kleinere Veranstaltungen sag ich einmal die reine Regionalversorger sind [...],	Small events that attract only regional visitors are not	Cooperation between tourism and DMO	MC9: Marketing SC9.3: Cooperation with DMOs

		und das ist auch nicht touristisch relevant weil das ist ein Grätzl-Fest.	relevant for DMOs		
Int. 3	415-417	Also das heißt, wenn du, erstens glaube ich schaffst du es nicht nur international, also das ist, die gesunde Mischung macht es aus, dann bist du unabhängig.	It is important to have a mixture at a destination with regional and international events to be independent	National and international tourists	MC2: Origin of event tourists
Int. 3	421-426	Die Veranstaltungen wo du sagst okay du hast Oberösterreich da, oder den Großraum Linz, die sind und dann kommt halt vereinzelt ein Tourist dazu. Das ist genauso sag ich einmal, das hat genauso sein Wert wie zum Beispiel Sachen, die du halt für die, für ganz Österreich machst, für die Nation oder für die DACH-Region. Also, oder für die Nachbarn wo du sagt okay, da komme Passauer oder die Böhmen rüber.	Events with regional and national visitors are also important as well as the events with international visitors from Germany	National and international tourists	MC2: Origin of event tourists
Int. 3	431-433	Also die meisten Veranstaltungen die zu uns kommen, die haben nicht im Ziel die Nächtigungen. Das ist das was wir im Ziel haben	Most event organizer do not see overnight stays, that is the goal of the DMOs	Overnight stays	MC3: Economic impacts on a destination MC3.3: Tourist expenditure
Int. 3	434	Wie können wir das noch besser vermarkten.	DMOs show how they are able to promote the event even better	Event promotion	MC9: Marketing MC9.1: Advertisement and promotion
Int. 3	443-446	I: Ja. Aber das ist schon, also das heißt Veranstaltungen sind auch für Sie als Linz Tourismus schon ein sehr wesentlicher Teil, oder? A: Ja, Veranstaltungen aber vor allem auch Ausstellungen die über einen längeren Zeitraum laufen.	Events are important for a destination but event more important are exhibitions which last for a certain period of time	Exhibitions for a longer period	MC9: Marketing MC9.1: Advertisement and promotion
Int. 3	448-452	A: Also, die über einen längeren Zeitraum laufen, sind auch einfacher weil du es besser vermarkten kannst als Dinge für einen Punkt. I: Ja. A: Du musst oft den gleichen Aufwand betreiben, ob jetzt für einen Punkt, zwei Termine oder ein halbes Jahr.	The marketing requires almost the same effort for one event or an exhibition which takes longer	Exhibitions for a longer period	MC9: Marketing MC9.1: Advertisement and promotion
Int. 3	455-458	Wichtig ist in der Lebendigkeit im Gesamtbild das du beides hast, aber zum Arbeiten brauchst du etwas langfristiges schon auch. Also du musst sagen, du brauchst eine	For the levelness of a place it is important to have one-time events as well	Mixture of short and long events	MC9: Marketing MC9.1: Advertisement and promotion

		gleichbleibende, durchgehende Story-Line. Damit tust du dir leichter in der Vermarktung.	as longer events with a steady story-line in order to promote it properly		
Int. 3	466-467	Es gibt auch viel Veranstaltungen sag ich einmal, die von der lokalen Bevölkerung oder den lokalen Initiativen initiiert wird.	Many events are created by locals	Local community	MC7: Event planning at a destination SC7.3: Involvement of local population
Int. 3	469-470	Veranstaltungen sind immer bis zu einem gewissen Grad der Ausdruck der Lebendigkeit einer, und Gesundheit einer Region, einer Stadt.	To some extent events are the expression of the liveliness and health of a place	Liveliness of a place	MC10: Future importance of events at a destination
Int. 3	485-488	Und die besten Sachen passieren, wenn du den Humus der da ist nutzt und fördest und richtig in den Blickpunkt stellst und ihn nicht versucht irgendetwas aufzudrücken oder konzeptionell irgendwie draufzubauen was nicht zu den Humus passt. Weil das wird dann nicht wurzeln.	The best is to use and support the already existing instead of trying to create something new what does not fit to a destination	Potential of a destination	MC10: Future importance of events at a destination
Int. 3	506-509	Wenn du alles im gleichen Zeitraum machst, zum Beispiel du machst alles nur im Sommer und hast dann in der Nebensaison nichts, dann hast du ein Problem, weil dann hast du deine Ressourcen in zwei Monate verbraucht.	Events have to be planned well in order to extend the low season to increase number overnight stays	Extension of seasonality through events	MC7: Event planning at a destination SC7.2: Seasonality and age groups
Int. 3	531-533	Da muss man mit ganz schönen individuelle Sachen mit Musik-Festivals und Kultur-Festivals die sehr fein und im Detail, also arbeiten. Das muss man sich halt pro Destination dann anschauen.	Every destination requires something else and needs detailed planning	Extension of seasonality through events	MC7: Event planning at a destination SC7.2: Seasonality and age groups
Int. 3	554-557	Ich finde auch immer ganz gut wenn man sich die Altersgruppen im Kopf hat, also dass man sich die Altersgruppen, da muss man schon schauen für welche Altersgruppen kann man was machen oder wo fehlt etwas.	It is good to think of different age groups while planning events for destinations to keep the balance for visitors	Different age groups	MC7: Event planning at a destination SC7.2: Seasonality and age groups
Int. 3	559-560	Und die Machbarkeit, oder was trägt meine Destination. Also was ist realistisch.	It is important to understand what is realistic for a destination and if it is feasible	Event's feasibility at a destination	MC7: Event planning at a destination SC7.2: Different stakeholder interest
Int. 3	564-566	Die Infrastruktur vor Ort, dann wie ist die Lage im Vergleich	Evaluating the competition,	Event's feasibility at a destination	MC7: Event planning at a

		zum Mitbewerb.	location, infrastructure of a destination		destination SC7.2: Different stakeholder interest
Int. 3	569- 571	Das reale Begegnungen zwischen Menschen oder Begegnungen zwischen Menschen einfach, etwas ist, was uns soziale Wesen einfach immer wichtig sein wird. Aber es werden sich die Formen oder die Arten ändern.	Meetings between people in reality will always be important but the forms of events will change	Socializing in reality	MC10: Future importance of events at a destination
Int. 3	577- 579	Also jede Generation macht ihre Sachen und neue Wege und auch die technische Entwicklung wird etwas bringen.	Each generation creates something new and the technological impacts will also create a change in the event industry	Technological impact	MC10: Future importance of events at a destination
Int. 3	587- 588	Wo der Veranstalter nicht im klassischen Sinn Vorsorge bereitet hat für Infrastruktur, seiner Gäste oder die Kosten übernommen hat. Sondern er hat über ein Spiel gesagt wir treffen uns am Ort xy (z.B. Pokémon Go)	The event industry will change into new forms such as Pokémon Go	New forms of events	MC10: Future importance of events at a destination
Int. 3	625- 627	Menschen fahren zu diesen Orten zum Beispiel wie Rom etc. weil sie meinen, man muss das einmal im Leben gesehen haben, oder Venedig.	When a place provides something unique, people want to experience it	Places cause emotions	MC10: Future importance of events at a destination
Int. 3	629- 630	Das heißt dieses Erschließen mit Videos und Fotos etc., das funktioniert nicht. Menschen wollen das spüren.	People want to feel events and be part of it, hence photos and videos are not enough	Event cause emotions	MC10: Future importance of events at a destination
Int. 3	638- 641	Vor allen Dingen geht es darum, dass man das Kunstwerk sieht und spürt und das man auch bis zu einem gewissen Grad vielleicht einfach sagen kann „ich bin da gewesen, ich hab die Mona Lisa gesehen, ich hab sie live gesehen, ich bin da gestanden.“	For people it is important to see the art in real live to feel the environment and to be able to stay “I was there”	Event cause emotions	MC10: Future importance of events at a destination
Int. 3	656- 657	Das Linz immer mehr auf der Karte aufscheint, dass die Leute überhaupt stehen bleiben. Weil früher ist man immer an Linz vorbei gefahren.	The geographical location can be an advantage but still, people need to recognize the destination	Location of a destination	MC7: Event planning at a destination SC7.1: Geographical location
Int. 3	670- 671	Das man Geschichten einfach erzählt und da wir uns	For a destination it is	Story telling and positioning of a	MC9: Marketing SC9.2: Events as

		positionieren sag ich einmal.	important to have a story telling and position itself	destination	image-maker
Int. 3	704-705	Das heißt die Veranstaltungen wird es sicher, glaube ich, weiterhin geben.	Events will stay in the future an important part of tourism	Event tourism	MC10: Future importance of events at a destination
Int. 4	18-21	Die regionale oder überhaupt Kulturpolitik hat aus meinem Verständnis heraus die Aufgabe und die Pflicht Kulturschaffenden Auftrittsmöglichkeiten, Plattformen und Unterstützung zu geben.	The cultural politic has the responsibility to provide artists a place to perform and support them	Support from government	MC8: Support from private and public sector SC8.2: Non-monetary support
Int. 4	23-27	da sehe ich vor meinem geistigen Auge eine Pyramide an Kulturschaffenden und ich sage das Fundament der Pyramide sollte, ich rede jetzt von Wiener Neustadt als meine Aufgabe als Kulturstadtrat, von regionalen Kulturschaffenden getragen sein. Und die Spitze der Pyramide sollte nationalen und internationalen Kulturschaffenden vorbehalten sein.	At a destination regional artists and cultural events are the fundament and majority, but also national and international artists are important	Regional events and international events	MC2: Origin of event tourists
Int. 4	33-34	Ich halte wenig davon um Geld um viel Geld, ich sage jetzt einmal, Künstlerinnen oder Künstler, oder Kulturschaffende wie hier in eine Stadt zu holen.	In a sustainable context, it is not a good strategy to bring international artists for a lot of money to a place only once	Promotion of regional artists	MC3: Economic impacts on a destination MC3.1: Events as additional income source
Int. 4	42-45	Natürlich je internationaler unter Anführungszeichen, ich würde fast sagen je attraktiver das Angebot ist, um eine breite Mehrheit anzusprechen, desto touristisch interessanter wird die Geschichte.	The more a culture event is attractive for a large number of people, the more it is relevant for tourism	Attractive events for tourism	MC3: Economic impacts on a destination MC3.1: Events as additional income source
Int. 4	48-49	Das Besuchsmotiv ist ein größeres, je größer ich jetzt die Bekanntheit von meinem touristischen Angebot jetzt streuen kann.	If the touristic offer is well-known (incl. events) more and more people will come to a destination	Attractive events for tourism	MC3: Economic impacts on a destination MC3.1: Events as additional income source
Int. 4	50-53	I: Könnten Sie in etwa prozentual sagen wie viele kulturelle Veranstaltungen Sie haben wo die Gäste auch tatsächlich übernachten	About 10-20% of cultural event visitors stay at the destination	Overnight stays	MC2: Origin of event tourists

		müssen in Wiener Neustadt? A: Das ist, da würde ich fast sagen, das ist von 100% wären das wahrscheinlich maximal 20%, ich würde eher 10% sagen.			
Int. 4	56-60	Wegen einer Veranstaltung unter Anführungszeichen, das Leute da nächtigen das ist, da glaube ich ist der Fokus der falsche. Was wir sehen ist, der Nächtigungstourismus hängt ganz stark an dem Geschäftstourismus und nicht an einem Individualbesucher der eine Veranstaltung besucht.	Cultural events should not focus overnight stays, because this will be generated through business tourism and not by individual tourism	Overnight stays	MC3: Economic impacts on a destination MC3.3: Tourist expenditure
Int. 4	62-65	Wir arbeiten eben daran, dass wir Veranstaltungen Kulturveranstaltungen, attraktive Kulturveranstaltungen in touristische Pakete packen oder entwickeln wo das Kulturerlebnis eines, ich sage zwei Tagesprogrammes ist.	Cultural events are part of touristic packages in order to draw people to the destination for at least one night	Cultural event packages	MC9: Marketing SC9.3: Cooperation with DMOs
Int. 4	79-83	Da ist natürlich das Hauptmotiv die Veranstaltung die exklusive, Mozart's Requiem am Originalschauplatz wurde auch die Uraufführung aufgeführt. Das sind natürlich Dinge die schon das Hauptmotiv sind, aber damit wir den Gästen mehr zeigen können und vor allem eine Nacht bleiben, bieten wir Ihnen eben diese Pakete an.	The cultural event is the main reason to come to a place but the additional offer in the package allows to stay one night	Cultural event packages	MC9: Marketing SC9.3: Cooperation with DMOs
Int. 4	92-94	Je kleiner die Veranstaltungen werden, desto ein intensiveres, intensiveres Austausch zwischen Kultur und Kunstschaffenden und dem Publikum habe ich.	If there is a small distance between artist and visitors, the exchange is much more intense	Intense exchange	MC1: Characteristics of cultural events MC1.3: Value
Int. 4	107-108	Je unmittelbarer dieser Austausch hier stattfinden kann und stattfindet, das würde ich als ein Kriterium als Qualität definieren.	The intense exchange between artist and visitors can be seen as quality	Quality	MC1: Characteristics of cultural events MC1.3: Value
Int. 4	113-115	Was ich, was ich, ich hoffe ich habe die Frage jetzt richtig verstanden. Das ist Talent, das ist aber auch die Bereitschaft dieses Talent zu entwickeln, das heißt zu üben, zu proben, zu provieren.	Cultural events are related to talent and the willingness to develop the talent	Passion and motivation	MC1: Characteristics of cultural events MC1.3: Value
Int. 4	124-129	Wenn ich natürlich jetzt an das nationale Straßenfestival denke, da habe ich natürlich sehr viele von der Region,	Depending on the form of event, visitors can be from	Regional and national visitors	MC2: Origin of event tourists

		mehr als bei, ich sag bei Kulturveranstaltungen wenn ich an Mozart's Requiem oder wenn ich an, diese Werkstattkonzerte bei Bösendorder denke, das ist an Exklusivität fast nicht zu überbieten, da habe ich wieder einen höheren Anteil an Wiener Publikum und darüber hinaus.	the region or from Vienna and further away		
Int. 4	131-134	Wir haben natürlich einen Anteil an ungarischen Gästen, da arbeiten wir auch ganz intensiv mit Kultur zusammen, vor allem mit Sopron und mit Kőszeg, um hier diese Nachbarschaft wieder stärker zu betonen und spürbar zu machen.	Part of the event visitors come from Hungary, also because the proximity and there is a cooperation between neighboring countries	International visitors	MC2: Origin of event tourists
Int. 4	139-141	Und bewerben tun wir unsere Touristenpakete und die Destination eben parallel mit den Niederösterreich Werbung. Die hat ja hauptsächlich im Fokus die angrenzenden Nachbarländer.	The tourism packages including the cultural events are promoted via the DMO Lower Austria	Regional DMO	MC9: Marketing SC9.1: Advertisement and promotion
Int. 4	153-154	Ich behaupte es gibt keine Destination, keine Region, keine Stadt die wirtschaftlich gut funktioniert ohne Tourismus.	No region is able to be economically efficient without tourism	Economic dependence on tourism	MC3: Economic impacts on a destination MC3.2: Events as additional income source
Int. 4	159-160	Aber nicht nur in messbar an Ergebnissen wie Arbeitsmarkt oder Umsatz und Wertschöpfung und diese Dinge	Not only the tangible economic impacts are relevant such as employment, revenue and added value	Tangible economic impacts	MC3: Economic impacts on a destination MC3.1: Employment MC3.3: Tourist expenditure
Int. 4	161-164	Sondern viel mehr auch, und das meine ich ist oft unterschätzt, in der Identität der Region für sich auch, weil die Leute einen anderen Blick auf ihre Region, ihre Stadt, ihr Umfeld haben wenn sie das von, ich sage externen Besuchen, von Touristen reflektiert bekommen.	Also intangible impacts are often underestimated, but contribute to the identity of region and the population's awareness of it	Intangible impacts	MC4: Socio-cultural impacts on a destination SC4.2: Regional attachment
Int. 4	183	Die Attraktivität des Lebensraumes.	Increase of attractiveness of the environment.	Regional attractiveness	MC4: Socio-cultural impacts on a destination SC4.2: Regional attachment
Int. 4	186-189	Wenn eine Region, oder ich rede von Wiener Neustadt wieder, wenn die Stadt Wiener Neustadt als dieser kreativ, als dieses kreative Biotop	Tourists are interested in the destination and the exchange with	Exchange between tourists and locals	MC4: Socio-cultural impacts on a destination SC4.1: Transfer of knowledge

		wahrgenommen wird, wo dieser Austausch, diese Interaktion mit Touristen stattfindet weil die auch Interesse zeigen an dem was hier entwickelt wird.	the local population		
Int. 4	195-199	Das ist ein schwerer, langer und intensiver Weg. Das ist kein Selbstläufer und je größer die Stadt, das Dorf, die Region wird die man hier in Betracht zieht, desto schwieriger, weil anonym. Je kleiner die Strukturen sind, desto leichter ist so eine, ich sage einmal so eine Emotionalisierung im positiven möglich und, und erreichbar. (Bevölkerung)	To involvement of the local community is often difficult and requires a lot of effort; It is easier in smaller regions or city because people know each other and there is anonymity such as in large cities	Local community engagement	MC7: Event planning at a destination SC7.3: Involvement of local population
Int. 4	201-204	Eine der größten Sorgen für diese Landesausstellung im Jahr 2019 war, nämlich die eigene Bevölkerung zu emotionalisieren und zu motivieren, sich einzubringen, mitzutun, Interesse zu zeigen und quasi die Gastgeberrolle einzunehmen.	One of the largest problems for the "Landesausstellung 2019" was to motivate and convince the population to participate and be the host	Local community engagement	MC7: Event planning at a destination SC7.3: Involvement of local population
Int. 4	209-211	I: Wie haben Sie das geschafft? A: Ich sag Ihnen was, ich bin, also wir sind hauptsächlich ich und gerade Tourismus-Mitarbeiter mit mir, wir sind getourt in Stakeholdergruppen.	It is possible to involve and convince the local population with personal contact and engagement from different groups of stakeholder	Local community engagement	MC7: Event planning at a destination SC7.3: Involvement of local population
Int. 4	222-223	So Stadtvermittler ausgebildet. Um dann in weiterer Folge Touristengruppen führen zu können.	Training for locals to become tourist guide of the city	Education program	MC4: Socio-cultural impacts on a destination SC4.1: Transfer of knowledge
Int. 4	245-247	Da ist Wiener Neustadt, ich sage die Ausgangssituation und die Infrastrukturen, die unter Anführungszeichen sowieso vorhanden sind nahezu perfekt.	Infrastructure is well developed at the place	Infrastructure	MC5: Environmental impacts on a destination SC5.4: Accessibility and transport
Int. 4	252-255	Ernsthaft und wirklich ein Tourismusangebot entwickeln, dass die Menschen zukünftig auch, ich sage einmal regional nahe, nicht irgendwo in die Südsee fliegend, beste Erholungsmöglichkeit	For destinations it also important to offer a tourism product which is attractive for	Regional attractive tourism product	MC2: Origin of event tourists

		einerseits aber auch Erlebnismöglichkeit vorfinden.	regional and national people		
Int. 4	257-258	Der Grundzugang, dass die Leute öffentlich anreisen aus europäischen Städten	People from Europe should arrive by public transport	Infrastructure	MC5: Environmental impacts on a destination SC5.4: Accessibility and transport
Int. 4	284-288	Das Problem beginnt dort, wo ich das was ich an Kriterien erfülle dokumentieren muss. Das kann ich schon für meine Sache selber machen, aber wenn ich externe Firmen beauftrage oder, oder Dienstleister, die liefern mir die Zertifizierungsdokumentation nicht in der Form wie es oft gewünscht ist.	The issue is about the documentation of external companies for the certification which is required	Certification of green events	MC5: Environmental impacts on a destination SC5.1: Green location/event
Int. 4	292-296	A: Das man die eigenen Locations als, als „Green Location“ definiert, dass die das Haus von sich aus diese erfüllt mit nachhaltigen mit Strom und mit allen diesen, Sie kennen sich da eh aus. I: Genau, Müllentsorgung und so. A: Genau, das jedenfalls. Das jedenfalls.	Green location is about renewable energy, waste etc.	Certification of green events	MC5: Environmental impacts on a destination SC5.1: Green location/event
Int. 4	314-315	Naja, ich würde das sogar, ich würde das sogar so formulieren, wenn eines fehlt, dann funktioniert das Ganze nicht. (Balance 3 Elemente)	If one of the three elements does not exist, the system cannot work	Elements of sustainability	MC6: Interrelation of the three components of sustainability
Int. 4	321-323	Also ich glaube das ist sehr, sehr sensibel, zurecht in der Zwischenzeit, man kann da nicht parallel Universum aufbauen aus purer wirtschaftlichen Betrachtung zur Region.	Today sustainability is a sensible topic and it is not possible to just focus on economic impacts	Economic drive	MC6: Interrelation of the three components of sustainability
Int. 4	328-331	Ökologischen Aspekte werden einerseits verlangt zukünftig, zurecht, und wahrscheinlich schneller als manchen Bewusst ist und diese ganze Negativentwicklungen eines losgelösten Tourismus sehen wir eh, das geht nicht mehr.	Environmental aspects are required from a the society and it will increase faster than we think	Environmental awareness	MC6: Interrelation of the three components of sustainability
Int. 4	349-350	Die Mobilitätsfrage ist für uns ein Wichtiges, das wir eben auch entsprechend immer bei Veranstaltungen mitberücksichtigen.	Mobility is very important and is also considered at events	Mobility	MC5: Environmental impacts on a destination SC5.4: Accessibility and transport
Int. 4	350-352	Und das andere ist, dass wir unsere eigene Location, alles was in unserem Bereich liegt eben, in Sinne von „Green	Governmental owned location are green as much as	Offering green location	MC5: Environmental impacts on a destination

		Events“ machen.	possible		SC5.1: Green location/event
Int. 4	362-365	Das heißt, es gibt ja viele die gute Ideen haben, die Veranstaltungen machen wollen und Unterstützung brauchen oder um Unterstützung ersuchen und da gibt es alle Abstufungen die wir da machen.	Many event organizers have great ideas and need some support, which is possible in different ways	Support from government	MC8: Support from private and public sector SC8.1: Monetary funding SC8.2: Non-monetary support
Int. 4	366-369	I: Was gibt es neben finanziellen Unterstützung, was sind da andere Möglichkeiten? A: Naja ganz zwei konkrete Dinge vielleicht. Das Eine ist das ganze Thema der Bewerbung des Marketings.	Besides monetary support there is also support in marketing activities	Support in marketing	MC8: Support from private and public sector SC8.2: Non-monetary support
Int. 4	372-374	Das Andere ist, dass wir Locations zur Verfügung stellen in unterschiedlichen Abstufungen der Kostenbeteiligung.	The public sector provides their own location with cost reductions	Support in location	MC8: Support from private and public sector SC8.2: Non-monetary support
Int. 4	375-377	Wir als Kooperationspartner einsteigen bei Veranstalter für eine Veranstaltung mit einem entsprechenden Schlüssel der Beteiligung. Das heißt sowohl der Kosten als auch der Erträge.	The public sector becomes partner at the event and shares costs as well as earnings to a certain percentage	Support as sharing partner	MC8: Support from private and public sector SC8.1: Monetary support
Int. 4	383-384	Es ist ja auch so, das oft oder manchmal Veranstalter einer, einer falschen Einschätzung aufliegen.	Sometimes the event organizer has a wrong perception	Consulting support	MC8: Support from private and public sector SC8.2: Non-monetary support
Int. 4	396-397	Wir sehen uns auch da wirklich als Partner wenn Veranstalter auf uns zu kommen, beraten Sie, nämlich auch im Jahreszyklus die Dinge zu betragen.	Partner in consulting, also in order to also see about the annual cycle of some events	Annual cycle of events	MC7: Event planning at a destination SC7.2: Seasonality and age groups
Int. 4	406-408	I: Wie kann ich meine Saisonalität ein bisschen aufteilen. A: Genau, weil wir kennen ja, ich sage alle, also die Angebote in der Stadt und in der Region die im Jahreszyklus sein werden und auch sind.	Division of events according to seasonality and competition in the region	Extension of seasonality through events	MC7: Event planning at a destination SC7.2: Seasonality and age groups
Int. 4	424-427	Es gib ja viele Institutionen und Organisationen und unser Interesse ist es die auch zu motivieren diesen Informationsaustausch, idealerweise schon in der Planung im Vorfeld einmal sich gegenseitig zu informieren, damit man da, ja, parallel zu	Many institutions and organizations plan and conduct events, hence, exchange of information is essential	Exchange of information	MC9: Marketing SC9.3: Cooperation with DMOs

		viel Parallelangebot verhindern.	already in the planning phase		
Int. 4	442-443	Also, die, die Kulturangebote und die Angebote die wir in der Stadt entwickeln sehe ich als Produkte, die attraktiv sind für die touristische Vermarktung, ja.	Cultural offers which are developed from the city are products which are attractive for tourism marketing	Promotion of cultural products	MC9: Marketing SC9.1: Advertisement and promotion
Int. 4	468-469	Da sehe ich gerade Kultur und Historie und Geschichte, all diese Dinge gerade diese Attraktivität als Kristallisationspunkt für das gesamte Dreieck.	Culture and history are the middle of the sustainability triangle	Promotion of cultural products	MC9: Marketing SC9.1: Advertisement and promotion
Int. 4	482-483	Wir im Individualtourismus uns beispielsweise auf er Wiener Ferienmesse uns präsentieren.	Individual tourism is also promoted at fairs	Channels of communication	MC9: Marketing SC9.1: Advertisement and promotion
Int. 4	485-486	Niederösterreich Werbung quasi unsere Plattformen haben und nutzen und uns möglichst breit positionieren.	Marketing of Lower Austria also positions city like Wiener Neustadt and includes them in their strategy	Channels of communication	MC9: Marketing SC9.1: Advertisement and promotion
Int. 4	495-498	Wir haben eine eigene Gesellschaft die sich eben mit Tourismusmarketing beschäftigt. Das ist rein jetzt das operativ organisatorische wo die Dinge zusammenlaufen, wo die Pakete entwickelt werden.	An own company in the city is responsible for tourism marketing including the development of packages	Own marketing company	MC9: Marketing SC9.1: Advertisement and promotion
Int. 4	538-539	Das ist ja auch, man soll ja auch damit arbeiten was man hat und da soll man das beste Potential rauskitzeln sozusagen.	It is essential to work with the resources a destination have and take out the most	Potential of a destination	MC10: Future importance of events at a destination
Int. 4	545-546	Je distanzierter, je, je austauschbarer die Angebote werden, desto unattraktiver werden sie auch.	If a product can be replaces, it is also less attractive	Quality	MC1: Characteristics of cultural events SC1.1: Value
Int. 4	554-563	I: [...] denken Sie dass auch in Zukunft Veranstaltungen, kulturelle Veranstaltungen für Ihre Tourismusdestination eine gute Möglichkeit zur Entwicklung, zur Weiterentwicklung sein werden? A: Das ist die Voraussetzung. Das ist nur eine gute Möglichkeit, das ist die Grundlage und das ist die Voraussetzung. Das ist, ja.	Cultural events are the necessary requirement and fundament to create new products	Cultural events as requirement and fundament	MC10: Future importance of events at a destination

		I: Also das ist die Voraussetzung und dementsprechend wird es auch bleiben das, ja. A: Jedenfalls, also jedenfalls. Für mich ist das der Rohstoff aus dem die Produkte entwickeln werden.			
Int. 5	52-55	Naja, wir reden immer von 150 aber in Wirklichkeit waren es bisschen unter 100 grob geschätzt. Da haben wir sogar einen eigenen Camping-Bereich gehabt und lauter solche Sachen, wir haben überhaupt keinen einzigen Camper gehabt damals.	In the beginning, in year 2000, the festival was very small with around 100-150 people	Growing cultural events	MC1: Characteristics of cultural events SC1.1: Type
Int. 5	67-68	Also mit die Leningrad Cowboys waren wir das erste Mal ausverkauft und dann ist irgendwie so ein Hype entstanden. (ca. 2.000)	International bands helped to draw more people to the festival	Internationality	MC3: Economic impacts on a destination SC3.2: Events as additional income source
Int. 5	83-85	Und dann, ja dann hat es auch Kooperationen gegeben mit namhaften Agenturen, und dann sind wir halt zu die Bands zugekommen und dann hat sich das darum herum auch entwickelt.	During cooperating with well-known agencies, the festival developed itself and became bigger	Cooperation with agencies	MC7: Event planning at a destination SC7.4: Different stakeholder interest
Int. 5	100-102	Das haben wir sehr geschickt gemacht im Gegensatz zu vielen anderen Veranstalter. Also wir haben die Bevölkerung immer eingebunden, wir haben die Politik immer eingebunden.	A big advantage is to involve the local population and politics from the beginning on	Local community and politics	MC7: Event planning at a destination SC7.3: Involvement of local population
Int. 5	110-111	Und natürlich muss man mit der Bevölkerung arbeiten, also du kannst jetzt nicht arrogant über irgendetwas drüber fahren.	It is essential to work with the local community and not ignoring them	Working with local community	MC7: Event planning at a destination SC7.3: Involvement of local population
Int. 5	118-121	Ich glaube das war extrem wichtig für die Entwicklung des Festivals, dass das jetzt eben kein Festival war was einfach so entstanden ist mit 3.000 Besucher von heute auf morgen, sondern wirklich einfach eine fließende, gleichende, langsame Entwicklung seit 2000 genommen und ist jedes Jahr anders.	A steady development and growth of the festival was extremely important for the local community in order to get used to it	Development of the festival	MC7: Event planning at a destination SC7.3: Involvement of local population
Int. 5	144-145	Jetzt haben wir einen extremen Anlauf oder Anspruch auf Karten von der Region.	Today many tickets are sold in the region	Regional visitors	MC2: Origin of event tourists
Int. 5	148-149	Natürlich von ganz Österreich wirklich Leute da, von Bayern bis ich weiß nicht wo. Die	Festival visitors from Austria and	National and international visitors	MC2: Origin of event tourists

		Ungarn haben sich jetzt ein bisschen, da passen die Preise einfach nicht.	Germany, for Hungary it is too expensive		
Int. 5	153-157	B: Natürlich kommen dann halt immer irgendwelche Fans von irgendwelchen Bands teilweise von weit her. I: Ja. B: Frankreich, England, Australien, weiß ich nicht, wurscht woher sie überall anreisen.	Some people come from far away to see their favorite bands such as France, England, Australia etc.	International visitors	MC2: Origin of event tourists
Int. 5	159-161	Aber ich schätzte jetzt mal gut die Hälfte aus der weiteren Region kommt, also Südburgenland, südoststeirischer Raum, der Rest aber tatsächlich von ganz Österreich verteilt ist.	Around 50% are from the region and around 50% from Austria	Regional and national visitors	MC2: Origin of event tourists
Int. 5	174-175	Wir haben seit einigen Jahren Shuttlebusse eingerichtet, die von Wien (...) direkt bis zum Campingplatz fahren.	Shuttle busses from Vienna to the Festival in Bildein	Public transport	MC5: Environmental impacts on a destination SC5.4: Accessibility and transport
Int. 5	175-178	Gibt es auch relativ viel individuellen Reiseverkehr. Also die Österreicher kommen leider noch viel zu großen Teilen tatsächlich mit dem Auto daher weil es einfach die bequemste Anreisemöglichkeit ist.	Many arrive at the festival by individual transport such as by car, because it is the most comfortable one	Individual transport	MC5: Environmental impacts on a destination SC5.4: Accessibility and transport
Int. 5	182-186	Ich glaube wenn man eine gewisse Bekanntheit hat dann ja, dann finden die Leute einen Weg aber ich glaube gerade wenn man das noch nicht hat am Anfang, während, wenn man dann nicht öffentlich erreichbar ist, ist es sicher noch schwieriger Leute wirklich her zu bekommen oder eine Hürde.	If the festival is well-known, people find a way to come to the place but if the festival is in the beginning phase, it is difficult to bring people to the place	Unknown festival	MC7: Event planning at a destination SC7.1: Geographical location
Int. 5	191-193	Also für mich hat es eine ganze eine starke soziale Komponente. Das ist halt, das war auch so das Kernziel vom Kulturverein KUKUK, der ist gegründet geworden um dem Dorf ein bisschen entgegenzuwirken.	Cultural events are strongly social related and the goal of the festival was always to create a benefit for the village	Social benefit	MC4: Socio-cultural impacts on a destination SC4.3: Social solidarity
Int. 5	197-198	Es gibt ca. ein 40-köpfiges Veranstalterteam, das eigentlich in ganz Österreich verstreut ist, das arbeitet, studiert.	It is important to have a large event organization team	Organization team	MC7: Event planning at a destination SC7.4: Different stakeholder interest
Int. 5	198-200	Aber durch das Festival hat man halt irgendwie noch den Bezug zur Region und zu	The festivals allows the relation to the	Return to the place	MC4: Socio-cultural impacts on a destination

		Bildein, das ist halt ein schöner Anlass um zusammenzukommen.	region and it is a good purpose to come together		SC4.2: Regional attachment
Int. 5	205-206	Ja die soziale natürlich das Wichtigste.	The social impact is the most important	Social impact	MC6: Interrelation of the three components of sustainability
Int. 5	208-210	Für mich war es halt immer wunderbar, das halt Kultur die es so nicht gibt, die man sonst nur städtischen, urbanen Raum genießen kann, die jetzt da verfügbar ist.	The festival brings a type of culture to a small village, which is usually only accessible in cities and urban areas	Upgrading of the village	MC4: Socio-cultural impacts on a destination: MC4.2: Regional attachment
Int. 5	213-215	Was halt noch der Nebeneffekt war, dass Kultur im Dorf halt auch ein Bildungsmaschinerie oder Auftrag ist, ich weiß es nicht. Weil viele Leute wirklich nicht rauskommen.			MC4: Socio-cultural impacts on a destination: MC4.1: Transfer of knowledge
Int. 5	222-223	Letztendlich kommen ja auch die Leute wieder zurück die in der Stadt leben.	People also return from the city back to the village	Return to the place	MC4: Socio-cultural impacts on a destination SC4.2: Regional attachment
Int. 5	225-230	Da gibt es dieses Konfliktpotential, kommen die Leute von Wien runter und machen irgendwas. Aber das glaube ich, das hat es am Anfang gegen lustiger Weise, da hat es wirklich Konflikte gegeben aber die haben sich alle gut ausgedet und, und jeder hat den Wert von KUKUK erkannt und ich glaube es gibt ein ungemeines, man ist ungemein stolz im Dorf auf das, auf den Verein.	In the beginning of the festival there was a certain potential because people from Vienna organized the event; today everyone appreciates the festival	Potential of conflict	MC7: Event planning at a destination SC7.4: Different stakeholder interest
Int. 5	232-235	Das finde ich auch speziell beim KUKUK oder beim Picture On Festival sehr spannend und toll, dass es halt wirklich ein extrem bunter, heterogener Haufen ist und (...) dann halt durch die Kulturarbeiten in einem Boot und ja fahren da gemeinsam durch das Meer und kommt halt zusammen	The organizers of the festival differ from each other a lot, which is existing and great because culture it brings all people together	People with different backgrounds	MC7: Event planning at a destination SC7.4: Different stakeholder interest
Int. 5	247-249	Konflikte waren auch immer super motivierend auch letztenendlich. Wo alles zusammenkommt, wo ein Feuer ist, wo es ein bisschen brodelt, da ist etwas weitergegangen.	Conflicts are great to discuss and where people dive into the material and create something together	Potential of conflict	MC7: Event planning at a destination SC7.4: Different stakeholder interest
Int. 5	275-261	B: Jetzt ist es selbstverständlich geworden	Today the local	Return to the place	MC4: Socio-cultural impacts

		glaube ich. Keine Ahnung. Man ist sogar froh in der Zeit wenn die Leute von Wien wieder brav regelmäßig und oft kommen. I: Ja. B: Weil sonst ist das Dorf eh tot.	community is happy that the organizers of the festival return to the village		on a destination SC4.2: Regional attachment
Int. 5	263-265	Es ist jetzt nicht nur so, das jetzt die Wiener da in Bildein etwas auf die Beine stellen, sondern es gibt schon viele die tatsächlich in Bildein direkt oder in der Umgebung haben.	It is not only the people from Vienna who create something, also many local people are involved	Local community	MC7: Event planning at a destination SC7.3: Involvement of local population
Int. 5	266-270	Wir haben uns dann halt mit allen anderen arrangiert. Mit dem Sportverein, mit die anderen Vereine vor allem, mit die ganzen Führungsmenschen, was halt Meinungsbildner, mit die, die hast du halt alle ins Boot geholt und für eine Sache begeistern können. Und es hat jeder auch seinen Anteil bekommen.	It is very important to cooperate with local associations such as sport associations and to involve people who have power at the place, and everyone has get something	Involvement of associations	MC7: Event planning at a destination SC7.4: Different stakeholder interest
Int. 5	270-274	Ich mein, der Sportverein bekommt jetzt schöne Miete für den Campingplatz. Wir bauen, wir haben ein W-LAN-System integriert am Sportplatz. Wir haben, weiß ich nicht, den Strom ausgebaut, wir tun ja für die Leute auch etwas und sei es bei der Gemeinde, bei der Pfarre. Die Pfarre, für die Renovierung haben wir großzügig gespendet und ja.	The sport association receives a rent for the camping place, due to the festival there is a WIFI system in the village, the electricity was developed, the church was renovated	Examples of cooperation	MC7: Event planning at a destination SC7.4: Different stakeholder interest
Int. 5	277-278	Es soll ja eine Wertschöpfung auch so da bleiben.	The value added should stay in the region	Regional value added	MC3: Economic impacts on a destination MC3.2: Event as additional income source
Int. 5	282-285	Du musst es irgendwo in der Brietasche spüren, irgendwer muss etwas haben davon. Wir haben jetzt eine W-LAN-Wolke Bildein, jeder redet von einem Hotsport am Dorfplatz, das halbe Dorf gehört zu einer W-LAN-Wolke.	An event has to be economic efficient and someone has to get something out of it such as the WIFI system in the village for the locals	Economic drive	MC3: Economic impacts on a destination MC3.2: Event as additional income source
Int. 5	298-300	Ja, ich mein, es profitiert das Gewerbe von, weiß ich nicht, vom Getränkehändler bis zum Wirt, die Gastro, die	Also businesses in the region profit from the	Regional economy	MC3: Economic impacts on a destination MC3.3: Tourist

		Direktvermarkter alle, die Zimmervermieter, ja. Die leben wirklich sehr gut davon.	festival such as retailers, restaurants, accommodations		expenditure
Int. 5	305-306	Also im Umkreis von 40 km sind so ziemlich alle Zimmer vermietet an dem Wochenende.	During the festival, all rooms are booked in the region of 40 km	Overnight stays	MC3: Economic impacts on a destination MC3.3: Tourist expenditure
Int. 5	314-317	Es gibt da immer einen großen Kampf um die Zimmer in der Region da und wir bekommen immer diverse Anfrage in die Richtung, dass Leute ein Zimmer suchen weil die Leute zu alt zum Campen sind. Es ist eine irre Nachfrage da die sicher nicht abgedeckt wird.	The demand of rooms during the festival is much higher than supply in the region	Overnight stays	MC3: Economic impacts on a destination MC3.3: Tourist expenditure
Int. 5	323-325	Also ich persönlich sehe halt Event-Tourismus als große Chance für uns weil den, den Tagesumsatz halt du einfach nicht, auch nicht in der ganzen Gastronomie weil es sind ja keine Leute hier.	Event tourism is a great opportunity for rural villages because there are no other good income sources for restaurants or business	Event tourism as opportunity	MC3: Economic impacts on a destination MC3.2: Event as additional income source
Int. 5	328-329	Aber mit Events kannst du schon ganz schön, aber da brauchst du halt Übernachtungsmöglichkeiten.	But also accommodations are required for event tourism	Overnight stays	MC3: Economic impacts on a destination MC3.3: Tourist expenditure
Int. 5	333-335	Ein bisschen einen Kulturbetrieb gibt es ja, so ist es nicht. Der Güssinger Kultursommer ist, es ist, es ist, es sind bei uns auch die Mondscheinkino.	The region offers some cultural activities	Regional cultural offer	MC3: Economic impacts on a destination MC3.2: Event as additional income source
Int. 5	339-341	Also so einen ein, zwei Tagesausflug mit Übernachtungen kann ich machen. Hochzeiten gibt es genug. Wir könnten so viele Hochzeiten machen bei uns am Gelände aber wir haben keine Zimmer.	A two days stay with one night would be easily possible in the region and also weddings have great demand but there are no rooms in regions	Not enough supply	MC3: Economic impacts on a destination MC3.2: Event as additional income source
Int. 5	343-344	Im Sommer glaube ich, wir könnten auch ruhig einiges mehr machen aber die Frage ist halt „was kann man dem Dorf zumuten“.	There is potential to develop more, but the question is how much can the village carry	Carrying capacity	MC3: Economic impacts on a destination MC3.2: Event as additional income source
Int. 5	346-347	Nicht diese massengroßen Veranstaltungen, sondern ein open-air Kino mit 200 oder 300 Besuchern ist recht angenehm	No large mass events, rather small quality events with 200-300	Regional cultural offer	MC3: Economic impacts on a destination MC3.2: Event as additional income

			people as an additional offer		source
Int. 5	355-358	Tankstellen vor allem oder so kleine Shops auch, also die Region profitiert schon, so ist es nicht. Die Weinbauern verkaufen massenweise Wein, die Buschenschänke in der Gegend sind auch total voll	Shops like petrol stations, regional wine shops or regional restaurants profit during the festival	Regional economy	MC3: Economic impacts on a destination MC3.3: Tourist expenditure
Int. 5	358-361	Natürlich beim Festivals wird auch sehr viel regional gekauft, also wir haben Fleisch, wir haben die Weine, wir haben weiß ich nicht, viele Sachen von regionalen Direktvermarkter, Bauern oder Getränkehändler	The festival offers only regional products such as food, wine, juices, which is bought at direct producers and farmers	Regional products	MC5: Environmental impacts on a destination SC5.2: Food and beverage
Int. 5	384-386	Man eben einen Bildungsauftrag hat und Veranstaltungen macht die jetzt andere Zwecke erfüllen als unsere Vereinskassa zu füllen, sondern eine gewisse nachhaltigen Zweck haben sollten.	Regional events should provide some education and not only be economic efficient	Educational task	MC4: Socio-cultural impacts on a destination: SC4.1: Transfer of knowledge
Int. 5	399-401	Wie 2015 die Flüchtlingskrise war hat es halt spezielle Themenabende in diese Richtung gegeben und ja, wir versuchen da halt schon auch ein bisschen, ein bisschen einen sozialen Impact zu hinterlassen in der Region.	In 2015 there was a special evening about the refugee crisis to inform the local population and leave a social impacts	Educational task	MC4: Socio-cultural impacts on a destination: SC4.1: Transfer of knowledge
Int. 5	408-412	Ansonsten gibt es halt Veranstaltungen die anecken oder die auch bewusst anecken. Also es gibt halt, die Kabarettsschiene zum Beispiel, die sind manchmal nicht ganz so politisch korrekt und wenn man irgendwelche, ja, Kirche paradiierende Sachen neben der Kirche macht, dann hat das schon ein bisschen ein Konfliktpotenzial in sich.	There are also events from the KUKUK association which are sometimes politically or socially incorrect and misunderstood which can cause conflicts	Potential of conflict	MC7: Event planning at a destination SC7.4: Different stakeholder interest
Int. 5	433-435	Wir bekommen jetzt von der Gemeinde pro Former ein Geld aber das bekommt diese wieder zurück mit der Miete vom Gelände, also das ist so ein Durchlaufposten.	The municipality supports financially but this money is given back in form of rent	Funding from municipality	MC8: Support from private and public sector SC8.1: Monetary
Int. 5	437-438	Und wir bekommen vom Land eine recht passable Unterstützung und vom Bund, naja, auch ein bisschen etwas. (5%)	There is a little support from the national and regional government	Funding from regional and national government	MC8: Support from private and public sector SC8.1: Monetary
Int. 5	444-445	Das ist jetzt nicht die Welt, wir könnten wahrscheinlich auch darauf verzichten wenn wir sagen wie erhöhen den	The monetary support is not as much and is not required	Funding	MC8: Support from private and public sector SC8.1: Monetary

		Ticketpreis ein bisschen, aber ja.	if the ticket prices would be increased		
Int. 5	447-448	Die Gemeinde ist schon ideell dahinter, das ist schon ganz wichtig und die Pfarre auch, das ist schon ganz wichtig.	The municipality and parish supports the idea and the festival which is also essential	Ideational support	MC8: Support from private and public sector SC8.2: Non-monetary
Int. 5	460-462	Wobei unser Tourismusverband war ja nicht super professionell. Also, den richtigen Durchbruch haben wir seit, das muss man auch ganz ehrlich sagen, seit wir mit Nova-Music oder jetzt ist es halt Barracuda kooperieren.	Regional tourism association lacks on professionalism and therefore could not support as much. The breakthrough was with professional music agencies	Lack of professionalism	MC9: Marketing SC9.3: Cooperation with DMOs
Int. 5	463-465	Da haben wir dann wirklich das Marketing zugekauft, und auch die, die richtigen „Booker“ ins Boot geholt, also Agenturen die auch mit größeren Bands halt arbeiten.	Additional paid marketing activities and well known band bookings via the music agency	Paid marketing activities	MC9: Marketing SC9.1: Advertisement and promotion
Int. 5	479-481	Ich glaube der größte Faktor war auch die (...) Mundpropaganda und das weite sagen, dass da etwas „leiwandes“ in Bildein passiert.	Also the word of mouth was important for advertisement	Channel of communication	MC9: Marketing SC9.1: Advertisement and promotion
Int. 5	488-489	Ich meine ich habe immer den Anspruch gestellt, das sich jedes Jahr, das sich immer etwas weiterentwickeln muss.	It is important that an event develops further year by year	Development of event	MC7: Event planning at a destination SC7.4: Different stakeholder interest
Int. 5	498-500	Das ist in diesen Nachhaltigkeitsthema im Umweltbereich vom „Green Event“ angefangen, da haben wir ja auch schon wirklich sehr viel Fair Trade, Bio gesetzt.	Green event as part of sustainability with fair trade, biological products	Green event	MC5: Environmental impacts on a destination SC5.1: Green location/event
Int. 5	512-514	Man muss jetzt sagen Bildein kennen sehr viele Leute nur vom Picture On. Also für Bildein ist es auch, ja, ein sehr großer Werbefaktor, natürlich für die Region.	Bildein is well-known because of the Picture On festival, which is great advertisement for the region	Image of the destination	MC9: Marketing SC9.2: Event as image-maker
Int. 5	532-534	Sondern du sprichst wirklich alle Schichten an, das ist eh ganz, ganz interessant. Deswegen ist das auch so schön für alle passend, auch für die 80-jährige Frau.	Picture On festival is attractive for many different visitors, which is an advantage in the region	No specific group of visitors	MC7: Event planning at a destination SC7.5: Age groups

Int. 5	541-543	Ich meine es gibt viele Herausforderungen, du musst es, du musst es finanziell weiterentwickeln, du musst es programmatisch weiterentwickeln, du musst es bei der Organisation weiterentwickeln.	There are many challenges in the development of the event such as finance, content, program, organization	Development of event	MC7: Event planning at a destination SC7.4: Different stakeholder interest
Int. 5	551-552	Die vielen Leute und vielen Meinungen unter einem Hut zu bringen und gemeinsam daraus etwas zu machen	Bringing together all opinions and stakeholders	Different opinions	MC7: Event planning at a destination SC7.4: Different stakeholder interest
Int. 5	555-558	Das ist jetzt auch wieder einer der positiven Aspekte des Kulturvereins, dass es eben keine One-Man oder One-Woman Show ist, sondern wir wirklich relativ breit aufgestellt sind mit vielen Leute die da wirklich viel Zeit und viel Impulse reinbringen.	Positive aspect of the KUKUK association is the large team with people who are passionate and motivated about the event (no one-man show)	Organization team	MC7: Event planning at a destination SC7.4: Different stakeholder interest
Int. 5	566-570	Ein alleiniger Obmann oder Geschäftsführer der kann dann halt machen was er will, der Frank Hoffmann in Güssing zum Beispiel. Der macht sein Programm wie er will, hat keine Menschen und hat es schnell erledigt. Wir diskutieren oft Nächte lang wegen, weiß ich nicht, wegen einem Nebensatz.	Advantage of one-man show is the power of decision making and that the process goes much faster because there are less discussions within a team	Organization team	MC7: Event planning at a destination SC7.4: Different stakeholder interest
Int. 5	601-603	Also ganz großes Thema ist der Punkt der Regionalität, der halt auch mit dem Umweltgedanken agiert, wo wir eigentlich von Anfang an wirklich stark forciert haben und auf regionale Produkte setzten.	Regional products have always been a topic, from the beginning on	Regional products	MC5: Environmental impacts on a destination SC5.2: Food and beverage
Int. 5	612-615	Es gab seit 2010 so diese Leitbild „Pinkarocker Hupfen mit grünen Tupfen“ wurde ins Leben gerufen und unter diesem Thema haben wir dann halt immer wieder versucht, ja Maßnahmen zu setzten, von Jahr zu Jahr eine Spur mehr.	Since 2010 the event tries to focus also on environmental issues and has established criteria which developed year by year	Environmental issues	MC5: Environmental impacts on a destination SC5.1: Green location/event
Int. 5	619-620	Beim Festival war immer der Grundsatz, das alles möglichst unkompliziert für unsere Besucherinnen sein soll	For the festival is was always important to make things uncompleted for participants	Environmental issues	MC5: Environmental impacts on a destination SC5.1: Green location/event
Int. 5	625-	Wir wollten ja halt einmal	Reusable cups	Reusable cups	MC5:

	626	Mehrwegbecher ausprobieren, das mit dem „gebt es bitte zurück auf freiwillige Basis“ hat nicht ganz so funktioniert.	require deposit which is seen as complicated		Environmental impacts on a destination SC5.2: Food and beverage
Int. 5	635-638	Ein viel besseres Müllkonzept mit Müllinsel am Campingplatz und am Festivalgelände, das unsere Besucherinnen auch wirklich die Möglichkeit haben auch dort direkt am Campingplatz den Müll zu trennen.	Improvement of the concept of waste where people have the chance to separate waste directly at the camping place	Concept of waste	MC5: Environmental impacts on a destination SC5.3: Waste management
Int. 5	642-644	Ein paar so Maßnahmen halt, was uns dann indem extrem wichtig war, dass wir ein bisschen so eine Bewusstseinsbildung indem betreiben	Implementation of some criteria to increase also the awareness about the environment	Increase of awareness	MC5: Environmental impacts on a destination SC5.1: Green location/event
Int. 5	652-657	Also der Campingplatz war am Sonntag ohne das wir einen Handgriff gemacht haben, pikobello sauber und die Leute haben wirklich darauf geschaut, das sie Müll trennen, das sie möglichst wenig Müll produzieren, das sie möglichst wenig sperrige Sachen mitnehmen und da gab es wirklich ein schönes Umdenken bei unseren Besucherinnen.	Today people think differently about environment issues and care about it such as separating waste and not leaving it at the festival area; this has changed much compared to the past	Change in thinking	MC5: Environmental impacts on a destination SC5.1: Green location/event
Int. 5	660-665	Also wir versuchen halt soweit es geht Strom aus dem Netz zu beziehen, das heißt beim Festivalgelände ist das sowieso kein Thema weil man dort halt die Infrastruktur vom Ort hat, das ist im Stadt, also das wo, das Gebäude was tatsächlich in der Mitte vom Gelände steht, tatsächlich Fotovoltaik-Anlage am Dach montiert, das wir zumindest ein bisschen einen Strom produziert.	Electricity comes from the existing public infrastructure and there is a separate building with photovoltaic, where own electricity is produced	Mix of renewable and non-renewable energy	MC5: Environmental impacts on a destination SC5.5: Renewable energy
Int. 5	667-669	Wir versuchen unseren Camper fix fertig den Strom anzubieten damit sie nicht ihre grausigen Dieselaggregate mitschleppen müssen, sondern direkt von uns ein bisschen sauberer zumindest den Strom aus dem Netz bekommen.	Packages for electricity are provided for the campers which helps to ban the diesel generator set	Electricity packages for campers	MC5: Environmental impacts on a destination SC5.5: Renewable energy
Int. 5	685-686	Im Prinzip ist es uns schon, eigentlich schon ein gewisses Anliegen, dass wir ein Gleichgewicht oder eine	It is important to keep the balance between the	Balance of three components	MC6: Interrelation of the three components of sustainability

		Balance zwischen den Sektoren durchzuführen.	three components of sustainability		
Int. 5	893-701	Ja, wir haben tatsächlich beim Festival schon immer alle drei Bereiche beleuchtet und behandelt, es haben sich vielleicht ein wenig die Prioritäten verschoben zur Gunsten des Umweltschutzes, der war jetzt vielleicht zwischendurch nicht ganz so ein Thema aber da ging es auch darum, dass das Festival einfach einmal wirtschaftlich existieren kann und das man da das Ganze irgendwie auf die Beine stellt, halt auch irgendwie längerfristig funktionieren, und jetzt in den letzten Jahren rückt der Fokus halt immer mehr auf die Nachhaltigkeitsthema, das Thema vom Sozialen/Gesellschaftlichen-Aspekt war beim Kulturverein wirklich schon immer zentral da	At the festival all three components of sustainability are important but over time the priorities have changed because in the beginning it was important that the festival is profitable to be able to do it again, and today the focus is more on environmental issues; social aspects have always been a central topic	Change of priorities	MC6: Interrelation of the three components of sustainability
Int. 5	702-703	Weil das ganze Thema ist, wir machen das alle ehrenamtlich und wir sehen das irgendwie alle als gemeinschaftliches Projekt.	The festival is on a voluntary base	Collaborative project	MC4: Socio-cultural impacts on a destination SC4.3: Social solidarity
Int. 5	723-725	Die Leute bekommen dann halt irgendwie, sie kennen das Festival, geben dann einmal in Google ein wo ist eigentlich Bildein oder sind dann auf gut Glück einmal hergefahren und bekommen dann mit, dass es eigentlich viel mehr gibt.	Event visitors do visit the region again, besides the event, and discover how much the region has to offer	Returning tourists	MC10: Future importance of events at a destination
Int. 5	733-735	Wir haben wirklich viele Leute die mit dem Festival angefangen haben aber jetzt öfters in der Ortschaft sind und da auch Urlaub machen in der Region und dann auch zu andren Veranstaltungen vorbei schauen, das gibt es schon.	Many people visited the place the first time because of the festival but now they are coming back to the region for holiday purposes	Returning tourists	MC10: Future importance of events at a destination
Int. 5	739-740	Das Festivals ein Image für die Ortschaft ist.	The festival is an image for the place	Image at a destination	MC9: Marketing SC9.2: Events as image-maker
Int. 5	768-772	Gerade für das Südburgenland ist eben dieser Event-Tourismus eine wirklich große Chance, was macht man sonst in einer infrastrukturellen schwachen oder eher schwächeren Region, ich mein man kann auch in die	Event tourism is great opportunity for places which poor infrastructure and limited activity offer	Event tourism as opportunity	MC10: Future importance of events at a destination

		Therme gehen und man ist dann einfach mit den Aktivitäten recht rasch eingeschränkt und da sind halt Veranstaltungen oder Events eine gute Möglichkeit.			
Int. 5	774-777	Auch an einem Ort wie das Festival ist nur ein bisschen kleiner aufgezogen und da gibt es halt eine irre Nachfrage seitens Touristen die halt gerade zufällig in der Region sind oder in irgendeinen Kellerstöckel eingemietet sind.	Tourists staying at the region enjoy small cultural events as an extra activity	Providing tourists activities	MC10: Future importance of events at a destination
Int. 5	797-800	Die das einfach schätzen, dass es hier nichts gibt, aber wenn du 14 Tage im nichts bist, bist du dann halt auch froh wenn zwischendurch eine Veranstaltung oder Kulturveranstaltung ist.	Tourist appreciate cultural events at qualm tourist regions	Providing tourists activities	MC10: Future importance of events at a destination
Int. 6	9	Dies in direkter Verbindung mit regionalen Produkterzeugern.	In relation to regional producers	Regional products	MC5: Environmental impacts on a destination SC5.2: Food and beverage
Int. 6	14-17	I: Welche Charakteristiken verbinden Sie mit einer kulturellen Veranstaltung? A: Regionale Produkte, Wein, Speisen, Musik, Ziehharmonika, Brauchtum strohgedeckte Weinkeller	Cultural events are about regional products, wine, food, music, customs, wine cellars	Characteristics of cultural events	MC1: Characteristics of cultural events SC1.2: Location SC1.3: Value
Int. 6	18-20	I: Woher kommen die Besucher, die bei Ihren kulturellen Veranstaltungen A: Lokal, regional, national, länderübergreifend - international	Local, regional, national and international visitors	Visitors origin	MC2: Origin of event tourists
Int. 6	26-27	Durch die Schaffung neuer Marketing Plattformen (aufmerksam machen auf die Region)	Events promote the region	Events as marketing tool	MC9: Marketing SC9.1: Advertisement and promotion
Int. 6	27	Gesellschaft, Betriebe und dadurch entstehenden Synergien	Society, companies and resulting synergies	Influence on a region's economy	MC3: Economic impacts 3.3: Tourist expenditure
Int. 6	33-35	Hier müsste die Marke Südburgenland in allen Bereichen viel intensiver gelebt und ausgeprägt sein.	Destination brand is not intense and well-known enough	Destination brand	MC9: Marketing SC9.1: Advertisement and promotion
Int. 6	40-44	Unser Natur ist mein Metapher ist mein Grundkapital und gehört zu unseren USP (Unique Selling Proposition) Alleinstellungsmerkmal. Dadurch sollte, muss jede Veranstaltung ökologisch geplant werden. Einzige Herausforderung ist der Verkehr, woran wir aber noch	Nature and environment as USP; issues are traffic, missing parking lots, noise, but also increasing public transportation	Environmental issues	MC5: Environmental impacts SC5.1: Green location/event SC5.4: Accessibility and transport

		arbeiten (Parkplatzschaffung, Lärmentwicklung zum Beispiel Vernetzung mit Busbetrieben - Schuttdienst)			
Int. 6	49-50	Ein gemeinschaftlich Denken ist unbedingt notwendig.	Collaborative thinking is essential	Collaborative thinking	MC7: Event planning at a destination SC7.4: Different stakeholder interest
Int. 6	54-55	Umwelt – Müll Versorgung; kein Plastik, ökologisch	Environmental issues about waste, no plastic	Environment	MC5: Environmental impacts SC5.3: Waste management
Int. 6	55-57	Sozial: Bewusstsein Schaffung = Wertschätzung das solch kulturelle Schätze einzigartig sind (Kellerviertel), Instandhaltung, Renovierung der Kellerviertel	Creating social awareness about unique cultural environment	Influence of events on society	MC4: Socio-cultural impacts SC4.1: Transfer of knowledge SC4.4: Maintain cultural heritage
Int. 6	57-58	Wirtschaftlich: Direktvermarkter, regional. Um schlussendlich sich dieser Kreislauf wieder in die Region rückfließt – finanziell, Marketing, Arbeitsplatz	Economic influences are related to direct producers (money stays in the region), marketing, employment	Influence on the destination's economy	MC3: Economic impacts SC3.1: Generating jobs SC3.3: Tourist expenditures
Int. 6	61-66	Frage Infrastruktur – keine Unterstützung Werbung – lediglich Facebook Werbung der Region Kommunal – keine Unterstützung So zu sagen hilf dir selbst hilft dir ...	No monetary support from the regional government or tourism organizations, only advertisement	Funding and advertisement	MC8: Support from private and public sector SC8.1: Monetary SC8.2: Non-monetary
Int. 6	71-76	Die Bevölkerung, abgesehen von jenen die finanziell, ideologisch beteiligt sind. Hier fehlt größtenteils der touristische Gedanke. In positiver Weiterverbreitung. Weiter Empfehlungen und man lebt bei uns noch nicht den touristischen Gedanken. Es fehlt an Bewusstsein zu dieser Kleinregion dem Kleinbonum Region Güssing, Region Südburgenland, im Dreiländereck Österreich, Ungarn, Slowenien etc.	No touristic understanding from the local community; lack of awareness of the region and its potential	Local community	MC7: Event planning at a destination SC7.3: Involvement of the local population
Int. 6	83-85	Ja, eine gute Möglichkeit um über diese Plattform eine größere Zahl an Menschen ansprechen zu können. Positive Multiplikatoren – aber nicht als einziges Instrument, denn dann wäre es zu wenig.	Events are great to attract tourists but are not enough as single instrument for a destination	Events attract visitors	MC10: Future importance of event at a destination