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THE ECONOMIC SIGNIFICANCE OF A MOUNTAIN TOURISM EVENT: THE CASE OF THE 2009 ICE CLIMBING WORLD CUP FINALS IN BUȘTENI, ROMANIA

Douglas Michele TURCO^{}, Mihaela Sofia DINU^{**}*

Abstract. *Ice climbing is an activity of climbing through ice structures or formations. The 2009 Ice Climbing World Cup Finals was held in Bușteni, Romania 5-8 February. Ice wall climbing panels have been set up very close to the Kalinderu Slope, with a profitable effect, attracting a larger number of tourists, obviously as a secondary activity (after skying). Mountain communities relying upon tourism as an economic development strategy may promote outdoor adventure and sport areas for leisure and competition. The purposes of this research project, Bușteni ICE² (Ice Climbing Event Evaluation) were to: (1) Determine residents' perceptions of the 2009 World Cup Ice Climbing Championship, (2) profile participant consumer behaviors, and (3) assess the economic implications of the event including operational investments and financial return. While considerable research has focused on sport tourist impacts in cities and mega-events, relatively little attention has been devoted to the impacts of adventure sports, particularly in Eastern Europe (Scott and Turco, 2007).*

Key words: *Ice Climbing World Cup finals, economic impact, Bușteni, Romania*

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**THE JAPANESE INFLUENCE ON HAWAII'S LARGEST SPORTING EVENT,
THE 2008 HONOLULU MARATHON**

Joseph LEMA^{*}, Jerome AGRUSA^{*}

Abstract. *The purpose of this study was to assess the economic benefits from Japanese participants of the 2008 Honolulu Marathon. The island of Oahu has hosted the Honolulu Marathon since 1973 and has continued since the race conception. With the rapid development of sporting events throughout the tourism industry, Honolulu has created a popular event for sport tourists. Data for this study was comprised of participants from the 2008 Honolulu Marathon through surveys that were administered to Japanese participants while attending the Honolulu Marathon Expo. The instrument consisted of 18 questions regarding accommodations, length of stay, as well as the amount of money that was spent by marathon participants on their lodging, food, souvenirs and other miscellaneous items while attending the marathon activities in Honolulu. Examination of these results is necessary for determining the economic effects that Japanese participants of the Honolulu Marathon have on the state of Hawaii.*

Key words: *Sporting event, Japanese, marathon, economic impact, Hawaii*

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A MEGA-EVENT INSIDE THE GREAT WALL OF CHINA: EXPECTATIONS AND POSSIBLE IMPACTS OF THE BEIJING 2008 OLYMPIC GAMES¹

Pedro MOREIRA²

Abstract. *The Olympic Games are one of the most important events in the world with recognised heavy economic, social and cultural impacts. Immediate impacts on international arrivals and on tourism are associated with long term effects on destination image, at the consumer level and by attracting investment to the city or the country. The event is so important that, by its magnitude and international nature, has been considered a catalyst of political and economic development. This article will explore the expectations before the Olympic Games in an approach to the economic dimensions and possible impacts on society, culture, international influence and the environment.*

Key words: *event, expectations, impacts, Olympic Games, Beijing, China.*

¹ *The first version of this article was presented at the Olympic Legacy Conference, organised by the University of Greenwich Business School, London, United Kingdom, 08-09 May 2008, London: University of Greenwich. The article was later included in an edition originated from the conference proceedings, with the following reference: Moreira, P. (2009). 'A mega-event inside the Great Wall of China: Expectations and possible impacts of the Beijing 2008 Olympic Games'. In J. Kennell, C. Bladen, E. Booth (Eds.) The Olympic Legacy: People, Place, Enterprise, London: University of Greenwich, 45-54.*

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ASSESSING THE SOCIO-CULTURAL IMPACT OF SPECIAL EVENTS: FRAMEWORKS, METHODS, AND CHALLENGES

Danuta de GROSBOIS *

Abstract. *Special events, ranging from small scale community-based festivals to hallmark events such as Olympic Games, are widely recognized to generate numerous impacts on the host communities and other stakeholders. Despite the well documented in the literature need to address the diverse impacts of events, the research has, until recently, focused mostly on the evaluation of their economic impacts alone. The growing recognition of the importance of socio-cultural impacts and the scarce previous research into this area have led to a number of new studies proposing frameworks and scales for their assessment. However, due to the intangible and subjective nature of socio-cultural impacts, the existing methods have a number of assumption and limitations that are hard to overcome. This article reviews existing frameworks and methods proposed to evaluate socio-cultural impacts of events as well as examines key considerations and issues that affect their application. It highlights the challenges related to defining the scope of socio-cultural impacts, selection of study area, recognition of different stakeholders, data collection and analysis, measurement scale design, and, finally, consideration of time frame and event attendance which have been largely ignored.*

Key words: *social impact assessment, special event management, socio-cultural outcomes of events*

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**CHARACTERISTICS OF CONFERENCE TOURISM AT LARGE LAKES IN
EUROPE AND SUGGESTIONS FOR DEVELOPMENT
AT LAKE BALATON REGION, HUNGARY**

Zoltan HORVATH

Abstract. *In the second part of the twentieth century, a rapidly developing tourism field came to life as a result of the more and more important international role of economy and politics as well as the developing technology: conference tourism. Conference tourism is one of the fastest developing and most profitable fields of tourism. Because of it, a more and more significant number of destinations consider the developing of conference tourism as a highly important field when they elaborate their tourism policy. Taking a glance at the great lakes of Europe, one must see that conference tourism is particularly typical at Lake of Geneva, Lake Lugano, Lake Constance and the Wörthersee. This publication aims at offering a brief overview of the lakes that play a crucial role in European tourism. I am about to examine the working mechanism and participants of conference tourism at large European lake destinations and also the way their characteristics can be used at Lake Balaton in order to foster the development of the region.*

Key words: *conference tourism, European lake destinations, lake Balaton region, development*

COMMONWEALTH GAMES 2010 AND DESTINATION BRANDING

V. Balaji VENKATACHALAM*

Abstract. *Sport events are being increasingly used by destinations to enhance their image and promote tourism. The 2010 edition of the Commonwealth Games will be organised in India. This is the first major sports event to be hosted by New Delhi since the 1982 Asian Games. Indian tourism industry is the one which will benefit the most from Commonwealth Games 2010. But as the global recession nibble, most countries, including India is prompted to ask the question, 'How we can use sports event such as Commonwealth Games2010 to promote tourism and brand destination?' This paper will describe, what benefit sports events brings to tourism, how sport events can be part of destination branding exercise and what steps are needed to do it effectively with specific reference to India's Commonwealth Games 2010.*

Key words: *Commonwealth Games 2010, Tourism, India, Branding*

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INFRASTRUCTURAL DEVELOPMENT BASIS FOR SPORTS EVENT - COMMONWEALTH GAMES 2010 - NEW DELHI

Aparajita DUTTA ROY *, *Alka MAHESHWARI* **

Abstract: *India is recognized as one of the emerging countries and holds a confident position in the world economy. The country's economic stability and sustained growth have made India an attractive destination for hosting the Common Wealth Games 2010. In this regard it is important to analyze the infrastructural support of the Delhi Region. The concept of infrastructural development essentially will focus on the growth of the necessary requirements to meet the standard norms required to host a sports event of such magnitude. This research paper attempts to understand the development of infrastructure as a crucial element required for the growth of Sports. As well it will be crucial to analyze the various positive synergies that is taking place in and around Delhi to give the city a new dimension as well analyze the economic benefits that will be derived such initiatives. This research paper is primarily based on secondary sources of information and to derive a holistic conclusion.*

Key words: *Infrastructural Development, Components, Economic Development*

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EVENTS AND TOURISM: AN ENVIRONMENTAL APPROACH AND IMPACT ASSESSMENT

Lóránt DÁVID *

Abstract. *Events have direct and indirect connections with the environment. Events can have economic, social, cultural and physical impacts on the environment. It can be argued that most events often have common environmental impacts. Firstly, they contribute to the depletion of natural resources as well as to air, water, and soil pollution. Secondly, they decrease the numbers and varieties of plants and animals and ruin their habitats.*

Key words: *events, tourism, environmental impacts, Sziget Festival.*

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EMPLOYEE'S VALUE ANTICIPATION IN EVENT MANAGEMENT

Kate FORMADI^{*}, Peter MAYER^{*}

Abstract. *According to S-D logic consumer value is co-created by the supplier and the consumer. This paper examines value perceptions of event hosts and participants as anticipated by event managers and matches these with the skills and competences of event managers, enabling appropriate value-propositions. The study is based on a series of interview carried out with event managers employed by the top 25 event management companies in Hungary.*

Key words: *service-dominant logic, event management, consumer value, skills*

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**USING WEBSITE AS AN INTERACTIVE MARKETING
TOOL AND ITS IMPLICATION ON HOTEL
E-SALES IN EGYPT**

Taha Ahmed TAREK*

Abstract: *Today hotel's website goes beyond simply promoting hospitality services. Such Website could help as interactive marketing and direct marketing channels, distribution channels, online reservation platform, web advertising medium, supporting relationships with customers, and generate additional revenue by reaching markets couldn't access using the traditional systems. This study attempted to (a) provide further exploration about the marketing practices of hotel websites at Egypt and their implication on hotels e-sales (b) determine the factors influencing the managerial intention of hotels to use their websites as marketing tool, (d) develop a mathematical model that can predict the probability of using hotel website.*

Key words: *Hotel Website – e-sales – Online services – Tourism market Hotel Website*

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THE ROLE OF INTERNATIONAL SPORTING EVENTS IN THE PLACE MARKETING ACTIVITY OF DEBRECEN (HUNGARY)

Gábor KOZMA^{}, Zoltán DANYI^{**}*

Abstract *In 2007, the echoes were long reverberating after the announcement that Debrecen would submit its bid to host the first International Youth Olympic games to be held in 2010. While the bid proved to be unsuccessful (and the city did not even qualify into the second round of the candidates), this events nevertheless highlighted the fact that over the preceding period of one decade, Debrecen has become one of the sporting events capitals of the country, whereby it hosted more than ten European and World Championships. The aim of this paper is to examine how did the city use these events in its own communication activity.*

Key words: *sporting events, place marketing, Debrecen*

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Presentation

Journal of Tourism Challenges and Trends (JTCT) aims at providing both professionals and academics with an overview of theories and practices in the tourism industry, while focusing on challenges and trends currently manifest throughout the world. Equal interest and attention will be given to both established tourism destinations and to areas only now making a name for themselves on the market.

JTCT is a bi-annual publication of the Romanian-American Association of Project Managers for Education and Research. The Journal accepts for peer revision both papers presented at international events which have not been yet submitted for publishing, and original article proposals submitted directly to the editorial board.

Subject coverage

Topics suitable for JTCT cover a wide range of issues, among which but not exhaustively, the following:

- In the field of tourism studies: ecotourism; rural tourism and agro-tourism, cultural tourism, event and sports tourism, mountain tourism, etc.
- In related or cross-disciplinary areas: sustainable development and globalization; human resource management and training; PR, advertising and branding in tourism; innovation and technological advances in the hospitality industry, etc.
- Case studies and best practices, specific national policies and legislation, analysis of regional and resort development.

Evaluation and acceptance

- Sound academic grounding: use of consistent and appropriate methodology, based on the latest sources and published research in the respective fields;
- Originality and innovation: innovative and original approaches are favoured in a comprehensive perspective encompassing imitation, assimilation, experimentation, continuous improvement and research-based activities;
- Correlation with current practices in the field: articles should tackle urgent and up-to-date issues and challenges currently manifest in the respective fields, as well as identify relevant trends and developments in this respect;
- Practical focus and bearing: submissions are encouraged to be practice-oriented and be applicable in the respective fields, they should be both descriptive and have a relevance and scope beyond the specific situations under analysis;
- Relevance to the topic of the issue: each call for papers shall comprise a new topic for every issue, as well as the submission guidelines to be observed.

Application procedure

Submitted papers should not have been previously published nor be currently under consideration for publication elsewhere. All papers are refereed through a peer review process. Authors are kindly invited to send their papers to jtct.office@gmail.com, pending revision and refereeing from board members. For any additional information you may contact the board at e-mail addresses specific in each call for papers. For further details check our website: <http://JournalTCT.wordpress.com>.