Events-induced tourism: A protocol analysis

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Attestation of authorship

I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person (except where specifically defined in the acknowledgements), nor material which to a substantial extent has been submitted for the award of any degree or diploma of a university or other institution of higher learning.

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Abstract

Many destinations throughout the world have developed events portfolios as a strategic initiative to attract tourists and their associated economic benefits. The ability of events to attract people to a destination for the purpose of attending the event is well documented. However the ability of an event to add value to attract tourists before or after the event is not so clear. In other words, can an events portfolio positively influence the decision to visit a destination at a time when none of the promoted events are scheduled? As a first step towards answering this important question, this study explores the contribution of an events portfolio to a consumer's perceptions of a destination and how this influences their decision to attend a destination under these circumstances. The proposed study conducts a protocol analysis based on consumer's decision-making thoughts. Each participant was given a choice between two destinations in India. Participants were asked to 'think out loud' as they made the decision to visit one of two possible destinations, one with an events portfolio and the other without. However, their visit does not coincide with the events' dates. The results suggest four lines of reasoning utilised by prospective tourists in the destination choice process: 1) destination image; 2) the timing of the event with respect the time of visit; 3) tourists' level of interest in the event; and, 4) events not listed in the events portfolio might be scheduled during the time of the proposed visit. In course of finding lines of reasoning for cross-cultural issues it was found that culture, architecture, English language usage, and food are the major aspects that tourists consider while travelling to Indian destinations. In terms of the events portfolio, there is evidence of a preference for a 'fit' between the event and Indian culture.

Events-induced tourism: A protocol analysis

1.1 Introduction

Events are an integral part of the destination marketing mix. Events attract visitors, but there is uncertainty about the contribution made by events to the destination choice process before or after the event. It is within this context that this research seeks to explore the lines of reasoning utilised by prospective tourists in the destination choice process when exposed to a destination's events portfolio containing no events scheduled during the proposed visit. Lines of reasoning are a step-by-step description to make a decision.

In this first chapter, the research background is outlined. This is followed by discussion of the research problem, purpose of the study, overview of methods, and an outlining of the thesis structure. The chapter concludes with acknowledgement of the study's limitations and key assumptions.

1.2 Background to the research

Events are an integral part of tourism destination marketing (Jago, Chalip, Brown, Mules, & Ali, 2003; Shoval, 2002). A destination can host a variety of events. These include business and trade events collectively known as MICE (meeting, incentive, conference, and exhibition) (A. Morgan & Condliffe, 2007), political and state events, arts and entertainment in one word festivals (Veres & Clark, 2008), spectator-oriented sport (Funk, Alexandris, & Ping, 2009), recreation and special events (Prayaga, Rolfe, & Sinden, 2006) and private events (e.g. weddings and parties) (Getz, 2005). This research indicate that tourists travel to a destination to watch or participate in these types of events. What is less clear is whether events can attract people to a destination pre- or post-event.

A key line of investigation within events research has centred on the economic benefits that accrue to a community that hosts an event (Chalip & Leyns, 2002). These economic benefits are provided by visitors who visit the destination *during* the event and those who are induced by the event to visit the destination *before or after* the event. Within this literature there is general agreement that events have the potential to provide economic impacts associated with all three time frames (i.e. before, during or after) but the magnitude and economic value of the impacts of these claims is often called into question (Xing & Chalip, 2006).

These issues of induced visitation and the magnitude of economic impact were key issues addressed by the Auditor-General of Victoria (Australia) in the report 'State Investment in Major Events' released in May, 2007 (Victorian Auditor General Reports, 2007). The State of Victoria and its capital city Melbourne have pursued an aggressive events strategy since the early 1990s. A key finding of the report was that "major events have undoubtedly delivered economic value to Victoria" (p. 2). However the report challenged the magnitude of the economic impact being claimed by event industry stakeholders. The Auditor-General had taken umbrage with the economic values that researchers were attributing to branding and media exposure. This is evident in the following statements:

> "Audit acknowledges that brand value improvement is in-principle a possible source of benefits from hosting major events. The most tangible outcome of enhanced brand value is induced tourism; the additional tourists that come to Victoria subsequent to an event as a result of their positive exposure to Melbourne. Efforts were made to source credible quantitative estimates of induced tourism for inclusion in the analysis however we are aware of no studies that can be used to measure the induced tourism effects for an event such as the Grand Prix…While no such estimates are available at this time, there is scope for the inclusion of such estimates in future economic analyses of major events if supported by empirical research…." (Victorian Auditor General Reports, 2007, p. 156).

The report stated, "…due to the absence of quantitative evidence, no value [for branding and media exposure] has been factored into the economic assessments" (p. 6). In effect, the Auditor-General argued that the economic value of branding and media exposure should be assumed to be zero until such time as there is evidence to the contrary. Later in the report, the Auditor-General's scepticism towards long-term economic benefits was also evident when it was remarked, "It is reasonable to assume that the benefits from a four-day event would overwhelmingly be felt during the event and in the year the event was held" (p. 157).

These views of the Auditor-General regarding induced tourism were challenged by event industry stakeholders in their submissions to the review. Their argument was that events can make a destination seem vibrant and exciting and are an integral part of the destination branding process. For example, the Chief Executive Officer of the Victorian Major Events Corporation (VMEC) argued, "Destination branding through events is a powerful and proven tool to create greater awareness and visitation for a destination and hence provide economic benefits to the host city" (p. 7). Similarly, the CEO of the Australian Grand Prix Corporation asserted the following:

> "The Auditor-General has not, however, been willing to put a figure on important benefits of the Grand Prix such as brand exposure and promotional benefits, national and international publicity and media coverage, reputation reinforcement, civic pride, the attraction of business investment, and the promotion of Melbourne and Victoria as a tourist destination and as a place to do business. For these reasons, the analysis in the report and the figures produced must be considered in light of the fact that there are significant benefits that have not been or have not been able to be quantified. The report therefore does not provide a complete picture as to the benefits of the Grand Prix…" (p. 9).

The State Government's own Department of Premier and Cabinet also expressed their disagreement with the Auditor-General:

> " In our view both models also erroneously exclude the longer-term benefits of brand value, be that in the form of induced tourism or other benefits to Victoria, from major events. Brand value improvement is a principle that

underpins Victoria's major events strategy… It should also be acknowledged in the report that simply because specific evidence is unavailable does not mean a certain effect does not exist…." (p. 155).

This research seeks to contribute to this important industry-level debate. It does not seek to provide the definitive 'missing link' to fill the evidential gap between the two schools of thought as outlined above. That task is much larger than a single study, let alone a single qualitative study. This research is interested in exploring the ability of events to act as a catalyst for increased visitation to a destination even if the visit does not coincide with the event. More specifically, it seeks to explore the lines of reasoning utilised by prospective tourists in the destination choice process when exposed to a destination's events portfolio containing no events scheduled during the proposed visit.

1.3 Research problem

The events industry is being subjected to intense scrutiny regarding its claims of bringing economic benefits to host communities (Auld & McAurthur, 2003; Chalip & Leyns, 2002; A. Morgan & Condliffe, 2007; Wilson, 2006). Local, regional and national governments throughout the world have strategically developed events portfolios to attract tourists. Government investment in events is usually justified in terms of the positive economic benefits that are thought to accrue to the host community. Non-economic benefits are also evident in these justifications, but economic impacts remain the most visible of all.

Event-induced tourism refers to the additional tourists that visit a destination subsequent to an event as a result of their exposure to the event. The source of this exposure may vary. It might well be a television broadcast of the event, media coverage of the event (i.e. television news, newspaper coverage) or destination promotion collateral (i.e. destination website or brochure). The underlying problem underpinning this research is that little is known about the induced tourism effects of events. An

evidential basis is required in order to make more credible the claims that events have the ability to attract tourists before and after the event and therefore have an economic pact that transcends the duration of the event itself. A belief underpinning this research is that a destination brand may be positively influenced by its events portfolio, such that it may induce tourism to that destination either pre- or post-event. This research is concerned with the lines of reasoning utilised by prospective tourists in the destination choice process when exposed to a destination's events portfolio containing no events scheduled during the proposed visit.

In addition, this research also explores cross-cultural marketing issues by using Indian cities as a context for the study. India has a well established tourism industry that has relied historically upon its rich art forms and cultural heritage (Chaudhary, 2000). India is recognised as a tourist destination on the world tourism map serving 922 million tourists in 2008 (Market Research Division, 2009, p. 3) and holds 41st rank in world tourist arrival. However, its potential is often described in terms of being unfulfilled. Despite these positive features, many people hold a negative image of India (Ahmed & Krohn, 1992), especially amongst westerners (Kale & Weir, 1986). The negative image of India includes poverty, crowding, language barriers, hygiene problems, personal safety and security (Chauhan, 2007) and few leisure opportunities. In recent years, Indian destinations have begun to utilise events as a means of attracting tourists to India (Dimeo & Kay, 2004). The most notable of these is the 2010 Commonwealth Games (Black, 2007).

1.4 Purpose of the study

The purpose of the study is to improve our understanding of events and their ability to induce tourism before and after the event. The two research questions for this study are as follows:

1. What lines of reasoning are utilised by prospective tourists in the destination choice process when exposed to a destination's events portfolio containing no events scheduled during the proposed visit?

2. What cross-cultural issues are evident in the lines of reasoning utilised by western tourists when considering the events portfolio of an eastern destination?

1.5 Overview of methods

This study utilises a systematic qualitative technique known as verbal protocol analysis (Newell & Simon, 1972). The protocol analysis technique involves "placing a person in a decision-making situation and asking the person to verbalise everything he or she considers when making a decision" (Ariffin, 2008b). Verbal protocol analysis is also known as the 'think aloud' method, because participants are in essence asked to 'think aloud' as they complete a task (Hughes & Parkes, 2003). These verbal protocols can then be analysed in the same way that interview data is analysed.

Bangaluru (previously known as Bangalore) and Chennai (previously known as Madras) were selected as the destination cities. Participants were exposed to mock tourism brochures promoting both destinations and asked to make a choice as to which destination they would prefer to visit and to 'think aloud' during this process. The 12 respondents were divided into two groups of six participants, and exposed to one of the two experimental conditions. In the first condition, the Bangalore brochure included a three-event portfolio consisting of two sporting and one cultural event. No events were included in the Chennai brochure. In the second condition, a comparable three-event portfolio was included in the mock brochure promoting Chennai. Correspondingly, the Bangaluru brochure made no mention of events. The verbal protocols were then transcribed and analysed using an inductive approach.

1.6 Outline of the thesis

This thesis is divided into five major chapters. Chapter 1 gives an introduction to the research. Chapter 2 sets the conceptual background for the study by highlighting the contribution of events to the branding of a destination. The third chapter provides a detailed description of protocol analysis and other research design features selected to answer the research question. Chapter 4 presents the findings of the study and this is followed by the fifth and final chapter that discusses the research findings.

1.7 Key concepts and definitions

A *line of reasoning* is "the partially or fully ordered sequence of conceptual actions or steps employed by a subject in reaching a judgment" (Johnson et al., 1982) cited in (Suzanne M. Narayan & Sheila Corcoran Perry, 1997, p. 357).

The *destination choice process* refers to the process in which travellers narrow down choices among alternatives influenced by socio-psychological factors (e.g. attitudes, motives, values, personal characteristics) and non-psychological factors (e.g. product design, price, advertising) (Yoo & Chon, 2008, p. 114).

Event-induced tourism is a collective term for tourist visits to a destination because of an event. This mirrors the definition of film-induced tourism which refers to "tourist visits to a destination or attraction as a result of the destination being featured on television, video, or the cinema screen" (Grihault, 2003, p. 3).

A *destination* is a city, town or other area where tourists intend to spend time away from home. It can be a single location, a set of multi-destinations or a moving destination (e.g. cruise ship) (Pearce, 1995).

Destination image refers to an individual's "mental picture of a destination, the sum of beliefs, ideas and impressions that people have of the place or destination" (P. C. Fakeye & J. C. Crompton, 1991).

A *brand* is "a name, term, sign, symbol or design, or a combination of these, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors" (American Marketing Association as cited by (Kotler, 1997).

Co-branding is collaboration or an alliance of two or more brands in marketing, production and development while maintaining their individual entities (Rao & Ruekert, 1994).

Events refers to "unique moments in time celebrated with ceremony and ritual to satisfy specific needs" (Goldblatt, 2002, p. 6). In doing so, they provide an opportunity for leisure, social or cultural experience outside the normal range of choices or beyond everyday experience (Getz, 1997, 2005).

Event tourism refers to the planning, development and marketing of events as tourist attractions to maximise the number of tourists participating in events as either primary or secondary attractions (Getz, 2005).

An *events portfolio* is a bundle of individual events which are promoted collectively by a third party organisation (e.g. destination management organisation) (Getz, 2007, p. 102).

1.8 Delimitations of scope and key assumptions

A key limitation of this study is that the scope of this research study extends only to the lines of reasoning within New Zealand residents towards Indian destinations. The author makes no claims of all-encompassing generalisability – due to the small span of research, the study is limited to comparing the differences of western and eastern destination perceptions of tourists who come from a different country of origin. The conclusions of this research need to be tested in a more diverse sample of respondents and destination scenarios to ensure the relevance of the results to other settings.

The study aimed at exploring lines of reasoning. Even though the participants were prompted to indicate their destination of choice, the study did not aim to quantify this outcome. Rather, the task was intended only to elicit their lines of reasoning. Similarly, the study did not seek to measure the impact of the events portfolio on the destination brand. A key assumption underpinning protocol analysis is that the task does not adversely affect the ability to 'think aloud'. It is assumed that data collected from the participants is authentic and a true representation of participant opinion.

1.9 Summary

This research is concerned with the lines of reasoning utilised by prospective tourists in the destination choice process when exposed to a destination's events portfolio containing no events scheduled during the proposed visit. This question is the subject of considerable debate within academic and industry circles. In this study, the 'think aloud' method is used to elicit verbal protocols which are analysed to identify the lines of reasoning.

Conceptual background

2.1 Introduction

The purpose of this study is to improve our understanding of events and their ability to induce tourism before and after the event. The two research questions for this study are:

1. What lines of reasoning are utilised by prospective tourists in the destination choice process when exposed to a destination's events portfolio containing no events scheduled during the proposed visit?

2. What cross-cultural issues are evident in the lines of reasoning utilised by western tourists when considering the events portfolio of an eastern destination?

This chapter outlines the conceptual framework for the study. The chapter commences with a discussion of destination image and image formation. This is followed by a section differentiating between brand and image which is followed by a section arguing that events are a brand. Co-branding is then examined as a prelude to a detailed examination of the ability for events and destinations to be co-branded.

2.2 Destination image and destination brand

Destination image refers to the sum of beliefs, ideas and impressions that people have of the place or destination (P. C. Fakeye & J. L. Crompton, 1991). An alternative definition is the favourable or unfavourable prejudice that the audience and distributors have of the product or destination (Gallarza, Gil, & Garcia, 2001). This 'mind set' is likely formed on the basis of external sources of information such as media coverage (Chalip, Green, & Hill, 2003), word of mouth (Mansfeld, 1992) and advertising (Eagle & Kitchen, 2000).

There is conjecture in the literature regarding the use of the terms destination image and destination brand. Some researchers believe that image is an integral aspect

of a brand (N. Morgan, Pritchard, & Piggott, 2002) while others consider them to be analytically distinct (Govers, 2003; Jensen & Korneliussen, 2002). Regardless of whether they are distinct or not, it is evident that destination image plays an important role in the decision-making process of a visitor at that destination (Jago, Chalip, Brown, Mules & Ali, 2003; Kaplanidou, 2007).

Destination brand contains elements similar to those in consumer products. A product's brand is underpinned by names, signs, logos, designs, symbols, slogans, colour, packages, architecture, typography, photographic styles, as well as heritage, language, myths and legends. Correspondingly a destination's brand is underpinned by architecture, typography, photographic styles, as well as heritage, language, myths and legends (Williams, Gill, & Chura, 2004). Gnoth (2002) outlines five dimensions to a destination's brand. These are functional (e.g. accessibility and reliability), symbolic (e.g. family and affiliations with celebrities), experiential (e.g. service quality), cognitive (e.g. busy, crowded) or affective attributes (e.g. relaxation and learning). Due to unique characteristics of the service industry, there are differences between branding service industry products and tangible products. These may include merging of destination stakeholders, the brand's agreement to holding the values of the destination, as well as supporting the physical and cultural attributes, focusing on the brand's strategy for a well-defined target market and in line with the destination's development (Buhalis, 2000).

The destination brand choice is influenced by five values (Sheth, Newman, & Gross, 1991) These are functional value (e.g. cuisines, heritage and infrastructure), social value (e.g. connection with destination's culture and people), emotional value (e.g. feelings towards destination), epistemic value (i.e. curiosity arousal due to

experiencing something new) and conditional value (i.e. any special reason such as a wedding or festival).

Destination image perceptions affect the tourist behaviour towards selecting a destination (Echtner & Ritchie, 1991). The destination image formation process is a complex process. Incorporating both internal (e.g. perceptions, motives, attitudes and beliefs) and external (e.g. time, perceived costs of tourism) factors. Destination image is multidimensional. (Echtner & Ritchie, 1991) propose that an overall destination image consists of the observable (e.g. natural resources), measurable (e.g. distances) and functional (e.g. attractions). Cognitive and affective evaluations combine to create a destination image. Cognitive evaluations refer to the perceptions, beliefs, and knowledge that a tourist has of a destination. In contrast, affective evaluations refers to the 'emotional response' that a tourist has for a destination (Stern & Krakover, 1993). Despite the difference between affective and cognitive evaluations, the two are connected insofar as emotions are formed on the basis of cognitive evaluations (Baloglu & McClerary, 1999). There are some 'antecedents' that affect the cognitive dimension of destination image (Beerli & Martın, 2004). These include travel motivations (Murphy, Benckendorff, & Moscardo, 2007), information sources (Frıas, Rodrıguez, & Castaneda, 2008), previous visits to the destination (Sonmez & Graefe, 1998) or demographic factors like age or gender (Vela, 2009). Destination image may not remain constant over time and it will change – for better or worse. A tourist will have a destination image pre, during and post visit (C. F. Chen & Tsai, 2007; Gunn, 1972).

The destination choice process of tourists is considered to be complex (Shanka & Phau, 2008). Therefore considerable attention has been devoted to destination images – it is considered an effective proxy for the development of relevant marketing strategies (Gallarza et al., 2001). It is a widely held belief that the success of destination marketing

campaigns are largely dependent upon the image developed by prospective travellers with regard the destinations (S. Pike, 2002). The key premise here is that destinations having positive image will carry higher prospect of being chosen during the decision-making process (Echtner & Ritchie, 1991). There is a strong and positive relation between the perceived destination's image and brand personality of destination study (Murphy et al., 2007).

As powerful as destination image is to the destination choice process, it is important to remain cognisant of two issues. The first is that a positive image represents only part of the equation. Destinations must not only establish a positive image, but also induce travel to the destination in the face of competition. The second is that a destination image may not always be the primary driver. Facts such as language familiarity, value for money and accessibility are also important factors that are considered alongside destination image (McCartney, Butler, & Marion, 2009)

In summary, destination image is an important variable within the destination choice process. The destination image is responsible for the market value or the brand equity of the destination. All other things being equal, a destination with a more positive image will be selected before others. To develop a brand it is necessary to create positive image of that product in the minds of consumers.

2.3 Co-branding between destination and events

Co-branding is also known as brand alliances (Rao & Ruekert, 1994). The concept of co-branding is to associate two or more brand names in such a way that the association adds value to each individual brand. In simple terms, co-branding exchanges the positive and negative attributes of each brand with another brand and is considered an effective means of influencing positively the consumers perceptions of a brand (Park, Jaworski, & MacInnis, 1986). Corporate brands may develop co-branding relationships

in order to redefine brand identity, reposition the brand and build up brand equity (Motion, Leitch, & Brodie, 2003).

Co-branding is not without its risks (Rao & Ruekert, 1994). There are some threats to the brands that are associated with each other in co-branding. This effect is due to the co-branding associations. There are chances that customers to one of the co-branding brands may recognise the other brand in a negative manner. This may degrade the image of the either of the brands.

Events refers to "unique moments in time celebrated with ceremony and ritual to satisfy specific needs" (Goldblatt, 2002, p. 6). In doing so, they provide an opportunity for leisure, social or cultural experience outside the normal range of choices or beyond everyday experience (Getz, 1997, 2005). Events are 'temporal phenomenon' and a 'unique' experience due to different themes and people involved in their production and consumption.

Events are recognised increasingly as a tool to brand a destination (Jago et al., 2003). The events and destination share the ability to co-brand each other. The co-branding may not be deliberate as some events are not known as brands individually but events become 'brand' when they are associated with a destination. The co-branding power of an event on a destination can be very powerful. A study by (Kyriaki Kaplanidou & Vogt, 2007) suggests that after an event is hosted at the destination, the destination image is often superseded by the image of the event. Similarly (Kyriaki Kaplanidou, 2007) discussed that a successful event is an image enhancer for a destination. In this way an improved emotional image perception towards an event can create an appeal for the spectators which can induce tourism at the destination.

Events portfolios are considered to have a greater co-branding potential for a destination's brand than a single event (Jago et al., 2003). As stated by Getz (2007), "in

business terminology, a 'portfolio' is the range of products offered, each with its own value and costs, market share, and profitability" (p. 102). Just as businesses are encouraged to have a diverse portfolio to cater for different markets and to mitigate risk, destination management organisations are encouraged to have a number of events within their portfolios.

The literature recognises that the key to a successful destination-event co-branding strategy is to identify the associating network of competitive destinations and then host an event that can reinforce, change or add desirable associations (Chalip & Costa, 2005a). There needs to be a 'match' or 'fit' between the destination and the event (Chalip & Johanne, 2004; Chalip & McGuirty, 2004; Jago et al., 2003; Xing & Chalip, 2006). It should be noted that most of the research in the area of destination-event co-branding utilises large-scale events. There is less literature available regarding positive or negative impact on destination image associated with hosting a small-scale event. Similarly there is not much literature that talks about the eastern and western cultural differences in events portfolio associated with destination.

It is widely recognised that events possess the ability to stimulate local, regional and international tourism (Getz, 1997). In this context the pairing of events with a destination increases the marketing value of the destination (Gunn, 1988). Events have a value to attract tourists living in far away places. Events should be paired to nurture the value of destination. Events should be tailored according to the demand of market areas, national or international. Similarly tourism at a destination is a matter of seasonality. Destinations have peak and off-peak seasons. Tourism demand at destinations depends on various factors, such as holiday, weather conditions, any special occasion like New Year's, etc. The seasonality brings demand over a certain time span rather than the year round. Events can be a solution to these seasonality problems (Getz, 1997).

2.4 Impact analysis of events

There has been a wealth of studies into the tangible and intangible benefits of events tourism. Research in this domain has often sought to distinguish between the short-term (Baade & Matheson, 2002) and long-term benefits of hosting an event (Hede, 2006). Events have the ability to provide both short- and long-term impacts on a destination. It is difficult to evaluate the long-term and short-term impacts of events at the destination because of many factors are involved with them. These include demographic, geographical and socio-cultural factors within the host community as well as the scale and duration of the event. There is recognition that benefits (and losses) to a community from an event may not be equally distributed throughout the community (Dwyer, Forsyth, & Spurr, 2006). Dwyer's (2005) research on impacts associated with the Sydney Olympics highlighted significant variations between local and non-local (i.e. regional and national) impacts.

2.4.1 Socio-cultural impacts.

Hosting an event is associated with increasing community pride. The community pride enhances the thematic image of the destination. The local community feels pride in showcasing an aspect of their community which gives them a spirit of belongingness to their culture (Fredline & Deery, 2005). Events give an opportunity to the local community to improve the community's image in the world's eyes. It strengthens the tie of community people with the tourists visiting the destination (Gursoy, Kim, & Uysal, 2004).

Local residents and tourists both have a feeling of celebration and togetherness. Events provide opportunity to the local community to develop relationships with volunteers, participants, spectators, and tourists (Elias, 2006). It also gives exposure to new skills and opportunities for people to learn new skills. This is made possible due to

intermingling of tourists and host communities during events. Festivals and events in general give knowledge to the host community as well as visitors to understand the benefits of such gatherings.

Local communities become more 'interesting' for locals and internationals during events. Destination's local art gets more exposure in cultural events. Events also complement the attraction's attributes by providing more activities for the tourists. Overall image of a destination gets a boost due to the dynamic outlook of events. Locals participate as volunteers and spectators in the events. Events gives them '*escape*' from routine life, providing something to look forward to. Communities get a chance to participate as artists to perform for their families, friends, relatives and tourists.

On the other hand some negative components also follow the positive impacts. Due to visitation of tourists the normal lives of the host community may be disrupted. The 'crowd' (i.e. tourists) may decrease the privacy of the local community (Fredline & Deery, 2005; Fredline & Faulkner, 2001). If participation in the event is dominated by non-locals, locals will likely have a decreased sense of involvement in events. Large events may also be associated with unreasonable litter, traffic, high noise and pressure on host community infrastructure (e.g. transportation) (Gursoy et al., 2004). Law and order may also be problematic for the local community. For example, the police resources may be stretched because they need to conduct 'business as usual' as well as meet the short-term demands of the event (Decker, Varano, & Greene, 2007).

It is therefore erroneous to assume that locals will enjoy an event. These results suggest that an event can never gain universal acceptance by members of the host community, that opposition to the event will be greatest from those living closest to the event and do not have an interest in the event itself. The tactics and techniques to socially leverage the 'feel good' character of events have been developed as political

tools, rather than as tools to empower social action. Events are "more than mere entertainments; they are social occasions with potential social value" (Chalip, 2006).

2.4.2 Environmental impacts.

Hosting events is also associated with both positive and negative environmental impacts. On one hand small-scale events that are limited to regional or local levels are not likely to have major impacts on the environment. On the other hand mega-events involve large consumption of resources. Beyer (2006) focused on the environmental situations in the 2008 Olympics and the idea of a 'Green Olympics'. The study focused on the assumption that hosting an event contributes to improve the country's environmental activities since the world focuses on the destination where the mega-event takes place. The waste management efficiency of a country improves due to expecting increased number of tourists. The host destination works towards improving pollution. The down side of hosting an event is that the land is affected due to over-construction in the area. Crowded markets results in global warming and ozone depletion (Beyer, 2006; May, 1995). Extensive traffic results in bad road conditions. Consumption of food and drinks during the events create rubbish and plastic waste. Due to over-development greenery is destroyed. Flora and fauna can be destroyed due to frequent visits of tourists at the venue area (May, 1995). Consequently, the event may impact negatively on animal habitats causing disruption of their migration routines.

2.4.3 Economic impacts.

Most studies have focused on economic effects of mega-events (Burbank, Andranovich, & Heying, 2001). However, studies have also deemed that small events also have the potential for positive economic impacts (Wilson, 2006). Events can facilitate economic benefits to a host community in a number of ways.

In the first instance, the events can attract visitors from outside a region. Events may also be successful in encouraging tourists to stay longer at a destination, and therefore spend more at the destination (Chalip & Leyns, 2002). The new money that is injected into the community can provide employment opportunities, and taxes associated with this new money can be used to pay for civic projects and infrastructure development (Gursoy et al., 2004). Events also provide media exposure that improves the destination's business development. It also publicises the city as a commercial centre that can lead to improved business relationships for non-tourism businesses (Kim & Petrick, 2005).

In addition to these impacts, events are also highly publicised events, meaning that they are often broadcasted by the electronic media and discussed in the print media. In short, events provide content for domestic and international media. Coverage of the event can serve to showcase a destination, thereby raising awareness of the destination and perhaps even creating interest in visiting that destination.

Tourism attraction system theory suggests that if the attraction is powerful then it will not only attract new tourists but will retain the tourists who have already visited the destination (McIntosh & Goeldner, 1990). At the tourism conference of World Tourism Organisation (WTO) in 2001 John Morse (Managing Director, Australian Tourist Commission) was proud to say that Australia's international tourism brand has progressed in the past decade after hosting the Summer Olympics 2000. There is also evidence that media induces the demand generated both pre- and post-event (Getz & Fairley, 2004). These benefits are normally associated with larger events. Local festivals have limited appeal. They are not normally covered in the media.

The media coverage of the event may represent a cost-effective way of promoting a destination. In the context of sporting events, a study (Hudson, Getz, Miller, & Brown,

2002) found that the main goal and purpose of hosting an event was to attract media coverage. Of course the media exposure may not always be positive with respect to the destination. An unsuccessful event can lead to a negative image of the destination for the future, which would likely decrease the attraction for tourists' (Chalip et al., 2003).

2.5 Behaviour and decision-making of tourists towards co-branding

The decision-making behaviour of tourists is diverse in nature. For example, different approaches can be used to attract tourists who have already visited the destination than those who have not visited the destination (Petrick, Morais, & Norman, 2001). The tourists select destinations from four categories (Woodside & Lysonski, 1989). 'Unaware' destinations refer to destinations of which the consumer is not presently aware. 'Consideration' destinations are potential destinations that a tourist is aware of and may be likely to visit. 'Inert' destinations are those the tourist is aware of but has no intention of visiting in the short term. 'Inept' destinations are those the tourist is aware of but has no intention to visit in a specific time period. Tourists are expected to choose the destination to visit from the consideration set.

Many studies have focused on the relationship between events and destination (Chalip & Green, 2001; Chalip & Johanne, 2004; Chalip & McGuirty, 2004). Previous, positive experiences with a destination augur well for an intention to revisit that destination (Kozak, 2001, 2002; Petrick et al., 2001; Sonmez & Graefe, 1998). A previous visit to a destination creates a realistic image of the destination in the minds of the tourists who have visited the destination (Gartner, 1989; Gunn, 1972). Some studies also found that there are no remarkable impacts of prior visitation on a destination's image (P. J. Chen & Kerstetter, 1999).

(Reynolds, 1965) suggests that destination image is a mental construct that emerges from a 'flood of information'. While making choices, tourists utilise pre-

existing information stored in their memory. It might be because of direct or indirect contact with the product. Whereas products for which they do not have any pre-conceived conceptions or information, tourists construct a new image 'on the spot' that can be based on self-search, and self-knowledge (Metin & Decrop, 2009).

There are two types of processes in the decision-making process – categorical (special interests like sports) and piecemeal (price, performance). Categorical process relates with the evaluations based on different categories assigned. If two new products are launched in the market, one by the existing brand and other by a new brand, under the categorical process a person will assign the new brand product in the category of 'brand' product and the other product in general category. This is due to the perceived image drawn as a result of pre-existing brand image of a brand product. Similarly, piecemeal process includes evaluations in the basis of the price, performance and design. Taking the above example, under the piecemeal process comparisons of two hotels will occur on attributes such as price of rooms, services available and accessibility of hotels.

Decision-making while selecting a destination due to *induced* effect of events will come under the categorical process. This is due to the fact that the events and the destination share brand benefits (Chalip & Costa, 2005a; Jago et al., 2003). The image transfer occurs from events to destination and destination to events. The destination's positive image transfers positive effect on the event even if the event does not have a brand name among the tourists. On the other hand, the positive image of events transfers the positive effects to the destination image even if the destination does not hold a brand name among the tourists.

The behavioural intentions of tourists to visit a destination depend on a combination of factors, including pre-visit destination image, on-site experience and

post-visit evaluations (C. F. Chen & Tsai, 2007). Furthermore, tourist purchasing behaviour is influenced by several factors, including country of origin, leisure interests, motivations, emotions, cultural aspirations, and environmental factors. It is widely accepted that destination image plays a major role in the decision-making process. Various studies discussed above have already shown that image influences the decision-making process and buying behaviours (Baloglu & McClerary, 1999; Bigne, Sanchez, & Sanjez, 2001; C. F. Chen & Tsai, 2007). After scrutiny of the literature it is clear that co-branding between destination and events *induces* tourism *'during'* the event (Boo & Busser, 2006; Murphy et al., 2007; Veres & Clark, 2008), but there is lack of evidence to explore to what extent these events carry a potential to *induce* tourism *'before and after'* hosting an event at the destination.

Another untouched aspect is the cross-cultural origins that affect the destination decision-making process of tourists. People travel to different locations for different reasons. For example, some destinations are famous scenic attractions, some for casinos and nightlife, many for beaches, and several for ancient ruins. Most likely, tourists hold different perceptions about different locations. For example, though India is a land of culture and adventure, more emphasis is often placed on its cultural aspects at the expense of its adventure and sporting features. There is little literature in this regard, but suffice it to say here that India is perceived as cultural land that is not necessarily considered vibrant (Bandyopadhyay & Morais, 2005). These perceptions vary according to the nationality of the tourist (Kozak, 2002). There is a lack of studies that have effectively discussed the differences of cross-cultural behaviour of tourists towards destination selection *induced* by events.

2.6 Event-induced tourism

Events are pull factors in the tourism industry resulting in co-branding between tourism and events (Dwyer et al., 2005; Funk et al. 2009). Push factors are socio-psychological factors that influence people to travel. These factors can be novelty and adventure seeking behaviour of tourists, rest and relaxation away from everyday routine, health reasons and leisure activity (Uysal & Jurowski, 1993), whereas pull factors motivate tourists to a specific destination after the decision to travel to a destination has been made. These include different attractions, cuisines, people, recreation and entertainment facilities, and image of the destination (Uysal & Jurowski, 1993). In simpler words, push factors create desire to travel and pull factors assist in the destination decision-making process.

Events are now conceptualised as attractions and a motivational factor, or a pull factor, in tourism (Getz, 2007). Despite being a motivational factor, visiting an event involves higher risks (e.g. lack of information, high costs that may restrict the tourists to visit the desired location). A recent study by Funk, Alexandris and Ping (2009) on attending the mega-events signifies this fact that the intentions to travel are influenced more by *'intra'* factors like limited knowledge of the destination and language barriers than the *'perceived constraints'* (e.g. cost and time to travel). The factors categorised under *'intra'* are more dominant than *'perceived constraints'* in the decision-making process of a traveller in attending any leisure activity (Alexandris, Tsorbatzoudis, & Grouios, 2002). This theory is similar to the study by Vela (2009) that says the image formation of a destination is based on factors such as information source and reasons for travel.

Motivations are pull factors giving a drive to the push factors that helps to create desire to travel (Crompton, 1979). For example, a need to attend a meeting can be a

push factor whereas sea, sand, and beach can be pull factors to choose that destination to visit. In this context there are innovative ideas seen in the tourism industry over the years and one of them is film-induced tourism. The film-induced tourism phenomenon is a process whereby the flow of tourists at a destination increases due to the destination being featured in a movie or a film (Chan, 2007). The study, which focused on Korean TV drama, found that the primary pull factor is 'beautiful scenery'. These images of Korean destinations were formed due to showcasing of those locations in the films.

Similarly, based on the film-induced tourism definition given by Evans (1997) cited in Connell (2005), event-induced tourism can be defined as "tourist visits to a destination or attraction as a result of hosting of events at the destination" (p.764). So far the literature investigated has well presented the studies done on various aspects of co-branding between events and destination. Getz (2007, p. 417) has raised many key research questions that remain untouched even today. Out of many themes of his study, proposed research supports his themes of 'decision-making process' and 'post-event evaluations'. This study intends to focus on event-induced tourism *before and after* hosting of events at the destination.

2.7 Summary

In summary, it can be said that events can be treated as brand enhancers, but there is much more to explore. Literature is lacking on the effects of events influencing the overall positive attributes or attraction of a destination. The span of events affects the economic, socio-cultural and environmental factors. The literature talks about the effects during events. There is very little demonstration in literature that has focused on the behaviours of tourists pre- and post-event. Therefore, it is important to understand how an event may influence the decision-making of tourists, even when it is not on during the time of the tourists' visit at the destination. This research will identify the influence

of an events portfolio to visit a destination when no events are scheduled. This influence is considered as image perceived by the travellers due to association of an events portfolio to a destination that refers to co-branding.

Method

3.1 Introduction

This chapter outlines the methods utilised in this study. The chapter begins with a justification of the qualitative approach and is followed by a description of the data collection procedures including participants, research conditions and scenarios. Protocol generation techniques are then outlined. This is followed by an overview of the data analysis. The chapter concludes with an acknowledgement of potential limitations.

3.2 Research approach

The approach for this study featured two key components – 1) a qualitative study, with 2) an exploratory perspective. Qualitative research is characterised by the analysis and interpretation of texts and interviews to reveal meaningful patterns that describe a particular phenomenon (Auerbach & Silverstein, (2003). Within this approach, researchers seek an understanding of the social world (Rossman & Rallis, 2003). In doing so, qualitative researchers seek to better understand lived experiences, behaviours, emotions and feelings as well as social movement, cultural phenomena and organisational functioning (Strauss & Corbin, (1998). Qualitative data aims to provide a complete and detailed description. Miles and Huberman (1994) contend that "The emphasis is on specific *case*, a focused and bounded phenomenon embedded in its context" (p.10). Qualitative data provides 'rich' subjective information that is well placed to provide the 'subjective' data that reflects an individual's interpretation of the phenomenon.

Consistent with the qualitative approach, this study operated under a subjective research assumption. The very notion of truth is problematic with the subjective approach – few absolute truths exist, and multiple perspectives about the world are recognised (Rossman & Rallis, 2003). Rossman and Rallis proposed that a subjective

approach will feature data in the form of words, and aims to compare varying perspectives. These attributes are all facets that were employed in the present study.

An exploratory perspective was also used because the area of investigation was relatively unexplored. An exploratory study is employed when not much is known about the current situation, or minimal to no information is available on how similar research issues have been solved previously (Sekaran, 2003). While some research has been conducted on the use of co-branding and the destination-event relationship, there has been very little attention devoted to understanding the consumer's decision-making process.

3.3 Research design

To prepare for the research data collection, two pilot studies were conducted. A pilot study was conducted for each of the research conditions. The pilot study gave the researcher an opportunity to treat the pilot study participant as an 'actual' participant of the research. The two pilot study participants did not participate in the main study. The pilot study did not reveal any significant weakness in research design or approach but did identify some opportunities for improved researcher-participant interaction. The research design has been approved by AUTEC to respect the code of ethics at AUT (Appendix- 1). The research design is outlined in the sections that follow.

3.3.1 Participants.

The research collected verbal protocols from 12 participants that were all postgraduate students at a single New Zealand university. Participants were recruited from different faculties with the assistance of staff and the respective faculty research offices. The staff was provided with an outline of the research and was asked to encourage their postgraduate students to participate. Participants were able to express their willingness to be involved by contacting the researcher via email.

Three screening criteria were then utilised to select the final participants. Applicants were excluded from the study if one or more of the following conditions were met:

1. They had previously visited India.

2. They had friends or family living in India.

3. When asked to share any other information that may impact upon their preference for a destination within India, they indicated something that the researcher considered to be a potential source of bias.

Potential applicants that did not meet all of these criteria were sent an explanatory email and a note of thanks.

The participant interviews were conducted in a variety of rooms at the university. In order to limit extraneous variability, the researcher was consistent in the manner with which the participant was greeted, the way the scenario was explained, and the way in which the reading material was provided. Seating configuration was also consistent across all interviews.

3.3.2 Research conditions.

Two experimental conditions were developed. In the first experimental condition, the Chennai brochure included an events portfolio and the Bangalore brochure contained no events. In the second experimental condition, this was reversed. Six participants were exposed to each of the experimental conditions. No participants were exposed to both conditions.

3.3.3 Scenario.

It is recognised that most destination choice decisions are an extended problem-solving process and characterised by a considerable investment of time, deliberate information searching and reasoned analysis (Steve Pike, 2002; Yoo & Chon, 2008).

Therefore, it was recognised that the ability to provide an authentic scenario reflecting

this was not possible. Consequently, attention turned to the development of a scenario

that permitted the participants to engage in a more limited problem-solving exercise.

Participants in the study were read the following *verbatim*:

The situation is that you are in Delhi, India for a business meeting and due to
some reasons the meeting is postponed. You have three days and two nights
spare time to spend. You can't spend more time than this as you have to
attend the meeting as well. You have asked your hotel's travel agent to
provide you with the best options. The travel agent has provided these two
options (handing the brochures to the participant).
When you read the brochures, try to express every thought that comes into
your mind while reading each sentence. In essence we are wanting to read
your mind, but the only way we can do that is to have you speak your mind –
I can only analyse what you say, not what you are thinking – so feel free to
talk away.

The scenario effectively controlled for travel time and travel cost, two variables

likely to impact upon destination selection.

3.3.4 Selection of destination cities.

Bangaluru (previously and still popularly known as Bangalore) and Chennai

(previously Madras) were selected as the destination cities. India was selected as an

appropriate host country for two reasons. First, it permitted an ideal context to explore

the east-dimension contained in the second research question. Second, it was the home

country of the researcher.

Having selected India as the host country, the key requirement for a city to be

included in this research was an externally promoted events portfolio. It was then

necessary to find two cities comparable in terms of population, location, and likely

familiarity/recognition amongst participants. The researcher's own opinions were vetted

by an experienced tourism researcher who had migrated from India as a young adult and

was therefore familiar with India. In the first instance, Jaipur (in the state of Rajasthan)

and Ahmadabad (in the state of Gujarat) were considered appropriate. However, closer

examination indicated an events portfolio dominated by cultural events. The next alternative pairing identified was Bangaluru and Chennai. Both of these cities were comparable in terms of their population, location, and likely familiarity amongst participants. The destination management organisations of both cities also promoted a diverse events portfolio.

3.3.5 Events portfolio composition.

Composition of the events portfolio was manipulated to ensure a balance between cultural, sports, local and regional festivals. In order to promote authenticity, actual events of the respective cities were selected. However, the dates of the events were changed to ensure that the events were not scheduled during the proposed visit.

Two sporting events and one cultural festival comprised the events portfolio for each destination. The sporting events were international events whereas the cultural events were local events. Equivalent, or at the least highly comparable events were selected for both destinations. The Bangalore events portfolio selected consisted of the Indian Premier League (a cricket event), the Bangalore Open tennis tournament and the Vasantahabba spring dance festival. The events portfolio used for Chennai consisted of the Indian Premier League (a cricket tournament), the Chennai Open tennis tournament and the Kanthuri festival (a religious event).

To keep the section 'things to do' in the brochure more authentic, one regional festival was included in both brochures, regardless of whether a larger events portfolio was included as per one of the experimental conditions. These festivals were Dussera (Bangalore) and Pongal (Chennai) and are both celebrated with great joy by local people. Consistent with the events in the events portfolio, neither event was scheduled during the proposed visit to either destination. The appendices 4, 5, 6 and 7 illustrate the brochure prepared for research.

3.4 Protocol generation

Protocol analysis is a rigorous method for eliciting verbal reports of thought sequences. Verbal protocols provide insight into the decision-making process (Kuusela & Paul, 2000). Protocol analysis is recognised as a principal method within the disciplines of cognitive psychology (Crutcher, 1994), cognitive science (Simon & Kaplan, 1989), and behaviour analysis (Austin & Delaney, 1998). The approach is also evident in consumer decision-making studies (Green, 1995). As further evidence of its trustworthiness, protocol analysis now plays a central role in applied settings, including survey design (Sudman & Bradburn, 1996) and user testing of computer software (Graham, Kennedy, & Benyon, 2000).

The procedure to collect protocol data requires participants to 'think out loud' or express everything that comes to their mind (Ericsson & Simon, 1993; Sujan, 1985) because participants verbalise their thoughts. Protocol analysis is also known as the 'think aloud' method (Claparede, 1934) and the verbal statements referred to as 'think alouds' (Ariffin, 2008a). Respondents may be asked to provide a verbal account of their thinking as they complete a task (i.e. concurrent protocol), immediately after task completion (i.e. retrospective protocol) or both. Researchers may utilise 'verbal probes' to prompt the participant to think aloud (Willis, DeMaio, & Kojetin, 1999). It is assumed that after brief training in giving verbal reports, participants are able to think aloud without any systematic changes to their thought process (Ericsson & Simon, 1993).

This research explores the influence of an events portfolio on the decision to visit a destination. Protocol analysis provides insight into the lines of reasoning that precede a decision or action (S. M. Narayan & S.C. Perry, 1997). Narayna (1990) (as cited in

Narayan & Perry 1997) redefined a line of reasoning as "an argument or set of arguments leading to a conclusion" (p.357). Lines of reasoning are underpinned by information-processing theory and incorporate both short- and long-term memory with 'person-task interaction'. The person-task interaction refers to the relationship between the person making the decision and the task of decision-making. Lines of reasoning incorporate 'triggering cues', 'domain concepts', 'conclusions', 'intermediate actions' and 'intermediate conclusions'. 'Triggering cues' refers to the data that activate concepts in the decision maker's long-term memory, whereas 'domain concepts' refers to the concepts that are stored as perceptions in the mind of travellers. 'Intermediate conclusions' refers to the small decisions taken in the decision-making path to reach to the final conclusion of the task. 'Intermediate actions' refers to the sequences of the decision-making process where a participant will take actions to take avoid any perplexity in their perceptions. Therefore, these components provide a series of decision-making process 'protocols'. In essence, lines of reasoning link concepts with logical reasoning that results in a final decision or action.

There are two approaches to protocol analysis (Ericsson & Simon, 1993). Concurrent protocol generation relies on the problem solver verbalising their thoughts while working on a specific task. Retrospective protocol generation utilises protocols generated after the problem is solved. A study by Kuusela and Paul (2000) indicated that concurrent methods will generate more protocols than retrospective methods. The authors suggested that if the objective of the study is to collect deep/closer insights to information, then a concurrent method should be used. Many researchers advocate combining of retrospective and concurrent protocol generation to enhance the validity of the research (Leow & Morgan-Short, 2002; Mangubhai, 1991; Robinson, 1991). Within these studies, retrospective protocol generation is typically used to provide a

'complement' to the concurrent protocols (Camps, 2003). For example, Mangubhai (1991) sought to generate concurrent protocols, but where the participant had difficulties providing these, participants were asked to make a note of this and were able to provide a retrospective protocol at the completion of the task.

There is no standard way of generating verbal protocols. Robinson (1991) generated protocols before and after the task. Immediately after the completion of the task the participants were interviewed as they listened to an audio recording of their concurrent protocol. The time between task completion and retrospective protocol generation can also vary. There is evidence that the time between task completion and retrospective protocol generation does not alter the quality of the 'think aloud'. For instance, Leow et al. (2002) found there is no difference between learners who performed think-aloud and those who did not generate their retrospective protocols until three weeks after the task was completed. Notwithstanding this, it is almost a convention within protocol analysis studies to conduct the retrospective protocol generation immediately after the problem is solved (Ericsson & Simon, 1993).

This study collected both concurrent and retrospective protocols. Protocol analysis is not well suited to a structured questionnaire. The general prompts that were used to generate concurrent protocols were "keep talking" (Smagorinsky, 1998), "Please tell me what you are thinking" (Camps, 2003), "Please, try to think aloud" (Duncker, 1926), and "Try to express every thought that comes into your mind" (Waern, 1979). After a destination was selected, a number of prompts were used to generate retrospective protocols. These were similar to the concurrent protocols "keep talking" (Smagorinsky, 1998), "Please tell me what are you thinking" (Camps, 2003) , "Please, try to think aloud" (Duncker, 1926), and "Try to express every thought that comes into your mind" (Waern, 1979, p. 254).

The researcher's role while collecting the data was more of a *moderator* than an interviewer. The participants were given instructions on the basis of the *script* and explained the *scenario* of the research setting. The researcher at many instances had to control the divergence of participants by using *prompts*. The participants were not directed by any prompts to change or lead their decision-making process of destination choice but only to control divergence. The researcher displayed the interest in the information as it unfolded to show empathy towards the participants. It encouraged the participants to elicit their thoughts more comfortably. The researcher was not judgemental or biased towards any participant or results. The researcher always sought to be a neutral observer and listener.

3.5 Data analysis

The 12 protocol generation sessions ranged from 10–25 minutes. The average length of each transcript was approximately 2000 words. Initially, each transcript was 'cleaned' by removing irrelevant statements. These statements included information read directly from the brochures (e.g. "The museum has galleries devoted to geology, natural history, sculpture, art and numismatics. The rich collection of the museum comprises of ancient coins and art, along with relics from the Indus valley civilization, especially Mohenjodaro, Halebid and Vijayanagar"), and exclamatory remarks (e.g. oh, aha).

Ericsson and Simon (1993) suggested three steps to analyze a verbal protocol 1) the data is coded into segments, 2) the problem-solving process is reconstructed as a sequence of coded segments and 3) relationships between segments are explored.

There is no 'standard' coding scheme for protocol analysis (Ericsson & Simon, 1993). The coding and analysis procedures for this study were based on the approach to content analysis utilised by (Elo & Kyngas, 2008). Content analysis analyses written,

verbal and visual communication (Cole, 1988). This procedure permits the researcher to convert raw data into meaningful words through synthesis of the data (Krippendorff, 1980). Content analysis involves three main phases – preparation, organising and reporting (Elo & Kyngas, 2008). Despite the absence of any standard procedure, the focal point remains the labelling of raw data into meaningful concepts and categories (Weber, 1990).

The preparation phase involves selecting a unit of analysis. These units can be words, themes or phrases (Polit & Beck, 2004). The decision of what to consider in the analysis is crucial. The unit of analysis should represent most of the concepts of the data. A common phrase or a sentence may generalise the concept and can contain many meanings, whereas a single word may have a restricted meaning that can narrow the overall understanding of content (Graneheim & Lundman, 2004).

In the proposed study the units of analysis considered were phrases that described the *lines of reasoning* as to why a participant has chosen the city. These include interest in historical buildings, food, shopping, people, culture, festivals, events or any other information in the brochure that interests them. Examples are detailed in Table 1.

Table 1. Exemplar statements after data cleaning.

Exemplars
Food is a concern, both the places would offer me south Indian food.
Cost-wise it says both are of the same range, like $100 per night.
One more thing I heard is that the night life is much better in Bangalore.
I see that there is some night life in Chennai.
But from what I see is that since Bangalore being the IT hub.
I personally feel that Bangalore would be having more choice for night life.
I can see that both these places have historical places.
So Chennai offers me places opportunities in terms of seeing historical places.
I think seeing anything for the first time would be exciting so either of them would not matter much to me.
I would definitely think about the cost.
I think both are pretty much the same, don't know much about it.
Indian Premier League, oh this interests me.
But I can't visit it, the dates are not during my visit.
Still I would definitely prefer Bangalore.
Chennai is not bad either.
As I told you that I don't think I will enjoy the weather over there.
So definitely I would prefer Bangalore because of its historical and modern mix.

Additionally, an inductive approach was utilised in this research. Inductive approaches are considered appropriate when few previous studies have been conducted and there is a desire to create generalised theory on the basis of particular instances. The process of inductive content analysis involves three main steps: open coding, creating categories and abstraction (Elo & Kyngas, 2008). Open coding seeks 'to describe all aspects of the content' (Hsieh & Shannon, 2005). Open coding synthesises the raw data into free categories in order to improve comprehension of the data. The aim of synthesising data into categories is to reduce the categories in number by eliminating similar or dissimilar concepts. Table 2 describes the first order category and the criteria to choose segments from the cleaned data.

Table 2. First order category, operationalisation and exemplar quotes.

Label	Operationalisation	Exemplar quotes
Choice of destination (C)	When participants clearly stated their choice of destination.	Still I would definitely prefer Bangalore.
States events portfolio (SEP)	When participants clearly stated the events portfolio of any destination in the selection process.	Indian Premier League. Oh this interests me.
Dates of events (DOE)	When participants clearly stated their interest in visiting or not visiting a city because of dates of events at the destination.	But I can't visit it, the dates are not during my visit.
Lines of reasoning (LOR)	When participants were asked what their reasons were for choosing the destination as brand name, and if when they clearly state the reasons.	The weather conditions in Bangalore would suit me better. My obvious choice would be Bangalore in terms of weather. So definitely I would prefer Bangalore because of its historical and modern mix.

Data can be coded into different higher order categories (i.e. broad categories) and sub-categories (i.e. more narrowly defined categories). These sub-categories are created to 'belong' to a concept (Dey, 1993). These concepts are the comparisons between what belongs to a category and what does not belong to a category. By rigorous process of creating categories and concepts between those categories through inductive content analysis approach, the researcher formulated an understanding of what phrase or word belongs to a category to produce results. The purpose of the abstraction phase is to generate descriptions through categories (Polit & Beck, 2004). Each category is coded under a characteristic word that describes the category. Sub-categories are grouped into

categories in main categories (Dey, 1993). This process continues until there is a reasonable format from where the results can be drawn through abstraction.

Table 3. Label and sub-categories.

Label	Sub-category 1	Sub-category 2	Sub-category 3
Choice of destination (C)	City with events portfolio (C1)	City without events portfolio (C2)	
States event portfolio (SEP)	Events portfolio involved in SP (SEP1)	Events portfolio not involved in EP in SP (SEP2)	
Dates of events (DOE)	Interest in visiting regardless of dates of events (DOE1)	Unhappy with dates of events (DOE2)	Non-selection of the destination C1 due to dates of events (NoDOE)
Lines of reasoning (LoR)	Lines of reasoning regarding events (LoRE)	Lines of reasoning for another attractions (LoRA)	Lines of reasoning regarding cross-cultural differences (LoRCC)

Table 4 illustrates exemplar for these categories and sub-categories.

Table 4. Label and exemplar quotes.

Label	Exemplar quotes
City with events portfolio (C1)	If I have to choose any of these two I will choose Bangalore. (Exp-1 where Bangalore includes events portfolio.)
City without events portfolio (C2)	I will go to Chennai. (Exp-1 where Chennai excludes events portfolio.)
Events portfolio involved in SP (SEP1)	Ok, the city has Indian Premier League but I am not interested in it. Dance festival, this sounds nice.
Events portfolio not involved in SP (SEP2)	I would like to see caves, history.
Interest in visiting regardless of dates of events (DOE1)	I can see that these events might not be on but there should be other small events. So I think it's worth visiting.
Unhappy with dates of events (DOE2)	Oh this is a shame that I can't see the dance festival.
Non-selection of the destination C1 due to dates of events (NoDOE)	I would have gone to other events in the other city but these are not on when I will visit so I will choose this city.
Lines of reasoning regarding events (LoRE)	Events bury time therefore it is good to have events. Festival. Oh this interests me but shame I can't visit it.
Lines of reasoning for another attractions (LoRA)	These rock caves are cool things. I would visit these. The architecture of this city seems Indian and historical. I will love to see this. I want to see something Indian and what we can't see anywhere else.
Lines of reasoning regarding cross-cultural differences (LoRCC)	I don't want to see Greek paintings. I am interested in seeing the Indian local art. I have heard of unhygienic conditions in India. I don't want to get sick. India is crowded so I want to see what I have heard.

In the second stage, the problem-solving process was reconstructed into a sequence of coded statements. Since protocol technique involves the decision-making process and short-term memory (STM), a decision tree was developed. Decision tree modelling is "a way to ground a description of real world decisions and actions coherently" (Gladwin, 1989 as cited in (Miles & Huberman, 1994). To illustrate, a version of the decision-making tree used to develop the lines of reasoning is presented in Figure 1 below.

Figure 1. Decision-making tree.

Does the chosen city have an events portfolio?

No → Have they mentioned the events portfolio of other city?

No → Selection was based on another criterion, e.g. any specific attraction, culture and food etc.

Yes ↓

Has the events portfolio been mentioned in the selection process as 'interesting'?

No → Selection was based on another criterion, e.g. any specific attraction, culture and food etc.

Yes ↓

Have they been interested in visiting the city even when events were not scheduled during the time of their visit?

No → Were they unhappy to see that they won't be able to attend the events?

No →

Yes ↓

Have they considered the events portfolio as one of the reasons in the selection process of city?

No →

Was non-scheduling of events during the time of their visit one of the reasons for non-selection of the destination with the events portfolio?

No → No influence of events when they are not on at the time of tourist's visit.

Yes ↓

There is influence of the events portfolio even when they are scheduled pre/post visit of tourist at the destination.

Yes → There is influence of the events portfolio even when they are scheduled pre/post visit of tourist at the destination.

In Figure 2 an alternative version of the same decision-making tree is presented. This was found to be a more useful version as it permitted exemplar quotes to be inserted as part of the data display process (Miles & Huberman, 1994).

Figure 2. Decision making tree – alternative format.

Does the chosen city have an events portfolio?	If YES, C1. Has the events portfolio been mentioned in the selection process by any phrase that shows their interest in it?	If YES, SEP1. Was participant unhappy with the dates of events?	If YES, DOE1. Did participant mention the interest in visiting the city due to the events portfolio?	If YES, LoR. Was the events portfolio being mentioned in final retrospective protocols, and was it one of the LoREP? If Yes go to IEP1.	IEP1= There is influence of an events portfolio even when events are scheduled pre/post visit of tourist at the destination.
				If NO, selection was based on another criterion based on LoR, e.g. any specific attraction, culture and food, etc. Go to IEP2.	
		If NO, selection was based on another criterion LoR. Go to IEP2.	If NO, DOE2. Compare with LoR for selection criterion, e.g. any specific attraction, culture and food, etc. Go to IEP2.		IEP2= There is NO influence of an events portfolio when events are scheduled pre/post visit of tourist at the destination.
	If NO, C2. Have they mentioned the events portfolio of the other city?	If YES, SEP2. Were they unhappy to see that they won't be able to attend the events?	If YES, DOE3. Was non-scheduling of events during the time of their visit one of the reasons for non-selection of the destination with the events portfolio?	If YES, NoDOE. Compare LoREP. Go to IEP1.	
				If NO, go to IEP2.	
			If NO, compare with LoR. Selection was based on another criterion. Go to IEP2.		
		If NO, LoR = Selection was based on another criterion. Go to IEP2.			

In Figure 3 a segment of the above figure is populated with exemplar quotes. This showcases how the researcher was able to ensure that the concepts remained consistent with the data.

Figure 3. Segment of alternative decision-making tree with exemplar quotes in italics.

Does the chosen city have an events portfolio? *Bangalore* (Exp-1; Bangalore with events portfolio and Chennai without events portfolio)	YES, C1. Has the events portfolio been mentioned in the selection process by any phrase that shows their interest in it? *Indian Premier League, oh this interests me.*	YES, SEP1. Was participant unhappy with the dates of events? *But I can't visit it, the dates are not during my visit.*	YES, DOE1. Did participant mention their interest in visiting the city due to the events portfolio? *No LoR evident*	NO, LoR Was the events portfolio being mentioned in final retrospective protocols and was it one of the LoREP? *...because of its historical and modern mix.* NO, compare LoR and go to IEP2.	*But from what I see is that since Bangalore being the IT hub.* *I personally feel that Bangalore would be having more choice for night life.* *I would definitely think about the cost.* *As I told you that I don't think I will enjoy the weather over there.* IEP2= There is NO influence of the events portfolio when they are scheduled pre/post visit of tourists at the destination.

These lines of reasoning (LoR) were further explored to determine the role, if any, played by the events portfolio (LoREP) and the lines of reasoning for cross-cultural differences (LoRCC).

Criteria to be included in lines of reasoning for events portfolio (LoREP) were that the participants must have clearly made reference to the events portfolio or any individual event in the destination decision-making process. Exemplar statements are detailed below in Table 5.

Table 5. Exemplar LoREP statements.

Exemplars
I play cricket but I am not much into tennis but yes, OK.
'Day of event: Sep-Oct' so I will not be available for that.
'Musical festival', that's nice. The spring dance and 'Day of event: February'. Well I can't really use that.
'IPL (20-20)' – I am a cricket fan and I would visit.
Maybe if I would go there I would probably, oh, I just miss it, maybe I can push it maybe I can make it.

Criteria to be included in lines of reasoning for cross-cultural differences (LoRCC) were that the participants must have clearly made a statement that represented a connection or disconnection with Indian culture in their LoR. Exemplar statements are detailed in Table 6.

Table 6. Exemplar LoRCC statements.

Exemplars
Sky theatres for Bangalore. Birla Planetariums.
Indians looking at the skies all the time?
Don't really know anything about Hindu mythology or anything like that. Carvings could be good to see but I don't really know.
I don't like too much big city. This reminded me of some Brazilian city with something like people are crazy, working out hard and everything.
There is some English speaking in the city.
So to me that's sounding like perhaps may be a little bit western culture may be rather than a traditional, perhaps not the right thing to say may be.

3.6 Limitations of the research design

3.6.1 Protocol analysis.

Protocol analysis has a limitation relating to the participants' capability to elicit data in words when they fail to describe the in-depth procedures and give a superficial description. Protocol analysis has a number of potential weaknesses (Rip, 1980). There is a possibility of transmission/communication error (i.e. the task is not understood correctly by the participant). Commission error, where the participants misreport the phenomenon may also be evident. Known as omission error, participants can refrain from verbalising everything that they are thinking. Here, the participants may omit certain facts. Participants may also add additional commentary that is not necessarily reflective of their thinking (Bettman, 1979; Smead, Wilcox, & Wilkes, 1981). The decision process may be slowed because of the explanation process and there can be disturbances from any stimuli that may distract the participant during the decision-making process (Beihal & Chakravarti, 1989).

3.7 Ethical considerations

Approval to conduct this study was provided by the Auckland University of Technology Ethics Committee (AUTEC). Ethical approval is provided in Appendix-1.

An information sheet was prepared using AUT exemplar. This information sheet was given to all participants to clearly inform them of the research aim and outcomes. Participants were also informed of their anonymity in the presentation of the results and about their rights and benefits from participating in the research. For the purpose of confirmation and authorisation, the Auckland University of Technology Ethics Committee also provided the contact details of the researcher and the research supervisor. After reading the information sheet, a consent form using AUT consent form exemplar was prepared. A signed copy was retained by both the participants and the researcher. The data was transcribed by the researcher. During the analysis stage, all participant interviews were labelled with a number.

3.8 Summary

The purpose of this research is to:

1. Explore the lines of reasoning utilised by prospective tourists in the destination choice process when exposed to a destination's events portfolio containing no events scheduled during the proposed visit; and

2. Explore the cross-cultural issues evident in the lines of reasoning utilised by western tourists when considering the events portfolio of an eastern destination.

To achieve this, the study utilised verbal protocol analysis wherein participants were asked to 'think aloud' as they complete a task. The task for this research was to indicate a preferred destination for a short, unplanned vacation. Bangalore and Chennai were selected as the destination cities. Participants were exposed to mock tourism brochures promoting both destinations and asked to make a choice as to which destination they would prefer to visit. The 12 respondents were divided into two groups of six participants, and exposed to one of the two experimental conditions. In the first

condition, the Bangalore brochure included a three-event portfolio consisting of two sporting and one cultural event. An events portfolio was not included in the Chennai brochure. In the second condition, a comparable three-event portfolio was included in the mock brochure promoting Chennai. Correspondingly, the Bangalore brochure did not contain an events portfolio. The verbal protocols were then transcribed and analysed using an inductive approach.

Results

4.1 Introduction

Overall 12 participants took part in the protocol data collection. All the participants were postgraduate students. Interviews lasted approximately 15 minutes each and generated approximately 2000 words for each interview, categories and sub-categories were formed based on the decision tree model. At the end, an abstraction process was conducted on the basis of those categories and sub-categories. This chapter presents the findings and protocols that were found in the analysis. Participants were assured that their names will remain anonymous, hence alias names were assigned to the 12 participants. The outline of the chapter is in the order starting from induced (pre- and post-) influence of an events portfolio, LoR (lines of reasoning) for Exp-1 and Exp-2, LoREP (lines of reasoning for an events portfolio), and LoRCC (lines of reasoning for cross-cultural differences).

4.2 Induced (pre- and post-) influence of an events portfolio

The protocols were analysed on the basis of the decision tree model and the lines of reasoning were further utilised to support the results. This validated the data analysis process. Each participant's protocol was analysed individually. The research focuses on two questions out of which the first question is:

What is the influence of an events portfolio in inducing tourism *before and after* hosting of events at the destination?

Out of 12 respondents, three were male and nine were female though not the focus of the study a qualitative analysis provides an interesting result. Only 25% of the participants utilised lines of reasoning that reflected the incorporation of events into their decision making. The majority of participants utilised lines of reasoning that were not premised on the events portfolio. It is noteworthy that 75% of participants hint that

an events portfolio, when co-branded with a destination, has no influence in inducing tourism at the destination if events are not scheduled at the time of their visit.

The following sub-sections illustrate the lines of reasoning that were indicated as perceived images which participants utilised during the destination decision-making process.

4.2.1 Lines of reasoning (LoR): cities with and without an events portfolio.

Table 7 and Table 8 illustrate the protocols generated during retrospective analysis. In Exp-1 Bangalore (with an events portfolio) as shown in Table 7 was perceived as a metropolitan, fast and modern city. Similarly in Exp-2 (as shown in Table 8) Bangalore (without an events portolio) was yet again considered as a fast-growing and main city. Unlike Bangalore, Chennai (without an events portfolio) in Exp-1 (as shown in Table 7) was perceived as a calm, traditional, cultural city while in Exp-2 Chennai (with an events portfolio) was perceived as a cool and fun place.

Table 7. Protocols generated in Exp-1.

Participant	Bangalore (with EP)	Chennai (without EP)	City Chosen
P1	I guess it is a more fun place as compared to Chennai.	Chennai has got ancient buildings and temples in which I am not more interested in.	Bangalore
P3	I see some dancing here but I can't attend it either. So I finally decided Chennai.	It is quite not popular as compared to Bangalore but still it's a big city.	Chennai
P5	I have more vibrant feel to it like Bangalore seems to have a bit more with IT industry so this is it and shopping and things.	Chennai seems a bit more traditional.	Bangalore
P7	If it's as festive as it is mentioned here and exciting as it put out to be, I might find something relatively smaller.	Chennai seems to be such an old city, 17th century, it is actually more traditional.	Bangalore
P9	Oh that's dance and musical festival as well. So that's not important.	I think that seems to be more things that I would be able to go.	Chennai
P11	Bangalore says if you are a conservative person and if you like to see something not different then come here.	I think that reason to go somewhere is Chennai or the India is where Indians have made their own impression on something.	Chennai

Table 8. Protocols generated for Exp-2.

Participant	Chennai (with EP)	Bangalore (without EP)	Chosen city
P2	I am thinking that this brochure is full of things that will happen when I am not there.	The roasted and steamed sort of caught my eye and I said that is what I would like to eat.	Bangalore
P4	It's got food and yeah the cricket thing as well.	I thought about the all those littler places and the smallest city around in Bangalore.	Chennai
P6	Unfortunately when I am going to be there I will not be able to attend festivals, good cultural festivals but you can see the historic monuments like Mahabalipuram, which is a UNESCO World Heritage site. Looks interesting to me.	Bangalore might have big problems like violence, robbers and all those things.	Chennai
P8	Pretty much of an industrial city but at the same time it is more laid back and more relaxed.	It is historical, educational and pretty modern and exotic in terms of food.	Bangalore
P10	History of Madras in the information and that sounds interesting to me, there is going to be more blatant example of transferring from Colonial rule to modern, historical and cultural.	Bangalore has a local king I think that is beautiful and the palace based on Windsor castles I think that's very quaint.	Chennai
P12	Main reason would be the shopping but also there is recreational and outdoor activities, the outdoor theatre.	Caves and sculptures would be quite nice to see in Chennai but this one Bangalore is good in architecture as well.	Bangalore

In both experimental conditions Bangalore was perceived as a metro city or a main city irrespective of association with events-portfolio because of the presence of the IT industry. On the other hand Chennai without events-portfolio was perceived as a traditional and cultural city of India because of temples and other attractions that were interpreted by participants as a symbol of culture and history of India whereas Chennai with events-portfolio was considered as 'cool' and 'fun place'. Figure 4 shows at a glance the perceived images by participants for cities with or without events portfolio. Certain phrases were frequently utilised by the participants in their protocols.

Figure 4. Themes generated through protocol analysis for cities with and without an events portfolio.

- cool place
- fun place

- Metropolitan
- Modern
- Fast

Chennai (with an events portfolio)

Bangalore (with an events portfolio)

Chennai (without an events portfolio)

Bangalore (without an events portfolio)

- Traditional
- Cultural
- Historical
- Calm

- Fastest growing city
- Main city
- Architectural
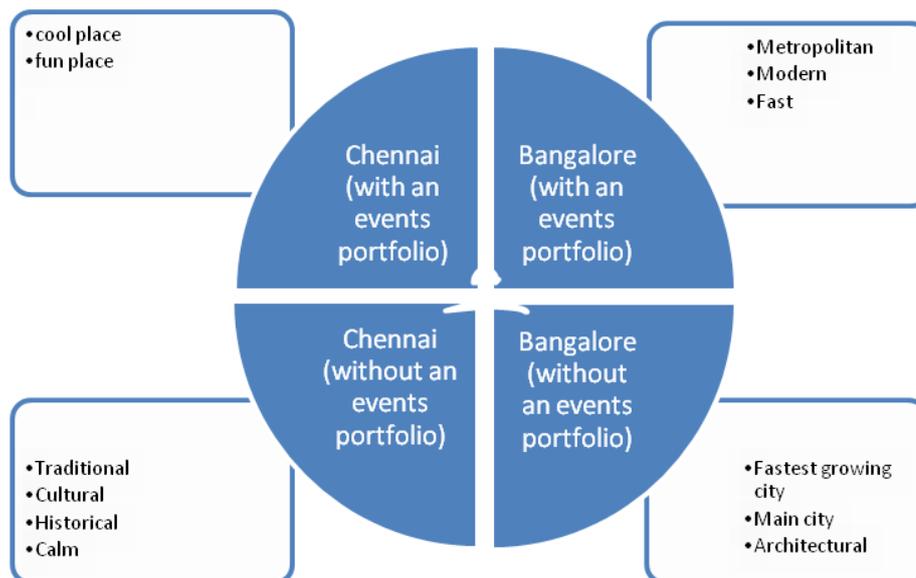
4.2.2 LoR (lines of reasoning) for events portfolio.

4.2.2.1 Lines of reasoning for (LoREP) in Exp-1.

The lines of reasoning generated by an events portfolio were recorded for each participant. Firstly, discussing the LoREP (lines of reasoning) for Exp-1:

The participant P1 indicated a partial interest in the sporting events (22, 23) but had an inclination towards the dance and music festival (27). This shows the interest of the

participant in the events portfolio. There was disappointment regarding the dates of events.

P1:   22   'Bangalore Open Tennis' OK. That's interesting.

23   I play cricket but I am not much into tennis but yes, OK.

25   'Day of event: Sep-Oct' so I will not be available for that.

26   'Indian Premier League' not really of my interest.

27   'Musical festival', that's nice. The spring dance and 'Day of event: February'. Well I can't really use that.

Unlike participant P1, the participant P3 has mentioned no interest in cricket (40). There was a disappointment regarding the dates of events which is similar to P1.

P3:   37   OK they also have the festivals. Is it on that day? No.

38   So which means I have no chance.

40   I am not interested in cricket so for me it is ah-huh.

41   'Spring dance' so I miss this one as well.

The participant P5 mentions no interest in games (49, 53) at the same time mentions considering that game since it is 'cricket in India' (53). But there is no disappointment shown due to the dates of events (55). In protocol (49) was noted that the tennis is not culturally related to India but cricket is because of origin of IPL.

P5:   49   Probably don't want to go and see that because tennis doesn't interest me at all.

53   So I won't be there either. I am not particularly interested in sports but since it is cricket in India so might be I consider in seeing.

55   So again I won't be there but it could be interesting, if I had somebody to go with because that is not really something that I would go to see by myself.

The participant P7 has no interest in the league match (10) but interest in the dance and music festival (11). Unlike the other participants, participant P7 identified that that there must be some small festivals 'around' at the destination (23).

P7: 10 'Premier league', I'm not a league fan so doesn't interest me.

11 'Musical festival', it's a shame that I miss that as well.

22 Yes it's actually these ones that I miss. And if it's as festive as it is mentioned here and as exciting as it put out to be.

23 I am sure there are lot of mini festivals around.

24 These might be big ones but I might find something relatively something smaller.

There was no interest in tennis (32) but there was disappointment with the dates of events of cricket league and the festival (35, 36). The chosen city had no events portfolio.

P9: 32 'Bangalore Tennis' to me it doesn't really interest me much.

35 The premier league is not there either when I am there.

36 Oh that's dance and musical festival as well. So doesn't really matter.

The participant P11 has no interest in the dance and music festival (43) and has hinted that if the event dates of cricket would have matched the participant's travelling dates the participant would have considered attending the game (45). The significant line of reasoning to notice is that the participant has considered the event as another 'thing' to consider if a person has already made a decision to visit the destination (46). The chosen city has no events portfolio.

P11: 43 'Spring dance and music festival', sorry am just not interested, not my thing.

'IPL' cricket, if I was with my husband that would be of interest

but dates of event don't match, if that's the case then it's fine.

46   It is not going to missing us; see as long as I am going there had it been 'on' would have been other things that we would have considered.

49   Tennis, sorry not my thing.

It is seen so far that if a sporting game is of interest, the participant at least considers attending the event followed by disappointment with the dates of events.

4.2.2.2 Lines of reasoning (LoREP) in Exp-2.

Noteworthy is that the participant P2 has mentioned no interest in events (50, 56, 57), but a disappointment in dates of events (59) has been reflected.

P2:   50   Indian Premier League (Chennai). Not that I am a fan of what this is.

56   Oh. Chennai Open is tennis.

57   Kanthuri Festival is what?

58   September-October, that is out anyway.

Furthermore, the participant P4 showed interest in the cricket game and therefore was interested in attending a game of Indian Premier League (79). However, due to event not happening at the time of the participant's visit, a clear disappointment can be noticed (80,81).

P4:   79   'IPL (20-20)' I am a cricket fan and I would visit.

80   Maybe if I would go there I would probably, oh, I just miss it, maybe I can push it, maybe I can make it.

81   Because I know a bit about cricket and I know how much Indian people enjoy it and I know how much they get into it in the stadium only from what I have seen on TV.

82   So that would be something I would really enjoy doing that and being involved in that. But unfortunately … it should have been organised during my dates of travel.

The participant P6 has mentioned a mixed interest in events. The participant mentions no interest in either of the games cricket or tennis (24, 34) and no familiarity with the festival event (37). After explaining the festival, the participant considered the festival as an interesting event. The chosen city had an events portfolio. It is a clear indication by lines of reasoning so far that people recognise cricket in India and other cultural festivals more than the tennis event.

P6:   24   I am not keen to watch cricket tournament because I am fan of soccer.

25   So soccer is my interest.

26   So I won't be there anyway.

34   Chennai Open tennis is also out of my plan because it is in February.

37   I have no idea what that is (Kanthuri festival).

38   OK. Interesting.

The participant has mentioned a clear interest in the event (127, 134) but after suddenly recognising the date of event (136) the participant had expressed disappointment (137) and also no familiarity with any tennis event in India. On the other hand, the participant considered the cultural festival interesting.

P8:   127   'Indian Premier League', oh this is interesting.

134   It will probably be a different environment for people and different spectators and different feeling. That will be quite nice.

136   Oh, when is this on?

137   Oh, the date of event. What a pity.

151 To be honest with you this is my first time hearing about 'Chennai Open', personally I haven't heard about it.

152 Maybe because I am not into tennis, I am sure probably tennis people would be in a better position to comment.

155 'Kanthuri festival' sounds interesting.

The participant P10 has mentioned no interest in the cricket (55, 56) and a disappointment due to not being able to attend the event (57, 58). The chosen city has no events portfolio.

P10: 55 I am not much into cricket but have played in school all through the way so I can appreciate it.

56 And it will be fun to find people who are really into it.

57 But once you go there at the cricket match.

58 Oh we leave by then. That's a shame.

63 Tennis, day of event February so we can't go to that.

65 'Kanthuri: symbol of secularism' sounds good.

66 'Day of event Sept-Oct', once again it makes me want to go and have a look around and to see if I come back in October.

The participant P12 has shown interest in the events portfolio (48, 50) but a clear disappointment due to dates of events (55, 56). The chosen city has no events portfolio.

P12: 48 'Indian Premier League (IPL)' I would like to see that.

49 OK, I miss that because of travelling dates.

50 There is this Kanthuri that's only in October and I miss that.

54 And all these festivals are when I am not there.

55 Chennai has got sports, but again dates.

56   I would have gone to see tennis professionals or Indian Premier

League than museums.

It is clear that participants were more inclined towards cricket and festival events

of the cities Bangalore and Chennai rather than the tennis event. The hierarchy of

interest of the participants is shown in the Figure 5. The disappointment in the date of

events was quite consistent in the lines of reasoning of all the participants. This

indicates that the events portfolio does attract tourists when events are happening at the

destination, but the research suggests that the events portfolio is not likely to induce pre-

and post-tourism.

Figure 5. Events heirarchy in the basis of participants' interests.
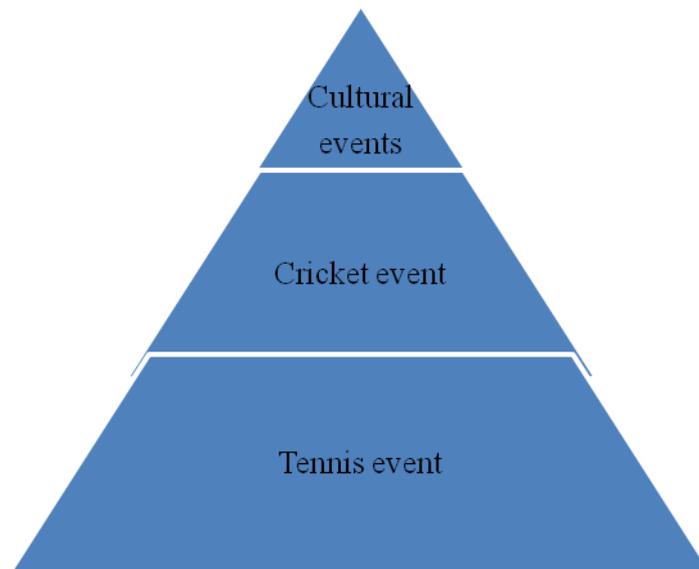
After scrutinising all the lines of reasoning, it is evident that despite having

interest in events and type of events, the reason to choose the city with or without an

events portfolio was different. The participants were interested in seeing something

'different', 'cultural' and 'Indian' at destinations Bangalore and Chennai.

4.3 LoRCC (Lines of cross-cultural differences):

Another objective of the study was:

To verify the lines of reasoning that were utilised to determine the cross-cultural images perceived by western tourists (New Zealand residents) for Indian destinations (Bangalore and Chennai) with or without an events portfolio.

These lines of reasoning helped the researcher to evaluate the selection process of the participants in Exp-1 and Exp-2 and to understand the perceived images of first-time visitors to an Indian destination.

The participant P1 made few references to the cross-cultural images about India. The participant had mentioned the interest in trying new things at the destination, especially the culture and cuisines of India (10).

P1:	10	I would like to try new things so I am sure this culture would have got different taste and different style.

Interestingly respondent P2 has chosen Chennai (without events). The participant has mentioned specifically about the hesitation in visiting another cultural land where people don't speak English (18) and the destinations in India having English speaking people are good to have (19). The respondent also mentioned about Indian astronomy and stars (40) and the interest in going to India and trying Indian delicacies (111) similar to the participant P1.

P2:	18	I am trying to find here (Chennai) where it says that people speak English.
	19	Otherwise I don't want to go to a very traditional place where nobody will speak English.
	39	Sky theatres for Bangalore. Birla Planetariums.
	40	Indians looking at the skies all the time?
	111	If I am going to India I want to eat all the delicacies of India.

The participant P3 mentions about the authentic Indian food that can be only available in India (16) which is in turn very similar to the lines of reasoning given by participant P1, P2.

P3:   16   But I get a good respect for Chennai one because I am foreigner might be they cook might be like in NZ most of Chinese and Indians they cook for another culture here.

It is noticeable that participant P4 being from a western country (New Zealand) had compared the Indian destination with New Zealand (4) similar to participant P3. The participant has also recognised the similar line of reasoning as participant P1 and P2 who have mentioned having no hesitation in context of language barriers that may arise in visiting other countries (6). Similarly the participant was also happy to know that interpretations are available in English at the attraction (31, 32). It was also noticed that the participant wanted to see Indian 'things' (36) because the participant had already seen western countries (37). The participant also mentioned that the purpose in visiting India is to see something different other than a western country that they see every day (81, 93).

P4:   4   Size of the city, it's a very big city, well as comparing New Zealand anyway most cities are big to me in New Zealand.

              6   I can recognise English that is a spoken language that reduces my hesitation but more comfortable to going to somewhere that has some English.

              31   Great that the solar system stuff is in English as well. It's good to know.

              32   I would probably be more likely to go there knowing that there is an English interpretation available.

36   I probably won't be too interested in this because I don't see it as

        Indian thing.

37   I have been in the UK so I have seen castles and I have seen all.

38   If I went to India it would be to see something different.

81   Because I know a bit about cricket and I know how much Indian

        people enjoy it, and I know how much they get into it in the stadium

        only from what I have seen on TV.

93   If I go somewhere that's not a European city I go because I want to see

        something different and learn about a different culture.

Furthermore, the participant P5 mentioned their interest in seeing carvings in Indian mythology even though they did not know much about it. The participant gives an example of how participants tend to compare the western country where they live (19) and the destination where they intend to visit (19, 41) which is similar to the participants P3 and P4. The participant also mentions the interest in comparing English architecture and Indian architecture (43) as mentioned by P4.

P5:   15   Don't really know anything about Hindu mythology or anything like

                    that. Carvings could be good to see but I don't really know.

            19   The last sentence makes it a little more interesting because it might be

                    good to compare to NZ's one.

            41   Sounds so much like star-dome in Auckland.

            43   The architecture could be interesting as I have been to England so

                    interesting to see in different context.

The participant P6 compares the Indian city with a western country (apparently the participant's country of origin) and recalled some bad images about crime and poverty (2, 52) similar to P3, P4, and P5. So far it is quite clear that participants tend to compare

the destination with a western country (country of origin). In some cases they intend to see the comparisons in different context but in some cases they don't want to see the similar things in India. The participant P6 mentions that cricket sport is not of interest because the participant comes from a soccer country.

P6:	2	I don't like too much big city. This reminded me of some Brazilian city with something like people are crazy, working out hard and everything.
	24	I am not keen to watch cricket tournament because I am a fan of soccer.
	52	Cities like Bangalore and Brazil has similar situation.

Similar to participant P1, participant P7 did not mention much of cross-cultural images about India. But a very important Indian image was mentioned that indicated the fear of unhygienic conditions in India.

| P7: | 27 | Because I have heard a lot of stories about unhygienic conditions in India and last thing I need in such a small trip is to experience food poisoning. |

The participant P8 again mentions the comfort level to visit an Indian destination because of people speaking English language at the destination (8) which is similar to participants P2, P4, P5 and P6. The participant also mentions the interest in attending an Indian wedding (47, 50). The participant is curious to see Indian elephants (57) and the industrialisation of India (80) to compare it with NZ's industries (81). Again a line of reasoning to compare the country of origin with destination can be seen which is similar to participants P3, P4, P5 and P6. There is also recognition of the Indian cuisines (112) similar to P1, P2 and P3.

| P8: | 8 | I think I will be quite comfortable because I do speak English. |

> 47   Yes I would love to see what an Indian wedding is like.
>
> 50   Yes it will be something different to see. An Indian wedding is always good to see.
>
> 57   Yes it's always good to see the elephants, especially Indian elephants.
>
> 80   I have always heard about India much in industrialisation.
>
> 81   So I would like to see the extent and the level of how industrialised they are compared to countries like NZ where I am in and the rest of the world.
>
> 112 So far if there is Indian curry I will go.

Unlike the other participants, participant P9 had some ambiguities about the English speaking of the city (8) followed by an image of being a more westernised city than a traditional Indian city (10), which is relatively different from other themes of the participants that have been mentioned in the research.

P9:   8   There is some English speaking in the city.

> 10   So to me that's sounding like perhaps maybe a little bit western culture maybe rather than a traditional perhaps not the right thing to say maybe.

The participant P10 has consistently shown a pattern to compare the Indian destinations with NZ throughout the lines of reasoning. The comparison with the western country is similar to P3, P4, P5, P6 and P8. The participant P10 has mentioned the interest to see Indian art and culture which is not very different from participant P1. The participant mentions the comparison of Chennai with the participant's city of origin (New York) (16), similar to P3, P4 and P8. Participant P10 explains the interests in seeing things about Indian civilisation (34). Again the participant compares Auckland's (New Zealand) 'Sky Tower' with the Indian 'Taj Mahal' (38) to recognise the great

buildings of India and the astronomy that depicts ancient Indian achievement (40). There was disappointment seen when brochure described 'Greek and Dutch paintings' (90, 92) because the participant considered Indian art 'lovely' (91), admiring the Indian paintings. The participant was also fascinated by the Indian mythology (100, 101) and compared it to Greek mythology (102,103), furthermore mentioning that they don't see it often in New Zealand.

P10:	16	I am looking at the movie industry (Chennai) that makes it sound more like Southern California than sort of Washington or New York.
	34	Looking at the temple I am quite attracted to things that civilisations have done in the past.
	38	Like in New Zealand we have Sky Tower which it's not up there with Taj Mahal.
	40	But I am sure that generalising that the Indians are looking at the stars for a long time as much people live.
	90	'Greek and Dutch paintings', how did Greek and Dutch paintings reach there? I don't know but nice.
	91	I am sure that there are plenty of Indians that could have done plenty of lovely Indian paintings.
	92	But they chose Greek and Dutch ones.
	100	Just reading where they have talked about the spiritual triumphs over the demons.
	101	That's interesting.
	102	What I am thinking is I am relating it to the western culture.
	103	And that kind of Greek mythology and those kind of things or Maori culture or all those kinds of cultures.

104   I am wondering if people are still passionate about these things or not.

126   They both have lot of history which we don't really have in New Zealand.

For participant P11 one interesting protocol noted was that despite the events portfolio associated with the city Bangalore, the participant considered the city conservative (84). The participant describes interest in visiting Indian temples rather than English architecture that the participant has already seen while living in a western country (3) which is similar to P4, P5, and P10. The participant also shows interest in Indian mythology (similar to P10) and craft (7). The participant also mentions interest in Indian fabrics and an intention to buy Indian clothing (41). It is also worth noticing that the participant acknowledges the familiarity with western architecture but not with Indian architecture (52). In the lines of reasoning 58 and 59, the participant mentions that it is always of interest to see cultures other than English culture indicating the interest to see something different. This interest to compare a western country with India is similar to P3, P4, P5, P6 and P8. There was a surprising line of reasoning at 67 that mentions the fact that the participant already knew that Hindi, English and Urdu are spoken in India, but the participant had no knowledge about other languages being spoken in India.

P11:   3   The 'Fort St. George' interesting but English the temple might be more interesting.

7   And interested in the variety of 'canvas, glass and metal' and the Hindu mythology.

41   So if that is the case it would be interesting to buy Indian influenced clothing.

52   Even though I actually know some architectural styles but on western

point of view this doesn't help me at all picture what 'Indo-Saracenic'

means.

58   It is always interesting to see other cultures.

59   Interpretation of in my eye I suppose but the English culture which I

am lot more familiar with.

67   Because I thought that everyone in India speaks Urdu, English or

Hindi. So I am now surprised.

The participant P12 mentions interest in the culture (11), food (16), and architecture (21) of India. Specifically the participant was more interested to see the 'traditional side' of India than the 'technological' side (36). All these lines of reasoning are similar to the lines of reasoning mentioned previously by participants P1, P2, P3, P4, P5, P10 and P11.

P12:   11   The culture of India interests me.

16   And I like Indian food so that's very interesting.

21   I am interested in architecture of the temples.

36   I would like to see more traditional side than that one had a lot of

technology of India.

Based on lines of reasoning illustrated by participants, four main themes emerged that represented the cross-cultural images perceived by participants after reading the information about the Indian cities. Figure 6 reflects the images perceived by first-time travellers to India who have little knowledge about the Indian cities.

Figure 6. Images due to cross-cultural differences.
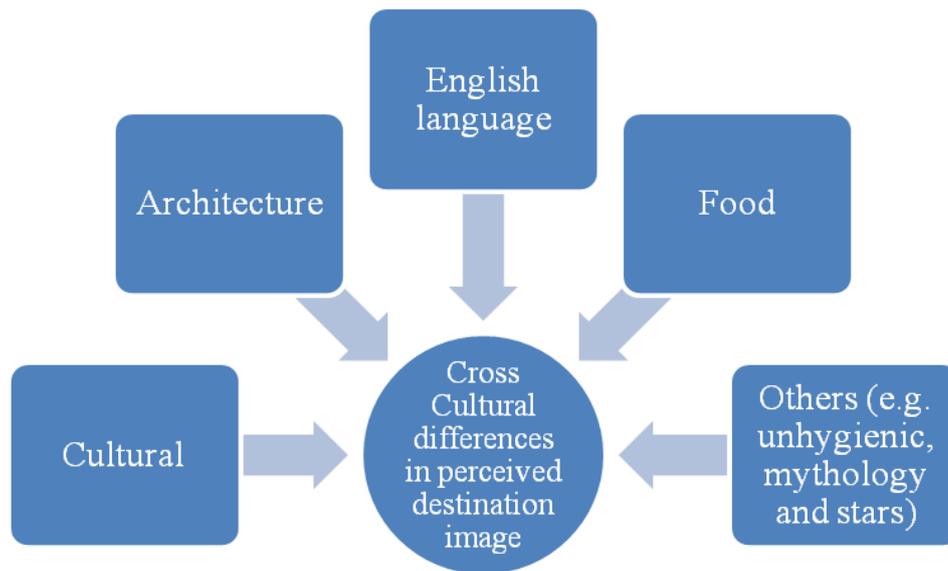
4.4 Summary

In summary, there were four lines of reasoning utilised by prospective tourists in the destination choice process when exposed to a destination's events portfolio containing no events scheduled during the proposed visit. First, destination image was important. In the case of Chennai there is evidence that the perceived image of the city changed when the city was associated with events-portfolio. This was not the case with Bangalore whose image remained unchanged. Though certainly possible, it appears that events portfolios are not a guaranteed means of changing prospective tourists' perceptions of a destination. Second, the timing of the event with respect the time of visit is critical. Consistent throughout the data were statements of disappointment that the proposed visit did not coincide with the event. Subsequently, the event did not act as an attraction to visit that destination. Third, participants often commented that the event held little interest for them. Some were interested in the cultural events whereas others were interested in sports events. This suggests that events portfolios comprised of low interest or unattractive events will be the least capable of acting as an inducement to

prospective tourists. The final line of reasoning was that events portfolio, even if comprised of events that were of no interest or scheduled unfavourably, can suggest that other events of interest may be scheduled during the proposed visit to the destination. These unknown events could perhaps provide an attraction sufficiently strong to influence the destination selection process of a prospective tourist.

The research identified a number of cross-cultural issues evident in the lines of reasoning utilised by western tourists when considering the events portfolio of an eastern destination. Participants relied primarily upon an assessment of culture, architecture, English language usage, and food. Some consideration was also given to hygiene and Indian mythology. Within the context of the events portfolio, there was a clear connection between event type and its 'fit' with Indian culture. This was evident in references made to cricket, a game recognised as being relevant to Indian society and tennis, a sport with significantly less profile and centrality to contemporary Indian culture Therefore, we conclude that in order to attract non-locals, events portfolios should contain events that are culturally relevant to locals. Eastern destinations should therefore avoid the temptation to import or transplant western events into their destinations in order to attract western tourists.

Discussion

5.1 Introduction

This chapter provides a discussion on the findings of the research. The purpose of the research was to explore the induced (pre- and post-) influence of an events portfolio at a destination to co-brand destination and events. The research also took advantage of lines of reasoning generated by the protocol analysis method and recorded the cross-cultural perceived images of the western participants to understand the destination images in the context when events portfolios are associated with the destinations. Furthermore, this chapter discusses the findings on lines of reasoning (LoR), cross-cultural perceived images, implications, future research and conclusions.

5.2 Lines of reasoning (LoR)

The literature has identified that events influence the destinations decision-making process and might induce tourism at the destination when events are 'live' (i.e. occurring). In contrast to this, events portfolios are less effective in influencing tourism pre- and post-events. Events do not appear to have a substantial influence beyond their capacity to attract tourists to the event.

The lines of reasoning stated by participants clearly indicated that the participants were highly influenced by factors other than the events portfolio while selecting a city for their visitation. This makes it clear that participants would have considered the city with an events portfolio in a different context if events were ongoing at the time of their visit.

Xing and Chalip (2006) indicated the interaction of both event and destination contributes to a person's intention to visit the destination. They concluded that a destination's rating rises when paired with a suitable event, or alternatively how an event's rating decreases when events are not paired with a suitable destination. One of

the three key constructs measured was image transfer between events and destination. In the case of where the destination was centred, it was found that the city when paired with an event had better ratings, whereas in the case of where events were centred when paired with the destination it was found that nothing matters more than the events if the events interest people. The other findings suggest that the ratings of both the destinations improved when paired with events. Overall their study proved that mere association of an event with destination had transferred some image as an effect of co-branding.

The lines of reasoning utilised by participants indicated that an events portfolio might have been considered as a reason to select a city if they were 'live'. This supports Xing and Chalip's concepts of co-branding between destinations and events portfolios. Unlike their study, this research concentrated on pre- and post-effect of an events portfolio in inducing tourism to a destination. Therefore in contrast with Xing and Chalip's (2006) study there was no indication that participants selected the city due to any images perceived by co-branding between the events portfolio and the destination. The participants considered their interests in 'things to do' more than the events portfolio. This research reinforces the notion that pairings of events and destinations are crucial matters (Chalip & Costa, 2005) that can affect the image context *during* events as well as *pre- and post*-events.

The results of this research identified that events have a potential to induce tourism when they are 'ongoing' but less effective once they are over. This research suggests that co-branding between destination and events emerges in two natures in the image context; one where destination image is dominant and the second where event image is dominant (Figure 7). The research has attempted to indicate the framework of long-term impacts along with the evaluations in the long-term context.

Figure 7. Two themes of image perceived due to co-branding.
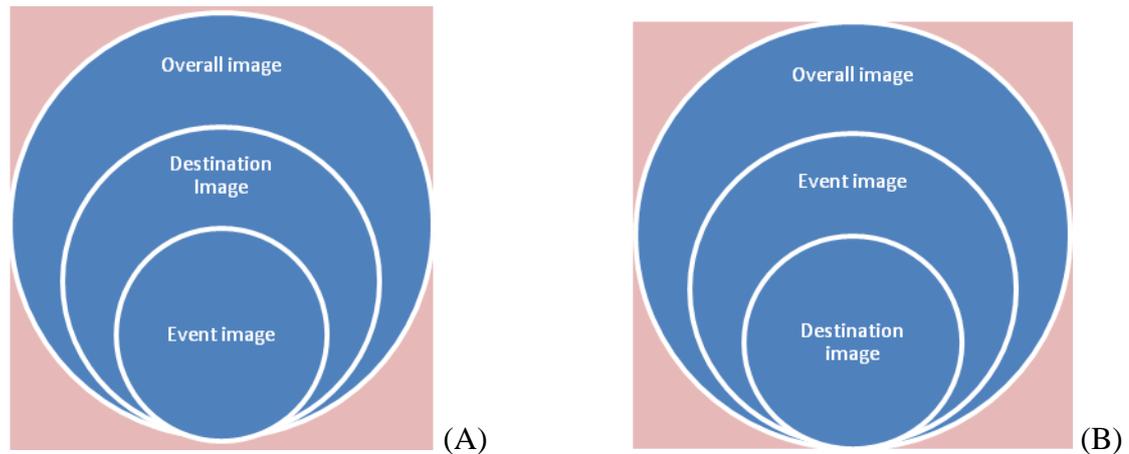
Events with existing brand image in the market can help to establish a brand image of the destination by co-branding. This is consistent with the study by Chalip and Costa (2005b) that referred to co-branding wherein to associate the event's brand with the destination's brand. This is to satisfy the image transfer from events to destination and vice-versa. It is however argued that it is uncertain that the destination gets the focus with events that have existing brand image, as shown in Case B in Figure 7, since the focus remains on the event's brand rather than the destination.

It is notable that the first season of mega-event IPL was hosted in 2008 by both the Indian destinations Bangalore and Chennai included in the study. However, the participants could not recognise any destination associated with an IPL event, but apparently they recognised the event name IPL and the cricket. This indicates that the co-branding image fades away after a duration of time. The destination's image at the time of travel of first-time visitors takes over in the destination decision-making process, which is evident from the findings. It was also observed that irrespective of being associated with an events portfolio, Bangalore emerged as a metropolitan or big city whereas Chennai was considered as a traditional and cultural city. All these arguments submit to Case A in Figure 7, whereas the lines of reasoning indicated the

inclination of participants to attend the events when events are 'on' submits to Case B in Figure 7.

The event marketers focus on the approach of a short-term impact of hosting events rather than a longer-term focus on creating a positive image associated with destination and events co-branding. It is often proven in the previous studies that the effects of events are indirect and long-term (Dwyer et al., 2006; Moscardo, 2007). Hence it is important to not only deal with the immediate impacts of events but also the long-term impacts of events at the destination while co-branding. These impacts are expensive to achieve and are short-lasting. The report by WTO (1997) clearly indicated the lack of data in context with the long-term effects evident to date, as there was nearly nil literature available that has discussed the longevity of such events at the destination.

The research considers the longevity (i.e. pre- and post-event) of destination image occurring due to co-branding between events portfolio and destination. Jago et.al. (2003) conducted a workshop where they identified the need to evaluate the longevity of events at a destination. The research has filled the gap between the known temporal scopes of events and the long-term effects of events as shown in Figure 8. There are gaps in evaluating the overall impacts of events at a destination, long-term fit of an events portfolio with a destination, and the events portfolio synergy accordingly. The lines of reasoning utilised by participants suggested that the events portfolio fit at the destination when the events are 'live', i.e. the participants were influenced to visit the city with an events portfolio if the events were scheduled at the time of their visit. However, the significance of matching the right event with the right destination is most important in longevity to produce a positive effect of co-branding for the long term. It should also be noted that the longevity of events portfolio synergy is also essential at the destination while co-branding between the destination and the events portfolio. There

should be variety in the events portfolio to attract tourists, keeping in mind the different interests of tourists and different countries of origin. The research used a mix of cultural and sports events that were regional, local, and international events, and the lines of reasoning suggest that cultural events were most liked by participants interested in the Indian culture, whereas cricket and tennis were only recognised by those who were into sports.

Figure 8. Indicating the gap in evaluations of events impacts in the Derived Model for Planning and Evaluating an Event's Contribution to Destination Brand
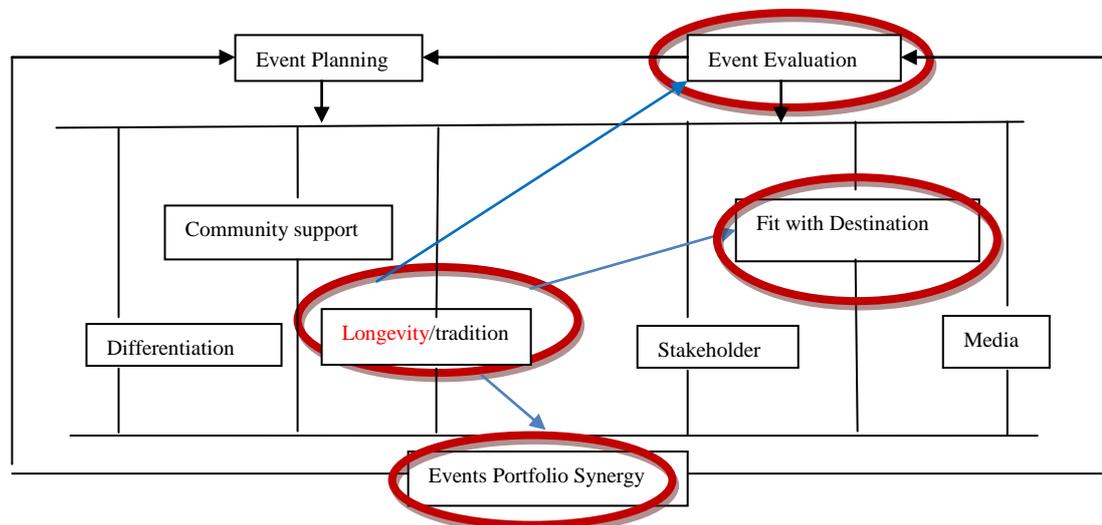
Source: Jago et al. (2003)

An ongoing event delivers co-branding benefits at the destination brought by the ongoing profile and attractions of the destination. Furthermore, an event to become synonymously co-branded with the destination is a crucial matter that comes down to the fact of longevity at the destination (Jago et al., 2003). For an event to become a co-brand it is necessary that the destination should host the event for 5-10 years rather than just one year. It cannot be denied that the events should be financially sustainable to transfer benefits to the destination.

5.3 Lines of reasoning for cross-cultural differences (LoRCC)

From findings it is clear there are four major images that dominated India's image among western participants: cultural, architecture, availability of English speaking locals, and food. There were no lines of reasoning recorded where participants had mentioned poverty, crowding, personal safety and security that were discussed in the study done by Chauhan (2007). However, language barriers mentioned in Chauhan's study came out to be a positive image where participants mentioned that they were satisfied to know the availability of English speaking at the destination. There were few participants who were concerned about the unhygienic conditions in India. Comparing with the negative images of India mentioned in previous studies (Fodor, 1989; Kale & Weir, 1986) the current image sought to be more positive than negative which is a positive sign for Indian tourism industry.

Sadly, in concern with events portfolios, western participants had not mentioned any of the events as brand image for the destination. Participants wanted to attend the events but the events were not considered as the brand image by them associated with the respective Indian destinations. The lines of reasoning had not recognised any event as brand attractions for any of the cities. Since international tourism is a global phenomenon it is important to understand the cultural differences and similarities that provide destination marketers a vision to construct a strategic plan to host events. It is therefore vital to host events that can show India's overall image.

Therefore, an events portfolio should be created that can cover a larger segment of the market, different age groups and also the interests of international tourists as well as local tourists. Based on lines of reasoning for events portfolios (LoREP) it is also evident that cultural events were popular among westerners and sporting events like Indian Premier League, and tennis tournaments were less popular. These differences

prove that sporting events were liked by those who had interest in games. Therefore it can be concluded that Indian destinations are more famous as cultural or traditional land than 'adventurous' or 'happening' destinations. People expect to attend Indian festivals or an event that depicts Indian culture or involves Indian people more than any sporting event that they can see in their own country or in any other country.

5.4 Lines of reasoning for events portfolio (LoREP)

The research interestingly recorded some lines of reasoning regarding the events portfolio and destination (LoREP). The first case was where participants who were interested in the events were upset with the dates of events because they weren't able to attend the events, for example:

> Oh cricket, this interests me. But it's shame that I can't visit any matches.

> I love Indian dancing, this would be an opportunity to see what it is like in India but I can't visit any of these.

> On the other hand participants who were 'not at all' interested in the events would

not mind going to the events if the events were scheduled during their dates of travel, for example:

> Since there are not many things that has caught my eyes I wouldn't mind to visit events because events sort of bury time.

> I am not a cricket person.

> I am more of rugby person. And the dates are also not in my reach.

> But I wouldn't mind to attend this cricket match because I know Indian people are crazy about cricket. This would have been an opportunity to see them live.

In both cases, lines of reasoning indicate that an events portfolio can induce tourism *during* events but not pre- and post-event, which focuses on an argument in the course of co-branding between destination and events. In first case it is revealed that if events are scheduled at the time of participant's visit, nothing else would matter

provided the event is of their interest. In the second case it is clear that if events are not of the particular interests of the tourists, they consider visiting them as another option. This show that events have two natures: *primary* attraction and *secondary* attraction, meaning that one brand will be dominant over the other to bring overall image.

During-events, events become *primary* attractions in co-branding. Therefore the brand concentration will be on the events and the event image will contain the destination image. These types of events are hosted where the destination image is not well known, and to enhance the image mega-events or hallmark events take place. But this type of co-branding can only serve a short-term co-branding effect that is large in nature.

On the other hand, pre and post events, events are more likely to be *secondary* attractions in co-branding. Therefore the brand concentration will be focused on destination attractions and the destination image will contain the event image. These small events are hosted when the destination in itself has superior image due to other attractions and the small events adds to the destination's attraction profile. These effects can be more valuable if small events can be hosted with larger frequency over the year to attract tourists.

The participants significantly reported their willingness to go the events. The hierarchy showed that the local cultural events were more liked by the participants than the sports events. It should be noted that the events mentioned in the events portfolio were not only regional and local but there were international events such as IPL that involves cricket players from all around the world. Smaller events can attract regional, local and international tourists due to their cultural importance.

Events massively facilitate economic development and provide benefits to the host destinations. This was vastly discussed in the literature review and the research

identified the similar findings that tourists are attracted to the destination where events are ongoing, however their line of reasoning explains that the dates of events 'upset' them because they can't attend those events. There were some responses while selecting a destination with an events portfolio where the participants expected despite the events not 'ongoing', the destination might have many smaller events around the city other than the mentioned events. Along with that the participants showed interest in the other attractions offered by the city.

5.5 Implication

The goals and objectives of co-branding must be clear and the main objectives of hosting events at the destination is marketing, tourist attraction and image maker (Getz, 2005). If seeing it broadly, all these objectives satisfy the economic effects and develop the destination brand. It is assumed that the results of the research will draw the attention of Destination Marketing Organisations (DMOs) to understand the long-term effects of co-branding that will help them to work towards brand building of destination.

5.5.1 Implications for DMOs.

At every destination, region or city, there is an organisation responsible for marketing of destinations called a Destination Marketing Organisation. Event organisers and DMOs need to be careful in investing money in events to prevent financial losses and protect destination image in the long term. DMOs and the marketing teams of destinations are bidding for hosting mega-events to improve awareness of the destinations; hence it is important for them to understand the long-term effects as well as the short-term effects.

One of the several roles of DMOs is to foster the overall development of a destination in the long term. They promote the destination by applying strategies to enhance the image and extending the destination's awareness. Events at a regional or a

city level are organised by DMOs. It is important for such organisations to understand the investment involved in organising events to enhance the image of the city that should be long lasting.

Before creating any strategies, DMOs should consider the fact that both mega-events and small-scale events are hosted in the view to stimulate the economy. Small-scale events require less bidding expenses and less infrastructure developmental costs that result in fewer burdens on public funds, whereas mega-events have a more sophisticated and complex nature requiring significant public investment that may or may not result in benefits to the overall economy. Keeping these facts and the research results in mind, it is suggested to deeply consider the longevity of the co-branding effects at the destination.

DMOs of Indian destinations should consider that events are image enhancers of a destination. India as an upcoming and developing destination in the tourism industry needs some events-based marketing strategies that can be achieved by co-branding between events and destinations. The image of India is defined as cultural and historical land with its exotic cuisines. The marketing of India is done by the Ministry of Tourism, India. The website of Ministry of India (2007) named as 'Incredible India' describes many aspects of Indian destinations that include many activities and cultural festivals. There are gaps in promoting Indian destinations on the 'international map' that could interest 'international tourists'. The marketing strategies should include hosting of events that can be developed using destinations as a resource and also to attract the young tourists to the Indian sub-continent.

5.5.2 Implications for co-branding.

Events can function as attractions that can furthermore act as pull or push factors for both domestic and international travel. They may increase the tourism spending and

length of stay of tourists. As per the findings of this research, events are push-pull factors only when events are ongoing at the destination. Events have less influence on the destination decision-making process if they are scheduled before or after the tourists' visit. The coinciding portions (Figure 9) where destination, events portfolio and date of the events meet shows the effective use of destination and events co-branding. The longevity of co-branding increases if the dates of events are matched with tourists' visitation dates. To match the dates of events with the dates of tourists' travel, events should be organised all through the year. The longevity of events increases the sustainability of co-branding at the destination.

Figure 9. Illustration of effective co-branding.
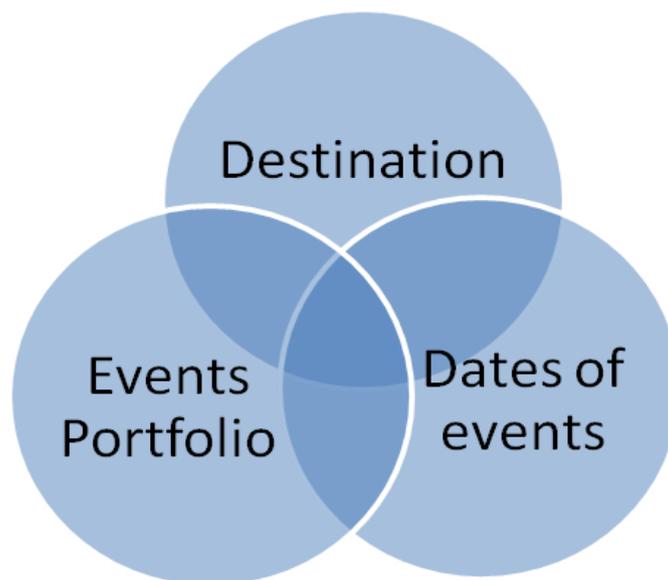
Jago et al. (2003) made a point that it is not expected that only one event can build the destination's brand; it is an events portfolio that works to develop a destination's brand. Similarly, the findings of this research suggest that an events portfolio attracts tourists if the events are of tourist's interest. For example, many participants reported that cricket is not of their interest therefore it does not matter if they can't attend the event. Similarly some of them reported that tennis is not of their interest therefore they

won't mind if the event dates are not at the time of their visit. A noteworthy point is that both events are of international levels. Co-branding should be based on interest levels, not particularly on the type of events (i.e. mega or small event).

These findings show that events such as IPL and Tennis Open might have a short-term effect whereas small events such as the Kanthuri festival and the Spring Dance festival that represent the culture of the country might have a longer term effect. In stimulating the economy of the host destination, mega-events have a time limitation because they are hosted over a gap of long time periods and require a huge investment. Tourists can disregard the perceived image of the destination due to the events portfolio associated with the destination's image. This is due to the long-term gap between the travel and the event hosted at the destination, whereas small events are hosted periodically and can attract the tourists throughout the year, maintaining the image perception. Therefore small events moderately distributed throughout the year have potential to attract tourists to the destination, do not require huge investment and stimulate the economy,.

It is notable that many lines of reasoning illustrated the interest of tourists in the local festivals whereas lines of reasoning for mega-sporting events needed specific interest of participants in the sports to even consider visiting the respective international sporting event. Therefore it is apparent that if events are to be co-branded with destination it is critical to develop an events portfolio for the destination that can serve the goals of boosting economic condition.

Events are utilised to achieve long-term and short-term goals. It is evident that tourists do visit a destination to participate in the event, but if destination marketers want to increase the tourist flow at the destination then it should be noted that the dates of events do matter. Co-branding of events and destination can improve the

sustainability of positive economic impacts. A mega-event hosted at a destination has a short-term influence and it results in an extended stay of tourists whereas a small cultural event might attract tourists to a destination that can provide a new experience to the tourists that cannot be seen or experienced anywhere else. Hence the key is to host events throughout the year. A mix of mega and small events can stretch at different times of the year so that the impacts of events at the destination are scattered equally over the year. Events engage huge amounts of economic investment obligations, profits and losses. The distribution of events portfolios at different times of the year can assist to carve up these profits and losses.

Getz (2005) discussed the goals to be achieved by hosting of different types of events. It is important to develop an events portfolio that includes a simple diverse assortment of events. It can be assumed that if tourists are interested in the events they will be attracted to the venue. It is important to focus on the target market while selecting events for an events portfolio. An events portfolio should include the events that interest the international, regional and local tourists.

After having research results it is clear that co-branding of events and destination is effective in designing events to attract tourists over the year. Incorporation of events throughout the year will raise the economy and increase the longevity factor of co-branding. This may result in objectives of creating a brand destination by a successful co-branding between a destination and an events portfolio.

5.6 Conclusions

The most significant findings to have emerged out of the research are that most of the tourists may like to visit a destination because of events if the event is on *during* their visit, whereas if the events are pre- and post-visit, the tourists are less likely to choose the destination. The research sought a more modest outcome of determining the

ability of an events portfolio to influence the decision of a tourist to visit a destination. It has also provided impetus to the argument that events are *not* able to induce tourism beyond the timing of the event itself.

This study also supports the ability of previous studies to differentiate between the short-term economic impacts of the event (during events) but argues about longevity of co-branding which in turn is assumed to lead to increased tourism in the long term (pre- and post-event). For example the participants informed that they would have considered the destination with an events portfolio if the events were scheduled during their visit. Their line of reasoning mentioned that events do not matter if the event is not at the time of their visit.

Hosting of events does not change the overall image in the long term, however it might have a short-lasting effect. The events are also not capable of changing the 'contemporary' image of a country in the long term. Nearly all participants considered other attractions or cultural reasons to select a city than an events portfolio associated with the destination. For example, many participants reported that an Indian destination is a 'cultural' and 'historical' place rather than using phrases such as 'happening' or 'adventurous'.

Since the tourism industry is presently focusing on the sustainability concept of long-term existence, it is also suggested that the co-branding between destinations and events should be more sustainable by designing events through the use of sustainability criteria. These sustainability criteria range from pollution, environmental concerns, energy facility design, conservation, event transportation, community involvement and their benefits, to the economic benefits and costs.

5.7 Future research

As discussed earlier, events have social-cultural, economic and environmental effect at the destination hence it is vital to co-brand the destination with events (Jago et al., 2003; Nadeau, Heslop, O'Reilly, & Luk, 2008). However, there is lot of research and in-depth study needed to understand how these events can create a much more wanted long-term (pre- and post-event) effect than short-term (during events). There are some future research suggestions based on the findings from the proposed research.

The future research might take place to distinguish between the longer term pre- and post-event effects of one-off events compared to recurring (i.e. annual or biannual events) events. Composition of the events portfolio and its role in influencing destination image perceptions should be explored by considering whether in the first instance, sporting and cultural events possess an equal capacity to influence perceptions. Subsequently studies might also consider whether mass participation events or mass spectator events.

India is only one example of an eastern destination. Future studies that explore the role of events in destination image should consider other non-western destinations as part of the research design. Similarly, studies of events in western destinations should incorporate non-western participants. In short, we encourage the cross cultural aspect of this research to be pursued.

Future studies might also consider the researching the behaviours of those tourists who are induced to visit a destination because of an event. Do they attempt to connect to the event in some indirect way? Do they incorporate features of the event (e.g facility) into their activities (i.e. stadium visit)? Do their expenditure levels have anything in common with event visitors or with regular tourists?

Protocol analysis is a useful technique for understanding consumer decision making. Following on from suggestions in the literature, it was anticipated that rehearsing protocol generation would be necessary. The author suggests in simple tasks like the one utilised in this research, that no significant training is required. A simple explanation appears to be more than sufficient.

5.8 Summary

The proposed 'Event-induced tourism' project is one of the studies undertaken in the field of events and destinations. Study was focused on the influence of events at the destination when events are not going on at the destination. This study has highlighted the need of serious focus on studying the co-branding of events with destination. Co-branding involves a large amount of money and effort, but if events are not scheduled during the time of tourists' visits, events become a secondary attraction rather than a primary attraction, where events become more an attraction than a brand.

In the introductory chapter the debate within the Victorian events' sector regarding the pre and post event value was outlined. The results of this research do not provide a substantial evidence for either side. However, the results of this research suggest that the scepticism of the Auditor-General is well placed and that the event boosters remain without the empirical evidence that the Auditor-General is seeking. Destination marketers are encouraged to reconsider the value of events portfolios to act as a mechanism to attract tourists to the destination beyond the duration of the event. Events may have the ability to improve or alter a destination brand, but this is no guarantee that potential visitors will use this newfound perception in the ways assumed by destination marketers.

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APPENDIX 1: AUTEC ethical approval

AUT
UNIVERSITY
TE WĀNANGA ARONUI O TAMAKI MAKAU RAU

MEMORANDUM
Auckland University of Technology Ethics Committee (AUTEC)

To: Geoff Dickson
From: **Madeline Banda** Executive Secretary, AUTEC
Date: 12 November 2008
Subject: Ethics Application Number 08/215 **Event-induced tourism: a protocol analysis.**

Dear Geoff

I am pleased to advise that, as Executive Secretary of the Auckland University of Technology Ethics Committee (AUTEC), I have approved a minor amendment to your Information Sheet, allowing the rewording of a paragraph. This delegated approval is made in accordance with section 5.3.2 of AUTEC's *Applying for Ethics Approval: Guidelines and Procedures* and is subject to endorsement at AUTEC's meeting on 8 December 2008.

I remind you that as part of the ethics approval process, you are required to submit the following to AUTEC:

- A brief annual progress report using form EA2, which is available online through *http://www.aut.ac.nz/about/ethics*. When necessary this form may also be used to request an extension of the approval at least one month prior to its expiry on 4 November 2011;

- A brief report on the status of the project using form EA3, which is available online through *http://www.aut.ac.nz/about/ethics*. This report is to be submitted either when the approval expires on 4 November 2011 or on completion of the project, whichever comes sooner;

It is a condition of approval that AUTEC is notified of any adverse events or if the research does not commence. AUTEC approval needs to be sought for any alteration to the research, including any alteration of or addition to any documents that are provided to participants. You are reminded that, as applicant, you are responsible for ensuring that research undertaken under this approval occurs within the parameters outlined in the approved application.

Please note that AUTEC grants ethical approval only. If you require management approval from an institution or organisation for your research, then you will need to make the arrangements necessary to obtain this. Also, if your research is undertaken

within a jurisdiction outside New Zealand, you will need to make the arrangements necessary to meet the legal and ethical requirements that apply within that jurisdiction.

When communicating with us about this application, we ask that you use the application number and study title to enable us to provide you with prompt service. Should you have any further enquiries regarding this matter, you are welcome to contact Charles Grinter, Ethics Coordinator, by email at charles.grinter@aut.ac.nz or by telephone on 921 9999 at extension 8860.

On behalf of the AUTEC and myself, I wish you success with your research and look forward to reading about it in your reports.

Yours sincerely

Madeline Banda
Executive Secretary
Auckland University of Technology Ethics Committee

Cc: Tanu Jayaswal tanu.jayaswal@gmail.com, tjayaswa@aut.ac.nz, AUTEC Faculty Representative, Applied Humanities

APPENDIX 2: Consent form

Consent Form

Project title: *Event-induced tourism: A protocol analysis*

Project Supervisor: **Dr. Geoff Dickson**

Researcher: **Tanu Jayaswal**

○   I have read and understood the information provided about this research project in the Information Sheet dated _____ April 2009.

○   I have had an opportunity to ask questions and to have them answered.

○   I understand that notes will be taken during the interviews and that they will also be audio-taped and transcribed.

○   I understand that I may withdraw myself or any information that I have provided for this project at any time prior to completion of data collection, without being disadvantaged in any way.

○   If I withdraw, I understand that all relevant information including tapes and transcripts, or parts thereof, will be destroyed.

○   I agree to take part in this research.

○   I wish to receive a copy of the report from the research (please tick one): Yes○ No○

Participant's signature:
....

Participant's name:
....

Participant's Contact Details (if appropriate):
....
....
....
....

Date:

Approved by the Auckland University of Technology Ethics Committee on 12th November 2008 AUTEC Reference number 08/21.

Note: The Participant should retain a copy of this form.

APPENDIX 3: Participant information sheet

Participant Information Sheet

AUT
UNIVERSITY
TE WĀNANGA ARONUI O TAMAKI MAKAU RAU

Date Information Sheet Produced:
_____ 2008

Project Title
Tourism destination selection: A protocol analysis

An Invitation
I, Tanu Jayaswal, invite you to participate in a research project for AUT. I am a Master of Philosophy student in the Faculty of Applied Humanities at AUT. This research project is being conducted as part of the thesis requirements of the degree.

Your participation is voluntary. During the research process you are free to withdraw from the consent at any time you want.

What is the purpose of this research?
The main aim of this research is to establish the factors people consider when selecting a tourism destination.

How was I chosen for this invitation.
You were invited to participate in this research because many New Zealand University students have an interest in travelling overseas. Given that I am also studying at AUT University, it is convenient for me to approach students at AUT.

What will happen in this research?
In the first instance we will ask three simple questions to ensure that you do not have any pre-existing reasons to visit our destinations.

If it is the case, then the interview will not continue.

If it is not the case, then you will provided information on two destinations in India. Whilst reading the material you will be asked to share you thoughts on what is attractive or unattractive about the destinations. You will be prompted to indicate your preferred destination and asked to discuss your selection. The discussion will be digitally recorded .There is no written task involved.

What are the discomforts and risks?
There are no known conditions that will negatively affect any participant physically, mentally, or psychologically. There is no right or wrong answer.

How will these discomforts and risks be alleviated?

In the unlikely event where participant feels discomfort at any stage of research, the researcher will offer you the chance to collect your thoughts without any further prompting. Should this be unsuccessful in overcoming your discomfort you will be reminded on your ability to withdraw from research.

What are the benefits?

The primary benefit of this study is that tourism planners will gain additional insight into the thinking processes that people undertake when selecting a holiday destination.

How will my privacy be protected?

The interview transcripts by you will be viewed only by me and my academic supervisors. The information will be securely stored in the NZTRI offices. Your name will never be linked to any transcript.

What are the costs of participating in this research?

There are no monetary costs required to participate in this research. It is estimated that the discussion will take between 15 or 30 minutes.

How do I agree to participate in this research?

If you wish to participate in this research you simply need to complete the attached consent form and bring it with you to the interview.

Will I receive feedback on the results of this research?

The results of the research can be accessed on the NZTRI website (www.nztri.co.nz) or they can be emailed to you upon request.

What do I do if I have concerns about this research?

Any concerns regarding the nature of this project should be notified in the first instance to the Project Supervisor, Dr *Geoff Dickson,geoff.dickson@aut.ac.nz. Ph: 921 9999 ext 7851*

Concerns regarding the conduct of the research should be notified to the Executive Secretary, AUTEC, Madeline Banda, *madeline.banda@aut.ac.nz*. Ph 921 9999 ext 8044.

Whom do I contact for further information about this research?

Researcher Contact Details: *Tanu Jayaswal tjayaswal@aut.ac.nz , 921 9999 8977*

Project Supervisor Contact Details: *Geoff Dickson: geoff.dickson@aut.ac.nz. Ph Tel: (+649) 921 9999 ext 7851*

Approved by the Auckland University of Technology Ethics Committee on 12th November 2008, AUTEC Reference number 08/215

Phase 1

Questionnaire

1. Have you ever visited India?

    _____

2. Do you have friends or relatives in India?

    _____

    If yes which city?

    _____

3. In your own words, how would you describe your knowledge of India and cities Chennai, Mumbai?

    _____

    _____

APPENDIX 4: Brochure of Bangalore City with events portfolio

Bangalore* (Bangaluru)

Accommodation: There are many types of accommodation available in the city. These range from budget hotels (NZ$ 100 per night) through to to luxury hotels (NZ$ 300 and above).

Culture: Bangalore is a city of 4 ½ million people – and is one of the fastest growing cities in Asia. Locals speak Telugu, Malayalam and English so you are sure to receive a diverse cultural experience. The city is a dynamic mix of technology – Bangaluru is the unofficial hi-tech city of India, as it is the headquarters for many software companies. The roots of global culture are very prominent among the people of Bangalore, be it the Information Technology ring or traditional Deccan life.

Dining: Bangalore food is largely non-greasy, roasted and steamed. Rice is served with Huli (a thick soup with vegetables), Sambhar (a thick soup without vegetables), Saaru or Rasam (a thin soup), dry and curried vegetables called Palya and the meal ends with Mosara Anna (a mixture of rice with curds). Coconut is an important ingredient in all Karnataka recepies. You must also try Bisi Bele Bath (rice mixed with Huli and vegetables), Puliyogare (Tamarind rice, Kosambari (Salad) and Uddina Vade) and Mosaru Vade (Vada dipped in curd).

Things to do:

Government Museum: Dating back to the mid-1880s, this is one of the oldest museums in India. It's architecture and beautiful stone columns can only be described as grand. The museum has galleries devoted to geology, natural history, sculpture, art and numismatics. The rich collection of the museum comprises of ancient coins and art, along with relics from the Indus valley civilization, especially Mohenjodaro, Halebid and Vijayanagar. Many relics kept at the museum are as much as 5000 years old.

Jawaharlal Nehru Planetarium: The planetarium is a good place to learn about astronomy and the solar system. The main attraction here is the 'Sky Theatre Show,' which displays the wonders of the solar system. The description is provided both in Kannada and English. Apart from the amazing voyage through space in the main program, one can learn more about the stars and universe through the special support exhibition. Visit the planetarium and see the stars as you have never seen them before.

Bangalore Palace: The palace is based on Windsor Castle and features Tudor-style architecture, complete with granite turrets, battlements and towers. The ground floor consists of an open courtyard containing granite seats covered with fluorescent blue ceramic tiles. It also contains a ballroom for holding private parties. The interior walls of the palace are adorned by old paintings belonging to the mid-19th century, including some Greek and Dutch paintings. The sprawling grounds surrounding the palace are a popular venue for rock concerts.

The Bull Temple: This temple features an enormous monolith of Nandi, the bull of Lord Shiva. On weekends, many street musicians perform here and wedding processions take place.

Vidhana Soudha: This is the home of the Karnataka state legislature. It is an imposing building, constructed in a style sometimes described as 'Neo-Dravidian', and incorporates elements of Indo-Saracenic, Rajasthani Jharokh and Dravidian styles. The Vidhana Soudha sometimes referred to as the as the Taj Mahal south India and is floodlit on Sunday nights.

Bangalore Open Tennis: This is a Tier-II Women's Tennis Association (WTA) Tour event. With prize money of US$ 600000, the Bangalore Open is the biggest women's tennis event in the whole of south and south-east Asia. Last year's tournament was one by Serena Williams.

Dussera Festival: Dussera is the tenth day of the bright half of Aswin and is celebrated as the day of victory to rejoice Durga's triumph over the demon Mahishasura. This festival is celebrated all over India but the festivities at Mysore are especially extravagant. They include a colourful procession of elephants winding through the brightly-decorated streets of the city, as well as a floating festival in the temple tank at the foot of Chamundi Hill and a procession of chariots around the temple. As the major festival of this state, Dussera is celebrated for ten days throughout September and October each year.

Indian Premier League (IPL): Featuring the best players from around the world, this is India's largest sporting event and the world's richest Twenty20 cricket tournament. No visit to India would be complete without experiencing first-hand a game of elite cricket. Cricket is the unofficial national sport of India, and its development has been closely tied up with the history of the country, mirroring many of the political and cultural developments around issues such as caste, religion and nationality. There is no better way of doing this than attending a home game of the Bangalore Royal Challengers.

Vasantahabba Spring Dance and Music Festival: This is the annual spring festival of Nrityagram, a village of classical dance and music. It is now considered the 'Woodstock' of classical dance and music in India. The festival is attended by some of the greatest music maestros of India as well over forty thousand enthusiastic spectators from surrounding villages - and beyond

<u>Shopping and Night life:</u> Shop along the finest markets for designer clothes and souvenirs from one of best malls 'Garuda' and 'The Forum'. Forum was the winner of 2007 trophy for best mall of India. Let yourself free in the lively environment with different events and shop along the finest brands at the mall. There are many bars and pubs like Pecos, The Underground and many more to give you the fever of dancing and entertaining.

APPENDIX 5: Brochure of Bangalore City without events portfolio

Bangalore (Bangaluru)

Accommodation: There are many types of accommodation available in the city. These range from budget hotels (NZ$ 100 per night) through to to luxury hotels (NZ$ 300 and above).

Culture: Bangalore is a city of 4 ½ million people – and is one of the fastest growing cities in Asia. Locals speak Telugu, Malayalam and English so you are sure to receive a diverse cultural experience. The city is a dynamic mix of technology – Bangaluru is the unofficial hi-tech city of India, as it is the headquarters for many software companies. The roots of global culture are very prominent among the people of Bangalore, be it the Information technology or traditional Deccan life.

Dining: Bangalore food is largely non-greasy, roasted and steamed. Rice is served with Huli (a thick soup with vegetables), Sambhar (a thick soup without vegetables), Saaru or Rasam (a thin soup), dry and curried vegetables called Palya and the meal ends with Mosara Anna (a mixture of rice with curds). Coconut is an important ingredient in all Karnataka recepies. You must also try Bisi Bele Bath (rice mixed with Huli and vegetables), Puliyogare (Tamarind rice, Kosambari (Salad) and Uddina Vade) and Mosaru Vade (Vada dipped in curd).

Things to do:

Government Museum: Dating back to the mid-1880s, this is one of the oldest museums in India. It's architecture and beautiful stone columns can only be described as grand. The museum has galleries devoted to geology, natural history, sculpture, art and numismatics. The rich collection of the museum comprises of ancient coins and art, along with relics from the Indus valley civilization, especially Mohenjodaro, Halebid and Vijayanagar. Many relics kept at the museum are as much as 5000 years old.

Jawaharlal Nehru Planetarium: The planetarium is a good place to learn about astronomy and the solar system. The main attraction here is the 'Sky Theatre Show,' which displays the wonders of the solar system. The description is provided both in Kannada and English. Apart from the amazing voyage through space in the main program, one can learn more about the stars and universe through the special support exhibition. Visit the planetarium and see the stars as you have never seen them before.

Bangalore Palace: The palace is based on Windsor Castle and features Tudor-style architecture, complete with granite turrets, battlements and towers. The ground floor consists of an open courtyard containing granite seats covered with fluorescent blue ceramic tiles. It also contains a ballroom for holding private parties. The interior walls of the palace are adorned by old paintings belonging to the mid-19th century, including some Greek and Dutch paintings. The sprawling grounds surrounding the palace are a popular venue for rock concerts.

The Bull Temple: This temple features an enormous monolith of Nandi, the bull of Lord Shiva. On weekends, many street musicians perform here and wedding processions take place.

Vidhana Soudha: This is the home of the Karnataka state legislature. It is an imposing building, constructed in a style sometimes described as 'Neo-Dravidian', and incorporates elements of Indo-Saracenic, Rajasthani Jharokh and Dravidian styles. The Vidhana Soudha sometimes referred to as the as the Taj Mahal south India and is floodlit on Sunday nights.

Dussera: Dussera is the tenth day of the bright half of Aswin and is celebrated as the day of victory to rejoice Durga's triumph over the demon Mahishasura. This festival is celebrated all over India but the festivities at Mysore are especially extravagant. They include a colourful procession of elephants winding through the brightly-decorated streets of the city, as well as a floating festival in the temple tank at the foot of Chamundi Hill and a procession of chariots around the temple. As the major festival of this state, Dussera is celebrated for ten days throughout September and October each year.

Hassan: The city of Hassan features steeped history and contains a number of fine temples, such as the 12th-century Chenna Keshava temple. Other attractions in Hassan include the Hasanamba temple, the Siddeshvara temple, and also the District Museum, which contains a collection of art works, weaponry, coins and local artefacts. Hassan is a good base for exploring the area, with Belur, Halebid, Shravanabelagola all within easy reach.

Ramanagaram: This city offers a variety of recreation activities and attractions including rock climbing and trekking, art galleries, a local museums and an outdoor theatre. There are eight mosques in the city. The local Muslims are prominent in the local silk industry. Ramanagram is also noted for the manufacture of highly artistic terracotta items and pottery ware, which are even marketed elsewhere in the country.

<u>Shopping and Night life:</u> Shop along the finest markets for designer clothes and souvenirs from one of kind boutiques of Montreal. Let yourself free in the lively environment with homemade beers and happening lounge areas, night clubs.

APPENDIX 6: Brochure of Chennai City with events portfolio

Chennai* (Madras)

Accommodation: There are many types of accommodation available in the city. These range from budget hotels (NZ$ 100 per night) through to luxury hotels (NZ$ 300 and above).

Culture: Chennai is an exciting mix of the old and the new. The region around Chennai has served as an important administrative, military, and economic centre since the 1st century. Though industrialized, Chennai continues to be traditional and conventional in many ways with locals remaining deeply committed to their cultural moorings and traditions. It is a city that surprises with its combination of both tradition and modern forms. Chennai is the base for the large Tamil movie industry, which is colloquially known as Kollywood.

Dining: For non vegetarians, the traditional dishes consist of rice and curries cooked with mutton, chicken or fish. Other meals popular with locals are idly (steamed rice cakes), dosai (pancake made from batter of rice) and lentils crisp fried on a pan, vada (deep fried doughnuts made from a batter of lentils), pongal (rice and lentils boiled together, seasoned with ghee, cashew nuts, pepper and cumin seed) and uppuma (cooked semolina seasoned in oil with mustard, pepper, cumin seed and dry lentils.). Apart from this, locally brewed 'filter coffee' is a must for all anyone visiting Chennai.

Things to do:

Fort St. George: Built in the 17th century, this fort was built under the supervision of Francis Day and Andrew Cogon and houses St. Mary's Church and a museum. St. Mary's Church is the oldest Anglican Church in India and has some of the oldest British tombstones in India. The museum showcases many relics belonging to the times of British Raj in India and exhibits a collection of contemporary paintings as well as the rare military paraphernalia such as weapons, uniforms, coins, costumes and medals.

Sri Parthasarathi Temple: This is a Hindu Vaishnavite temple dedicated to Lord Krishna. It is one of the 108 divyadesams or holy abodes of Lord Vishnu. It was originally built by the Pallavas in the 8th century and then later renovated by the Cholas and the Vijayanagara kings. One of the distinguishing features is that it contains the deities of the four incarnations or *avatars* of Vishnu.

Birla Planetarium: The Birla Planetarium provides visitors with an excellent opportunity to explore the cosmos and its activities. The Birla Planetarium performs the dual function of providing a comprehensive and cohesive knowledge about the various geographical and astronomical systems of the cosmos and entertaining the viewers as well. The Birla Planetarium conducts the shows in English, Hindi and Bengali. The astronomical observatory of the Birla Planetarium is one of the most sought after tourist destination of West Bengal that reflects the engineering skills of the people of West Bengal.

Pongal Festival: Like Diwali is a major festival in north India, Pongal is major festival in South India. Originally, it is a rural based festival but celebrated with great importance in cities too. It is one of the major festivals of the state and involves the worship of Lord Shiva, Lord Krishna, Sun God, Mother Earth and the Cattle for bearing a good harvest. It is celebrated for four days and there are mythological stories associated with each day. Houses are decorated beautifully. Many traditional sports viz. cart races and cock fights are organised during the festival. This is a great chance to see a mass celebration of a festival in India.

National Art Gallery and Government Museum: The six independent buildings in this museum campus host 46 galleries. The exhibits relate to archaeology, geology, anthropology, numismatics (coins), sculpture, armoury, botany and zoology. The Government Museum of Chennai is one of the most popular sightseeing pots in the city. It is deemed to be one of the oldest museums of India, as its inception dates back to the Colonial rule.

Indian Premier League (IPL): Featuring the best players from around the world, this is India's largest sporting event and the world's richest Twenty20 cricket tournament. No visit to India would be complete without experiencing first-hand a game of elite cricket. Cricket is the unofficial national sport of India, and its development has been closely tied up with the history of the country, mirroring many of the political and cultural developments around issues such as caste, religion and nationality. There is no better way of doing this than attending a home game of the Chennai Super Kings.

Mahabalipuram: The town boasts of some of the finest rock-hewn caves and sculptures in the world. It has various historic monuments built largely between the 7th and the 9th century, and has been classified as a UNESCO World Heritage Site. The monuments are mostly rock-cut and monolithic, and constitute the early stages of Dravidian architecture wherein Buddhist elements of design are prominently visible. They are constituted by cave temples, monolithic *rathas* (chariots), sculpted reliefs and structural temples.

Chennai Open: This is part of the Association of Tennis Professional's (ATP) World Tour 250 series. The Chennai Open has been India's largest tennis event since 1997. Held at the SDAT Tennis Stadium in Chennai, this ATP event has attracted some of the best names in tennis circuit. The tournament is played on hard court (PlayPave) and comprises of two events - the Men's Singles and the Men's Doubles and carries total prize money of $450,000.

Kanthuri Festival of Tamil Nadu: This festival is a symbol of secularism in the state as well as in the country. The unique feature of the Kanthuri Festival is that it is enjoyed and observed by the Hindus, Muslims and people of all other faiths alike. Amid elaborate rituals and rites, the devotees present their offerings to the Peer. Thousands of devotees and tourists come to Tamil Nadu to witness this significant event and be a part of it. This religious event is generally celebrated between the months of July and August. The pomp and glory around the festival is such that a non-religious person will also like the festival and celebrations attached to it.

Shopping and Night life: Chennai has two major Shopping Malls - Spencer Plaza and City Center. These two malls attract maximum local crowd and tourist round the year. Telebuy, a leading tele-shopping company in India has its Head-quarters in Chennai. There are many bars and pubs like Pasha, HFO and many more to give you the fever of dancing and entertaining

APPENDIX 7: Brochure of Chennai City without events portfolio

Chennai (Madras)

Accommodation: There are many types of accommodation available in the city. These range from budget hotels (NZ$ 100 per night) through to to luxury hotels (NZ$ 300 and above).

Culture: Chennai is an exciting mix of the old and the new. The region around Chennai has served as an important administrative, military, and economic centre since the 1st century. Though industrialized, Chennai continues to be traditional and conventional in many ways with locals remaining deeply committed to their cultural moorings and traditions. It is a city that surprises with its combination of both tradition and modern forms. Chennai is the base for the large Tamil movie industry, which is colloquially known as Kollywood.

Dining: For non vegetarians, the traditional dishes consist of rice and curries cooked with mutton, chicken or fish. Other meals popular with locals are idly (steamed rice cakes), dosai (pancake made from batter of rice) and lentils crisp fried on a pan, vada (deep fried doughnuts made from a batter of lentils), pongal (rice and lentils boiled together, seasoned with ghee, cashew nuts, pepper and cumin seed) and uppuma (cooked semolina seasoned in oil with mustard, pepper, cumin seed and dry lentils.). Apart from this, locally brewed 'filter coffee' is a must for all anyone visiting Chennai.

Things to do:

Fort St. George: Built in the 17th century, this fort was built under the supervision of Francis Day and Andrew Cogon and houses St. Mary's Church and a museum. St. Mary's Church is the oldest Anglican Church in India and has some of the oldest British tombstones in India. The museum showcases many relics belonging to the times of British Raj in India and exhibits a collection of contemporary paintings as well as the rare military paraphernalia such as weapons, uniforms, coins, costumes and medals.

Kapaleeswarar Temple: The biggest temple in the city is a fine example of Dravidian architecture. The Shaiva temple has 13th century inscriptions and a 37-metre *gopuram* (an ornate monumental tower) remarkable for its intricate carvings depicting stories from Hindu mythology.

Sri Parthasarathi Temple: This is a Hindu Vaishnavite temple dedicated to Lord Krishna. It is one of the 108 divyadesams or holy abodes of Lord Vishnu. It was originally built by the Pallavas in the 8th century and then later renovated by the Cholas and the Vijayanagara kings. One of the distinguishing features is that it contains the deities of the four incarnations or *avatars* of Vishnu.

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Cholamandal Artist Village: Surrounded by an old decrepit and sparsely populated village of Injambakkam, the Artist village is India's largest self-supporting art colony and one of the most successful in Asia. Here you can observe up to thirty, local painters and sculptors at work.. For connoisseurs of art, there are some dainty and colourful paintings and custom designed sculptures on sale.

Thanjavur: Thanjavur is one of the chief political, literary and religious centres of southern India, known for its contribution to Carnatic music; it has produced many classical musicians and Bharathanatyam dancers. The Tanjore paintings are very popular and are renown around the world. The artists use a combination of canvas background with glass, metals, etc. to depict and decorate various scenes from Hindu mythology.

<u>Shopping and Night life:</u> Chennai has two major Shopping Malls - Spencer Plaza and City Center. These two malls attract maximum local crowd and tourist round the year. There are several small malls around the city such as Alsa Mall, Isphani Center, Prince Plaza. Telebuy, a leading tele-shopping company in India has its Head-quarters in Chennai.