



Impact of Event Tourism on Lagos Residents Image

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Abstract: *This research work is on the impact of Event Tourism on Lagos Residents image. Event Tourism is a process of traveling to witness an event being celebrated at a specific geographical area's. Residents image are how people look at a group of people based on their lifestyle. Problem of study was identified by many author's who suggested that Event Tourism can lead to people leaving their place of residence to another residence thereby observing how they behave rather than hearsay. The general objective investigated the Impact of Event Tourism on residence. The data was gathered through the use of questionnaire and findings revealed that Event Tourism have a significant relationship with residence behaviors and that leads to positive image created. The researchers concludes that no community could create higher image without Event Tourism attraction. Thereby recommend that other communities should adopt Event celebration methods as a way of creating higher image about them.*

Keywords: *Event, Tourism, Event Tourism, Residents and Residents Image*

1. BACKGROUND OF THE STUDY

Event is define as something that occurs in a particular place during a particular period of time which must be scheduled, (Echeta 2021).

Goeldner(2010)define tourism as the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities.

Getz (2008) defined event tourism as the development and marketing of events for tourism and economic development purposes. Building on this definition Small (2011) discusses how events can assist a destination or community both in the short term and long term. He further described event tourism as having some similarities with other special forms of residents image are how people look at a particular residence or community's across the globe.



1.1 Statement of the Problem

Getz (2005) mentioned that events produced various impacts and it was not sufficient to study the economic impact only. Bagiran & Hall(1997) also suggested that other effects like the sociocultural impact may have more profound effect on the residents than economic impacts. The effects of event tourism is still a huge issue for researchers. One important reason is that event tourism is a relatively new area for researchers, especially with respect to its impact on resident image (Dinaburgskaya & Ekner, 2010). However, The effects of event tourism on residents image was considered as the problem, therefore, this research sees this as a gap to delve into investigating the impact of event tourism on Lagos residence image.

1.2 Objective of The Study

The general objective of the study critically investigated the effect of event tourism on Lagos residents Image.

Specifically, the objectives investigated the following below :

1. Examine the effects of private event on behaviour pattern of residents.
2. Investigate the effect of corporate event on individual development.
3. Analyze the effect of charity event on group interactions.

1.3 Research Question

This study answered the following questions :

1. What extent does Private events affect the behaviour pattern of residents at home ?
2. What extent does corporate event contributes in individual development?
3. What extent does Charity events contributes among group interactions?

1.4 Research Hypotheses

NULL HYPOTHESES:

1. Ho: There is no significant relationship between private events and behavior patterns of residents.
2. Ho: There is no significant relationship between corporate event and individual development of residents.
3. Ho: There is no significant relationship between charity event and group interaction.

SIGNIFICANCE OF THE STUDY

- This study will be significant to the communities in a manner that it will be used in planning community events in relation to the community resident's attitude and It would also contribute to the future celebrations of event and the development of private, corporate and fundraising event planning industry and lastly,
- This study will be significant to future academic researchers in a way that it will further increase knowledge and experience in education research and teaching.



2. REVIEW OF RELATED LITERATURES

- Stone and Parey (2004) indicates that tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. (Silberberg 1995), and Goeldner(2010) define tourism as the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors creat a good image about the residents. (Macintosh2005) also agrees that tourism is a collection of activities, services

CLASSIFICATION OF EVENTS. According to Naylor and Sirgy(2011).

- **Mega Events:** Events with international appeal and true global reach typically fall into the categories of major or mega-events. Such events have the potential to act as catalysts for local development, and to deliver a range of economic, socio-cultural, environmental and other benefits associated with image, branding, and expansion of the visitor economy, just to name a few.
- **Hallmark Event:** Looking at the term ‘hallmark’ literally, it denotes or refers to a symbol of quality or authenticity that differentiates some goods from others, or pertains to a distinctive feature.
- **Major Events:** Major event is a large-scale event, with strong public interest and media coverage. Major events attract large numbers of visitors, and help the organizers achieve good economic results. In practice of management of events, these events are often sports-oriented, with an international reputation, and defined structure of competition for example: Formula One Grand Prix or trade fair exhibitions held at Pragati Maiden New Delhi.(Helen 2012).
- **Local Events:** Local event is an event that is targeted mainly for local audiences and staged primarily for their social, fun and entertainment value,(Lincon2012).

TYPES OF EVENT TOURISM

- **PRIVATE EVENT:** Private event is a form of event tourism that people travel to attend or participate, it means a private gathering limited to members and guests of members of a family, organization, or club, where the event is not open to the general public. Private event aims to bring people together so they can celebrate a more intimate achievement, milestone or life event. Private events can range from Weddings, Birthdays, Themed Parties, Wedding etc. (Shone and Parry, 2004).
- **CORPORATE EVENT:** corporate event is a form of event tourism that individuals travel from their normal place of abode to be an attendee or as well participate in social activity which is organised or funded by a business Entity. The most popular forms of corporate event tourism are conferences, exhibitions, congresses, seminars, company meetings. (Anthony 2017), (Allen, 2009).



- **CHARITY OR FUND RAISING EVENT:** As the name suggests, the goal for these type of event is to generate funding for an organisation. They are often used by charities and non-profits organizations. (Helen 2021).

According to Helen 2021 importance of event tourism was summarized below:

Event tourism Stimulates regional economic growth ,Event tourism foster Long term imagery enhancement ,Event tourism Increase community pride of region,Hallmark or Mega events have a role in place promotion : events such as these are seen by millions. Thus industry has mirrored the explosive growth of media, entertainment, and tourism,Events are increasingly used in place marketing, Event tourism can attract tourists and visitors, both national and international. The tourism input generated is especially welcome when it occurs in a medium or low-tourism season since it reduces seasonal uncertainty,Events help to capture attention and promote attractions and infrastructures. They make it possible to maximize and rationalize the use of certain spaces,these spaces may result in financial benefits and dissemination of artistic and cultural heritages,The main driving force for event tourism and for tourism development as a whole is the economic benefits derived from it, Events can impact on a host community through various means, examples of which could be in form of foreign exchange earnings, income and employment generation.

The expenditures by tourists can be as real as any other consumption and international tourist expenditures can be seen as an export from the host country, while domestic events can be seen as an export from the hosting region to the other local region.

Effects of Event Tourism on Socio-Cultural Development Of Residents Image.

Society and culture are two concepts that can hardly be separated. While a society is a community or a broad grouping of people who have common traditions, institutions, activities and interest, culture represents the practices of a society; its customary beliefs, social roles and material objects that are transferred or passed down from generation to generation. In this context therefore, the potential effects or impacts of events tourism as a whole on the culture of a society are major concerns for the host community, event managers/organizers and other stakeholders in the event/ tourism industry. This is because events often attract visitors or ‘outsiders’ into a host community or ‘society’ and then, there is a possibility that the society can be influenced by changing its culture (Cook 2010) low-income groups. (Baron2009)

Residents Socio Cultural Development

Sociocultural development is an emerging theory in psychology that looks at the important contributions that society makes to individual development. This theory stresses the interaction between developing people and the culture in which they live. Types of sociocultural development are behavior patterns, quality of life, individual development, value systems and reasoning or group interactions among peers.

Behaviour Patterns: According to American psychological association, behavior pattern is a complex arrangement of two or more responses that occur in a prescribed order. Behavior patterns are also referred to as chains of behavior and persons depending on any type of event tourism happening around them.



Quality Of Life: Quality of life has become a topic of broad discussion in recent years. However, defining quality of life was difficult, because it was a subjective and dependent on each individual's experience, expectations, and perception (Andereck & Nyaupane, 2010).

Individual Development: Individual or personal development includes activities that improve awareness and identity, develop talents and potential, build human capital and facilitate employability, enhance quality of life and contribute to the realization of dreams and aspirations, Lincoln (2008). When personal development takes place in the context of sociocultural development, it refers to the methods, programs, tools, techniques, and assessment systems that support human development at the individual level in any type of event tourism.

Value Systems: Value systems are prospective and prescriptive beliefs; they affect the ethical behavior of a person or are the basis of their intentional activities. Often primary values are strong and secondary values are suitable for changes. What makes an action valuable may in turn depend on the ethical values of the objects it increases, decreases, or alters. (Baron 2009)

Reasoning /Group Interactions: According to Merriam Webster dictionary, reasoning is the process of thinking about something in a logical way in order to form a conclusion or judgment. It is also the ability of the mind to think and understand things in a logical way. In the context of sociocultural development, human reasoning or group interaction could be influenced through event tourism either through attending or participating in the event which definitely affects the image of residence.

3. METHODOLOGY

This research work was carried out in Lagos state and Lagos State is a state in south-western Nigeria. According to the 2006 population (census), Lagos state has a total population of nine million and thirteen thousand, five hundred and thirty-four (9,013,534) residents.

As this research work was conducted in Lagos state, it featured all its 20 local government areas which are Alimosho, Ajeromi-Ifelodun, Kosofe, Mushin, Oshodi-Isolo, Ojo, Ikorodu, Surulere, Agege, Ifako-Ijaiye, Somolu, Amuwo-Odofin, Lagos Mainland, Ikeja, Eti-Osa, Badagry, Apapa, Lagos Island, Epe and Ibeju-Lekki. Data was collected through primary sources and this data were analysed statistically using chi square to test the hypotheses. The primary data made use of questionnaires to collect raw data from the respondents. The sample size was determined using Taro Yamane sample size technique as follows :

According to Echeta (2021) he described The Taro Yamane method as a sample size calculation which was formulated by the statistician Tara Yamane in 1967 to determine the sample size from a given population. Below is the mathematical illustration for the Taro Yamane method:

$$n = \frac{N}{1 + N(e)^2}$$

Where:



n signifies the sample size

N signifies the population under study

e signifies the margin error (0.05)

Therefore, the sample size for this research will be withdrawn from the population of only the Youths and Adults in the twenty (20) local governments in Lagos state. According to the 2006 population (census), the population of youths and adults in lagos state is six million, one hundred and sixty thousand, nine hundred and ninety-one (6,160,991)

The sample size is determined below as pointed out by (Allen and Tool 2019)

$$n = 6,160,991/1 + 6,160,991 (0.059)^2$$

$$n = 6,160,991 /1 + 6,160,991 (0.003481)$$

$$n = 6,160,991 /1 + (1+21,446.409671)$$

$$n = 6,160,991 /21,447.409671$$

$$n = 287$$

Purposively, the sample size for this research is 287. A total of 287 questionnaires were distributed to the respondents.

TEST OF HYPOTHESIS ONE

Ho: There is no significant relationship between private events and behavior patterns of residents image

Contingency table for hypothesis one.

RESPONSES					
Questions	SA	A	D	SD	Total
Table 4.3.1	129	112	7	6	254
Table 4.3.2	133	103	0	1	254
Table 4.3.3	184	66	3	1	254
Table 4.3.4	121	108	1	1	254
Table 4.3.5	154	73	3	2	254
Total	721	461	58	30	

Hypothesis one.

Cell	Observed frequency (O)	Expected frequency (E)	O-E	(O-E) ²	(O-E) ² /E
A	129	144. 2	-15.2	231. 04	1.60
B	112	92.2	19.8	392.03	4.25
C	10	11.6	-1.6	2.56	0.22
D	3	6	-3	9	1.5
E	133	144. 2	-11.2	125. 44	0.86
F	102	92.2	9.8	96.04	1.04
G	5	11.6	-6.6	43.56	3.75
H	14	6	8	64	10.66
I	184	144. 2	39.8	1584. 04	10.98



J	66	92.2	-26.2	686.44	7.44
K	3	11.6	-8.6	73.96	6.37
L	1	6	-5	25	4.16
M	121	144.2	-23.2	538.24	3.73
N	108	92.2	15.8	249.64	2.70
O	16	11.6	4.4	19.36	1.66
P	9	6	3	9	1.5
Q	154	144.2	9.8	96.04	0.66
R	73	92.2	-19.2	378.64	4.10
S	24	11.6	12.4	153.76	13.25
T	3	6	-3	9	1.5
					81.93

Interpretation

From the analysis above, X^2 calculated value is 81.93 while X^2 tabulated value is 21.03. This shows that X^2 calculated of 81.93 is greater than X^2 tabulated of 21.03 i.e. X^2 calculated (81.) > X^2 tabulated of 21.03.

Therefore, we reject H_0 which states that there is no significant relationship between private events and behavior patterns of residents at home.

Test of hypothesis two

H_0 : There is no significant relationship between corporate event and individual development of residents.

Contingency table for hypothesis two.

Questions	Responses				Total
	SA	A	D	SD	
	130	115	5	4	254
	129	117	5	3	254
	133	102	14	5	254
	146	95	4	9	254
	186	59	5	4	254
Total	724	488	33	25	

hypothesis two.

Cell	Observed frequency (O)	Expected frequency (E)	O-E	(O-E) ²	(O-E) ² /E
A	130	144.8	-14.8	219.04	1.51
B	115	97.6	17.4	302.76	3.10
C	5	6.6	-1.6	2.56	0.38
D	4	5	-1	1	0.2
E	129	144.8	-15.8	249.64	1.72



F	117	97.6	19.4	376.36	3.85
G	3	6.6	-3.6	12.96	1.96
H	3	5	-2	4	0.8
I	133	144.8	-11.8	139.24	0.96
J	102	97.6	4.4	19.36	0.19
K	14	6.6	7.4	54.76	8.29
L	5	5	0	0	0
M	146	144.8	1.2	1.44	0.00
N	95	97.6	-2.6	6.76	0.06
O	4	6.6	-2.6	6.76	1.69
P	9	5	4	16	3.5
Q	186	144.8	41.2	1697.44	11.72
R	59	97.6	-38.6	1489.96	15.26
S	5	6.6	-1.6	2.56	0.38
T	4	5	-1	1	0.2
					55.77

Interpretation

From the analysis above, X^2 calculated value is 55.77 while X^2 tabulated value is 21.03. This shows that X^2 calculated of 55.77 is greater than X^2 tabulated of 21.03 i.e. X^2 calculated (55.77) > X^2 tabulated of 21.03.

Therefore, we reject H_0 which states that there is no significant effect of corporate event on individual development of residents which results in higher image created by people by them.

TEST OF HYPOTHESIS THREE

H_0 : There is no significant relationship between charity event and group interaction.

Contingency table for hypothesis three:

RESPONSES					
Questions	SA	A	D	SD	Total
	121	101	17	15	254
	169	82	1	2	254
	144	99	8	3	254
	188	60	3	3	254
	154	89	7	4	254
Total	776	431	36	27	

Hypothesis three:

Cell	Observed frequency (O)	Expected frequency (E)	O-E	(O-E) ²	(O-E) ² /E
A	121	155.2	-34.2	1169.64	7.53



B	101	86.2	14.8	219.04	2.54
C	17	7.2	-0.2	0.04	0.00
D	15	5.4	9.6	92.16	17.06
E	169	155.2	13.8	190.44	1.22
F	82	86.2	-4.2	17.64	0.20
G	1	7.2	-6.2	38.44	5.33
H	2	5.4	-3.4	11.56	2.14
I	144	155.3	-11.2	125.44	0.80
J	99	86.2	12.8	163.84	1.90
K	8	7.2	0.8	0.64	0.08
L	3	5.4	-2.4	5.76	1.06
M	188	155.2	32.8	1075.84	6.93
N	60	86.2	-26.2	686.44	7.96
O	3	7.2	-4.2	17.64	2.45
P	3	5.4	-2.4	5.76	1.06
Q	154	155.2	-1.2	1.44	0.00
R	89	86.2	2.8	7.84	0.09
S	7	7.2	-0.2	0.04	0.00
T	4	5.4	-1.4	1.96	0.36
					58.71

Interpretation

From the analysis above, X^2 calculated value is 58.71 while X^2 tabulated value is 21.03. This shows that X^2 calculated of 58.71 is greater than X^2 tabulated of 21.03 i.e. X^2 calculated (58.71) > X^2 tabulated of 21.03.

Therefore, we reject H_0 which states that there is no significant benefit between charity event and group interaction this leads to moderate image created about the residents.

4. CONCLUSIONS, RECOMMENDATIONS

In this research, it can be seen that event tourism are events that has the potentials of developing any tourism destination, host community/ city and as well as its residents. The research has also shown that event tourism can have effects on the residents of the host community highly.

Based on the findings of this research, the researchers humbly recommends that :

1. Since it was discovered that Private events celebration have a significant relationship with residents image. The government should enlighten the general public on the need to celebrate amongst them to boost their image.
2. More of corporate events such as symposiums, workshops, etc should be held as this will attract more people to participate as they tend to increase personal growth, development, and also offer educational experience and The chosen event venues should be such that they can accommodate the audience.
3. Lastly, Voluntarism and other forms of engagement fosters personal development and group identity should be encouraged more.



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