

The Impact of Special Events on Convention Activity

: A Conceptual Framework for Impact Analyses

Convention and Exhibition Summit

Hong Kong

Feb . 7 - 9, 2006

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Introduction

This is an attempt to draw a definitional and conceptual framework for analyzing the impact of special events on convention activity.

After a brief literary review on the definitions of an event, a special event, and a convention, a conceptual framework is suggested through introducing the Relationship between Special Events and Conventions, the Impact Analysis Matrix, and Trends and Underlying Forces of Special Events in general and of Conventions in particular.

Under such a framework are some special events held in Korea discussed to explain their impacts on convention activity in Korea.

An event is a public assembly for the purpose of celebration, education, marketing and reunion (Goldblatt, 1997:4~5).



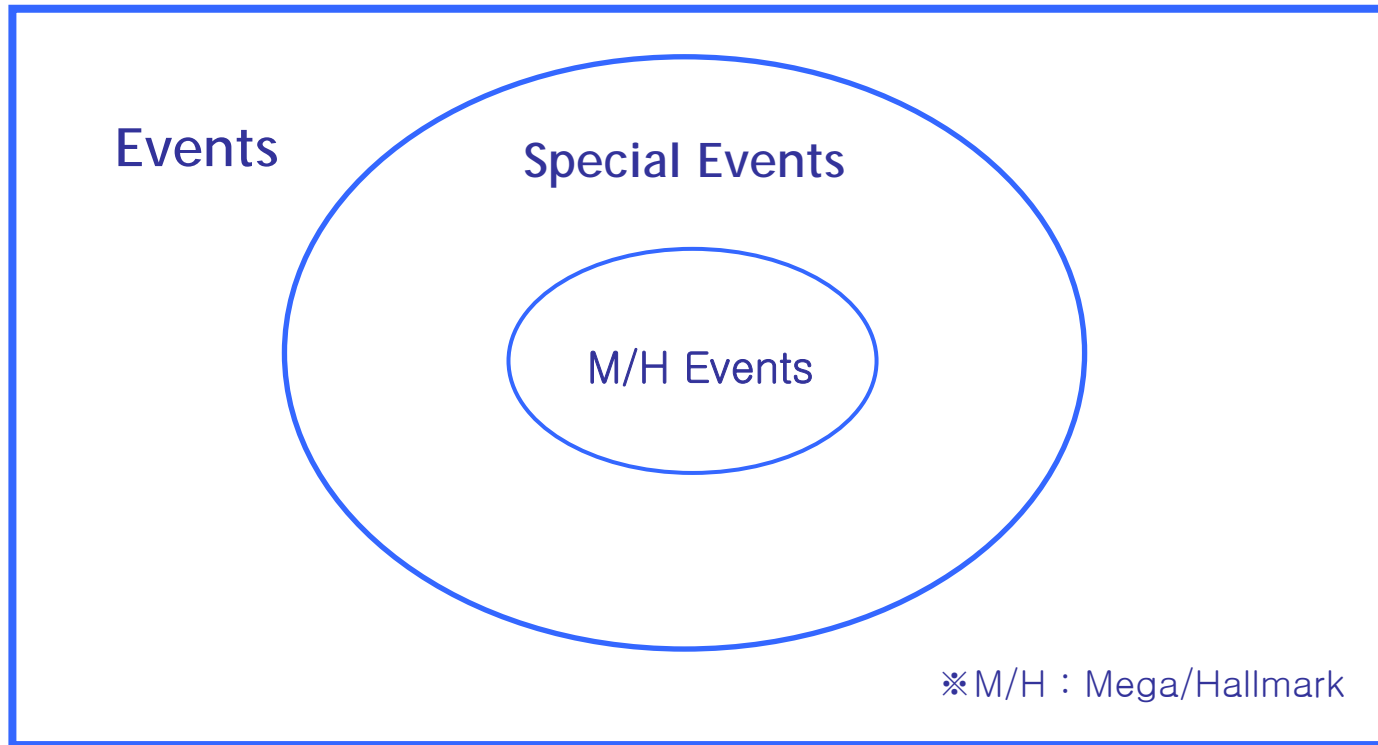
Special events are “planned public events” which can be classified into 7 categories : Cultural Celebration; Arts and Entertainments; Business and Trade; Sport Competitions; Educational and Scientific Events; and Political and State Events (Getz, 1997:7).



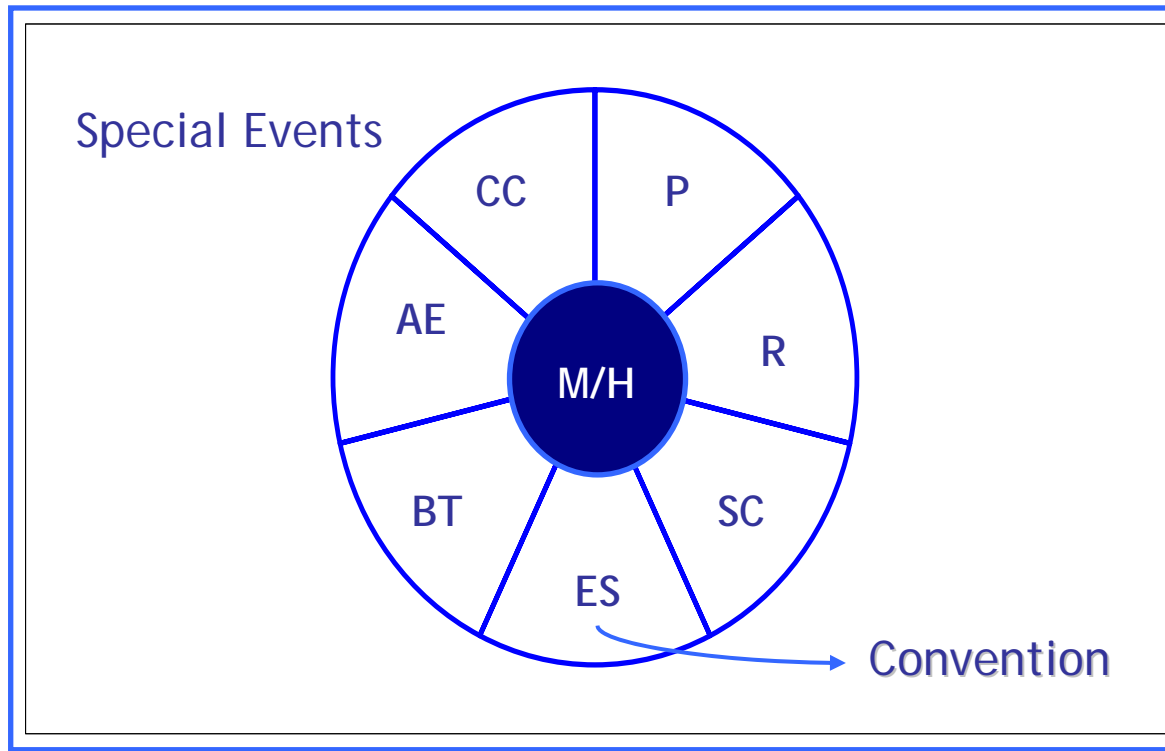
“Meeting” is a generic term applicable to an assembly of people for any purpose .

When meetings are combined with expositions, the event is called a convention (Rutherford, 1990:44).





<Fig.1 Relationship among Events, Special Events and Mega/Hallmark Event>



<Fig.2 . 7 Categories of Special Events>

*M/H : Mega/Hallmark Event

*CC: Cultural Celebrations

*AE: Arts and Entertainments

*BT: Business and Trade

*ES: Educational and Scientific Events

*SC: Sport Competitions

*R: Recreational Events

*P: Political and State Events

Table 1. Impact Analysis Matrix of Special Events on Convention Activity

A. Perspectives B. Dimensions	Organizers	Attendees	Residents	Community / Destination	Event/ Convention Managers
Short/Long-term					
Tangible/ Intangible (direct/indirect)					
Positive/Negative					

A. Special Events

- Economic uncertainty
- Rapid technological advancement
- Increased competition
- Quality time
- Media coverage

B. Conventions

- Shorter duration, reduction in scale
- Tougher competition
- Consumers change : generation gap; expecting more fun, pleasure and entertainment

1. `88 Seoul Olympic Game : A broad long-term, positive impact on hardware, software aspect of meeting activities
2. `93 Daejon Expo : Filled the void and a vision after Mega-Event
: A negative legacy of the vast post-event space remained
3. 2000 ASEM : A turning point to enter into convention activity
(first convention center in Seoul; first school producing convention managers)

- 4. 2002 FFA World Cup : Creating the subculture of supporters (Red Devils)
 - : Under-utilization of expensive facilities

- 5. 2005 APEC : A tremendous impact on convention activity in Korea, especially Busan, the host city
 - : More competent to mitigate negative impacts
 - : A substantial branding as a “can do” destination

Conclusion

<Fig. 3. An Impact Analysis Model>

