**Chapter 8:**

**Wellness events, festivals and activities in foodservice, hospitality and tourism**

**Test Questions**

*Multiple Choice*

1. “A public assembly for the purpose of celebration, education, marketing or reunion” is the definition of:
   1. Wellness event
   2. Festival
   3. Event
   4. Wellness festival
2. “A time of celebration, with an organized series of social events” is the definition of:
   1. Wellness event
   2. Festival
   3. Event
   4. Wellness festival
3. “Expenditures on programs, services, activities and equipment by employers aimed at improving their employees’ health and wellness” is a component of:
   1. Primary wellness
   2. Secondary wellness
   3. Workplace wellness
   4. Wellness event
4. “A variety of sofas, easy chairs, rockers, classroom style seating, standing tables, and even floor pillows or bean bag pillows, to allow every attendee to choose a seating style and position that is most comfortable to them” is known as:
   1. Open space seating
   2. Wellness details
   3. Workplace wellness
   4. Wellness event
5. “The total amount of additional expenditure generated within a defined area, as a direct consequence of staging the event” is known as the \_\_\_\_\_\_\_\_\_\_ impact:
   1. Attendance
   2. Environmental
   3. Economic
   4. Social
6. Events are typically classified in all of the following ways *except*:
   1. Size
   2. Type
   3. Context
   4. Location
7. Which of the following is a popular wellness event?
   1. National Wellness Expo
   2. Balance Festival
   3. IRIS Hong Kong
   4. All of the above

1. Which of the below is *not* typically a central concern of a wellness event attendee?
   1. Healthy snacks throughout the event
   2. Opportunities to disconnect from their workplace
   3. Caffeine stations
   4. Locally sourced food and beverage products
2. Workplace wellness programs are likely to encompass all of the below *except*:
   1. Pay raises
   2. Educating employees
   3. Health screenings
   4. Offering incentives to adopt a healthier lifestyle
3. A wellness festival typically has all of the following goals *except:*
   1. Bring people together to celebrate
   2. Focus on one or more aspects of wellbeing
   3. Make as much money as possible for the organizers
   4. Improve the overall wellbeing of attendees
4. All of these are primary wellness events that take place in the United Kingdom expect:
   1. SoulCircus
   2. Balance
   3. Envision
   4. Mind Body Spirit Wellbeing Festival
5. The workplace wellness market is valued at:
   1. $42 billion
   2. $45 billion
   3. $48 billion
   4. $50 billion
6. All of the following are ways for event planners to include wellness in corporate events except:
   1. Omelet bar with egg whites
   2. Variety of salads for lunch
   3. Coffee stations in between seminars
   4. Fruits for dessert

*True/False*

1. There are many ways that wellness elements can be incorporated into regular events.

T

1. The economic impact of an event is easy to measure.

F

1. Media exposure is one way to measure the impact of an event.

T

1. Having a variety of seating at an event is not important.

F

1. Attendance is one of the fundamental measures of an event’s impact, and other measurements often use the overall event attendance numbers.  
   T
2. Smith Center for Healing and the Arts is a secondary wellness center.

F

1. The three ways to categorize wellness events are primary, secondary, and tertiary.

F

1. The economic impact of events is made up of two parts: the direct economic impact and the total economic impact.

T

*Short Answer*

1. **Discuss the difference between a primary wellness event and a secondary wellness event. Include things that the attendees of each type of event might be looking for.**

**Primary wellness events** can be categorized as events that cater to primary wellness travelers, whereas **secondary wellness events** target secondary wellness travelers with add-ons to their primary travel itinerary or incorporating healthy elements into a larger event.

Primary wellness travelers are often looking for a way to immerse themselves in wellness for a few days, or at least a very special few hours. There are many existing wellness retreats, many of which are focused on yoga, clean living, physical fitness, recovering from a divorce or other traumatic experience, connecting to a destination in a truly authentic way, and other activities.

Wellness-oriented attendees will be concerned about details like travel time and the impact on their bodies (jetlag) and the environment (carbon emissions), and opportunities to embrace their wellness goals and learn something new.

1. **Discuss some activities that may occur at a primary wellness event or festival.**

See examples in section 8.5.1.1.

1. **Discuss the social impacts that an event can have on the host destination.**

The social impacts of an event “have almost always been observed anecdotally but rarely captured through a structured approach to impact measurement.” They may include anything from creating an enjoyable or pleasurable experience to positively changing attendees’ long-term behavior.

1. **Choose a wellness event and discuss the five impacts of the event.**

* Attendance – One of the fundamental measures of an event’s impact, and other measurements often use the overall event attendance numbers. It is important to differentiate between attendances and unique attendees, and understand the demographic profile of attendees as much as possible.
* Economic – “The total amount of additional expenditure generated within a defined area, as a direct consequence of staging the event.” The direct economic impact of an event is the spending that can be directly attributed to staging an event, and the total economic impact also includes the subsequent ‘secondary impacts’ of this additional monetary influx.
* Environmental – Both explicit and hidden effects of the event on the environment, for example, land use and carbon emissions.
* Social – The social impacts of an event “have almost always been observed anecdotally but rarely captured through a structured approach to impact measurement.” They may include anything from creating an enjoyable or pleasurable experience to positively changing attendees’ long-term behavior.
* Media – Evaluating exposure of the event by estimating the number of people engaged with media coverage.