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## IMPACTS OF EVENTS ON SUSTAINABLE TOURISM DEVELOPMENT

**E.Karimov**

*BukhsU Tourism (by activity) speciality*

*II second course master student*

**Annotation:** Events play a significant role in country's tourism. It is notable that Tourist flow is also increasing day by day in countries that have different tourism and sport events. The research is aimed at developing sustainable tourism and lengthening tourist stay by analyzing tourism events in Uzbekistan. Major events are playing a significant role for sustainable development of tourism in the country, further explanations of event industry and tourism industry, Scientific studies on learning economic and tourism impact of events in the country, Qualitative research is used in order to analyze the role of events in event industry. The practical importance of the research results is in the analysis of evaluation results to effectively organize future events, increase the number of tourists, achieve the popularization and integration of tourism brand by use of major events in the country, multiply major events in tourism industry.

**Key words:** sustainable tourism, event industry, event management, event tourism, event types, hallmark events, leveraging events, economic indicators, social, political influences, event tourism evaluation, event evaluation methods.

**Festivals and events** can be understood as 'formal periods or programs of pleasurable activities, entertainment, or events having a festive character and publicly celebrating some concept, happening or fact'. The festive and public celebratory characteristics noted in this definition are important because festivals and events have long existed as significant cultural practices devised as forms of public display, collective celebration and civic ritual. In fact, people in all cultures

recognize the need to set aside certain times and spaces for communal creativity and celebration. These practices date back centuries. Often they were allied to the rhythms of agrarian society. Very often there were religious underpinnings, as in many of the festivals existed in the Middle Ages. Public displays and civic ritual were significant in Renaissance times, while imperial and international exhibitions came to be part of both public life and the collective imagination in Europe from the middle of the 19th century onwards. Researchers consistently point to the fact that throughout these earlier periods, festivals and events “encapsulate identity, in terms of the nation state, a sense of place, and the personal and heterogeneous identities of a people”.<sup>307</sup> Historical research demonstrates how festival and events have a long history of acting as tourist attractions and of effecting the reproduction of places as tourism destinations.

O There are different criteria for classification of events. The basic one classifies events as planned and unplanned. Planned events are the subject of study of event management and they require setup, management, executives and certain length of time. Unplanned events are accidents, natural disasters and other similar, and they will not be taken into consideration in this paper. If the events are classified according to their size and scope, it is possible to distinguish the following four types:

1. Mega events
2. Hallmark events
3. Major events
4. Local events

**Mega event** is an event that has impacts on the overall economic activity of the host country, and is globally covered by media. In economic terms, mega event is strongly reflected in the tourism and economic infrastructure of the host country. These events are generally associated to sports events. They include the Olympic Games, the Paralympic Games, the FIFA World Cup, the IAAF World

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<sup>307</sup> Matheson 2005 p. 224

Championships and World Fairs, but it is difficult for many other events to fit into this category.

Getz (2005) defines them: “Mega-events, by way of their size or significance, are those that yield extraordinarily high levels of tourism, media coverage, prestige, or economic impact for the host community, venue or organization.” Another author, Hall, explains that mega events owe their name to their size in terms of attendance, target market, level of public financial involvement, political effects, extent of television coverage, construction of facilities, and impact on economic and social fabric of the host community Allen et al<sup>308</sup>.

**Hallmark event** is an event with the distinctive quality of the program. Hallmark events are so identified with the spirit and soul of a host community that they become synonymous with the name of the place, and gain widespread recognition and awareness. Hallmark events are of special importance and attractiveness both for participants and visitors, they attract great attention of the public, contribute to the image of destination and maintain and revitalize the tradition. Classic examples of hallmark events are Carnival in Rio, the Tour de France, the Oktoberfest in Munich and Wimbledon. These events are identified with the very essence of these places and their citizens, and bring huge tourist revenue as well as a strong sense of local pride and international recognition. Tourism researcher Ritchie<sup>309</sup> published the first general discussion of their impact and defined them as “major one time or recurring events of limited duration, developed primarily to enhance awareness, appeal and profitability of a tourist destination in the short term or long term. Such events rely for their success on uniqueness, status, or timely significance to create interest and attract attention.” Getz<sup>310</sup> emphasizes their role in image making, place marketing and destination branding of host communities: “The term ‘hallmark’ describes an event that

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<sup>308</sup> <https://journals.sagepub.com/doi/abs/10.1177/1356766708090586>

<sup>309</sup> [jstorhttps://www.jstor.org](https://www.jstor.org)

<sup>310</sup> <https://www.journals.elsevier.com/tourism-management>

possesses such significance, in terms of tradition, attractiveness, quality or publicity, that the event provides the host venue, community, or destination with a competitive advantage. Over time the event and destination can become inextricably linked.”

**Major event** is a large-scale event, with strong public interest and media coverage. Major events attract large numbers of visitors, and help the organizers achieve good economic results. In practice of management of events, these events are often sports-oriented, with an international reputation, and defined structure of competition (example: Formula One Grand Prix). Local event is an event that is targeted mainly for local audiences and staged primarily for their social, fun and entertainment value. These events often produce a range of benefits, including engendering pride in the community, strengthening a feeling of belonging and creating a sense of place. They can also help with exposing people to new ideas and experiences, encouraging participation in sports and arts activities, and encouraging tolerance and diversity.

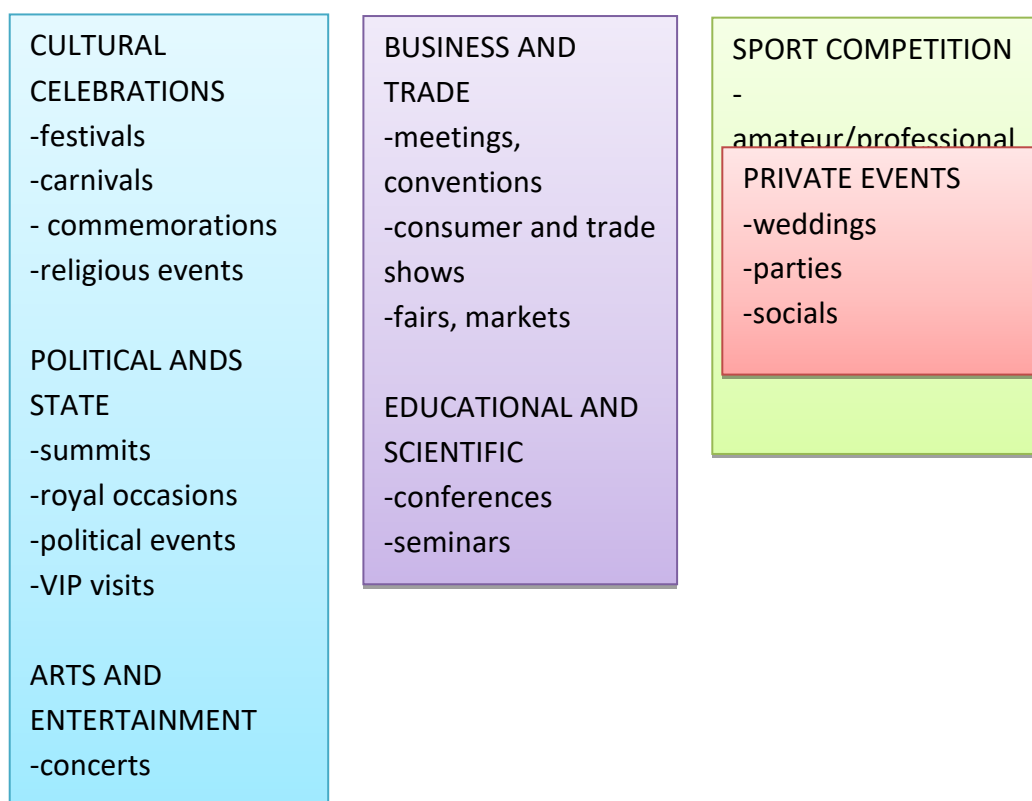
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Another common way of classifying events is by their form or content:

- ☐ Cultural celebrations
- ☐ Arts and Entertainment
- ☐ Business and Trade
- ☐ Sport competitions
- ☐ Recreational
- ☐ Educational and Scientific
- ☐ Political and state

□ Private events.

Events can be categorized according to their attractiveness for tourism. Even though the majority of events are tourist driven, there are significant number of those with little or no thought given to their tourism appeal or potential. Getz<sup>311</sup> explains that this is either due to organizer's specific aims, or there is simply no relationship established between specific events and tourism.



.1 Typology of planned events (Source: Getz, 2005).

Analysis and Findings of Online Survey. During the survey, the impressions, expectations and opinions of tourists about the events are important as a quantitative analysis because it is impossible to imagine the term tourism without tourists. Therefore, the most important thing is to satisfy the tourists of the host country. In previous studies, it was not possible to accurately observe the role of tourists due to the lack of information about events in Uzbekistan. Thus, in order to clarify this issue, as mentioned earlier, an online survey was conducted among 100

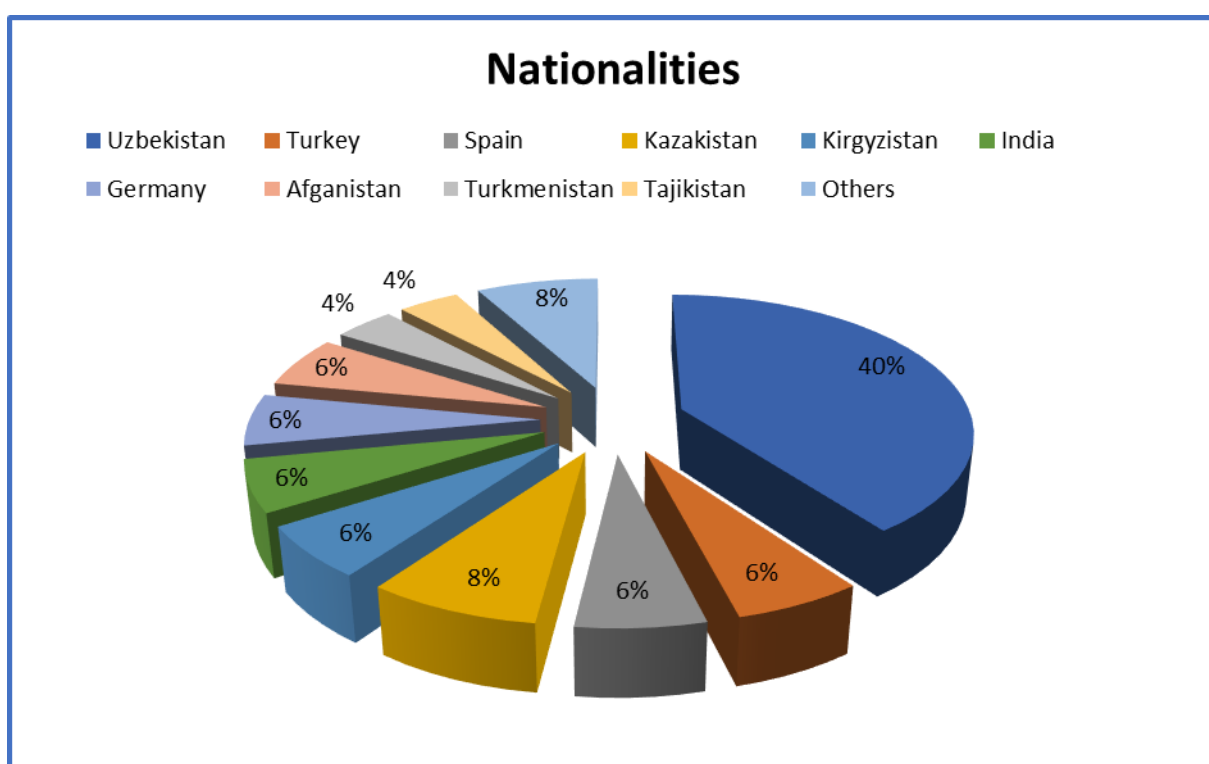
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<sup>311</sup> [https://www.researchgate.net/figure/Typology-of-the-main-categories-of-special-events-Getz-2008\\_tbl1\\_322765972](https://www.researchgate.net/figure/Typology-of-the-main-categories-of-special-events-Getz-2008_tbl1_322765972)

tourists, including 60 (60%) international and 40 (40%) locals who attended the any event in Uzbekistan and were randomly selected.

According to the demographic questions, the ages of the respondents ranged from 18 to 56 or over: most of them were from 26 to 40 - 36%, 41-55 aged people was 34%, 18-25 aged travellers were just 16%, finally over the 56 aged was 14%. Piechart 3.1 shows the nationalities of the tourists surveyed, making it clear that people from around the world flock to events in Uzbekistan.

Figure 3.1. Nationalities of tourists participating in events in Uzbekistan.



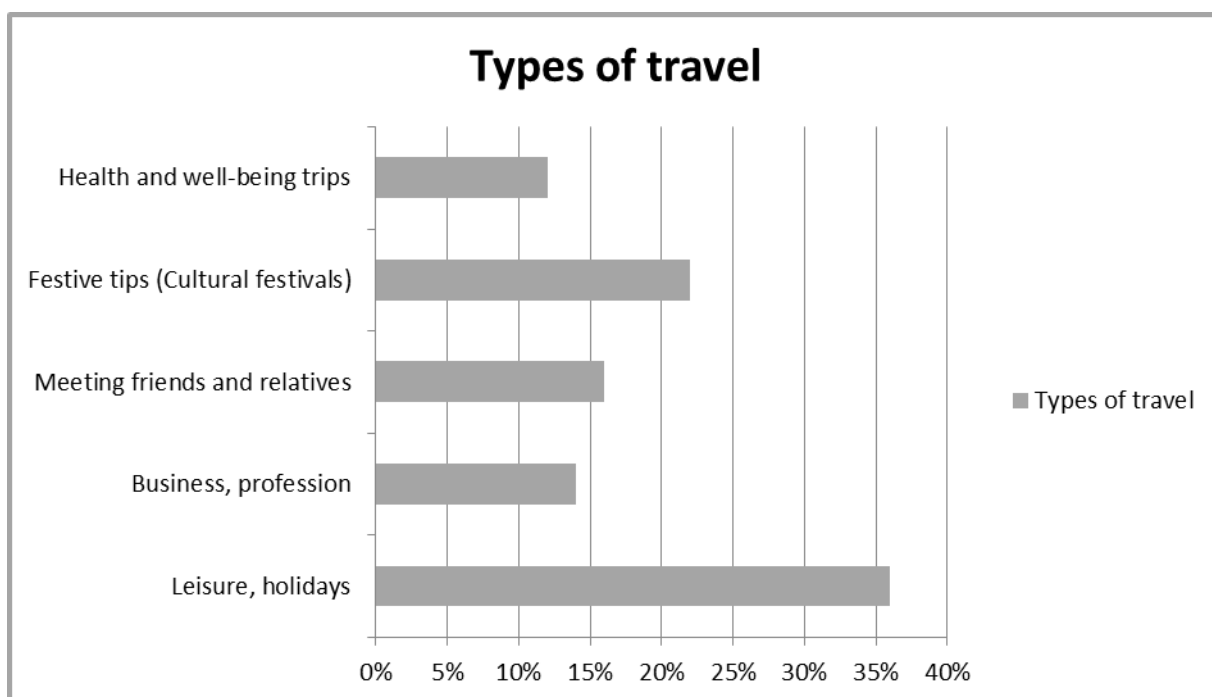
Source: Author's chart.

As shown in Figure 3.1, except the local travellers, most of them came from Kazakhstan respectively. Secondly, 6 (6% each) tourists were citizens of Turkey, Spain, Kyrgyzstan, India, Germany, Afghanistan equally. Travellers from Turkmenistan and Tajikistan accounted for just 4 (4%). In the last, Austrian, Chinese, British and French were only 1 person each - 2%.

As for the occupation of tourists, 28% employees and self-employed took the first place, whereas 18% student, 16% retired and 10% of them were unemployed respectively. As for how many times a year the respondents traveled, it is interesting to note that the answers "5-6 times a year" 42% were most significant.

Considering that this was a multi-choice question (Figure 3.2), 36 people choose leisure, holiday trips which is a difference of 36%. Secondly, 22 (22%) of them selected festive trips such as clubbing and festivals. With these answers, it is already possible to see the advantage of the host country in event tourism. The less proportion was health & well-being 12% and business trips 14%.

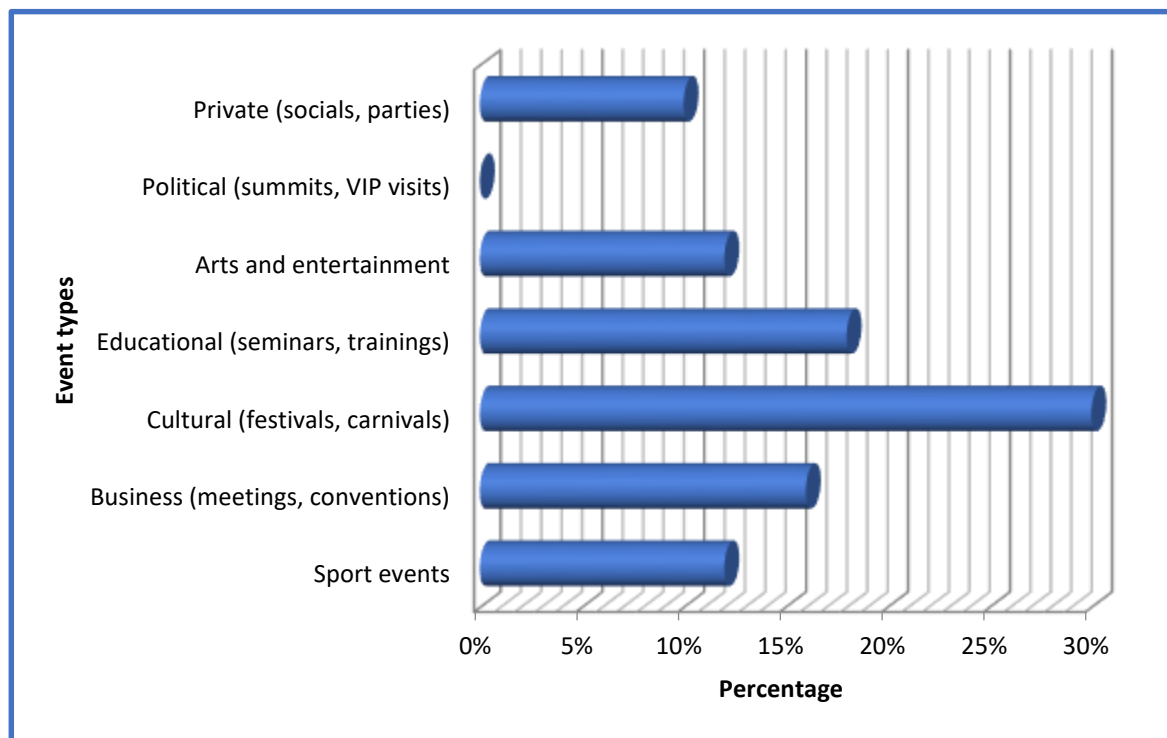
Figure 3.2. Types of travel suitable for tourists.



Source: Author's chart.

Then, a survey was conducted to find out what activities tourists prefer with multichoice questions in Figure 3.3. below, with a maximum of 30% interested in Cultural events.

Figure 3.3. More suitable types of events for respondents to travel.



In sequence, educational events as well as businesses were 18% and 16% respectively, sport events accompanied by arts and entertainment (concert, ceremonies) were considered equally 12% each. Political events, on the other hand, showed the lowest percentage, with one person elected merely 2%. From this it can be concluded that travellers are more interested in leisure and entertainment activities.

As is illustrated by the figures that People from Kazakhstan, Tadjikistan, Turkmanistan visit Uzbekistan mostly that's why it is recommended to hold events according to general needs of tourists. For instance, Volunteers and organisers of events should know Russian language in order to interact with many visitors. As well as changes should be considered after taking some surveys related to overall impressions of tourism events in Uzbekistan. Many respondents were locals so they preferred to participate in cultural festivals and also leisure and holidays preferred by many. Cultural festivals are preferred because they show nation's behavior, the way they wear, traditions and so on. If this kind of festivals and events are appreciated by governmental and non-governmental organisations then



country's tourism field soon will see a significant development. Modern technologies programs like apps and electronic devices should be used during meetings and conferences. We can see some during events that means already festivals and events have begun to influence tourism field. According to the researcher, all these ideas and results lead to the growing popularity of the host country and its recognition as a country with high tourism potential by attracting more and more tourists. Thus, it is possible to see that event tourism has a great role and importance for the country.

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