

TABLE OF CONTENT

CHAPTER	TITLE	P
	DECLARATION	ii
	ACKNOWLEDGEMENTS	iii
	ABSTRACT	iv
	ABSTRAK	v
	TABLE OF CONTENTS	vi
1	INTRODUCTION	1
	1.1 General Background	1
	1.1.1 Event Tourism	2
	1.1.2 Event Tourism Strategy	4
	1.1.3 Tourism Organization	5
	1.2 Problem Definition and Objectives	6
	1.2.1 Problem Definition	6
	1.2.2 Objectives	8
	1.3 Research Questions	8
	1.4 Scope and Limitation	9
2	LITERATURE REVIEW	10
	2.1 Introduction to Events	10
	2.1.1 Definition of an Event	11
	2.1.2 Categorizing Events	13

2.2	Introduction to Strategy	17
2.2.1	The Concept of Strategy	18
2.2.2	Strategic Planning	19
2.2.3	Strategic Planning for Tourism Organizations	21
2.3	Event Tourism Strategy	22
2.3.1	Strategic Planning in Event Tourism	22
2.3.2	Generic Event Tourism Strategies	24
2.3.3	Event Tourism Policy	26
2.4	Portfolio of Events	28
2.4.1	Event Tourism Portfolio	28
2.4.2	The Triangle Model Of Portfolio Of Destination Events	29
2.4.3	Bidding	31
2.5	Coordination of Events	33
2.5.1	Events as Projects	33
2.5.2	Multi-Projects	34
2.5.3	Problems And Challenges Related To Multi-Projects	35
2.6	Marketing Of Events	37
2.6.1	Transactional Marketing	38
2.6.2	Market Segmentation	39
2.7	Events As Destination Image Makers	40
2.7.1	The Concept Of Image	40
2.7.2	Events And Destination Image	42
3	RESEARCH METHODOLOGY	44
3.1	Research Approach	44
3.2	Research Design	45
3.3	Research Method and Procedure	46
3.4	Data Gathering	48
3.4.1	Data Sources	48
3.4.2	Case Selection Procedure	49

3.4.3	Interview Method	50
3.4.4	Possible Source Of Errors	51
3.4.5	Measuring Instrument	55
4	EMPIRICAL DATA	57
4.1	Introduction To Case: Johor Event Tourism Organization	57
4.2	Event Tourism Strategy	59
4.2.1	The Importance Of Events For Tourism Organizations	59
4.2.2	Strategic Event Tourism Planning	61
4.3	Portfolio Of Events	63
4.5	Coordination Of Events	69
4.6	Events As Destination Image Makers	70
5	ANALYSIS	71
5.1	Event Tourism Strategy	72
5.1.1	The Importance Of Events For Tourism Organizations	72
5.1.2	Events As A Part Of Overall Tourism Strategies	73
5.1.3	Strategic Event Tourism Planning In Tourism Organizations	74
5.1.4	Generic Event Tourism Strategies	76
5.1.5	Event Tourism Policy	77
5.2	Portfolio Of Events and Bidding	78
5.3	Coordination Of Events	80
5.4	Marketing Of Events	81
5.5	Market Segmentation For Event Tourism	82
5.6	Events As Destination Image Makers	83
6	CONCLUSIONS	85
6.1	Introduction	85
6.1.1	The Importance Of Events	85
6.1.2	Working Strategically With Events	86

6.1.3 Work With Events In Practice	87
6.2 Event Tourism Strategy Development	88
REFERENCES	90
APPENDIX A	96