



Chapter 1

Understanding Int'l Events



“Grand Tour”

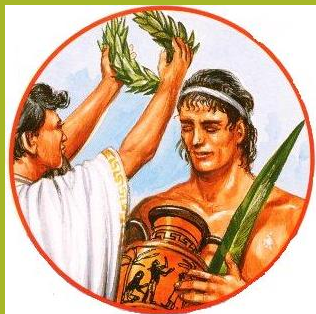
- ❑ Extended travel of young men from the aristocratic classes of Northern Europe
 - ❑ Educational Purposes
 - ❑ Cultural Purposes





Ancient Olympic Games

- ❑ Between 776 and 261 BC
- ❑ One of the first examples of an event with an international character
- ❑ Described as one of the first recorded examples of sport event tourism.





Thomas Cook

- ❖ Former Preacher turned tour operator
- ❖ Credited with revolutionizing tourism travel by pioneering packaged tours
- ❖ Made it easier and cheaper to travel
- ❖ Charged fixed prices for accommodation, travel and food for a given route
- ❖ Negotiated block rates



- ❖ Growing popularity of international events
- ❖ Globalization
- ❖ Growth of the experience/cultural/creative industries



Globalization

- ❖ Rapid increase in links between:
 - ❖ People
 - ❖ Places
 - ❖ Communities
 - ❖ Countries
 - ❖ Markets
- ❖ Facilitated by technological developments in:
 - ❖ Transportation
 - ❖ Telecommunications
 - ❖ Internet Technologies
 - ❖ Social Media
- ❖ Has resulted in greater competition
 - ❖ Need for competitive advantage
 - ❖ Innovation instead of Price Competition



Five Key Destination Development Roles

- ❖ Tourist Attraction
 - ❖ Destination Imaging/branding
 - ❖ Place Marketing
 - ❖ Animator
 - ❖ Development Catalyst
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- ❖ Local governments and agencies have turned to events to create added value vs. 'fixed cultural capital'.