6 Stakeholder Considerations for Residents, Communities and Cities

Learning objectives

At the end of the chapter readers should be able to:

☐ Define event tourism, place identity, place attachment and tourist destination

☐ Identify the most important aspects to consider for residents' engagement

☐ Understand the needs of the community

☐ Apply stakeholder theory to the city

6.1 Introduction

Events, and therefore event tourism, tend to be attached to their host communities, even embedded within close and strong stakeholder networks. It is true there are many footloose events, won through bidding, or otherwise moving around the world, but a degree of dependence on place and social networks is the norm. This raises two concepts of importance: place identity and place attachment. This chapter will focus on the aspects that are important for the residents during stakeholder engagement. It will also look at the needs of the community and apply the stakeholder theory to the city and destination.

6.2   Key terms defined

Event tourism

"Event tourism at the city or destination level is the development and marketing of planned events as tourist attractions, catalysts, animators, image makers and place makers. This process includes bidding on, facilitating and creating events, and the management of portfolios of events as destination assets" Getz, 2013.

Place identity and events

" Events and other planned events can foster and reinforce group identity" Getz, 2013.

Place attachment and events

" Events are connected to cultures and to places, giving each identify and helping bind people to their communities" Getz, 2013.

Place making

Richards and Palmer (2010, pp. 418-19) argue for place making, rather than place marketing, in the context of their treatise on 'Eventful Cities'. They explained that creating a sense of place can be facilitated through events by stressing distinctiveness of the environment, promoting festivity, developing event spaces and a festival community and creating new rhythms of everyday life. This gives a unique identity to places and encourages residents to feel attachment to their communities.

Tourist destination

A tourist destination consists of the network of government agencies, marketing organizations, services, and attractions that collaborate to attract and serve the needs of visitors.

6.3   Case Study: Cappadox 2018, Turkey

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Cappadox was first organized in 2015. This festival is held every year and embodies various activities ranging from music, contemporary art, gastronomy and open-air programs. Within the scope of the music programs various singers perform while exhibitions are held in the form of contemporary art programs, and also trekkings, trips and tours are organized. As a part of gastronomy program, gourmet delicacies are tried and picnics are organized. On the other hand, trekking, yoga and nightwatching activities are arranged for the open-air program. Each year Cappadox is organized with a different theme. The theme was 'Cappadocia Struck' in 2015, 'Let Us Cultivate Our Garden' in 2016, 'Ways Out From The World' in 2017 and 'Silence' in 2018 (Cappadox, 2018). The number of days and people joining the festival increase every year.

While it took three days in 2015, four days were allocated in 2016 and 2017, and it was extended to six days in 2018. The number of people joining Cappadox was six thousand in 2016; however, it reached up to ten thousand people in 2017 (Laleli, 2017). In addition, Cappadox is considered by Conde Nast Traveller as one of the best festivals in the world (Conde Nast Traveller, 2018).

Questions

Who are the stakeholders involved in the organization of the festival Cappadox?

Cappadox is an activity organized by Pozitif. Therefore, all team members working in Pozitif are the stakeholders of this organization. Besides Pozitif, local firms and agencies are among the important stakeholders. Since Cappadox is organized based on four main programs of music, contemporary art, gastronomy and open-air, we have different stakeholders as academicians, artists and members of the chamber of commerce who contribute to the organization, development and implementation stages of every program. Activities in each program are carried out in different regions and avenues, local people and local firms are among our stakeholders, as well. Despite the fact that it does not fit into your definition, Cappadocia, in our opinion, is the most powerful stakeholder with its unique atmosphere, historical background and cultural structure.

What kind of process have you been through to define your stakeholders? What were the criteria you used for choosing your stakeholders?

Since Pozitif is an organization possessing the purposes of providing entertaining and leading experiences, we wanted to maintain the same philosophy while organizing the Cappadox. Therefore, the point we paid the highest attention was to mirroring the philosophy and sensations of Cappadox. We tried to choose our stakeholders, accordingly.

Cappadox is built on four main programs. For this reason, we paid special attention to work with individuals and groups with relevant expertise. Furthermore, we cared about choosing our stakeholders from individuals experienced at recreational activities as much as possible.

Was one stakeholder group in the festival more important than the other stakeholder group? Why?

Due to its multidisciplinary nature, Cappadox embodies various stakeholder groups. It focuses on four main disciplines: Music, Contemporary Art, Gastronomy and Open Air. All these disciplines have their own stakeholders. It would not be right to indicate that one group was more important than the other one. We cannot even say that different stakeholders in one discipline occupy a more important position than others. For instance, for the organization of any musical activity, many stakeholders ranging from orchestra, those responsible for concert area to those responsible for meeting the needs of audience. Putting these stakeholders in an order of importance would not be fair because it would not be possible to talk about successful events

Photos 6.1 to 6.4: Cappadox. Picture credit: B. B. Dedeoğlu