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Izura Ibrahim, Hafizah Besar Sa'aid, Rahmat Yuliawan

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Major Trends in Festivals Events Research: A Bibliometric Study

Izura Ibrahim

Faculty of Business Management, Universiti Teknologi MARA, Cawangan Kedah Kampus
Sungai Petani

Hafizah Besar Sa'aid

Faculty of Business Management, UiTM Kedah Universiti Teknologi MARA, Cawangan
Kedah Kampus Sungai Petani

Rahmat Yuliawan

Fakultas Vokasi Universitas of Airlangga, Surabaya, Indonesia
Corresponding Author Email: izuraibrahim@uitm.edu.my

Abstract

Purpose – This research provides a bibliometric review on the trend of articles in event management through scopus. The context of Special events such as festival events in scopus can shows the pattern of events being held by the organizer and also the problems that has been facing in organizing events change from time to time according to the current trend.

Design/methodology/approach – To explore the progress of organizing an events from 2011 to 2021. The method of the study is using bibliometric analysis based on 3342 articles, conference paper, Journal and book series.

Findings – The findings shows a clear trend in event management that change according to current demand from the participants/ attendees. The paradigm shift that organizing a physical events, that had changed to virtual events that cause by the pandemic. However, starting from 2021, not much of researchers had made a study on virtual events due to this implementation are still new.

Originality/Value – The current global challenges with the technology advancement in event industry can increase the innovations in event management. Through this bibliometric review of the past research will give the advantage to the future researchers to identify the changes of trend in event industry.

Keywords: Special Event, Festivals, Event Management, Technology, Tourism

Introduction

Special events consist of private events, sporting events, public events, fairs and festivals (How to become an event planner, 2022). Festivals and special events are one of the methods to attract the visitors to come to that certain place. According to Getz (1991), Special events

and festivals provide tangible and intangible profitable activities in the community. The event industry which consist of special events (Shaw, 1998), mega-events, festivals and meeting (Getz, 2010; Getz, 2016) is a key player in contributing in the global economies and communities. Festivals has shown a tremendous growth as small and large town in order to seek tourism dollars through short term events (Goldblatt, 2002). However, as the year passes by, technology had played important role in events, since the pandemic strike our world. In order to sustain the event industry, technology is enabler to keep the event business ongoing (Koellinger, 2008). According to Ryan et al (2020), event industry had been developed hand in hand with the technology advancement. To create an immersive participant, an advanced technologies had used in meetings, events and festivals (Robertson et al., 2015). As from the data that has been retrieve from Scopus, most researchers are discussing about an event that involves online and technology.

The observation been made from the findings in this bibliometric analysis is to analyze the research trend in special events festivals for the past 10 years. The high cited article in festivals in special events inclusive of the articles that are discussed on the emotions of attendees who attend the events. The attendees who feel the joy of attending a festival event will spread their emotions through word of mouth. According to Wu et al (2018), experiential purchase will inspire one's loyalty and influence the perceived of value consumption. From the previous study, word of mouth that is based on their own experience, are to impress others (Angelis et al., 2012). Although festivals events have the opportunities to give aspirational towards the attendees (Gration et al., 2011), but they will have less information about the event and shared their experience through word of mouth that errs and bragging about their experience (Pelletier & Collier, 2018). This does not mean that the attendees are trying to give false information, but the attendees are more excited to share their emotions of attending one event rather than sharing information.

A bibliometric analysis in events festivals had only been published once which focused on the festivals trend. Therefore, this is why study need to be conducted to identify more on bibliometric event

Current Issue

This paper presents a bibliometric analysis in the research trend in Festival events. From this study we have identify from three Research Questions

- (a) What is the current publication trend in Event Management
- (b) Which are the most influential articles in Event Management
- (c) Who are the most influential authors in Event Management

To answer all of these research questions our bibliometric analysis considered the following points

- a) Evolution and distribution of Festival Events research
 - Number of papers that has been published per year
 - Sources and document type
- b) Key areas of Festival Events research
 - Subject area
 - Density of keywords

- Tittle analysis

- c) Major players and research collaboration
 - Authorship analysis
 - Citation analysis

Methods

Scopus is one of the database that can quickly finds relevant research with reliable data. This database be able to finds the data on trend of event management. The database provide publication details including the authors, affiliation, source title, keyword, document and source type, year of publication, subject area and most active source tittle. To specify on our search domain, we restricted the search on festivals event management based on tittle in search process: TITLE ("Special Event" OR "Festivals" OR "Event Management"). The data has been filtered to within 10 years of publication which is from 2011-2021. Although scopus include the data for 2022 and 2023, these years has also been excluded as there are no documents when that year being selected. All other publications that is before 2011 has also been excluded because those years are not relevant to this study. The data that is not related to event festival have also been sorted out such as medical, engineer, environment, Agriculture, Mathematics, Veterinary and Dental. These data has also been analyzed using Google scholar, Harzing publish or perish and VOSviewer.

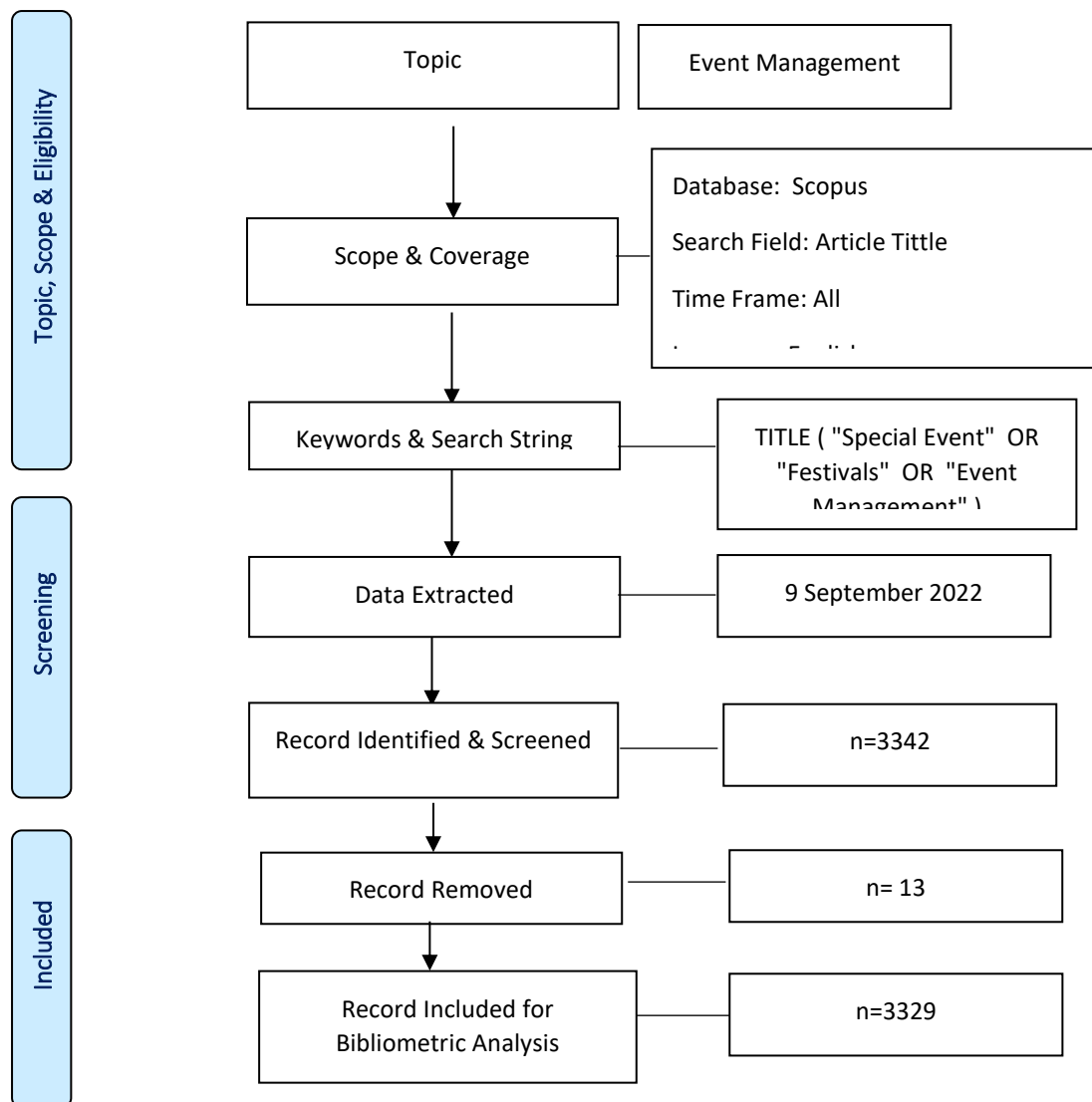


Fig. 1: PRISMA Flow Diagram

Source: Moher D, Liberati A, Tetzlaff J, Altman DG, The PRISMA Group (2009). Preferred Reporting Items for Systematic Reviews and Meta-Analyses: The PRISMA Statement. *PLoS Med* 6(7): e1000097. doi:10.1371/journal.pmed1000097

Results

This section is to analyze the results that has been obtained from bibliometric analysis that is related to the following questions: (a) **Evolution and distribution of Festival Events research,** (b) **Key areas of Festival Events research,**(c) **Major players and research collaboration**

Evolution and Distribution of Event Festival Research

To answer the questions on evolution and distribution of Event Festival research, this study has analysed the following data: i) Document and Source Type and ii) Number of papers that has been published per year.

Document and Source Types

Data that is being analysed are from Document and Source Types focuses on the coverage of serial publication. From this study, the importance of identifying the findings of document type and source type is to identify the type and sources that the paper being published.

Document type refers to the originality of the document such as, article, book chapter, review, conference paper. Book and editorial. According to Table 1, Total Publications in Article has the highest number. Total publications are 2049 which consist of 61.55%. The lowest total publication consist of Editorial is 38. Which is equivalent to 1.14%. However, the total publications for other type of documents are less than 650 which is less than 20%.

Table 1

Document Type

Document Type	Total Publications (TP)	Percentage (%)
Article	2049	61.55%
Book Chapter	631	18.95%
Review	374	11.23%
Conference Paper	174	5.23%
Book	63	1.89%
Editorial	38	1.14%
Total	3329	100.00

However, according to table 2, source type that covers in Scopus refers to the data that has serial publication, Such as journal, book, conference proceeding, book series and trade journal. Journal will be filtered through the search engines using tittles. Using the keywords in tittle, the result in Scopus shows that, Journal have the highest percent in source type, which consist of 73.18%. However, the lowest percentage from the result are trade journal which is 0.21%. Trade Journal are focused on specific topic for example a periodical magazine. According to Scopus, Trade journal are seldom used by the librarians that would want to find a relevant topic with their searching of information. However, the percentage for book are 20.22% and the other source type achieved less than 5% which include Conference proceeding and book series.

Table 2

Source Type

Source Type	Total Publications (TP)	Percentage (%)
Journal	2436	73.18%
Book	673	20.22%
Conference Proceeding	132	3.97%
Book Series	81	2.43%
Trade Journal	7	0.21%
Total	3329	100.00

Year of Publications/Evolution of Published Studies

According to RQ1, the trend that has been published on Festivals and events in Scopus for 10 years (2011-2021) are fluctuate. In table 3 shows that total publications in 2020 is 355. The results in scopus by using tittle Festivals and event management had shows that publications

that explains on the importance of event and festivals in tourism industry. According to Getz (2010), mega events, festivals and meetings is a key player in contributing to the global economies and communities. Those articles are also discussed on the festivals that consist on different cultural background. Therefore, this cultural events festival is one of the factors to increase the global economies. In 2015 the total number of publications shows 243 publications. It has the lowest total publications within these 10 years. However, after the year of 2015, the total publications have increase and maintain to have within 300 publications between 2016-2020. In the year 2021, the amount has dropped due to the crisis of covid -19 where many festivals and events had stopped. However, the publications in 2021 are focusing on organize events festivals through online. According to Ryan et. al, the development of event industries is increasing due to the technology advancement.

Table 3

Year of Publications

Year	Total Publications	Percentage (%)	NCP	Total Citation	C/P	C/CP	h	g
2021	299	8.98%	92	299	1.00	3.25	9	10
2020	355	10.66%	160	705	1.99	4.41	11	17
2019	327	9.82%	168	1099	3.36	6.54	18	24
2018	310	9.31%	181	1253	4.04	6.92	16	27
2017	327	9.82%	181	1778	5.44	9.82	22	33
2016	359	10.78%	215	2191	6.10	10.19	22	37
2015	243	7.30%	147	1631	6.71	11.10	20	33
2014	327	9.82%	204	2223	6.80	10.90	25	38
2013	283	8.50%	181	1769	6.25	9.77	24	32
2012	252	7.57%	156	2418	9.60	15.50	24	45
2011	247	7.42%	172	3097	12.54	18.01	29	48

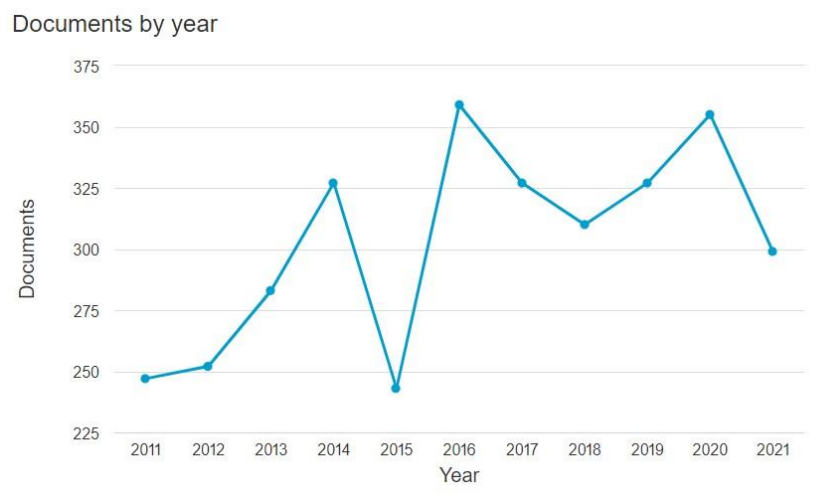


Fig. 2: Document by Year

Graph on figure 2 shows the results of the graphs findings which is fluctuate. The total publication is within 10 years. From the graphs shows that in the year 2016 and 2020, it has the highest total publication which is 359 and 355 respectively. From the year 2015-2016, the total publication strikes up from 243 to 359. During this period, from annual report (2016), International Monetary fund shows that from 2015-2016, the market growth is slower than expected. Festivals are one of the method to increase the global economy by having tourism activity. According to Getz (1991), events are organized to create positive image and to bring money to the local economy. Therefore, during 2016 researchers conduct more publication on festivals to enhance the economic growth. The inconsistency of the graphs on event festivals shows a gap that makes it relevant for us to conduct this study.

However, from the year 2020-2021, the graphs also show total publication that is descending. As we are all aware, when covid-19 start on the year 2020, not many researchers were be able to conduct a study on the year 2021 especially no festivals allowed during the period

Subject Area

Table 5 shows the results that is evaluated by scopus from the year 2011-2021. The subject area had been divided into 6 categories which is, Arts and humanities, Business Management and Accounting, Computer Science, Economics, Econometrics and Finance, Psychology and social sciences. Arts and Humanities shows that highest percentage which is 35.96% with total publication of 1707. It can be concluded that journals and articles in event festivals that being published are categorize under Arts and Humanities subject areas. However, for psychology area, have the lowest percentage which is 1.2% equivalent to 57 publications. This shows that journals and articles for event festivals has less number to be categorized under psychology area. Nonetheless, Social Sciences also have the second higher percentage under the tittle event festivals which is 32.93%, with total publications 1563.

Table 5

Subject Area

Subject Area	Total Publications	Percentage (%)
Arts and Humanities	1707	35.96%
Social Sciences	1563	32.93%
Business, Management and Accounting	980	20.64%
Economics, Econometrics and Finance	272	5.73%
Computer Science	168	3.54%
Psychology	57	1.20%

Most Active Source Titles

In table 6 shows the top 10 most active source tittle. There are three source tittle that have achieved 2.2 and above in their cite score. For event management source tittle, it has received 137 of total publications with the 17 high index with total citation 1215. However, for international journal of Event and festival management source tittle have 86 of total publications, which achieved 20 high index with total citation 1198. This finding shows that, although the source tittle for event management has higher total publication than international journal of event and festival management, but it has achieved a higher citation. The lowest number of total publications is Tourism Management. However, it also achieved

the highest number of total citations 1505 with cite score 19.8. Although that other source title has published numbers of publication, but it achieved low number of total citations

Table 6

Top 10 Most Active Source Title

Source Title	TP	(%)	Publisher	Cite Score	SJR2021	SNIP2021	NC P	TC	C/P	C/CP	h	g
Event Management	137	4.12%	Cognizant Communication Corporation	2.2	0.443	0.61	128	1215	8.87	9.49	17	24
International Journal Of Event And Festival Management	86	2.58%	Emerald	2.4	0.525	0.752	81	1198	13.93	14.79	20	29
Cineforum	42	1.26%	Cineforum	0	0.1	0.000	0	0	0.00	0.00	0	0
Film Quarterly	34	1.02%	University of California Press	0.4	0.19	0.638	6	8	0.24	1.33	1	2
Journal Of Convention And Event Tourism	33	0.99%	Taylor & Francis	2.4	0.326	0.566	32	4245	12.85	13.25	10	19
Neue Zeitschrift Fur Musik	33	0.99%	Schott's Sohne	0	0.1	0.000	0	0	0.00	0.00	0	0
Film Criticism	25	0.75%	Allegheny College	0.2	0.105	0.158	1	1	0.04	1.00	1	1
Latin American Theatre Review	24	0.72%	Center of Latin American Studies, University of Kansas	0.1	0.108	0.557	3	3	0.13	1.00	1	1
Theaterheute	22	0.66%	Friedr. Vieweg and Sohn Verlagsgesellschaft mbH	0	0.1	0.000	0	0	0.00	0.00	0	0
Tourism Management	22	0.66%	Elsevier	19.8	3.383	3.986	22	1505	68.41	22.00	19	22

Keywords Analysis

Keyword analysis is a mapped that been construct by the authors by using VOS viewer to categorized the documents based on keywords. **Fig 3** presents a network visualization of the authors' keywords that been produced by VOS Viewer. Each lines have its own relationship among the keywords. Each colors also defines the relationship between the tittle. As what that has been present in Fig 3, the most active keywords are festivals. Those keywords are divided into 5 clusters which consist of Festival, Event management, Tourism, Tourist Behaviour and Public engagement. Each of the clusters are categorized with different colors. Festivals was the keyword that recurred the most, which is why the word festival is at the centre of the map. The maps also show the distance between the nodes. The shorter the nodes between the keywords, the stronger the relationship between the keyword. The colors that have the same as festivals, shows the interconnection with the keywords. Keyword

Table 9

Number of Author(s) per Document

Author Count	Total Publications	Percentage (%)
0	30	0.90%
1	1983	59.57%
2	671	20.16%
3	384	11.53%
4	159	4.78%
5	64	1.92%
6	23	0.69%
7	9	0.27%
8	3	0.09%
10	2	0.06%
17	1	0.03%
Total	3329	100.00

*Conference review document. No author is listed.

To be more specific data about author are explain in table 10. The table shows on the most productive authors and the average number of total citations. The most productive author is Saayman, M. with 22 total publications. This author also achieved high index publication with 240 of total citation. For the lowest of total publication is Andersson, T.D with 10 total publication. His total citation is 185 with 8 high index.

Table 10

Top 10 Most Productive Authors

Author's Name	TP	(%)	Affiliation	Country	NCP	TC	C/P	C/CP	h	g
Saayman	22	0.66%	North-West University, Potchefstroom, South Africa	South Africa	22	240	10.91	10.91	11	14
Kruger	18	0.54%	North-West University, Potchefstroom, South Africa	South Africa	18	175	9.72	9.72	8	12
Jepson	14	0.42%	University of Hertfordshire, Hatfield, United Kingdom	United Kingdom	13	251	17.93	19.31	9	14
Gemünden	12	0.36%	Dartmouth College, Hanover, United States	United States	1	1	0.08	1.00	1	1
Lee	12	0.36%	Kyung Hee University, Seoul, South Korea	South Korea	12	709	59.08	59.08	9	12
Robertson	12	0.36%	Victoria University, Footscray, Australia	Australia	11	74	6.17	6.73	5	8
Clarke	11	0.33%	Pannon Egyetem, Veszprem, Hungary	Hungary	10	182	16.55	18.20	6	11
Duffy	11	0.33%	The University of Newcastle, Australia, Callaghan, Australia	Australia	10	231	21.00	23.10	7	11
Mair	11	0.33%	The University of Queensland, Brisbane, Australia	Australia	10	188	17.09	18.80	6	11
Andersson	10	0.30%	Handelshögskolan, Gothenburg, Sweden	Sweden	9	185	18.50	20.56	8	10

Citation Analysis

Table 12 summarize on the citation metrics from the year 2011-2021. In the total number of 3329 papers collected by scopus, this data also shows there are 18463 number of citations

for the past 10 years, with the average 1678.45 citations per year. There are 79 data on google scholar index and 54 data on high index from the publication.

On the other hand, table 13 shows the top 20 highly cited articles on Festival Event which is based on numbers that is being cited. The table shows articles on “the effects of social media on emotions, brand relationship quality, and word of mouth: an empirical study of music festival attendees,” which is published in 2015, get the highest citation, which is 270 citations per year. The less cited article is “Evaluating intangible cultural heritage: The case of cultural festivals”, which the total of 85 citations per year that is published on the 2012.

Table 12
Citations Metrics

Metrics	Data
Publication years	2011-2021
Citation years	11 (2011-2021)
Papers	3329
Citations	18463
Citations/year	1678.45
Citations/paper	5.55
Citations/author	9978.99
Papers/author	2504.84
h-index	54
g-index	79

Table 13
Top 20 Highly cited articles on Festival Event

No.	Authors	Title	Cites	Cites per Year
1	Hudson et al	The effects of social media on emotions, brand relationship quality, and word of mouth: An empirical study of music festival attendees	2015	270
2	Lee et al	The Mediating Effect of Place Attachment on the Relationship between Festival Satisfaction and Loyalty to the Festival Hosting Destination	2012	253
3	Lee et al	Examining the role of emotional and functional values in festival evaluation	2011	233
4	Grappi & Montanari	The role of social identification and hedonism in affecting tourist re-patronizing behaviours: The case of an Italian festival	2011	214
5	Lee et al	The effect of Facebook users' arousal and valence on intention to go to the festival: Applying an extension of the technology acceptance model	2012	193
6	Robinson & Clifford	Authenticity and festival foodservice experiences	2012	164

7	Song et al	The effect of environmentally friendly perceptions on festival visitors' decision-making process using an extended model of goal-directed behavior	2012	161
8	Yolal et al	Impacts of festivals and events on residents'™ well-being	2016	149
9	Manthiou et al	The experience economy approach to festival marketing: Vivid memory and attendee loyalty	2014	129
10	Packer & Ballantyne	The impact of music festival attendance on young people's psychological and social well-being	2011	124
11	Tanford & Jung	Festival attributes and perceptions: A meta-analysis of relationships with satisfaction and loyalty	2017	113
12	Akhoondnejad	Tourist loyalty to a local cultural event: The case of Turkmen handicrafts festival	2016	108
13	Duffy et al	Bodily rhythms: Corporeal capacities to engage with festival spaces	2011	107
14	Organ et al	Festivals as agents for behaviour change: A study of food festival engagement and subsequent food choices	2015	106
15	Wong	Film festivals: Culture, people, and power on the global screen	2011	105
16	Yang et al	Festival tourists' emotion, perceived value, and behavioral intentions: A test of the moderating effect of festivalscape	2011	104
17	Gibson & Connell	Music festivals and regional development in Australia	2012	93
18	Kim et al	The effect of celebrity on brand awareness, perceived quality, brand image, brand loyalty, and destination attachment to a literary festival	2018	93
19	Geus et al	Conceptualisation and Operationalisation of Event and Festival Experiences: Creation of an Event Experience Scale	2016	86
20	Del Barrio et al	Evaluating intangible cultural heritage: The case of cultural festivals	2012	85

Discussion

From the total number of publications in festivals in event management is 3329 that comes from Journals, articles, books and conference paper. This study is to show how productive does this topic and becoming a trend for so many years. Event management are varying from time to time, according to the current trend. Therefore, we can also notice that the trend in this bibliometric finding is different. Most productive authors from this finding comes from South Africa with a total of 80 publication. There are some of the findings from the scopus database shows, some of the authors find that technology plays an important role in events. According to Koellinger (2008), using technologies in event enable the event business ongoing. This why the event industry also had developed many technology advancement (

Ryan et al., 2020). Most of the event that had been conducted will face a problem on the participation of the participants. Therefore, according to Ryan et al (2020) advanced technology needs to be used in meetings, events and festivals to get an immersive participant. This could be one of the methods to be used to ensure that the participants could feel the excitement of the events.

Conclusion

Study on bibliometric analysis that has been conducted using Scopus database and VOSViewer is to identify the research trend on event festivals for the past 10 years (2011-2021). By identifying the trend, this study focused on the trends of publications, top citations, most productive authors and the most productive title. Furthermore, this study also identifies the collaboration relationships by using network analysis method. Network visualization from co-occurrence author keywords, shows that most authors that conduct researchers on event festival used different terms, based on their own research study. This study may help the researchers to optimize their searching on keywords that fall under event festivals.

From this bibliometric study, we are trying to identify on the theoretical and conceptual from this study and also to identify the challenges in event festivals. According to Mair and Weber (2019), the academicians should go into deeper on identifying the consumers well-being, event experience, short- and long-term benefit and also the “dark side” of event management. Therefore, this bibliometric study will help the researchers or academicians on event literature that are not only from event background, but also from tourism background, to study and identify the success of event festivals and also to sustain the event company, especially since the COVID-19. By sustaining and ensuring the successful of an event, it can increase the economic growth in the country. Other than that, this study will also give benefits to the event companies who would want to identify the current trend that is happening in event industry all around the globe, especially during this endemic which many event industries had used a different approach to reach their audience expectations, for example events that goes hybrid.

However, this study has some limitations as the study are using Scopus database. This database can generate the past 10 years of research studies, but research that had conduct during the current year, will not be published. These can cause other researchers to have lack of information about the current trend that is happening. Researchers could not identify if that certain study might have been conducted or not.

For future studies, it is recommended to have this analysis during the current year. The current study that has higher citations, can also help the new researchers to understand about the problem of the study, thus to find the gap on the study that had been conducted.

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