

EVENT TOURISM AND DESTINATION MARKETING: A SYSTEMATIC QUANTITATIVE LITERATURE REVIEW

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INTRODUCTION

The notion of event tourism has only recently linked in tourism destinations and has become apparent as a topic of examination since 2008 (Getz & Page, 2016). Event tourism is generally recognised as an integrated approach to the development and marketing of all planned events (Getz & Page, 2016) “as tourist attractions to maximize the number of tourists participating in events as either primary or secondary attractions” (Getz, 1997, p. 16). Recently, events have emerged as a “booster” to market a place and develop a competitive advantage (Getz & Page, 2016; Ritchie & Crouch, 2003; Todd, Leask, & Ensor, 2017; Van Niekerk, 2017). Due to the highly competitive industry, much literature in the field of tourism destinations acknowledges the use of events to differentiate a destination from its competitors (Getz & Page, 2016; Mariani, Mariani, & Giorgio, 2017; Piva, Cerutti, Prats, & Raj, 2017; Van Niekerk, 2017). Whitford (2009) asserted that nations around the globe are increasingly utilising events as an essential step to develop the country’s several states. Destinations can create events to offer new product and experiences to either draw tourists to a destination or to ensure repeat visits (Van Niekerk, 2017). This research systematically investigates and synthesises the extant literature concerning event tourism and destination marketing, with an aim to provide an analytical review offering a novel way of presenting the themes in the literature.

LITERATURE REVIEW

Destinations have used event tourism as an

instrument that contributes to their economy for many reasons. Event tourism serves as a vehicle for facilitating community building, fostering urban renewal, and encouraging tourism development to provide a better quality of life and environment (Yuan, 2013; Zhou, Qiao, & Ryan, 2017). Events are highly valued as attractions, catalysts, animators, image-makers, and place marketers (Getz, 2008). Event tourism also provides opportunities for urban redevelopment and enhancement of destination branding (Dickson, Misener, & Darcy, 2017; Getz & Page, 2016; Hede & Stokes, 2009). Increasing numbers of destinations are implementing events as a major component of place branding strategy (Lee, 2011; Piva et al., 2017) and for enhancement of their destination image (Carlson, Rosenberger, & Rahman, 2015; Getz, 2008; Sealy & Wickens, 2008). It also increases awareness and interest within the market and consciously increases visitor number (Faulkner et al., 2000).

RESEARCH METHODOLOGY

Given that this study aims to map the current state of research conducted on event tourism and destination marketing and to identify research gaps in this literature, a systematic quantitative literature review (SQLR) was performed to address the objectives of the study. SQLR of relevant studies was conducted using the technique outlined by Pickering and Byrne (2014) and Pickering, Grignon, Steven, Guitart, and Byrne (2015). Research papers were obtained by utilizing five databases, which include Scopus, ProQuest, Science Direct, Emerald and Google Scholar. The initial screening process from the databases

yielded 352 records. After excluding the articles that do not fit within the scope of the research, the screening process concluded with 121 papers for further analysis.

FINDINGS AND DISCUSSION

The systematic quantitative literature review has captured the literature development and key research trends of event tourism and destination marketing studies. Several key findings emerged: (1) research interest in event tourism and destination marketing has accelerated rapidly over the last decade; (2) current literature is focussed on sports events (mega); (3) an extensive body of research has investigated the impact of a singular event on the host destination and far less attention has been paid to assess the effect of conducting multiple events (a portfolio) on destination marketing; (4) there is a lacuna of empirical studies on event tourism in the Middle East region; (5) quantitative research methods have been the most common; (6) much of the extracted research does not have a clearly articulated theoretical basis; (7) destination image is the most frequently researched topic; and (8) the variable of *image* was the most common concept investigated. Based on these emerging trends and patterns identified from the synthesis, implications for further investigation into event tourism within the context of destination marketing are proposed.

CONCLUSION

Findings from the review contribute toward achieving a more comprehensive understanding of the groundwork, gaps, and opportunities for future research to build upon. This review responds to the following research questions: a) Which destinations using event tourism for marketing purposes have been documented in the literature?, b) Which types of events have garnered the most attention in destination marketing research?, c) What methodologies are being utilised to research context?, d) What theories are being utilised to research event tourism in destination marketing?, and, e) What are the research gaps in event tourism in destination marketing literature?

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THRESHOLD EFFECT OF AGGLOMERATION ON GREEN INNOVATION EFFICIENCY OF TOURISM INDUSTRY: EVIDENCE FROM URBAN AGGLOMERATIONS IN CHINA

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INTRODUCTION

In 2015, the Chinese government put forward the five development concepts of “innovation, coordination, green, openness and sharing”, which opened the door to seek green innovation development. Compared with traditional innovation, green innovation aims to save energy, reduce pollution, and achieve sustainable economic growth, and thus becomes the strong power of high-quality development of tourism industry. Therefore, it is of great practical significance to probe into the issue of green innovation development of tourism industry.

Urban agglomerations in China have shown rapid economic growth, wide-ranging functions and strong regional linkages. In the past ten years, tourism industry in the Beijing-Tianjin-Hebei, Yangtze River Delta, and Pearl River Delta urban agglomerations has developed rapidly, with an average growth rate of tourism revenue maintained at about 16%. However, the rapid development of tourism economy has also led to a series of problems, such as the waste of tourism resources, higher environmental pollution, insufficient innovation capabilities and so on (Han and Wu, 2016; Jiang and Tang, 2018). How to promote the green innovation efficiency of tourism industry with resource conservation and environmental friendly in urban agglomerations in China has become the practical problem that needs to be solved urgently.

The existing studies have paid attention to *green innovation efficiency of tourism industry (GIETI)*, but the impact of *tourism industrial agglomeration (TIA)* on it is often ignored. Therefore, The objectives of this study were to answer the following questions: (1) Is there a threshold effect of TIA on GIETI; (2) Whether this nonlinear relationship varies as the level of TIA changes; (3) How is the transmission mechanism of nonlinear relationship between TIA and GIETI formed. To the best of the author’s knowledge, this study is the first to discuss the issue of GIETI from the perspective of TIA and explore the nonlinear relationship between them.

This study contributes theoretically to enrich current literature on GIETI from the perspective of TIA. Practically, the findings can help local governments to effectively arrange agglomeration to promote green innovation development of tourism industry.

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THE DMZ TOURISM AND THE TOPIC MODELING ANALYSIS

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INTRODUCTION

The demilitarized zone (DMZ) is a buffer zone that stretches across the Korean peninsula and is a borderline between South Korea and North Korea. The DMZ areas have been prohibited from entry due to planted land mines and cutting off inter-Korean interactions over 60 years (KTO, 2020a). As a result, the DMZ has become an unintentionally well-preserved habitat for wild animals and wild plants such as the red-crowned or Manchurian crane from human disturbance (KTO, 2020b).

In 2018, the two Koreas moved from lack of communication to a leadership transitional stage after a series of the inter-Korean summits and the United State-North Korea summits. Moreover, the summits were held at the Peace House in Panmunjom. The symbolic image of Panmunjom was changed from division of the Korean Peninsula to an icon of peace, prosperity, and unification (Korea.net, 2020).

The positive change of interrelations after the summits had a positive influence on the travel demand of DMZ tourism and increased the number of visitors at the DMZ (The Korea Times, 2018). However, tourists are only allowed to visit few designated sites within DMZ areas. Whenever tourists visit the DMZ, they need to verify their personal ID and provide personal information (e.g., personal contact and address) and the DMZ areas are strictly controlled.

In this regard, newspaper articles can be an accessible information source for exploring the DMZ and DMZ tourism and provide a significant volume of information open to the public (Gurova & Ratilainenm, 2016; Nickerson, 1995; Noy &

Kohn, 2010). Big data analysis is useful for uncovering patterns and characteristics from accumulated data over time. The data-driven information obtained from big data analysis helps solve problems, respond to rapidly changing trends in industries, and make suitable decisions (Artun & Levin, 2015). One of the topic modeling analyses, the Latent Dirichlet Allocation (LDA), can reveal document structure, extract topics in each document, and identify classified features of an unstructured data set and have recently used in hospitality and tourism (Blei, Ng, & Jordan, 2003; Park & An, 2019; Sutherland & Kiatkawsin, 2020; Sutherland et al., 2020). Moreover, newspapers have included information for consecutive years. Conducting further analysis of trends of topics over time is necessary (Gurova & Ratilainenm, 2016). However, there is little research done on trends of news media contents about DMZ tourism by employing text mining techniques.

Therefore, this study aims to explore the contents of news articles published by various media companies and posted on a major online search engine from 1990 to 2020. This study employs LDA to uncover important topics extracted from news articles about DMZ tourism.

METHOD

This study collected newspaper articles published on an online platform in South Korea (Naver, 2021a). Data were collected from Bigkinds which provides News articles on the NAVER portal site. Naver News for this study because Naver is the most popular portal search engine in South Korea and provides archives and records of electronic newspapers published from news and

media information companies. A total of 53 press companies provides news articles on Naver (Naver, 2021b). Several keywords (e.g., DMZ and regions) were used to filter newspaper articles, and duplicate articles were deleted. The collected data included information, such as publication date, query, title, news contents, and URL. After deleting repeated article contents and empty materials, the electronic news articles were collected from 1990 to 2020. This study focused on DMZ tourism and analyzed a total of 23,093 news articles about DMZ tourism published from 1990 to 2020. The data were analyzed using R-program software. The research procedures are as follows: 1) creating the text data set; 2) data preprocessing; 3) TF-IDF analysis; 4) topic modeling analysis, namely, LDA; and 5) visualization. LDA model finds repeating term patterns in the entire document-term matrix (Blei, Ng, & Jordan, 2003). The research team select a total of 15 topics after conducting topic modeling analysis and comparing the results and evaluating topic model quality.

FINDINGS

In 1990, the news articles about the DMZ were rarely published, and the news articles about travel-related articles regarding the DMZ were not popular. Since 2008, the news articles about DMZ tourism have rapidly increased. Moreover, a volume of the news articles published surged when the Inter-Korean and North Korea-United States summits were held.

A total of 15 topics contained documents (see Table 1). These topics were related to recently popular subjects, such as peace tourism along the DMZ areas, eco-tourism belt, PyeongChang Winter Olympic Games, economic cooperation (Kaesong industrial complex), swine fever, and festivals and events in the DMZ. Figure 1 show the volume of published newspaper articles about DMZ tourism by nine regions along the DMZ from 1990 to 2020. In 1990s, DMZ-related news articles were rarely published. Especially, DMZ tourism has not been a popular among the public. At the end of 1990s, several inter-Korean summits have increased the attention of the public and economic cooperation between the two Koreas.

The results show the level of interests after inter-Korean summits were held in 1998, 2004, and

2018. The frequency of the news articles increased rapidly after a North Korean soldier shot a Korean tourist at Mt. Geumgang in 2008; this case negatively influenced the relationship between South Korea and North Korea. Two positive events, such as the inter-Korean summit and PyeongChang Olympic Games in 2018, increased the interest in DMZ tourism articles. Since 2018, DMZ areas have portrayed the image of peace, safety, and ecotourism in the DMZ and government sectors and DMOs have attempted to develop travel products and promote features of the DMZ for attracting tourists.

CONCLUSION

This study examines the volume of the newspapers about the DMZ and DMZ tourism from 1990 to 2020. It also extracts topics of the news articles within the data set. Finally, it examines the change of interests regarding topics from 1990 to 2020. This study provides several theoretical and practical implications. First, the news articles about the DMZ and DMZ tourism have provided information about various political, social, and environmental issues. The findings of this study suggest that news articles can be an important information source for understanding DMZ tourism over time. Second, a volume of news articles about DMZ tourism increased when tensions between the two Koreas have been eased. Third, the present study utilizes the topic modeling and presents a total of 15 topics extracted from news articles. The results provide profiles of news articles about DMZ tourism and portray its unique topics and characteristics. Moreover, the results provide useful information and present the key terms focused on DMZ tourism, such as peace, defense, ecological resources, migratory birds, UNESCO, and the PyeongChang Olympic Games.

The findings of this study revealed different approaches of travel development around DMZ areas across the Korean Peninsula. Second, the trends of uncovered topics over 30 years showed the changing inter-Korean relations and rebranding destination polices of cities and provinces around DMZ areas. Third, the findings of this study found DMZ attributes and especially ecological environments were highlighted. However, this has several limitations. First, the findings of this study

cannot be generalized, and further study needs to derive integrated information sources obtained from various media sources for suggesting insightful policies for DMZ tourism. Second, top terms of each

topic derived from topic modeling may be difficult to interpret without knowledge of the contents in the data set.

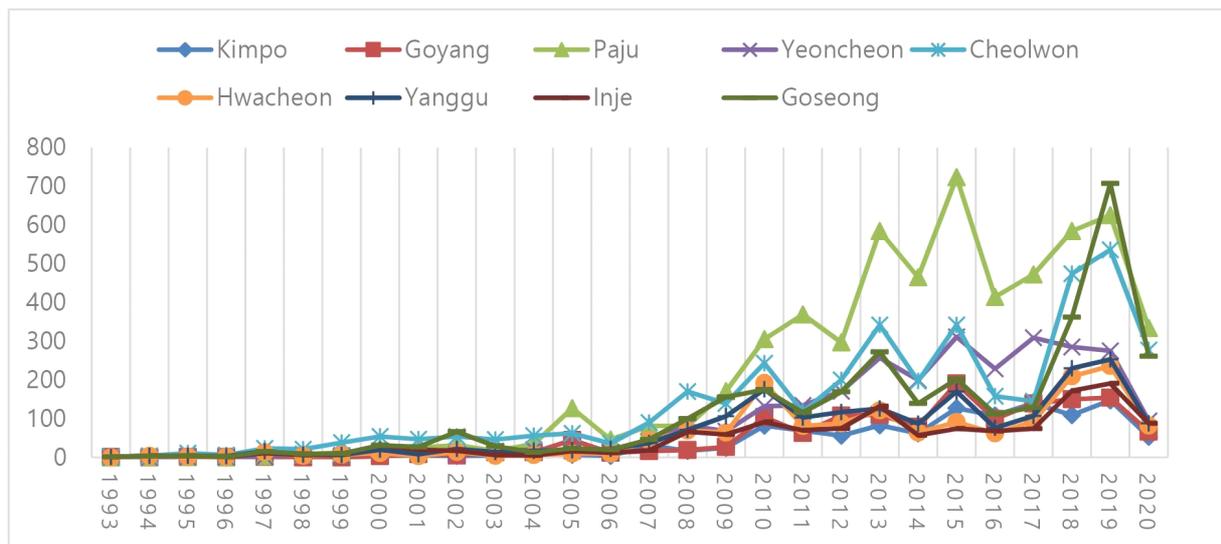


Figure 1. The volume of the news articles from 1990 to 2020 by nice cities along the DMZ

Table 1. Topics and key words

Topic	Keywords	Topic	Keywords
1: Travel product	Product, development, KTO	9: Swine fever	Swine fever, stop, quarantine
2:Urban regeneration	Culture, ecology, camp, defense	10: Political election	Pledge, candidate, region
3: UNESCO	Local, preservation, UNESCO	11: Unification	Peace, area, division, unification
4: Guemgang Mt.	Peace, Guemgang Mt., economy	12: North Korea provocation	Resident, provocation, market
5: Ecological tourism belt	Peace, park, world, creation, belt	13: Walk trail	Peace, photo, concert, open, trail
6: Experiential travel	Tour, culture, Olympic, PyeongChang	14: Tourism development planning	Region, development, business
7: South-North economic cooperation	South-North, interaction, cooperation, cowork, business	15: Sport event	Peace, event, cycle, tour, sport event, course, walk, hold
8: Festival and event	International, film festival, bicycle, festival, marathon		

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AUTHENTIC LEADERSHIP AND ORGANIZATIONAL CITIZENSHIP BEHAVIORS: THE ROLE OF JOB PASSION

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INTRODUCTION

Nowadays, it is not enough for employees to merely do their jobs in workplace. Many hotels expect employees to not only complete their required duties, but also proactively assist their colleagues (Yen & Teng, 2013). Therefore, hospitality scholars are focusing on employees' positive behaviors such as organizational citizenship behaviors (OCBs) (e.g., Kim, McGinley, Choi, & Agmapisarn, 2020; Nazarian, Atkinson, Foroudi, & Edirisinghe, 2020). OCBs are defined as individual behavior that is discretionary, and not rewarded directly by the organization (Organ, Podsakoff, & MacKenzie, 2006). It has encouraged hospitality researchers to develop a deeper understanding of the variables associated with OCBs (Elche, Ruiz-Palomino, & Linuesa-Langreo, 2020; Qiu, Alizadeh, Dooley, & Zhang, 2019). Among the antecedent variables of OCBs, previous scholars seem to propose the importance of authentic leadership in enhancing OCBs (Joo & Jo, 2017; Tonkin, 2013).

Authentic leadership is defined as "a pattern of leader behavior that draws upon and promotes both positive psychological capacities and a positive ethical climate" (Walumbwa, Avolio, Gardner, Wernsing, & Peterson, 2008). Authentic leadership is a sincere, transparent and morally positive leadership style that includes four sub-components: self-awareness, relational transparency, internalized moral perspective and balanced information processing (Gardner, Avolio, Luthans, May, & Walumbwa, 2005). Authentic leaders demonstrate

confidence, hope, and optimism in the workplace (Gardner et al., 2005), thereby fostering positive emotional and cognitive development among their followers (Qiu et al., 2019). Furthermore, authentic leaders can create a fair and open environment (Qiu et al., 2019). In such a workplace, employees tend to engage in behaviors that benefit the organization and other members in organizations (Brown, Treviño, & Harrison, 2005). Thus, authentic leadership is positively related to OCBs.

Authentic leadership represent a type of transformational leadership that exhibits employee supportive behaviors, which is strongly associated with job passion (Houliort, Vallerand, & Koestner, 2013; Vallerand, 2015). Job passion is an individual's strong inclination toward work (Vallerand et al., 2003). Astakhova and Porter (2015) identify two classifications of passion: harmonious passion and obsessive passion. Harmonious passion is a motivational tendency that motivates employees to employ volition and self-endorsement to accomplish their work. Obsessive passion is a motivational tendency that pushes individuals towards the achievement of their job. Passionate employees are devoted to their work and inclined to go an extra mile to fulfill the task demands of their organizations (Gulyani & Bhatnagar, 2017). They are likely to exhibit OCBs (Birkeland, 2015; Qadeer, Ahmed, Hameed, & Mahmood, 2016). Thus, job passion may act as a mediator between authentic leadership and the OCB of hospitality employees. However, the mechanism underlying this relationship remains unknown.

The purpose of this research was twofold.

First, this study investigated the relationship between authentic leadership and OCBs. Second, the study examined how job passion mediates the relationship between authentic leadership and OCBs. The results are then presented with suggestion of strategic directions for hotel managers in human resource management and organizational behaviors.

METHOD

Employees from hotels in Taiwan were chosen in this study to test our hypotheses. According to a statistics report from the Tourism Bureau in Taiwan for the year 2020, there are 78 international tourist hotels in Taiwan which are rated four-star or five-star (Taiwan Tourism Bureau, 2021). Subjects were employees who work for international tourist hotels. The researchers reached the human resource managers of these hotels and asked for assistance in the research process. Managers from 26 hotels agreed to participate in this study. The managers who agreed to participate in the research were provided a folder with a written guideline of the survey and the questionnaires. Questionnaire packets were mailed to each manager. We invited the employees across all positions to assist the survey voluntarily. Managers were excluded in the survey. Each packet contained 20 employee surveys, instructions, and postage-paid return envelopes. Employees were asked to fill out a questionnaire that elicited information concerning their perceptions of authentic leadership, job passion, and OCBs. All questionnaires were returned directly to the researchers. 20 hotels returned the questionnaires and a minimum of 10 questionnaires were returned from each hotel. In total, 314 questionnaires were valid for further analysis.

FINDINGS

Characteristics of the sample.

Among 314 valid respondents, 103 respondents (32.8%) were male and 211 respondents (67.2%) were female. 242 respondents (77.1%) were unmarried, most were aged between 18 and 26 years (46.2%). Most of respondents had bachelor's degree (86%). Most (45.8%) of the respondents had been

in their current jobs for 1–5 years.

Correlation analysis.

The correlation analysis indicated that a positive correlation existed between authentic leadership, harmonious passion ($r = 0.39$; $p < 0.01$), and obsessive passion ($r = 0.30$; $p < 0.01$). A significant positive correlation existed between harmonious passion, OCBI ($r = 0.29$; $p < 0.01$), and OCBO ($r = 0.28$; $p < 0.01$). Additionally, a positive correlation existed between obsessive passion and OCBI ($r = 0.23$; $p < 0.01$).

Hypotheses testing.

This study adopted the structural equation model to test the relationships among authentic leadership, job passion, and OCBs. For the structural model, the results exhibited an accepted fit ($\chi^2 = 1121.22$, $df = 556$, $\chi^2/df = 2.47$, $GFI = 0.90$, $CFI = 0.91$, $NFI = 0.91$, $RMR = 0.05$, $RMSEA = 0.06$). The results indicated that authentic leadership significantly and positively affected OCBI ($\beta = 0.35$, $p < .01$), which supported Hypotheses 1. On the other hand, authentic leadership had significant positive effects on OCBO ($\beta = 0.31$, $p < .01$), which supported Hypotheses 2.

The Sobel test was performed to test the mediating effect of job passion (Preacher et al., 2007). The results demonstrated that the mediating influence of harmonious passion between authentic leadership and OCBs ($z = 5.90 > 1.96$, $p < 0.01$) was significant. The mediating effect of obsessive passion between authentic leadership and OCBs ($z = 3.66 > 1.96$, $p < 0.01$) was also significant. Hence, Hypotheses 3 and 4, which states that harmonious passion and obsessive passion mediate the relationship between authentic leadership and OCB, were supported.

CONCLUSION

The purpose of this study was to investigate the relationship between authentic leadership and OCBs of hospitality employees as well as clarify the mediating effect of job passion. The findings demonstrated that authentic leadership has a positive effect on employees' OCBI and OCBO. In addition, harmonious and obsessive passion has a mediating effect on the relationship between authentic

leadership and OCBs. The research empirically validates findings from the literature by synthesizing the insights from job passion theory and by examining the relationship among authentic leadership, job passion, and OCBs.

The study offers several recommendations for management practices. First, hotel managers could enhance authentic leadership by creating a fair and open work environment, and fostering positive emotional and cognitive development among employees, thereby enabling employees to increase job passion and encouraging employees' OCBs. Second, hotel managers could promote or maintain employees' mental health, thereby cultivating in employee's harmonious passion for their work. The key feature of harmonious passion is individuals' voluntary internalization of the work, hotel managers can enhance employees' harmonious passion by methods including empowering employees and providing them with constructive feedback. Third, this study determined that authentic leadership can increase the OCBs of hospitality employees via obsessive passion. Thus, the effect of obsessive passion is notable since the present study found empirical evidence of its positive influence on the outcome. Hotel managers could develop incentive systems, service rewards, and promotion opportunities for those employees who are obsessively passionate to encourage their OCBs.

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