



澳門旅遊大學
UNIVERSIDADE DE TURISMO DE MACAU
Macao University of Tourism

Event Management – an Academic Perspective

LIANPING REN (EVE)
PROFESSOR, MACAO UNIVERSITY OF TOURISM
OCTOBER 21ST, 2025

Today's sharing

- ❖ Event as a research concept
- ❖ Research trend of event management
- ❖ Event leverage
- ❖ Studies on event leverage
- ❖ Future direction of event research



Event as a research concept

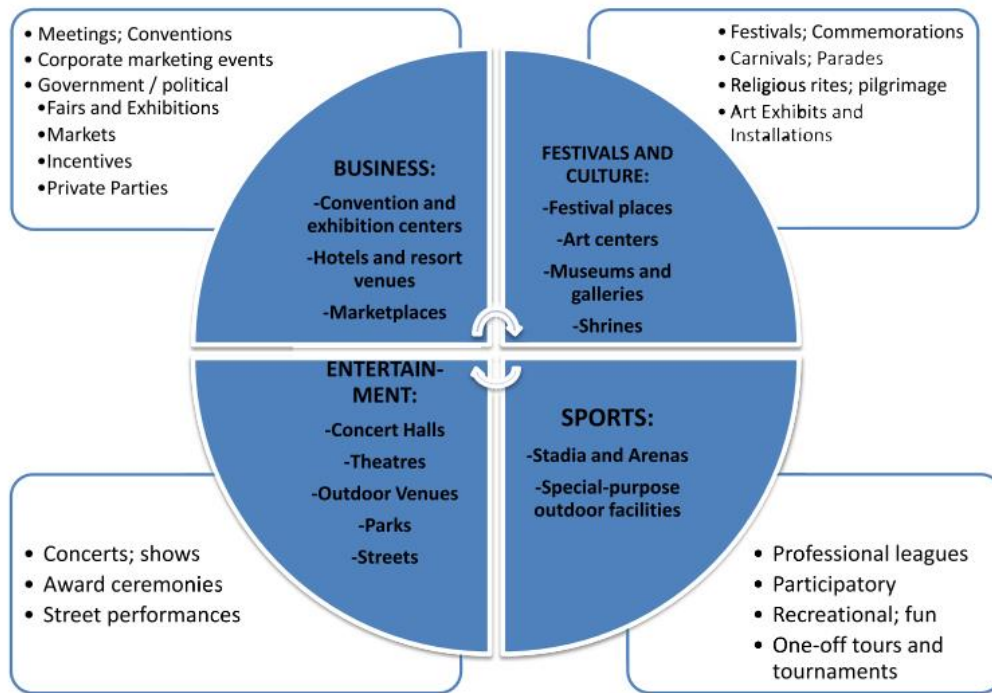


Fig. 1. Typology of planned events and venues: An event-tourism perspective.

Core propositions of event tourism:

- ❖ Events can attract people;
- ❖ Events can create positive images for the destination and help brand or re-position cities;
- ❖ Events contribute to place marketing by making cities more liveable and attractive;
- ❖ Events animate cities, resorts, parks, urban spaces and venues of all kinds
- ❖ Event acts as a catalyst for other forms of desired development (including urban renewal, community capacity building, etc.), thereby generating a long-term or permanent legacy

Getz, D., & Page, S. J. (2016). Progress and prospects for event tourism research. *Tourism management*, 52, 593-631.

Event studies – an interdisciplinary field

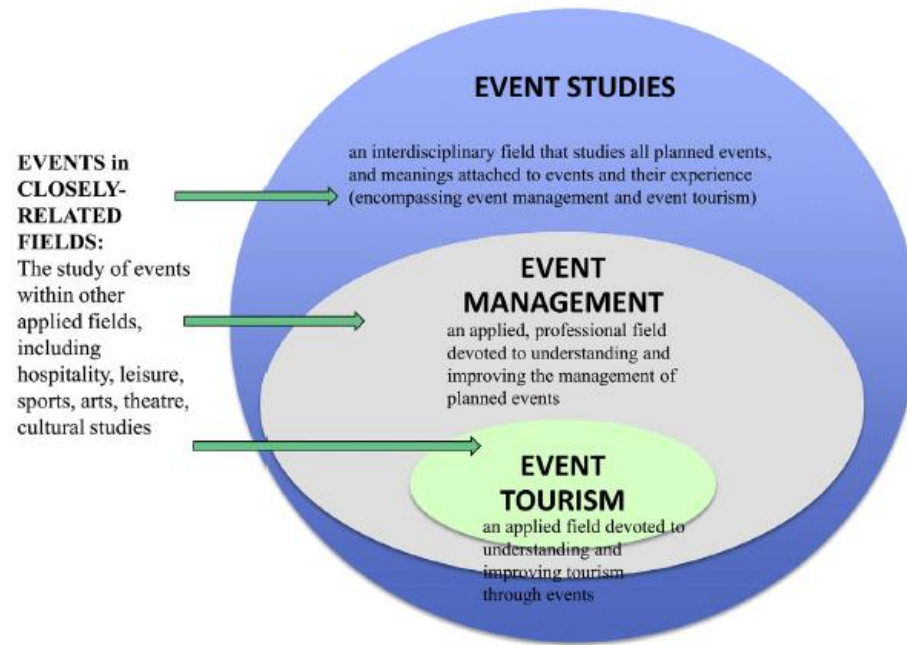


Fig. 2. Event studies, event management and event tourism.

(Getz & Page, 2016: 595)

- ❖ Hospitality
- ❖ Tourism
- ❖ Leisure
- ❖ Sports
- ❖ Arts
- ❖ Theatre
- ❖ Cultural studies
- ❖ Others



The destination perspective: a portfolio approach (Getz & Page, 2016: 596)

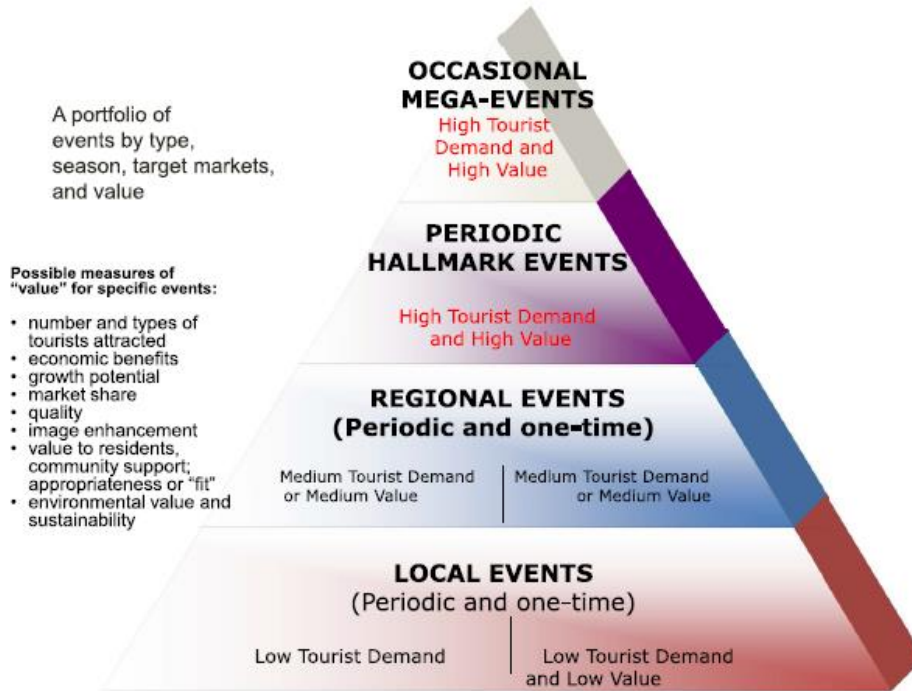


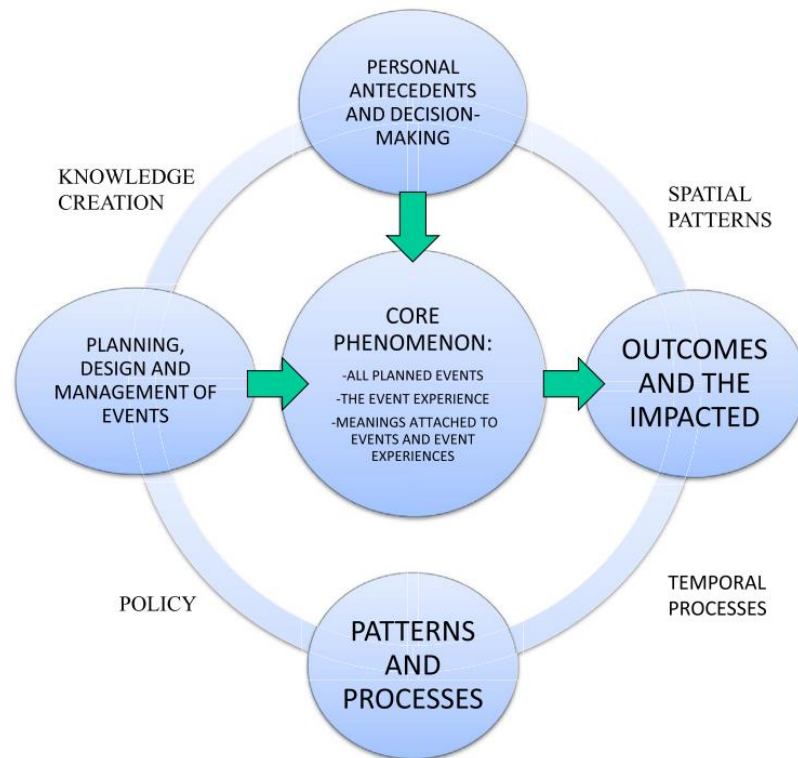
Fig. 4. The Portfolio approach.

"... the strategic patterning of disparate but interrelated events taking place during the course of a year in a host community..." (P598)

Keywords in this approach:

- ❖ demand
- ❖ value
- ❖ frequency
- ❖ geographic scope

A framework for knowledge creation



- ❖ the core phenomenon: event tourism experiences and meanings;
- ❖ antecedents to event tourism;
- ❖ planning and managing event tourism;
- ❖ patterns and processes;
- ❖ Outcomes and the impacted

Fig. 5. A framework for studying knowledge on event tourism (After Getz, 2005, 2013a).

(Getz & Page, 2016: 597)

Studies on event – summaries from recent review papers

- Draper, J., Young Thomas, L., & Fenich, G. G. (2018, January). Event management research over the past 12 years: What are the current trends in research methods, data collection, data analysis procedures, and event types?. In *Journal of Convention & Event Tourism* (Vol. 19, No. 1, pp. 3-24). Routledge.
- Yeung, E., & Thomas, R. (2022). The 'long tail' of event management research: Evidence from the field's main journals. *Journal of Policy Research in Tourism, Leisure and Events*, 14(2), 207-214.

Yeung & Thomas (2022)

861 papers from four journals (2009-2019):

- ❖ Event Management– 422;
- ❖ International Journal of Event and Festival Management – 175;
- ❖ Journal of Convention and Event Tourism – 171;
- ❖ Journal of Policy Research in Tourism, Leisure and Events – 93

Research on events – 2009 – 2019

(Yeung & Thomas, 2022: 211)

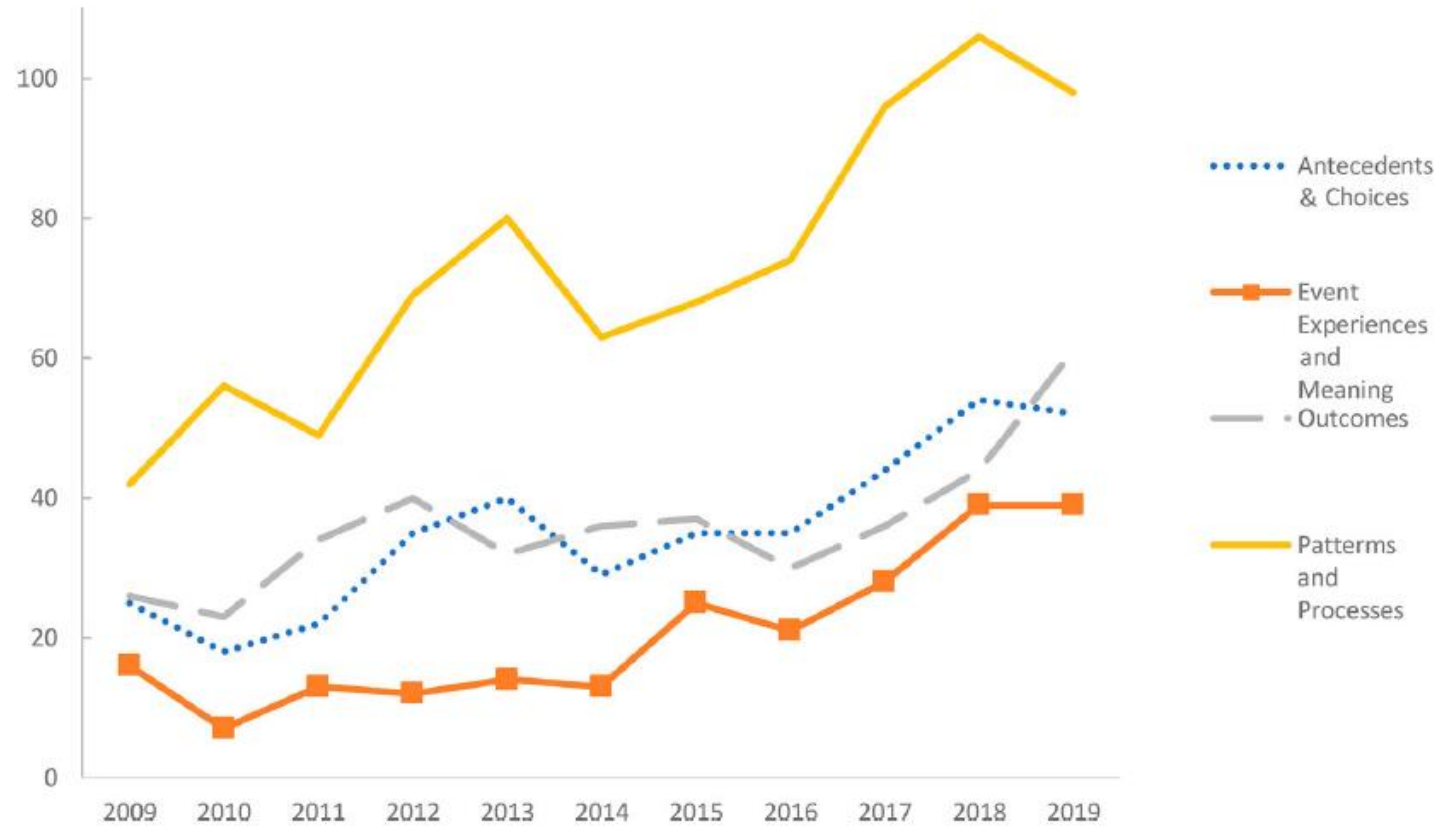


Figure 1. The 'core phenomenon'.

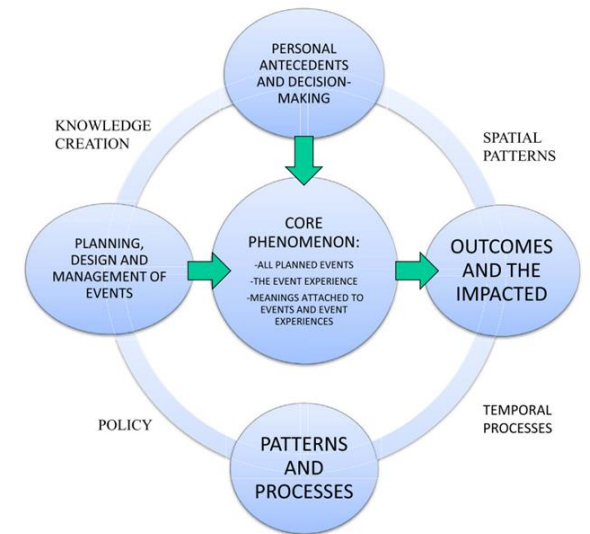


Fig. 5. A framework for studying knowledge on event tourism (After Getz, 2005, 2013a).

Research on events – 2009 – 2019

(Yeung & Thomas, 2022: 212)

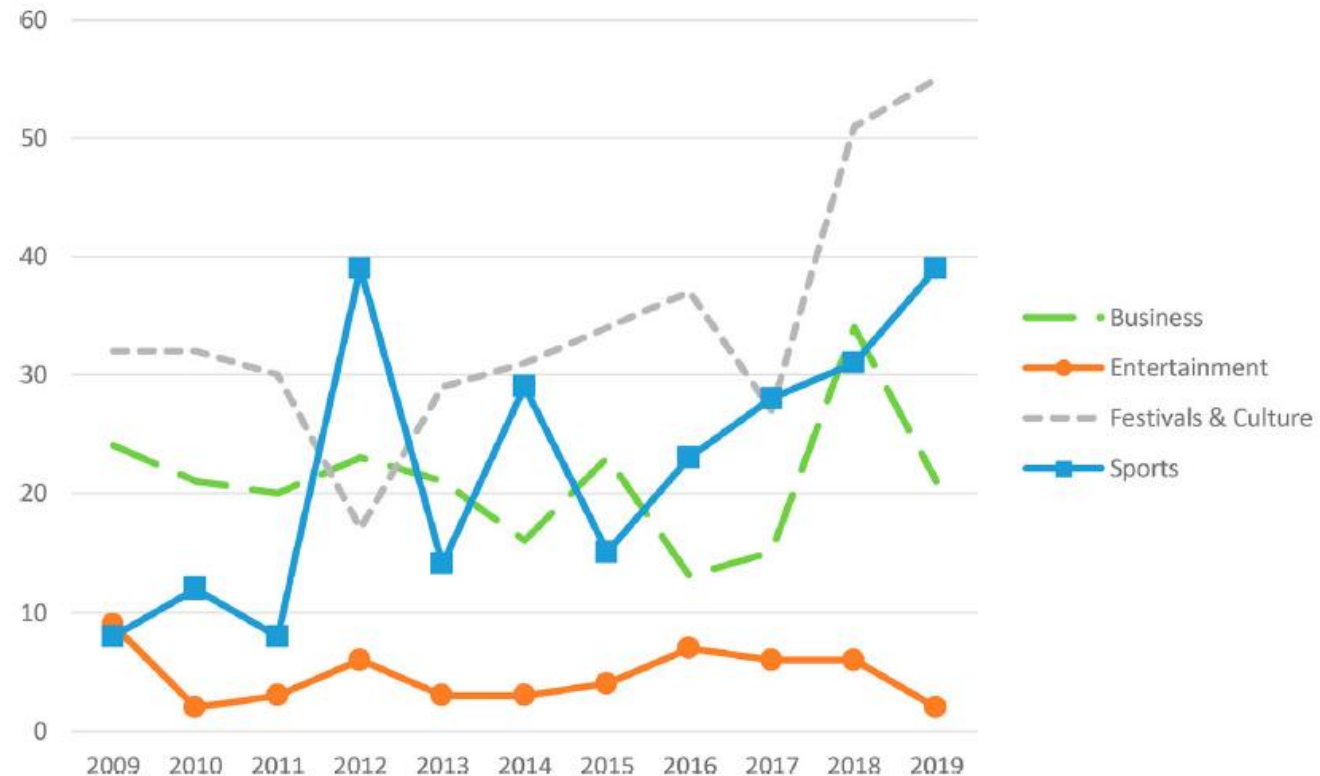


Figure 2. Typology of planned events and venues.

Source: Scopus.

Research on events – 2009 – 2019

(Yeung & Thomas, 2022: 212)

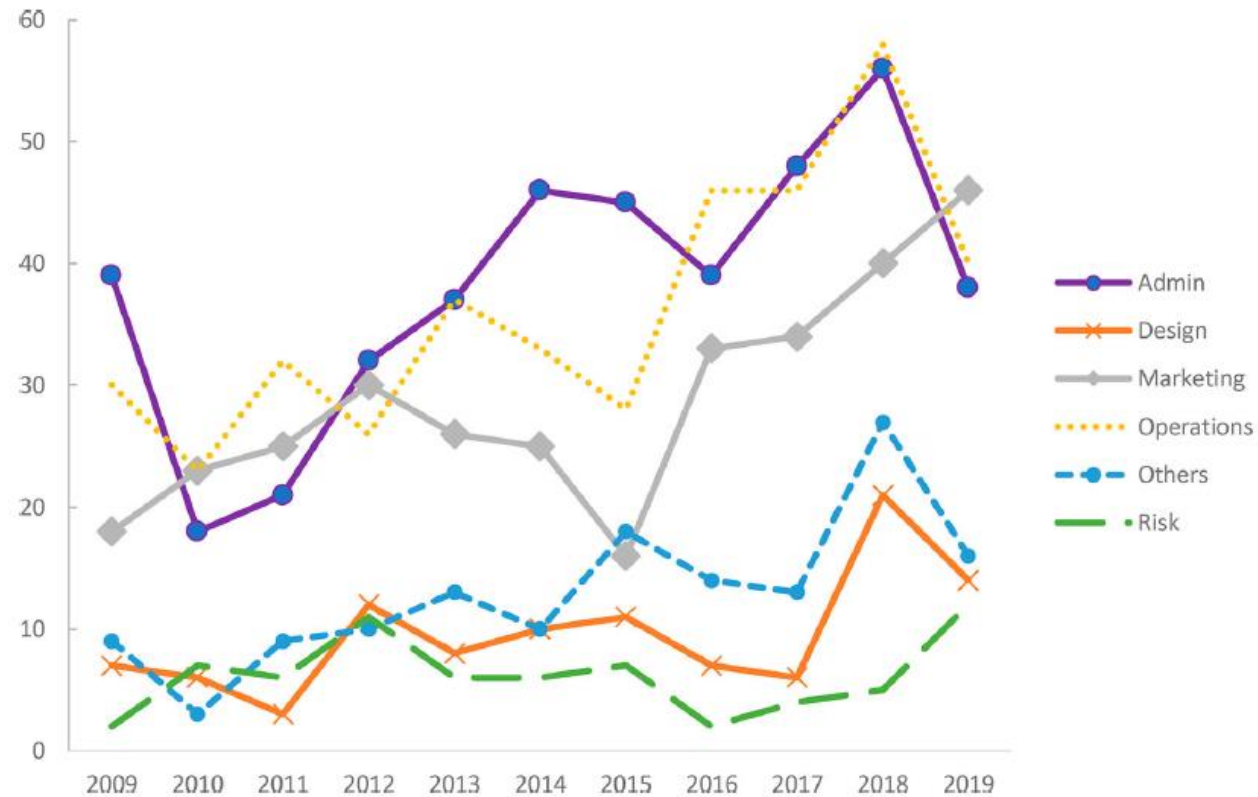


Figure 3. Trends in keywords using EMBOK as an organising framework.

Source: Scopus.

Most productive institutes

(Yeung & Thomas, 2022: 209)

Table 1. Total number of papers produced by university.

Rank	University and country	Number of papers
1	University of Queensland, Australia	38
2	Griffith University, Australia	33
3	Bournemouth University, UK	28
4	North-West University, South Africa	25
5	Leeds Beckett University, UK	23
6	University of Technology Sydney, Australia	18
7	University of Central Florida, U.S.A.	17
8	Hong Kong Polytechnic University, Hong Kong	15
9	University of Florida, Gainesville, U.S.A.	13
10	University of Nevada, Las Vegas, U.S.A.	13

Source: Scopus.

Where have scholars published their event related articles? (Draper et al., 2018)

Event journals
 Event Management
 Journal of Convention & Event Tourism
 International Journal of Event and Festival Management (began 2010)
 International Journal of Event Management Research (2005–15)
 Journal of Venue and Event Management (2009–13)
 International Journal of Hospitality & Event Management (began 2014)

Tourism journals
 Tourism Management
 Journal of Travel & Tourism Marketing
 International Journal of Tourism Research
 Tourism Economics
 Journal of Travel Research
 Current Issues in Tourism
 Tourism Analysis
 Journal of Sustainable Tourism
 Annals of Tourism Research
 Tourism Geographies

Hospitality journals
 International Journal of Hospitality Management
 International Journal of Contemporary Hospitality Management
 Journal of Hospitality Marketing and Management
 International Journal of Hospitality & Tourism Administration
 Journal of Hospitality and Tourism Research
 Cornell Hospitality Quarterly
 Journal of Foodservice Business Research

Frequency (Percentage within type of event) (Percentage within year)				
	Event journals	Tourism journals	Hospitality journals	Total (Percentage of total)
2004	37 (6.0) (80.4)	8 (4.0) (17.4)	1 (1.3) (2.2)	46 (5.2)
2005	26 (4.2) (61.9)	12 (6.0) (28.6)	4 (5.3) (9.5)	42 (4.7)
2006	30 (4.9) (75.0)	9 (4.5) (22.5)	1 (1.3) (2.5)	40 (4.5)
2007	31 (5.0) (70.5)	12 (6.0) (27.3)	1 (1.3) (2.3)	44 (4.9)
2008	46 (7.5) (70.8)	12 (6.0) (18.5)	7 (9.3) (10.8)	65 (7.3)
2009	40 (6.5) (71.4)	11 (5.5) (19.6)	5 (6.7) (8.9)	56 (6.3)
2010	63 (10.2) (67.0)	13 (6.5) (13.8)	18 (24.0) (19.1)	94 (10.5)
2011	65 (10.6) (69.9)	19 (9.5) (20.4)	9 (12.0) (9.7)	93 (10.4)
2012	66 (10.7) (64.7)	31 (15.5) (30.4)	5 (6.7) (4.9)	102 (11.5)
2013	73 (11.9) (67.6)	29 (14.5) (26.9)	6 (8.0) (5.6)	108 (12.1)
2014	69 (11.2) (75.0)	16 (8.0) (17.4)	7 (9.3) (7.6)	92 (10.3)
2015 ^a	61 (9.9) (74.4)	17 (8.5) (20.7)	4 (5.3) (4.9)	82 (9.2)
2016 ^a	8 (1.3) (30.8)	11 (5.5) (42.3)	7 (9.3) (26.9)	26 (2.9)
	615 (100.0) (69.1)	200 (100.0) (22.5)	75 (100.0) (8.4)	890 (100.0)

^aNot all 2015–2016 articles available for download due to online publishing delays.

What methods have scholars adopted?

Table 3. Study method by year.

	Frequency (Percentage within method) (Percentage within year)				
	Quantitative	Qualitative	Mixed methods	Conceptual	Total (Percentage of total)
2004	23 (4.8) (50.0)	8 (4.3) (17.4)	3 (3.5) (6.5)	12 (8.7) (26.1)	46 (5.2)
2005	23 (4.8) (54.8)	11 (5.9) (26.2)	3 (3.5) (7.1)	5 (3.6) (11.9)	42 (4.7)
2006	15 (3.1) (37.5)	10 (5.3) (25.0)	2 (2.3) (5.0)	13 (9.4) (32.5)	40 (4.5)
2007	16 (3.3) (36.4)	15 (8.0) (34.1)	3 (3.5) (6.8)	10 (7.2) (22.7)	44 (4.9)
2008	37 (7.7) (56.9)	11 (5.9) (16.9)	6 (7.0) (9.2)	11 (8.0) (16.9)	65 (7.3)
2009	37 (7.7) (66.1)	7 (3.7) (12.5)	3 (3.5) (5.4)	9 (6.5) (16.1)	56 (6.3)
2010	54 (11.3) (57.4)	20 (10.7) (21.3)	8 (9.3) (8.5)	12 (8.7) (12.8)	94 (10.6)
2011	54 (11.3) (58.1)	18 (9.6) (19.4)	9 (10.5) (9.7)	12 (8.7) (12.9)	93 (10.4)
2012	62 (12.9) (60.8)	19 (10.2) (18.6)	5 (5.8) (4.9)	16 (11.6) (15.7)	102 (11.5)
2013	67 (14.0) (62.0)	20 (10.7) (18.5)	8 (9.3) (7.4)	13 (9.4) (12.0)	108 (12.1)
2014	36 (7.5) (39.1)	26 (13.9) (28.3)	18 (20.9) (19.6)	12 (8.7) (13.0)	92 (10.3)
2015 ^a	38 (7.9) (46.3)	19 (10.2) (23.2)	13 (15.1) (15.9)	12 (8.7) (14.6)	82 (9.2)
2016 ^a	17 (3.5) (65.4)	3 (1.6) (11.5)	5 (5.8) (19.2)	1 (0.7) (3.8)	26 (2.9)
	479 (53.8) ^a	187 (21.0)	86 (9.7)	138 (15.5)	890 (100.0)

Note. The last row represents the frequency by method and, in parentheses, percentage of total articles.

^aNot all 2015–2016 articles available for download due to online publishing delays.

Type of events studied

Table 4. Type of event article by year.

	Frequency (Percentage within type of event) (Percentage within year)			
	Leisure/consumer ^a	Business ^b	Other ^c	Total
2004	30 (4.4) (65.2)	14 (9.5) (30.4)	2 (3.1) (4.3)	46 (5.2)
2005	17 (2.5) (40.5)	20 (13.6) (47.6)	5 (7.7) (11.9)	42 (4.7)
2006	25 (3.7) (62.5)	4 (2.7) (10.0)	11 (16.9) (27.5)	40 (4.5)
2007	39 (5.8) (88.6)	4 (2.7) (9.1)	1 (1.5) (2.3)	44 (4.9)
2008	41 (6.0) (63.1)	18 (12.2) (27.7)	6 (9.2) (9.2)	65 (7.3)
2009	38 (5.6) (67.9)	13 (8.8) (23.2)	5 (7.7) (8.9)	56 (6.3)
2010	70 (10.3) (74.5)	20 (13.6) (21.3)	4 (6.2) (4.3)	94 (10.6)
2011	71 (10.5) (76.3)	12 (8.2) (12.9)	10 (15.4) (10.8)	93 (10.4)
2012	87 (12.8) (85.3)	13 (8.8) (12.7)	2 (3.1) (2.0)	102 (11.5)
2013	90 (13.3) (83.3)	13 (8.8) (12.0)	5 (7.7) (4.6)	108 (12.1)
2014	78 (11.5) (84.8)	8 (5.4) (8.7)	6 (9.2) (6.5)	92 (10.3)
2015 ^d	72 (10.6) (87.8)	3 (2.0) (3.7)	7 (10.8) (8.5)	82 (9.2)
2016 ^d	20 (2.9) (76.9)	5 (3.4) (19.2)	1 (1.5) (3.8)	26 (2.9)
	678 (76.2)	147 (16.5)	65 (7.3)	890 (100.0)

^aLeisure/consumer events included sporting events, festivals, and other public events.

^bBusiness events included meetings, conventions, and tradeshows.

^cOther included articles where the topic was not type of event specific (e.g., sustainability, technology) and looked at the overall MEEC industry overall rather than a more specific type of event.

^dNot all 2015–2016 articles available for download due to online publishing delays.

Studies on event management from 2014-2024

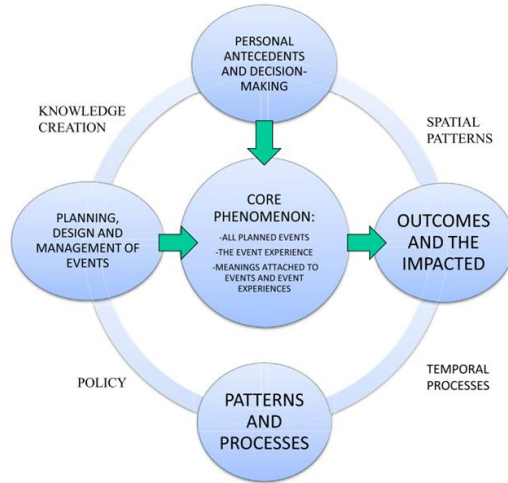
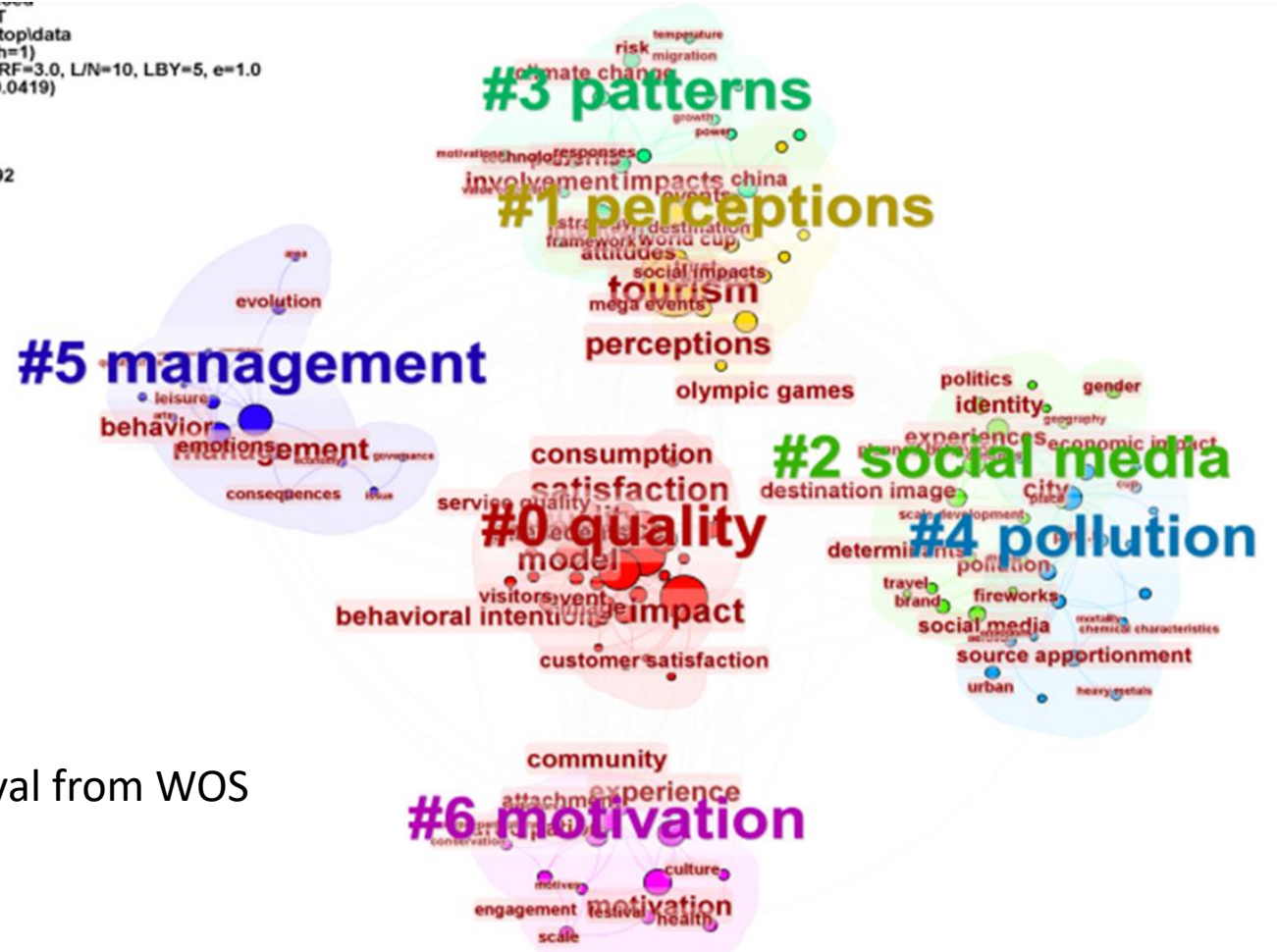


Fig. 5. A framework for studying knowledge on event tourism (After Getz, 2005, 2013a).

August 26, 2024 at 6:12:23 PM CST
WoS: C:\Users\Wang Jingna\Desktop\data
Timespan: 2014-2025 (Slice Length=1)
Selection Criteria: g-index (k=7), LRF=3.0, L/N=10, LBY=5, e=1.0
Network: N=144, E=431 (Density=0.0419)
Largest 5 CCs: 143 (99%)
Nodes Labeled: 1.0%
Pruning: Pathfinder
Modularity Q=0.461
Weighted Mean Silhouette S=0.7792
Harmonic Mean(Q, S)=0.5793

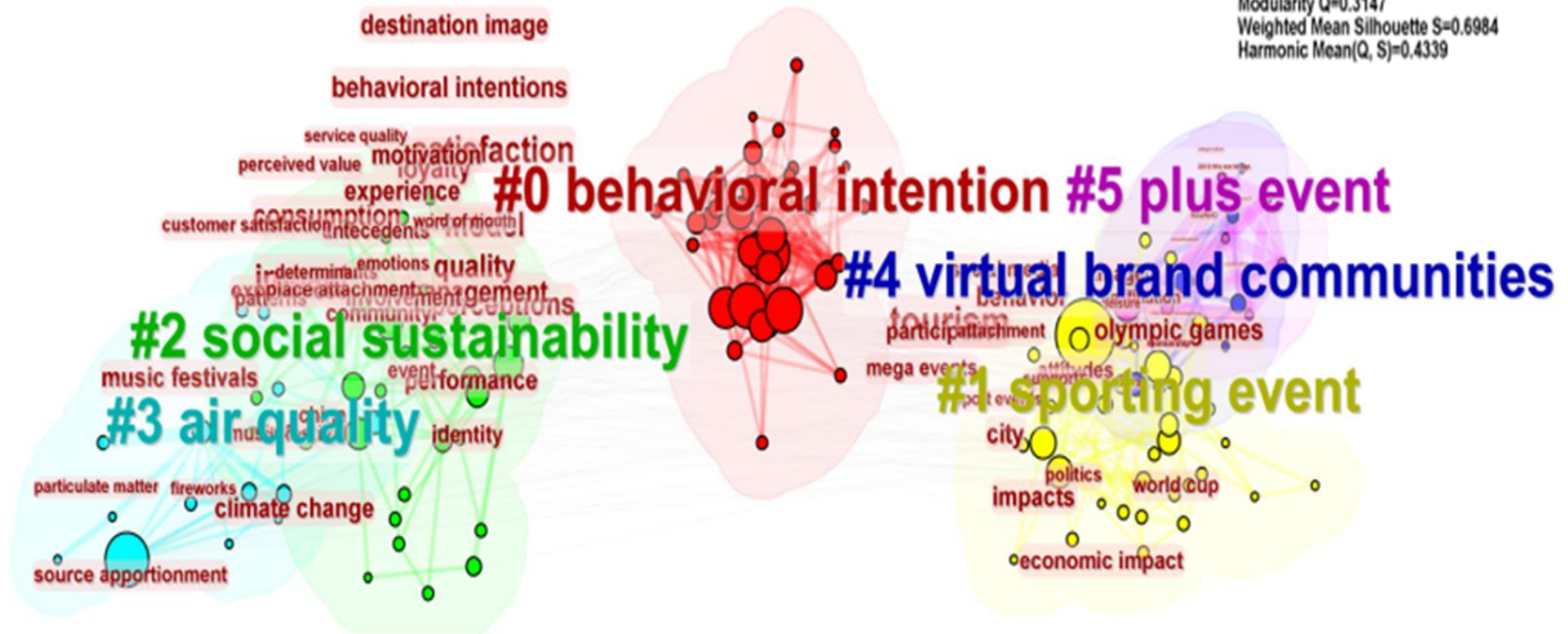


Keywords search

A search among 4000 papers on event and festival from WOS

Studies on event management from 2014-2024

Timespan: 2014-2025 (Slice Length=1)
Selection Criteria: g-index (k=7), LRF=3.0, L/N=10, LBY=5, e=1.0
Network: N=144, E=997 (Density=0.0968)
Largest 5 CCs: 144 (100%)
Nodes Labeled: 1.0%
Pruning: None
Modularity Q=0.3147
Weighted Mean Silhouette S=0.6984
Harmonic Mean(Q, S)=0.4339



Title search



Paradigm evolution

- **2014-2016: era of experience economy**

- keywords: experience, motivation, satisfaction, quality
- typical methods: survey/ SEM



- **2017-2019: events and destination**

- keywords: destination image, place attachment, city branding
- typical methods: mixed-methods



- **2020-2022: crisis, resilience, sustainability**

- keywords: climate change, social sustainability, community resilience, authenticity
- typical methods: case studies, web-ethnography, big data analysis



2023-2025: Digitalization, symbiosis, wellbeing

Ranking	Keywords	Frequency
1	Sustainability	42
2	Social media; digital; virtual	38
3	Community; community participation	35
4	Experience; experience economy	33
5	Place identity; cultural identity	29

Event leverage

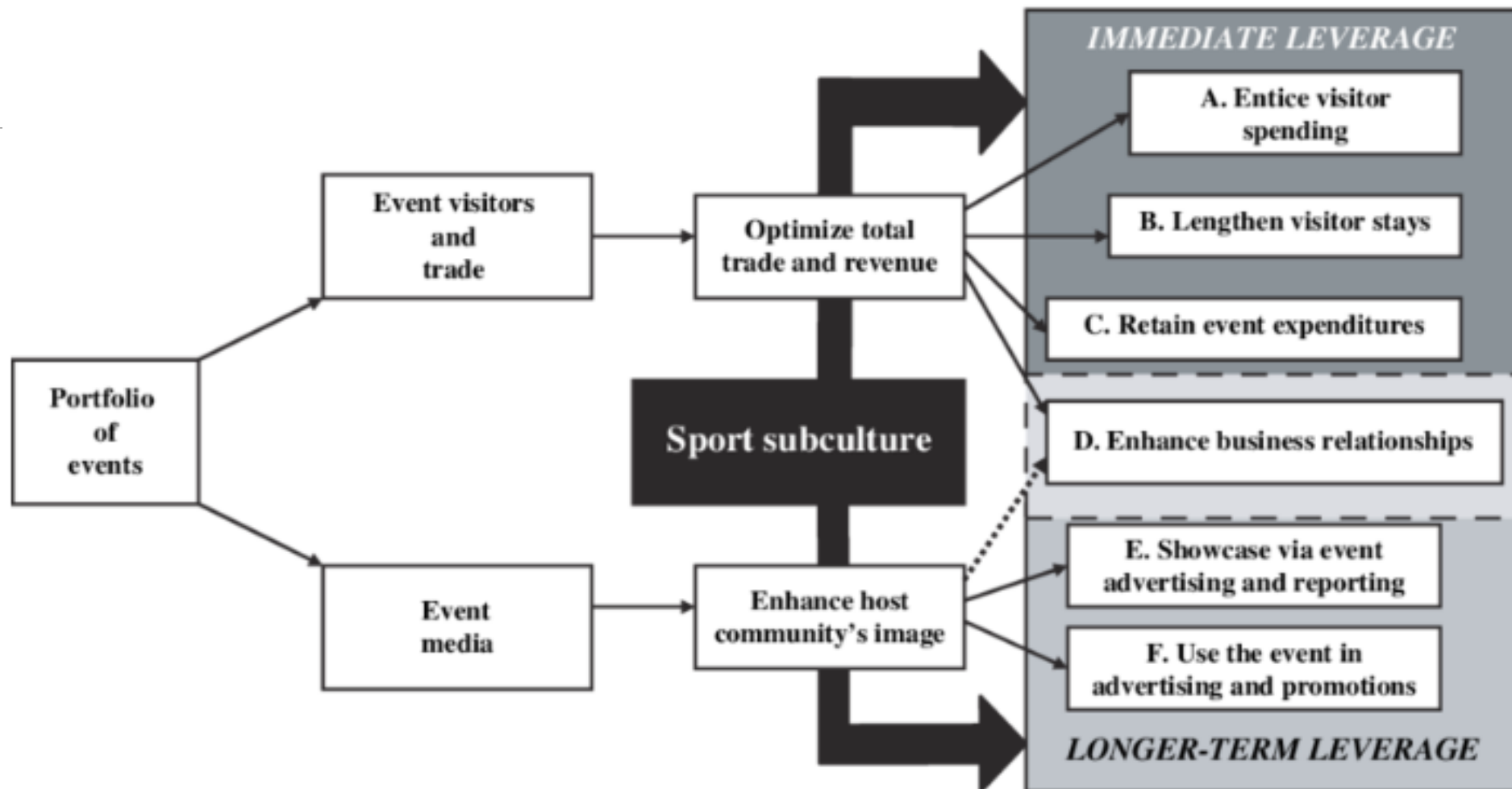
- The concept of event leverage: “*activities that need to be undertaken around the event itself, which seek to maximize long-term benefits from events*” (Chalip, 2004: 228)

Leverageable resource

Opportunity

Strategic objective

Means



Chalip's (2004) amended model for host community event leverage

Schulenkorf et al.'s (2024) event leverage review article

92 relevant articles, published between 2001 and 2021

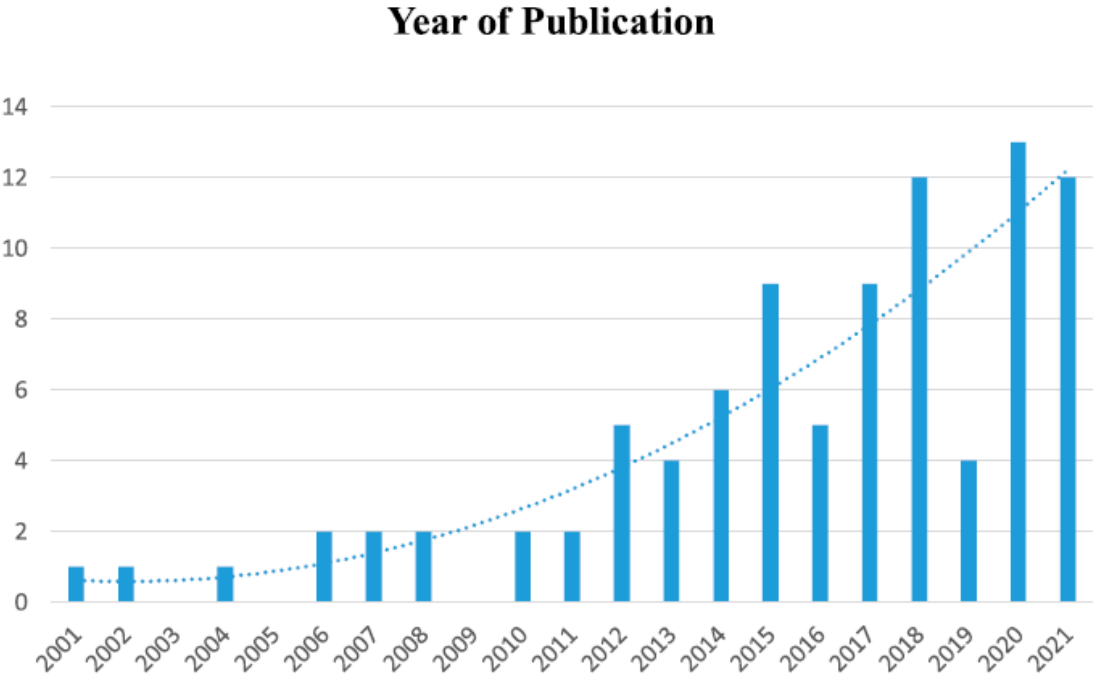


Figure 1. Year of publication.

Table 1. Journal outlets with three or more publications included in review.

Journal title	Frequency
<i>European Sport Management Quarterly</i>	9
<i>Journal of Sport & Tourism</i>	9
<i>Journal of Sport Management</i>	7
<i>Marketing Intelligence and Planning</i>	7
<i>International Journal of Event and Festival Management</i>	5
<i>Leisure Studies</i>	4
<i>Event Management</i>	4
<i>Journal of Destination Marketing and Management</i>	3
<i>International Journal of Sport Policy and Politics</i>	3
<i>Sport Management Review</i>	3
<i>Managing Sport and Leisure</i>	3
Book chapters	9

Journal disciplines

(Schulenkorf et al., 2024: 793)

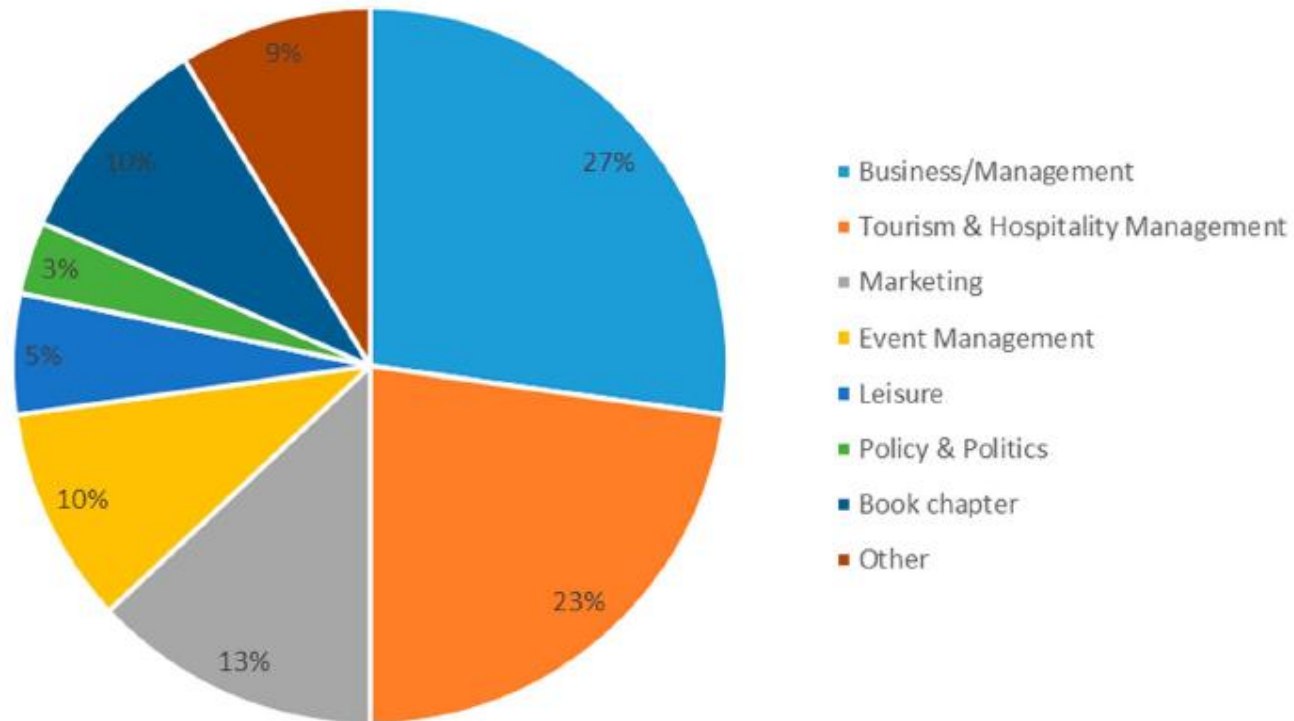


Figure 2. Journal disciplines.

Where are the researchers from?

(Schulenkorf et al., 2024: 793)

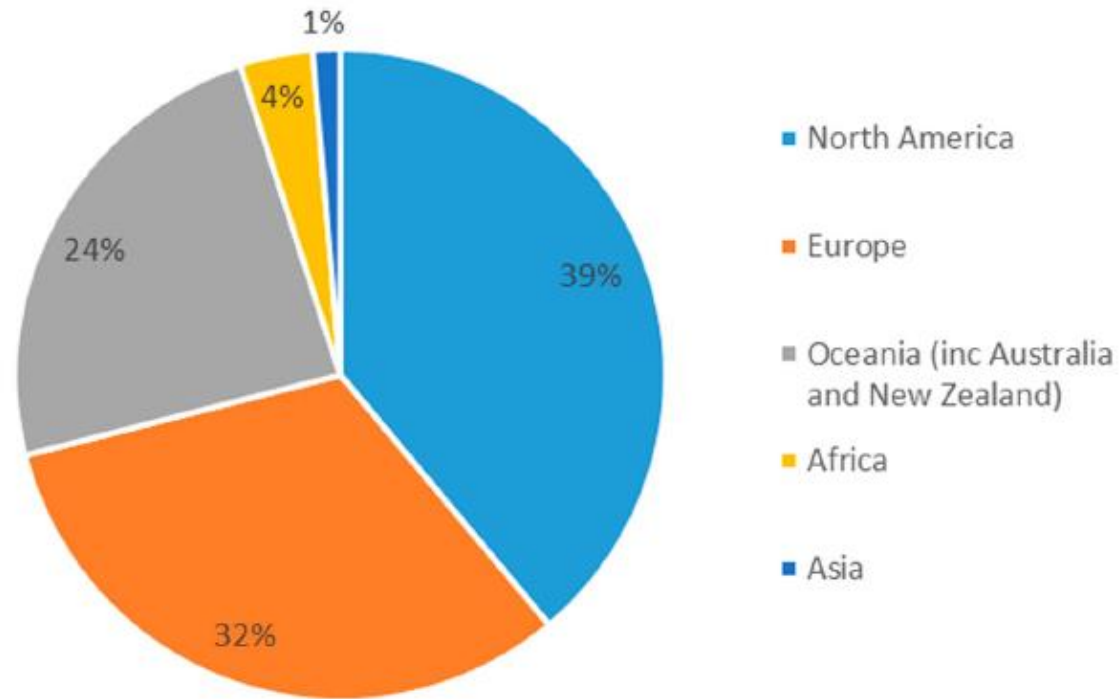


Figure 3. Researcher location by continent.

Types of events studied

(Schulenkorf et al.,2024: 794, 795)

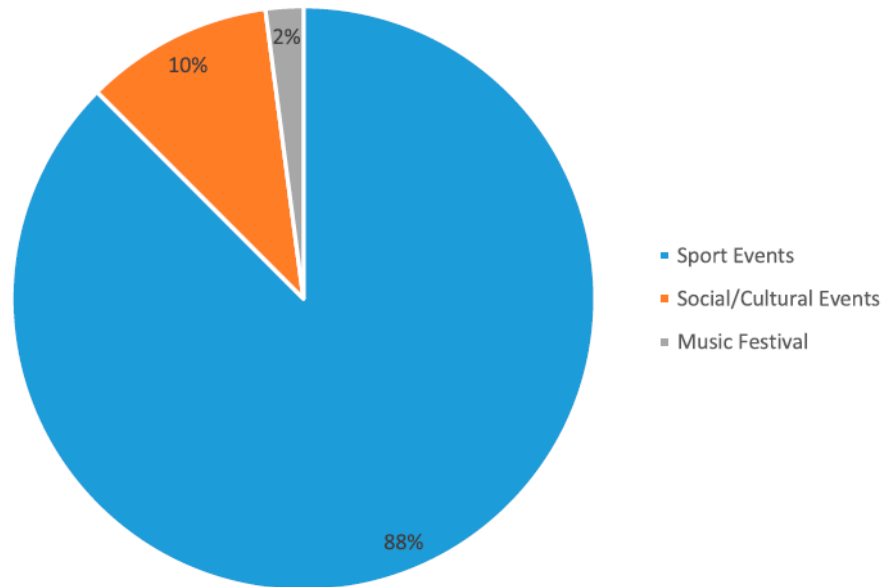


Figure 5. Event category.

Table 3. Focus on standalone event, event as part of ongoing program activities, and event portfolio.

Event type	Frequency
Standalone 'individual' event	69
Event as part of ongoing program activities	7
Event portfolio	7
Not specified	9

Leveraging goals identified

(Schulenkorf et al.,2024: 795-796)

Table 4. Overall leverage goals with a frequency of three or more.

Leverage goals	Frequency
Business/economic outcomes	52
Social outcomes	39
Sport participation	22
Image/brand	11
Capacity building	5
Environmental outcomes	5
Health outcomes	4
Reputational benefits	4
Culture	3
Urban/place development	3
Disability	3
Other	20

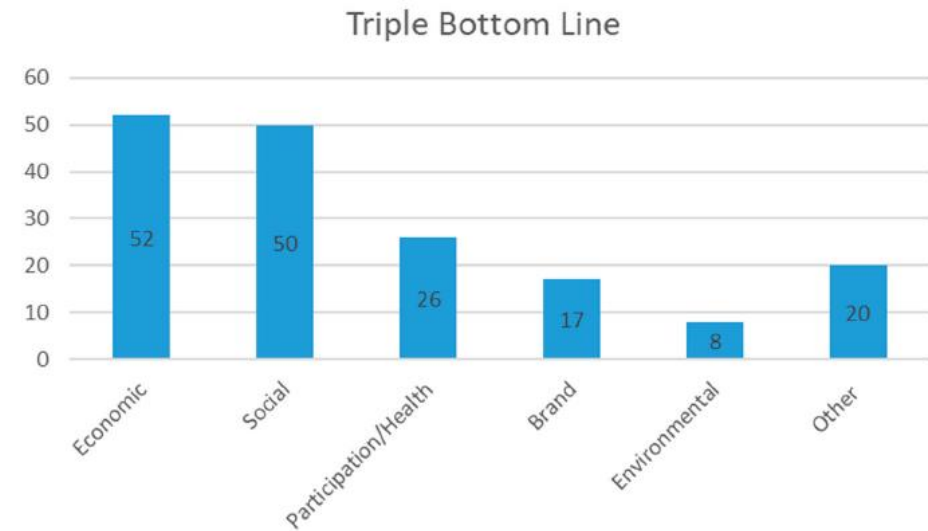


Figure 6. Triple bottom line.

Looking forward

❑ Technology

e.g. the use of event technology (event APP), AI and automation, hybrid & virtual events, immersive technologies, etc.

❑ Sustainability

e.g. sustainability as a standard, green practices, social responsibility initiatives, socio-economic impact, etc.

❑ Attendee experience and event branding

e.g. experiential marketing, celebrity presence, gamifications, inclusivity and accessibility, etc.

❑ Management issues, operation, and leadership

e.g. event logistics, health and safety measures, crisis, etc.

❑ Emerging trend

e.g. events take place in developing countries, small scale events, etc.

Thank you!



澳門旅遊大學
UNIVERSIDADE DE TURISMO DE MACAU
Macao University of Tourism

UTM

Dr. Ren Lianping, Eve D. HTM
Professor
Faculty of Creative Tourism and Intelligent Technologies

Tel: (853) 8598 1251 Fax: (853) 8598 1283
Address: Colina de Mong-Há, Macau, China
Email: everen@utm.edu.mo
www.utm.edu.mo

UNWTO Quality Assurance System
for Tourism Programmes
世界旅遊組織旅遊課程質量認證





澳門旅遊大學
UNIVERSIDADE DE TURISMO DE MACAU
Macao University of Tourism

任連萍 博士
教授
創意旅遊與智慧科技學院



V-card

電話: (853) 8598 1251 傳真: (853) 8598 1283
地址: 中國澳門望廈山
電郵: everen@utm.edu.mo
www.utm.edu.mo

UTM