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## THE INFLUENCE OF BUSINESS EVENTS ON THE DEVELOPMENT OF TOURISM INDUSTRY

### Abstract

There is a huge number of various local and international events which are organised each year. These events have a significant impact on dynamics of tourism industry in a particular destination. Business events seem like a lucrative instrument for tourism destinations thriving to attract new customers and build a strong and positive tourism image. The business and other events support tourism development in a destination. However, the negative outcomes of the mentioned events have to be analysed as well. In this paper we tried to give short information regarding some types of events and business events. Moreover, we try to briefly introduce positive and negative impacts of these events for a particular destination.

**Keywords:** *business events, tourism development, event tourism, tourism, impact*

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### Biznes hadisələrinin turizm sənayesinin inkişafına təsiri

#### Xülasə

Hər il təşkil olunan bir çox yerli və beynəlxalq tədbirlər var. Bu tədbirlərin bir bölgədə turizm sənayesinin dinamikasına önəmli təsiri olur. Biznes tədbirləri, yeni müştəriləri cəlb etmək və güclü və məqbul turizm imicinin inşa edilməsi üçün çalışan turizm məkanları üçün mənfəətli bir alət kimi görünür. İş və digər hadisələr bir yerləşmədə turizmin inkişafına dəstək verir. Ancaq, göstərilən hadisələrin mənfi nəticələri də analiz edilməlidir. Bu məqalədə biz bir neçə hadisə və iş hadisələri növünə qısa məlumat verməyə çalışırıq. Əlavə olaraq, bu hadisələrin bir yer üçün müsbət və mənfi təsirlərini qısaca təqdim etməyə çalışırıq.

**Açar sözlər:** *biznes tədbirlər, turizm inkişafı, hadisə turizmi, turizm, təsir*

#### Introduction

Event tourism has become an important economic sector in different places of the world and its role in modern global market has significantly increased (Dwyer, Forsyth, 2005: 16). The events strongly impact on the number of total visitors, launch of new accommodation providers and formulation of desirable destination reputation in case of tourism industry. The effort to develop convention centers and different visitor-oriented facilities typically need public investment or support, and local area with economic convenience regularly cited as a justification for public investment in such facilities (Crompton, 1995: 23). The government and other stakeholders have a desire to gain more precise and concrete data regarding amount of required investment, possible areas for further monetary flow and information about potential results and outcomes they will get by the conclusion. There are leading international bodies which play a crucial role in development and regulation of the Event Industry. The International Association of Exhibitions and Events (IAEE) is one the primary components of the whole event industry. This international body has been firstly established as the National Association of Expositions Managers with the aim of

serving for the interests of exposition and trade show managers. International Association of Exhibitions and Events produces collaboration with organizations of the event industry that exclusively support members or enhance the industry (Allen et al, 2011: 11).

The Events Industry combines various types of events including special events, hallmark events, mega events and others. As a section of event tourism special events could be described as certain rituals, shows and celebrations which are well organized with a key purpose of noticing special occurrences and gain certain social, corporate and cultural achievement. Special events have been already enumerated as significant strategic areas in several countries. For example, a large number of Australian states and territory government tourism entities accept the vitality of special events and consider their state has some sort of competitive advantage.

Hallmark events are mainly organized in order to reinforce information, attractiveness and efficiency of a particular touristic destination in short or long term. Undoubtedly, one of the vital reasons of organizing of this kind of events stands for their possibility to stimulate destination, entity or facility to their hallmark. It has to be mentioned, although a onetime event is capable of forcing destination in case of exposure and positive character, it cannot easily be a "hallmark" for that particular destination (Getz, 2007: 32). However, Hallmark events can result in huge debts for host communities, corruption during the bid process and displacement of local residents due to infrastructural improvements.

Mega events are yet another type of events which are organized in this developing international industry. Mega events have been defined as "large-scale cultural, commercial and sporting events, with a dramatic character, popular appeal and international importance".

In recent years "festival tourism" has entered the tourism lexicon. Festivals and events cultivate multicultural and intercultural communication that can promote understanding between the host community and the visitors.

Tourism impacts start with expenditures by visitors in the local area. If the event is not having the intended effect, the county should channel its energy and funds into more profitable efforts. Business events play a significant role in the lives of local communities and in order for events to be successful residents required to be enthusiastic about them (Slabbert & Viviers, 2011: 51).

Business tourism is a significant economic activity in most of the countries globally. Moreover, business tourism has strong indirect and induced effects. An easy way to summarize all these types of impacts as, money spend by tourists, participants, delegates in the restaurants, hotels of in any of the tourism products can be referred as an example of direct effect. Restaurants also need to buy products such as vegetables and other ingredients from other businesses, which can be called as indirect effect. Induced effect get occurs due to additional income of the restaurants and hotel employee and they spend money in the local economy by purchasing goods and services. Business events can impact on host destination positively in a number of ways. Consequently, these revenues can generate new employment opportunities, and taxes associated with these revenues can be utilized for financing some projects and infrastructure development (Gursoy et al., 2004: 10). Tourism often induces development in public utilities such as water, sewer, sidewalks, lightning, parking, public restrooms, litter control, and landscaping, which all benefit tourists and residents alike. The positive economic impacts also involve better standards of living, improved quality of life and more profit to local business.

Socio-cultural impacts of the business tourism have a strong relation with the changes in value systems, norms, beliefs, perceptions, morals and the conduct or behavior and any impacts that might have an impact quality of life of local residents. Events maximizes pride and create cultural identity, cohesion and better knowledge of the area, so it is vital to understand the perceptions and opinions of locals and in doing so, to try to increase the positive perceptions. The most significant social and cultural impacts of business events organized in any destination, are related to following terms: "reinvented traditions", "cultural involution", "commoditization of culture", "acculturation" and others. For instance, acculturation is a process where one or several elements of a particular culture are "naturalized" by the other culture, in consequence of their relation of different persistence.

Accordingly, the host community is adjusting to, aspires to satisfy the tourist needs and the culture of the hosts becomes familiar to the culture of tourist (Nash, 1996: 67).

One way of illustrating the unique characteristics of a host community is by hosting events during which the real properties of the destination is figured out. A wide range of environmental impact assessment should be carried out and considered before hosting an event. The environmental impact of event tourism on a host destination begins right from the planning stage to the assessment stage. In order for any destination to be able to induce services to visitors, they first have to improve the necessary infrastructures to support these services. This is because infrastructure is the underlying factor (Andereck et al, 2005: 11). For major events infrastructures like convention centers, roads, welcome centers, rental facilities and hotels has to be organized in place and in improving these infrastructures, they will impact on the environment negatively on the initial stage but positively in the long run. But for minimizing these impacts, good designs and planning should exist, for instance, the use of underground lines for utilities can retain the more natural look of vistas. In addition, another detrimental impact that can appear to the environment is the significant increase in the number of people using them. They could be simple impacts, like increase in traffic, crowded parks but might be severe enough to cause harm to a fragile environment (Cook et al, 2010: 26).

### Conclusion

In conclusion it could be mentioned that business events do have a strong impact on dynamics of tourism development of destination. The detailed and timely analysis of above mentioned impact could be beneficial for destination. Tourism enterprises will continue to utilize business events for commercial, socio-cultural and other purposes and development could be achieved in this area in upcoming future.

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