



International Journal of Contemporary Hospitality Management

Thematic trends in event management research
Seunghyun Brian Park Kwangsoo Park

Article information:

To cite this document:

Seunghyun Brian Park Kwangsoo Park , (2017), " Thematic trends in event management research " , International Journal of Contemporary Hospitality Management, Vol. 29 Iss 3 pp. -

Permanent link to this document:

<http://dx.doi.org/10.1108/IJCHM-09-2015-0521>

Downloaded on: 13 February 2017, At: 16:53 (PT)

References: this document contains references to 0 other documents.

To copy this document: permissions@emeraldinsight.com

The fulltext of this document has been downloaded 10 times since 2017*

Users who downloaded this article also downloaded:

(2017),"Identifying antecedents and outcomes of festival satisfaction: the case of a cosmetics & beauty expo", International Journal of Contemporary Hospitality Management, Vol. 29 Iss 3 pp. -

(2017),"How to create a profitable boothscape?", International Journal of Contemporary Hospitality Management, Vol. 29 Iss 3 pp. -



Access to this document was granted through an Emerald subscription provided by emerald-srm:173272 []

For Authors

If you would like to write for this, or any other Emerald publication, then please use our Emerald for Authors service information about how to choose which publication to write for and submission guidelines are available for all. Please visit www.emeraldinsight.com/authors for more information.

About Emerald www.emeraldinsight.com

Emerald is a global publisher linking research and practice to the benefit of society. The company manages a portfolio of more than 290 journals and over 2,350 books and book series volumes, as well as providing an extensive range of online products and additional customer resources and services.

Emerald is both COUNTER 4 and TRANSFER compliant. The organization is a partner of the Committee on Publication Ethics (COPE) and also works with Portico and the LOCKSS initiative for digital archive preservation.

*Related content and download information correct at time of download.

Thematic trends in event management research

Introduction

The study of event management is a relatively recent phenomenon, and the field has seen rapid change in research focus. The fact that a special issue of the *International Journal of Contemporary Hospitality Management (IJCHM)* has been reserved for contemporary issues in events, festivals, and destination management is an indication of the increased interest in research in the event management field. This suggests that as the event management field has grown, research approaches and locations have become more diverse as diverse approaches and methods are encouraged in the early developmental stages of the area (Ballantyne *et al.*, 2009). As the variety of research topics has grown over the past few decades, review papers on event management research (e.g., Getz and Page, 2016; Kim *et al.*, 2013; Lee and Back, 2005; Mair, 2012; Mair and Whitford, 2013; Yoo and Weber, 2005) have not only addressed theoretical and practical themes, but suggested other valuable research areas. Using the priceless contributions of these scholars, Kim *et al.* (2013) recommended further reviews of articles published in journals focused on event management.

Scholars often attempt to determine progress in their fields or disciplines using content analysis of articles in academic journals. In hospitality and tourism (H&T), several scholars have examined published research to assess the development and future direction in their fields or disciplines (e.g., Crawford-Welch and McCleary, 1992; Grazer and Stiff, 1987; Reid and Andereck, 1989). For example, recently published special issues of the *IJCHM*, “Progress in hospitality research” and, in 2004, the *International Journal of Hospitality Management (IJHM)* with its “2003 Review Issue” included research trends in specific themes like operation, human

research, or marketing research in H&T. Examining the changes in research themes provides insight into the growth and development of research in the field, as well as highlighting areas that require further investigation (Ballantyne *et al.*, 2009). An examination of past research in a field reveals current boundaries and research practices and techniques as well as advances in research methods in the field (Baloglu and Assante, 1999).

Researchers (e.g., Krippendorff, 2004; Lombard *et al.*, 2002) have suggested that a coding instrument for a thematic study, or coding categories, would make such a study more credible by reporting both the procedure used in the review and acceptable indices. Given these research streams and recommendations, this study contributes to the literature by identifying thematic evolution in event management research. The thematic analysis in this study will extend previous analyses of the evolution of event management research to incorporate a range of journals that have become increasingly influential in event management as well as tracking the rise and fall in popularity of various research topics and approaches.

In previous review papers on event management, data collection has relied on computer database searches (e.g., EBSCOhost Research Database, ProQuest, and Google Scholar) with selected key words to identify relevant research. Identifying event management papers using search engines may, however, omit a number of relevant articles published in journals that actually focus on events. Review papers of event management studies (e.g., Getz, 2010; Getz and Page, 2016; Lee and Back, 2005; Mair, 2012; Mair and Whitford, 2013; Yoo and Weber, 2005) have contributed

to the literature by providing in-depth insight into research trends. This paper expands on these reviews by using a variety of comparisons and presenting different index measures.

With rigorous categorization of research themes, research outcomes reveal changes in themes among researchers during different periods (1998-2003, 2004-2008, and 2009-2013). Event studies evolved and incorporated a variety of perspectives from other disciplines (Getz, 2010, 2012; Getz and Page, 2016), so our research strengthens existing reviews of the literature by comparing research themes in a time series and in two different research fields: H&T and events. To achieve the purpose of this study, the authors followed specific procedures. First, we developed a reliable coding instrument based on discussions in previous review papers. Second, we coded research themes of event management-related papers published in both event management journals and H&T journals. Third, we investigated theme trends in the entire body of the event management research and compared differences in research themes between the event management journals and the H&T journals. Finally, we discussed the contributions of this study and provided suggestions for future researchers.

Literature review

A growing number of tourism organizations have planned and held events like local product festivals, community fairs, or sporting events to attract residents and travelers (Carlsen *et al.*, 2000; Getz, 2005; Getz, 2008; Jones, 2012) and bring economic and social benefits to communities. An event has been defined as a planned occasion or activity such as a social gathering (Merriam Webster Online, n.d.) or an activity that is planned for a special purpose and

usually involves a lot of people, a meeting, party, trade show, or conference (Cambridge Dictionaries Online, n.d.). Events and meetings, however, were not recognized as separate from leisure, tourism, or recreation until the mid-1970s, and few articles were published on event management (Formica, 1998). The growth of events and festivals in recent decades has led researchers to investigate the phenomenon and outcomes of these events. The 2010 *IJHM* publication, “Special issue on Event Studies”, shows the rising interest and the diverse topics in event management. Academic research evolved to include a variety of themes and the amount of event, festival, and convention management (event management hereafter) research has grown substantially in recent years (Getz, 2012; Getz and Page, 2016; Kim *et al.*, 2013; Mair and Whitford, 2013). Although initial research interests primarily involved the economic impact of festival and events (Formica, 1998), research themes have expanded rapidly to areas like planning, management/operation, and visitor behavior (Mair and Whitford, 2013). Theoretical approaches in multiple disciplines like anthropology, management, and psychology have expanded the diversity of viewpoints on events (Getz, 2012). The recent rapid growth in volume of planned events and event tourism revealed a need to review significant themes and extract future research topics to guide other event scholars (Getz and Page, 2016). This research review by Getz and Page covered event tourism in event studies, reported the significant development of event tourism, and organized main research themes and future research agendas.

Review articles may identify emerging topics and priorities for future studies by indicating gaps in the literature as Getz (2010) did in explicating the perspectives of researchers and assessing major themes leading the research flow. A handful of research studies have reviewed event, festival, meeting, and convention related research (Getz, 2012; Getz and Page, 2016; Kim *et al.*,

2013; Lee and Back, 2005; Mair, 2012; Yoo and Weber, 2005). Yoo and Weber (2005) used content analysis to investigate progress in convention tourism research and identify research trends over time. They discussed subject areas, nature of research, statistical techniques, and regional focuses of 115 convention management papers published in 14 leading H&T academic journals over a 21-year period. The results showed that marketing was most frequently researched, the number of empirical articles using statistical analyses increased over time, descriptive statistics were most frequently used, and North America was a dominant research focus.

Lee and Back (2005) used content analysis on 137 convention research articles published in major H&T journals from 1990 to 2003 to identify trends in nature of article, research design, statistical technique, research focus, and functional area. They noted that the number of articles using sophisticated quantitative research techniques like multi-variate analysis increased across the years. Several topics, such as association site selection processes, destination marketing, and the economic impact of convention activities, have drawn considerable attention. More recently, Mair (2012) examined journal articles published from 2000 to 2009 on business events. A total of eight research focuses (meeting planners, meeting suppliers, attendees, destination, industry general, research reviews, meeting planners, and types of meeting) were identified among articles published in 10 different journals. The study also found 13 unique research subthemes, indicating not only that site selection and evaluation processes were popular topics, but also that social and environmental effects of business events, issues of climate change, and incentive travel had seldom been explored in detail.

In addition, Mair and Whitford (2013) examined the opinions of 33 academic events experts on topics and themes in event and festival research. The authors argued that definitions of events, logistics, and staging have been broadly researched but the literature lacks research on the socio-cultural and environmental impact of events and public policy. Kim *et al.* (2013) reviewed 178 event-related articles published between 1980 and 2010 in three leading journals: *Annals of Tourism Research*, *Journal of Travel Research*, and *Tourism Management*. Content analysis showed that the number of event studies has increased dramatically since 2000, while subject areas have become more diverse. However, the authors commented that these articles focused on a limited number of topics. The results showed that event impact was most frequently researched across all tourism journals, followed by event administration, motivation, and perception. In addition, they found that all three tourism journals focused more on organizing events instead of individual behavioral or psychological factors, although the subjects addressed in each tourism journal differ according to the aims and scope of the journal. Kim *et al.* (2013) was the first study to address intercoder reliability as an issue in review articles of event management research, reporting the level of intercoder reliability was relatively lower than levels suggested in other research (Krippendorff, 2012; Lombard *et al.*, 2002; Perreault and Leigh, 1989). Most recently, Getz and Page (2016) compiled a study of research related to event tourism with multiple perspectives (e.g., epistemology or ontology) in a comprehensive review. Various types of event tourism (e.g., business, festival/cultural, entertainment and sports) and scopes of event research were structured to follow the development of event management studies. The authors tracked significant research pieces from different periods since 1980 and identified core trends leading to “the event management body of knowledge” (p. 597). The major research themes were categorized as event tourism experiences and meanings, antecedents on event tourism, planning

and managing event tourism, dynamic processes (spatial, temporal, policy and knowledge creation), and economic/socio-cultural/environmental impacts. The study also helped reveal future research directions in each research category.

<< **Insert Table 1** >>

Table 1 summarizes the themes identified in the literature. It shows several main themes (impact, planning, factors, operations, marketing, and experience) seem to be frequent topics of research, but also reveals emerging and minor topics (e.g., human resources, event evaluation, planning, education, industry trends, research trends, and technology) have contributed to a growing body of event management research. This is consistent with what other reviews of H&T management show (Ryan, 2015; Tsang and Hsu, 2011).

Methods

Data collection

We first collected research papers published in academic journals focused on events and H&T research. The coding instrument was developed using existing thematic review papers. A total of 592 research papers published from 1998 to 2013 were collected from four event focused journals: *Journal of Convention and Event Tourism*, *Event Management*, *International Journal of Event and Festival Management*, and *International Journal of Event Management Research*. A total of 106 event management-themed papers published from 1998 to 2013 in the *International Journal of Contemporary Hospitality Management*, *Annals of Tourism Research*, *International Journal of Hospitality Management*, *Journal of Hospitality & Tourism Research*, *Journal of Travel Research*, and *Tourism Management* were also collected using search engines

from individual journals. The data were collected from leading H&T journals and event focused academic journals, as suggested by Kim *et al.* (2013), to compare the characteristics of research theme trends between the two areas.

Only full length articles were collected, so editorials, short notes, or book reviews were excluded. Key words used for data collection in H&T journals included event, meeting, convention, festival, Olympic, and exhibition. Note that *Festival Management & Event Tourism* changed its name to *Event Management* and has been published since 1993. However, only articles from 1998 and later were available at the time of data collection in 2014. Note also no articles were published in 1999 when *Festival Management & Event Tourism* transitioned to *Event Management*. Articles from event focused journals in the final data set covered 15 years of publication.

An independent research assistant copied and pasted information into Microsoft Excel spreadsheets to build a coding book with attributes of title, publication year, journal name, volume and issue number, abstract, and paper type. Authors screened the coding book and confirmed the accuracy of the content in the data sheets.

Coding procedure

Two coders, both authors of this study, who have worked, taught, or researched event management for the last 10 years, independently assessed the research topics of abstracts using

the coding book with paper titles, abstracts, and key words from all 698 articles (event themed journals: 592 and H&T journals: 106). Authors coded one theme for each article out of nine theme categories: *Destination*, *Management*, *Marketing*, *Human Resources*, *Evaluation*, *Planning*, *Education*, *Trends*, and *Technology*. If the category could not be identified using only the abstract, a coder read the full article. Although the full coding analysis showed substantial agreement between the coders, 82 sample articles ended up in different categories. According to existing recommendations on calculating and presenting an intercoder reliability index (e.g., Krippendorff, 2004, 2012; Lombard *et al.*, 2002), authors completed the coding analysis using abstracts of collected papers and presented intercoder reliability indicators. Using the recommendation of Lombard *et al.* (2002), coders reconciled any disagreements on category. In the end, all 698 research papers were reconciled and used for thematic analysis.

Results

Themes for coding

Selected review papers (e.g., Getz, 2010; Getz and Page, 2016; Kim *et al.*, 2013; Lee and Back, 2005; Mair, 2012; Yoo and Weber, 2005) helped identify themes in event management research for the coding instrument. Authors met three times to discuss general patterns and topics in those review papers. Based on these research themes, the first coding instrument included 10 categories. A pretest with 100 random samples found similarity between two categories (planning and site selection) of the initial coding instrument. Thus, the coders reduced the number of categories to nine. The modified nine-category instrument was used for full coding analysis (Figure 1).

<<Insert Figure 1>>

Reporting intercoder reliability

Thematic coding research should report appropriate reliability indicator(s) to ensure the credibility of the coding analysis (Krippendorff, 2012; Lombard *et al.*, 2002). This study used three major intercoder reliability indices (e.g., Scott's pi, Cohen's kappa, and Krippendorff's alpha) as well as percentage agreement (Lombard *et al.*, 2002). ReCal2 (<http://dfreelon.org/utills/recalfront/recal2>), an online statistical program was used to calculate the intercoder reliability indices (Freelon, 2010).

Intercoder reliability indices were reported for the initial full coding analysis. Percentage agreement was 86.8%, and all three intercoder reliability coefficients, Scott's pi (Scott, 1955), Cohen's kappa (Cohen, 1960, 1968), and Krippendorff's alpha, were .838 in the full coding analysis of the 698 research articles before the reconciliation process. The results show that intercoder reliability of the coding instrument to categorize event management topics is satisfactory, using acceptable levels from previous research (Krippendorff, 2012; Lombard *et al.*, 2002). Lombard *et al.* (2002) concluded that a reliability index higher than .9 is always acceptable, and .8 or higher is suitable in most situations. Krippendorff (2012) also noted that Krippendorff's alpha coefficient required a level of at least .8 to guarantee fair reliability. The coding instrument thus showed solid credibility even before reconciliation (Krippendorff, 2012).

Thematic analysis for all data

Thematic analysis of 698 articles was conducted to investigate trends in themes in event management research. During this entire period, the most popular research topic was *Marketing* (28.5%). *Destination* (21.5%) and *Management* (20.3%) have also been substantially explored. Researchers have also investigated *Trends* (7.2%), *Planning* (6.6%), *Evaluation* (5.2%), and *Technology* (4.4%). *Education* (2.6%) and *HR* (3.7%) have attracted far less attention among researchers.

This study divided all data from the entire period into three terms: 1998 and 2000-2003 (5 years, 1998-2003 hereafter), 2004-2008 (5 years), and 2009-2013 (5 years). Note that the first period includes six years (1998-2004) because no articles were published in 1999 as mentioned in the methods section. That is, each period includes 5 years' worth of published articles. The most popular research themes differed across terms. In 1998-2003, research on both *Marketing* (24.0%) and *Destination* (22.7%) was the most popular (Table 2 and Figure 2). Interestingly, research on *Trends* (8.0%) and *Technology* (8.0%) was more common than other small categories in this early period. According to review papers published during this early term, new technologies like the Internet, websites, and virtual systems had caught the attention of researchers.

Although studies on *Destination* (24.6%) or *Management* (22.8%) continued in 2004-2008, three major research themes emerged. Market segmentation based on visitor characteristics and motivation to participate in an event was one common research theme during this term. Most recently (2009-2013), the theme of *Marketing* (35.3%) has become a significant leader among overall trends in event management research for all journals in event management and H&T

research. The diverse effects of newly emerging events like trade fairs or conventions were frequently investigated, and the relationships between resident attitudes and social effects of events were often published in event-focused journals. The flows in the popularity of topics are visualized in Figure 2 to show further details in research trends. Even though three major themes dominated event management studies, the proportion of each theme fluctuated widely in different terms within the period.

<< Insert Table 2 >>

<< Insert Figure 2 >>

Research themes differences in event management journals and H&T journals

Our study also explored differences in themes of papers published in the four event-focused journals versus H&T journals (Table 3 and Figure 3). Increasingly, papers published in both types of journal show the growth of event management research. More papers were published in the event management journals during each period (128 → 178 → 286 papers). H&T research journals, however, have also been publishing more event management papers (22 → 33 → 51 papers).

With a growing number of papers on these three major themes in event management focused journals (total percentages of *Marketing*, *Destination*, and *Management*: 60.9% → 65.7% → 72.4%), the H&T journals have also published papers on these same three major themes, although less frequently, during the same 15 years (95.5% → 81.8% → 80.4%). Another notable finding is that the number of papers with the *Marketing* theme have grown (20.3% → 20.8% →

35.7%) in the event management journals, while research papers on *Management* have become more frequently published (13.6% → 21.2% → 31.4%) in the H&T journals.

<< **Insert Table 3** >>

<< **Insert Figure 3** >>

In event management journals, research papers on *Marketing* (27.9%) have been published the most frequently, followed by *Destination* (20.4%) and *Management* (19.6%) during this 15-year period. Among other research themes, *Education* (3.0%) and *HR* (4.2%) papers have been less frequently published. Moreover, although the three major themes have continuously dominated research trends, six minor themes have also seen steady publication during all periods.

Just as in event management journals, three research themes, *Marketing* (32.1%), *Destination* (27.4%), and *Management* (24.5%), have seen extensive publication in the H&T journals during the same 15-year period (1998-2013). These three themes accounted for 95.5% of all event management themes from 1998 to 2003. Studies on *Marketing* and *Destination* have significant decreased, but papers on *Management* have become more numerous (13.6% → 21.2% → 31.4%). Research on *Education* or *Technology* was not identified in the H&T journals during the entire 15-year period.

Conclusions

Since event management has begun received increased attention from researchers, research review papers have suggested research topics that have become increasingly popular, thus providing valuable direction to future researchers (e.g., Getz, 2005; Getz, 2010; Getz and Page, 2016; Kim *et al.*, 2013; Lee and Back, 2005; Mair, 2012; Mair and Whitford, 2013; Yoo and Weber, 2005). Even so, Getz (2012) recommended expanding the discussion of detailed analysis approaches. Accordingly, we suggest that reviewing research trends in event studies be expanded through thematic analysis. Our results here show accelerating growth in event studies, which many other researchers have mentioned (e.g., Getz and Page, 2016). In addition, this study classified nine research themes based on previous reviews and identified three research themes (*Marketing, Management, and Destination*) that have dominated the event research field.

Compared to the H&T journals, event management journals have contributed more diversity to event management research (*HR, Evaluation, Planning, Education, Trends, and Technology*). H&T journals, on the other hand, revealed three major research themes (*Marketing* - 32.1%, *Destination* - 27.4% and *Management* - 24.5%), with no papers on *Education* or *Technology*. As more events are scheduled, evaluating the impact or value of planning events becomes a crucial research area (Carlsen *et al.*, 2000; Getz and Page, 2016), as is using information technology in event management and H&T (Mair, 2012; Ryan, 2015). H&T journals may want to consider publishing more event management research papers that focus on technology.

Second, this research captured the popularity of research themes across different periods and distinct research realms (event management journals versus H&T journals). Over the entire 15-

year period (1998-2013), three major themes (*Destination, Management, and Marketing*) account for approximately 70% of all research papers published in event management. As in previous review papers in event management, we found that research on diverse effects of events (e.g., economic or social impacts on community), management issues (e.g., finance management and strategy development), and visitor behavior (e.g., motivation and antecedents of event visitor satisfaction or revisit intention) have dominated the research, although the popularity of each research theme has changed significantly over time. *Marketing* as a topic for research has grown especially rapidly in recent years. This pattern confirms what previous reviews of the literature show. Compared with early review papers (Lee and Back, 2005; Yoo and Weber, 2005), for example, recent review papers have emphasized the importance of studies on evaluating satisfaction, service, and attendee decision-making processes (Kim *et al.*, 2013; Mair and Whitford, 2013). Getz (2012) argued that visitor experiences are essential research themes in event management, and Yoo *et al.* (2011) also stressed the need for more research on customer behavior. Getz (2010) examined the major themes in festival research papers published up until 2009, finding that research on planning/managing events, outcomes/impacts of events, and experiences/meanings had been further explored. However, our results show changes in research trends after 2009. Note that the research theme of *Marketing*, including event visitor experiences, has grown steeply. In 2016, Getz and Page indicated that researching visitor experiences and meanings in event tourism was a rising topic although investigating antecedents of event tourism (e.g., motivation or benefit of events) was also a significant leading research theme. In other papers in 2010 and 2012, Getz identified visitor experience and meaning as significant in event studies.

Theoretical Implication

This research has expanded on previous research by addressing several points. First, we analyzed event-themed research papers published in two research realms (event management focused journals as well as H&T journals). Previously, review papers have confined themselves to limited research areas (e.g., event management papers published in H&T journals), specific themes, or specific research methods. For example, Tkaczynski and Rundle-Thiele (2011) reviewed 120 research papers to investigate major methods and approaches in event market segmentation research. Even in the H&T research field, most review papers have focused on specific research themes like entrepreneurship research (Li, 2008) or hospitality marketing research (Line and Runyan, 2012). To better understand the evolution of event management studies, a more holistic view is needed in review papers. Given that more papers with various purposes have been published in diverse disciplines, future researchers will find valuable information in reviews that compile event management studies in a variety of research fields like sports or leisure studies and that compare core research themes and research directions.

Most importantly, this paper improved the credibility of thematic analysis by developing a coding instrument for research themes and by reporting intercoder reliability. Park and Park (2015) claimed that reporting appropriate reliability in content analysis became a critical issue in H&T research. This study presents a detailed process for thematic coding to achieve the study goal, developing a reliable thematic coding instrument for event management research. This contribution is significant, in that content analysis (i.e., thematic coding analysis) has long been challenged to demonstrate reliability (Rust and Cooil, 1994) in H&T as well as event management research. Intercoder reliability scales have been used as indicators of the extent to

which independent coders reach the same conclusion (Lombard *et al.*, 2002). This study presents credible research themes in thematic research, which has not been done in previous review papers, by using an intercoder reliability test for developing a coding instrument and reporting an appropriate reliability level of the coding instrument. The percentage agreement and three intercoder reliability indices of the final instrument in this study showed statistically credible levels. The authors hope to encourage further discussion among researchers who want to conduct review studies using an appropriate reliability index and coding process.

Practical Implication

The study results provide valuable implications for various readers, among them graduate students, research faculty, administrators, and event managers. This study should inspire hospitality and tourism researchers to focus on newly emerging research areas through understanding thematic trends. Getz (2012) suggested that event management needs to develop and expand, diversifying research themes and theories, and Getz and Page (2016) suggest more scholarly attention for special interest events. For example, event researchers and journal editors may want to emphasize minor but important research themes like *HR*, *Evaluation*, *Planning*, *Education*, *Trends*, and *Technology* in part, as this study shows, these themes have attracted less attention. Researchers interested in these minor but significant themes may seek out target journals that show interest in these trends, and readers will also seek out journals who publish on emerging or under-researched topics. Our results may thus serve as a guide for journal editorial teams in directing publications choices of their journals.

In addition, this paper presented a transparent process of coding and thematic analysis by suggesting ways to present thematic analysis in future studies. Researchers may be aware of the process of writing the papers, but reviewers for these papers may want to put more emphasis on critical methodological issues. The online software, ReCal2, was introduced and used in this study to calculate reliability indices. This new online software helps scholars to relatively easily obtain reliability indices for free.

The authors hope event scholars will further discuss different views and opinions on methodological issues in event management research. Our study found trends in event management research, and researchers and journal editors may want to revisit themes no longer actively being researched and published but have important areas for further exploration. Because event marketing has been heavily published in recent years, we recommend expanding event research by diversifying using other themes.

Limitations and Future Research

As with most studies, we must address limitations and provide suggestions to future researchers. Although we see an ongoing need to consider the ontology of event/festival studies, we coded and analyzed only research themes in published papers in journals. Future studies may be able to use approaches like epistemology and ontology, as previous review papers have done, to identify other research trends in the literature (e.g., Getz, 2008; Getz, 2012; Getz and Page, 2016). The data in this study was collected from H&T and event management academic journals as suggested by Kim *et al.* (2013), collecting only accessible articles published in these journals,

which may limit the variety of research themes. Themes identified in the six leading H&T journals may be cautiously generalized to all hospitality and tourism academic endeavors. Future studies may want to consider content analysis research that includes other journals in areas like business, leisure, sports, or anthropology. Eventually, examining research articles published in multi-disciplinary journals may provide a better snapshot of the broad range of event management research themes. Researchers may also want to consider the results of this particular thematic analysis in exploring topics for future research. Examining diverse methods or perspectives of interdisciplinary studies for significant emerging themes should always be encouraged, as Getz (2012) suggested. Further, examining trends related to type of event (e.g., business events, sport events, festivals) during different periods may allow researchers and practitioners to provide an overview of the evolving nature of events.

Appendix 1

Upon the guest editor's suggestion, this study updated the research trends for 2014 and 2015 using the same thematic analysis procedure that appeared in the manuscript. A total of 177 papers (145 in event focused journals and 32 in H&T journals) was collected and coded. Intercoder reliability indices after the initial coding indicate very high reliability (Percent Agreement = 97.7%; Scott's Pi = .971; Cohen's Kappa = .971; Krippendorff's Alpha = .972). Four discrepancies in the coded papers were resolved by reconciliation between coders. "Destination," "Management," and "Marketing" themes continue to be frequently researched, and papers on the theme "Marketing" (34.46%) were the most frequently published type of studies in both event journals and H&T journals although event focused journals have also

focused on “Management” (22.07%) while H&T journals have published more papers on “Destination” (31.25%).

<< **Insert Table A1** >>

The updated thematic analysis on event research topics show consistent trends and distinctive updates in research during 2014 and 2015 (Table A1). Research themes in 2014 and 2015 were very similar to the thematic trends from 2009 to 2013. We suggest that future researchers keep updated on the research themes of papers because monitoring changes in research themes can help event scholars develop a useful vision for future research.

References

- Ballantyne, R., Packer, J. and Axelsen, M. (2009), “Trends in tourism research”, *Annals of Tourism Research*, Vol. 36, pp. 149-152.
- Baloglu, S. and Assante, L. (1999), “A content analysis of subject areas and research methods used in five hospitality management journals”, *Journal of Hospitality & Tourism Research*, Vol. 23, pp. 53-70.
- Carlsen, J., Getz, D. and Soutar, G. (2000), “Event evaluation research”, *Event Management*, Vol. 6, pp. 247-257.
- Cohen, J. (1960), “A coefficient of agreement for nominal scales”, *Educational and Psychological Measurement*, Vol. 20, pp. 37-46.

- Cohen, J. (1968), "Weighted kappa: Nominal scale agreement with provision for scaled disagreement of partial credit", *Psychological Bulletin*, Vol. 70, pp. 213-220.
- Crawford-Welch, S. and McCleary, K.W. (1992), "An identification of the subject areas and research techniques used in five hospitality-related journals", *International Journal of Hospitality Management*, Vol. 11 No. 2, pp. 155-167.
- Event (n.d.). In *Cambridge Dictionaries Online*, Retrieved March 1, 2016, from <http://dictionary.cambridge.org/us/dictionary/english/event>.
- Event (n.d.). In *Merriam Webster Online*, Retrieved March 1, 2016, from <http://www.merriam-webster.com/dictionary/event>.
- Formica, S. (1998), "The development of festivals and special events studies", *Festival Management and Event Tourism*, Vol. 5 No. 3, pp. 131-137.
- Freelon, D.G. (2010), "ReCal: Intercoder reliability calculation as a web service", *International Journal of Internet Science*, Vol. 5 No. 1, pp. 20-33.
- Getz, D. (2005), *Event Management and Event Tourism*, Cognizant Communication Corporation, New York, NY
- Getz, D. (2008), "Event tourism: Definition, evolution, and research", *Tourism Management*, Vol. 29 No. 3, pp. 403-428.
- Getz, D. (2010), "The nature and scope of festival studies", *International Journal of Event Management Research*, Vol. 5 No. 1, pp. 1-47.
- Getz, D. (2012), "Event studies: Discourses and future directions", *Event Management*, Vol. 16, pp. 171-187.

- Getz, D. and Page, S. J. (2016), "Progress and prospects for event tourism research", *Tourism Management*, Vol. 52, pp. 593-631.
- Grazer, W.F. and Stiff, M.R. (1987), "Statistical analysis and design in marketing journal articles", *Journal of the Academy of Marketing Science*, Vol. 15 No. 1, pp. 70-73.
- Jones, C. (2012), "Events and festivals: Fit for the future?", *Event Management*, Vol. 16 No. 2, pp. 107-118.
- Kim, J., Boo, S. and Kim, Y. (2013), "Patterns and trends in event tourism study topics over 30 years", *International Journal of Event and Festival Management*, Vol. 4 No. 1, pp. 66-83.
- Krippendorff, K. (2004), "Reliability in content analysis", *Human Communication Research*, Vol. 30 No. 3, pp. 411-433.
- Krippendorff, K. (2012), *Content Analysis: An Introduction to Its Methodology*, Sage, Beverly Hills, CA.
- Lee, M.J. and Back, K.J. (2005), "A review of convention and meeting management research 1990-2003: Identification of statistical methods and subject areas", *Journal of Convention and Event Tourism*, Vol. 7, pp. 1-20.
- Li, L. (2008), "A review of entrepreneurship research published in the hospitality and tourism management journals", *Tourism Management*, Vol. 29 No. 5, pp. 1013-1022.
- Line, N.D. and Runyan, R.C. (2012), "Hospitality marketing research: Recent trends and future directions", *International Journal of Hospitality Management*, Vol. 31 No. 2, pp. 477-488.

- Lombard, M., Snyder-Duch, J. and Bracken, C.C. (2002), "Content analysis in mass communication: Assessment and reporting of intercoder reliability", *Human Communication Research*, Vol. 28 No. 4, pp. 587-604.
- Mair, J. (2012), "A review of business events literature", *Event Management*, Vol. 16 No. 2, pp. 133-141.
- Mair, J. and Whitford, M. (2013), "An exploration of events research: Event topics, themes and emerging trends", *International Journal of Event and Festival Management*, Vol. 4 No. 1, pp. 6-30.
- Park, S.B. and Park, K. (2015), "Intercoder reliability indices in tourism research", *Annals of Tourism Research*, Vol. 55, pp. 180-183.
- Perreault Jr, W.D. and Leigh, L.E. (1989), "Reliability of nominal data based on qualitative judgments", *Journal of Marketing Research*, Vol. 26 No. 2, pp. 135-148.
- Reid, L.J. and Andereck, K.L. (1989), "Statistical analyses use in tourism research", *Journal of Travel Research*, Vol. 28 No. 2, pp. 21-24.
- Rust, R.T. and Cooil, B. (1994), "Reliability measures for qualitative data: Theory and implications", *Journal of Marketing Research*, Vol. 31 No. 1, pp. 1-14.
- Ryan, C. (2015), "Trends in hospitality management research: A personal reflection", *International Journal of Contemporary Hospitality Management*, Vol. 27 No. 3, pp. 340-361.
- Scott, W. (1955), "Reliability of content analysis: The case of nominal scale coding", *Public Opinion Quarterly*, Vol. 17 No. 3, pp. 321-325.

- Tsang, N.K. and Hsu, C.H. (2011), "Thirty years of research on tourism and hospitality management in China: A review and analysis of journal publications", *International Journal of Hospitality Management*, Vol. 30 No. 4, pp. 886-896.
- Tkaczynski, A. and Rundle-Thiele, S.R. (2011), "Event segmentation: A review and research agenda", *Tourism Management*, Vol. 32 No. 2, pp. 426-434.
- Yoo, J. and Weber, K. (2005), "Progress in convention tourism research", *Journal of Hospitality and Tourism Research*, Vol. 29 No. 2, pp. 194-222.
- Yoo, M., Lee, S. and Bai, B. (2011), "Hospitality marketing research from 2000 to 2009", *International Journal of Contemporary Hospitality Management*, Vol. 23 No. 4, pp. 517-532.

Table I. Themes identified in the previous event management reviews

Lee and Back (2005)	Yoo and Weber (2005)	Getz (2010)	Mair (2012)	Kim <i>et al.</i> (2013)	Getz and Page (2016)
<ul style="list-style-type: none"> • Destination marketing and CVB operations • Hotel meeting sales and operations • Convention center development and operations • Other meeting venues • Meeting planning (budgeting, scheduling, planners' role) • Site-selection process (attributes, factors, and criteria) • Planners' evaluation of meeting services and destinations • Meeting participation process (factors) • Trends, issues, and the future of industry (forecasting) • International meeting market • Economic (socio-economic) impact • Advances in technology • Education (college curriculum) • Other areas (law, labor, government) 	<ul style="list-style-type: none"> • Administration or strategy • Operations • Marketing • Human resources • Research and development • Finance Economy 	<ul style="list-style-type: none"> • Experiences and meanings • Antecedents • Outcomes and the impacted • Planning and managing events • Festival experience design themes • Patterns and processes 	<ul style="list-style-type: none"> • Evaluation of satisfaction, services/destinations • Technology • Other areas (law, government, etc.) • Attendee decision-making process/factors • Site selection process • Trends and issues and the future of the industry • Destination marketing/CVB operations • Convention center development/operations • Hotel meeting sales/operations • Meeting planning (budgets, schedules, etc.) • Other meeting venues • Destination image • Economic impact 	<ul style="list-style-type: none"> • Administration/strategy • Research/development • Finance • Control/operation • Marketing • HR • Other 	<ul style="list-style-type: none"> • Event tourism experiences and meanings • Antecedents on event tourism • Planning and managing event tourism • Dynamic processes (spatial, temporal, policy, knowledge creation) in event tourism • Economic effects of events • Social and cultural impacts of event tourism • Environmental outcomes of event tourism

Table II. Frequencies of research themes of all event-themed papers

Journal/Theme Categories	Total	1998-2003		2004-2008		2009-2013		
Event Journals + H&T Journals	698	150		211		337		
Destination	150	21.49%	34	22.67%	52	24.64%	64	18.99%
Management	142	20.34%	29	19.33%	48	22.75%	65	19.29%
Marketing	199	28.51%	36	24.00%	44	20.85%	119	35.31%
HR	26	3.72%	3	2.00%	8	3.79%	15	4.45%
Evaluation	36	5.16%	9	6.00%	10	4.74%	17	5.04%
Planning	46	6.59%	11	7.33%	19	9.00%	16	4.75%
Education	18	2.58%	4	2.67%	7	3.32%	7	2.08%
Trends	50	7.16%	12	8.00%	15	7.11%	23	6.82%
Technology	31	4.44%	12	8.00%	8	3.79%	11	3.26%

Table III. Frequencies of research themes in event journals and H&T journals

Journal/Theme Categories	Total		1998-2003		2004-2008		2009-2013	
Event Journals	592		128		178		286	
Destination	121	20.44%	26	20.31%	39	21.91%	56	19.58%
Management	116	19.59%	26	20.31%	41	23.03%	49	17.13%
Marketing	165	27.87%	26	20.31%	37	20.79%	102	35.66%
HR	25	4.22%	3	2.34%	8	4.49%	14	4.90%
Evaluation	30	5.07%	8	6.25%	9	5.06%	13	4.55%
Planning	41	6.93%	11	8.59%	18	10.11%	12	4.20%
Education	18	3.04%	4	3.13%	7	3.93%	7	2.45%
Trends	45	7.60%	12	9.38%	11	6.18%	22	7.69%
Technology	31	5.24%	12	9.38%	8	4.49%	11	3.85%
H&T Journals	106		22		33		51	
Destination	29	27.36%	8	36.36%	13	39.39%	8	15.69%
Management	26	24.53%	3	13.64%	7	21.21%	16	31.37%
Marketing	34	32.08%	10	45.45%	7	21.21%	17	33.33%
HR	1	0.94%	0	0.00%	0	0.00%	1	1.96%
Evaluation	6	5.66%	1	4.55%	1	3.03%	4	7.84%
Planning	5	4.72%	0	0.00%	1	3.03%	4	7.84%
Education	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Trends	5	4.72%	0	0.00%	4	12.12%	1	1.96%
Technology	0	0.00%	0	0.00%	0	0.00%	0	0.00%

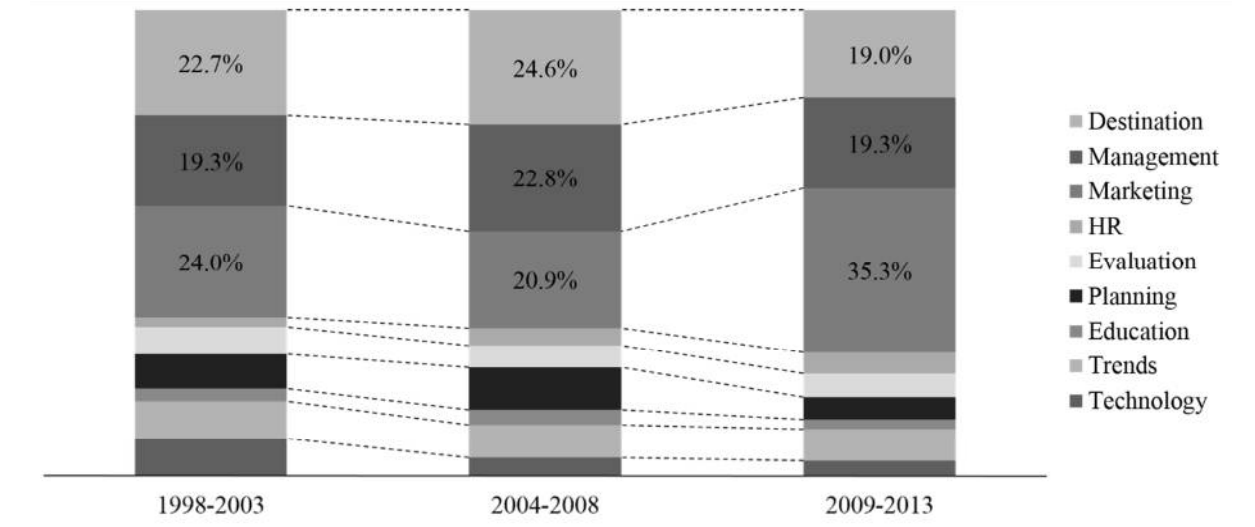
Table A1. Frequencies of research themes in event journals and H&T journals (2014-2015)

Theme Categories	Total		H&T Journals		H&T Journals	
	177		145		32	
Destination	34	19.21%	24	16.55%	10	31.25%
Management	35	19.77%	32	22.07%	3	9.38%
Marketing	61	34.46%	50	34.48%	11	34.38%
HR	13	7.34%	11	7.59%	2	6.25%
Evaluation	6	3.39%	5	3.45%	1	3.13%
Planning	9	5.08%	7	4.83%	2	6.25%
Education	4	2.26%	4	2.76%	0	0.00%
Trends	8	4.52%	7	4.83%	1	3.13%
Technology	7	3.95%	5	3.45%	2	6.25%

Figure 1. Nine themes identified for coding instrument



Figure 2. Research trends of all event-themed papers



Downloaded by University of Newcastle At 16:53 13 February 2017 (PT)

Figure 3. Research trends in event journals and H&T journals

