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THE IMPACTS OF EVENT TOURISM ON HOST COMMUNITIES IN IDAH LOCAL GOVERNMENT OF KOGI STATE, NIGERIA.

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Abstract

It is a well-known fact that tourism is a sector that can contribute to the economic growth of a region. Moreover, tourism produces social benefits to the region (i.e. small and medium sized enterprises' development, creation of new jobs, improvement of infrastructure etc). Culturally, tourism is said to be an element of community enrichment also, tourism can positively contribute to the maintenance of a natural environment by protecting, creating or maintaining national parks or other protected areas. The main objective of the study was to examine the impacts of event tourism on host communities using Idah Local Government Area in Kogi State, to achieve the stated objectives the study employed qualitative and quantitative methods to elicit data from the respondents. The study used non-probability purposive sampling to select study participants; accordingly a total of 40 respondents were selected and participated in the study. The survey data revealed divers perceptions of event tourism impacts on host community (Idah Local Government Area in Kogi State, Nigeria). Majority of the respondents recognized it positive influence on local business revenue (65%), job creation (75%), the growth and sustainability of business (60%). Socially and culturally event tourism is perceived to enhance community pride (50%), promote cultural exchange (60%), and preserve cultural heritage (75%). The study recommended that the economic benefits of event tourism are distributed more evenly among local businesses; strategies must be implemented to support small and medium enterprises.

Keywords: Event tourism, Economic Impact, Cultural Impact, Social Impact and Host communities.

INTRODUCTION

Tourism is an industry that trades products—nature, events, culture, and history—and presents them to the visitor as unique experiences. Nowadays tourists seek more and more memorable experience and visiting local traditional events are one way of getting these feelings. Tourists visiting cultural attractions and attending events are more likely to feel that the travel experience contributed to their cultural enrichment and will therefore be more satisfied and more disposed to return.

Events belong to the group of created attraction, which every destination should have in order to plan a successful development. The same authors also add that events are continuous activities that “happen – take place” some time in a year, and that they promote the tourism of a destination through the events as an attractions itself, and encourages guests to take direct participation and involvement are of an opinion that events have a special appeal because they are with limited duration and natural simplicity, which in turn makes them different from permanent institutions and created attractions. Event tourism is one of the growing and high-income directions of the tourism industry, event tourism is characterized by a variety of content, function and purpose, events that are held around the world have a high social, economic, cultural, historical, sports, business industrial significance (Surmanidze, 2024).

All the events impact its participants and local community in different ways – positive and negative. Because tourism is a nebulous concept it manifests its impacts across communities differently and there is a direct relationship between the size or scale of the event and the impact introduces – as the size of the event increase so do their potential attendance, media coverage, and potential costs and benefits. Tourism should maximize benefits and minimize negative costs regarding: economic impacts on the local community; social impacts on the local community; cultural heritage; and the environment. Event tourism, as one of the most profitable, demanding and creative directions of tourism, which has not lost its relevance since the beginning of the 21st century, unites people with many different interests and motivations. People of different age groups, motivations, and professions, allows them to travel, book separate tours just to be able to attend events of different types, content, scale, purpose, specificity.

Event tourism, like other areas of tourism, affects the socioeconomic factors of the society, and significantly changes the main economic interests of the city, region, and sometimes the country. Thinking and understanding about the financial importance and potential usefulness of events actually started at the end of the twentieth century.

Events have become large phenomena within the global tourism (Getz, 1997) that includes many different parties, identified several stakeholders that are connected with the events – media; public authorities; sponsors; suppliers of facilities, food and beverages; visitors; tourism traders; and independent organizations, brought out the fact that collaboration and communication between community, visitors and entrepreneurs are very important because by doing that all the parties involved can benefit from that – economies of scale, high occupancy rate, new and better job opportunities, quality improvements of infrastructure etc.. But even if collaboration is beneficial for community, it is not always easy to achieve that.

Due to the fact there are different stakeholders and groups who are included in events and in its planning process (event organizers, local DMOs, local government, visitors etc.) and due to the lack of

communication between them, the impacts that events cause could be dissimilar to different stakeholders. . The impacts can differentiate because of the contrastive aims and motives. For example the government uses an event for promoting tourism and destinations’ image, while organizers just want to bring locals together and enjoy themselves. In his article Greenwood (1977) describes similar conflict between local residents and local government, where municipal government turned one of the Fuenterrabia’s assets to tourism product, which in turn violated the meaning of the ritual and destroyed its authenticity for the people.

According to the data of 2023, worldwide demand for conferences that are held directly physically and where the number of seats is limited has increased, such conferences are supported by marketers, according to data from 2023, 55% of organizers believe that private, attendance and limited number of conferences create important connections. 86.4% of organizers say that in 2024, compared to 2023, they should increase the number of personal events that they already plan or will plan and implement. The duration of 61% of virtual events is 1 day. (Bizabbo 2023).

According to the organizers, the revenues from the events will reach 1.9 billion US dollars by the end of 2022-2023, the profitability of the events is significantly determined by performances, and show elements, their technological and global importance, and the quality of organization and service level also play an important role. The involvement of companies in event management in Great Britain is quite high, companies are increasing the financing of even ts, the daily cost of events in Asia is expected to increase to \$711, in North America \$554, and in Europe, the daily cost of holding a small and simple event is determined to \$427. The organization of events renews and has a positive effect on accommodation facilities and hotel occupancy, especially if the mentioned events are also held in conference halls, in such a case the hotel receives income from conference hall rent and room bookings, the increase in the intensity of events is directly proportional to the hotel's occupancy rates. By 2023, hotel occupancy will increase by 4.9% through events (Bason, et al 2023).

As seen, a very important group that is connected with events is local residents. Resident attitudes are important because they are more directly impacted by tourism-related activity in their own ‘backyard’ and because of that have a strong moral case to be heard and heeded. Even though perceptions are subjective, they still provide an indication of the actual impact through peoples’ reaction to the development. As mention before, different parties involved in events could have different aims and goals. In any city there could be several intermingled communities with different goals and opinions. This could be problem also here – for example event organizers have different aims and ideas when it comes to planning the event, and they do not include residents in this process which in turn affects residents. In order to achieve good balance and gain local communities’ support, it is important to understand goals, aspirations and opinions of communities when planning events. Residents’ perceptions and attitudes towards the impacts of events must be understood, because it will enhance the spectators’ experience and contribute to the location’s overall attractiveness as an event tourism destination. It is important to keep governments/organizer’s aims and motivation, and residents’ perceptions harmony with each other.

Objectives of the Study

1. To assess the economic impact of event tourism on local businesses and industries in host communities.

2. To examine the social and cultural benefits of event tourism on the community.
3. To assess the role of community participation in the success of event tourism.

Statement of the Study Problem

While event tourism can bring economic benefits and cultural enrichment to host communities, it also poses potential challenges and disruptions. The rapid growth of event tourism raises concerns about issues such as environmental sustainability, community cohesion, and the equitable distribution of economic gains. There is a need to critically examine the impact of event tourism on host communities and to identify potential problems and devise strategies for mitigating negative effects, thus ensuring the long-term well-being of host communities. Before organizing the events, the event manager should be well aware of the possible restrictions that may apply to the planning, format, scale and other components of the events, legal restrictions and prohibitions may not allow the organizers to make noise, use the space without permission, restrictions may apply to time, duration, etc. Funding and fundraising is the most important part of events, without financial resources it is impossible to make expenses, purchase products, pay salaries, cover rent costs, etc. Infrastructure – technology and equipment that must be defined in advance, located, tested, installed, and checked for functionality (Puzari, and Thadani, 2023).

Review of Related Literature

Since the beginning of time, people have always been involved in some kinds of events when they have tried to mark either a special moment or happening in their lives. People have always felt the need to celebrate milestones for example, the coming of age. Even now that the world has gone more global with media and high-tech taking over everything and has made a lot of people lose interest in common norms and beliefs, there is still a need for social events to earmark the indigenous nature of our lives. And in recent times, events have become a central part to the way of life of people as there has been increment in leisure and disposable incomes which has led to the rapid growth of public events, celebration and entertainment.

Event tourism is a systematic planning, development, and marketing of festivals and special events as tourist attractions, image-makers, catalysts for infrastructure and economic growth, and animators of built attraction. Tourism management deals with tourism development based on analyzing the behavior and motivation of all kinds of tourists. On the other hand, event management deals with event marketing, design and managing of an event. Moreover, it tries to understand the event experiences and to manage them. Hence, event tourism is in the middle of the two sectors. In other words, event tourism aims at full exploitation of the capabilities of events in order to achieve tourism development of host communities (Getz, 1997).

Due to the increasing competitiveness amongst host communities and tourists destinations, attention has been drawn to special interest markets in order to gain advantages and also to meet up with economic, social and environmental goals. In the 1990's, the pursuit and development of events became a big business seeing event tourism corporations and firms being established in many countries. Also, there were an uprising of national and regional tourist establishments and organizations such as the Scottish tourist Board.

Different key players have now gotten themselves involved in promoting events as measures for economic development, nation-

building and destination marketing. Non-governmental bodies, such as corporations and businesses, nowadays also see events as key elements in marketing and promoting their products. Host communities, social groups and individuals now have great excitement for or interest in a subject or cause which gives rise to series of astonishing events (Allen et al., 2011).

Key Components of The Event Industry

There are key components which play vital roles in the event industrial make up. These components include event organizations, event management companies, event industry suppliers, event venues, industry associations and external regulatory bodies.

Event organizations are organizations whose task is to stage or host events. While some may be event-specific bodies such as the Australian Open tennis tournament organizers, others are special teams within a larger organization. (Allen et al., 2011).

Event management companies are firms or companies made up of a group of professionals or individuals whose duty or task is to organize events on a contract basis on behalf of their clients. These specialized companies often organize a number of events on regular basis and also develop long-term relationships with their clients and suppliers (Allen et al., 2011).

Event venues are an essential component of the industry without which any event would not be hosted. Venue management is a very important part of the whole event management process as it serves as a part of the marketing of the venue or servicing of event clients. Some specific event venues exist and they create additional revenue by renting out their facilities to functions and corporate events ranging from galleries, theatres, universities, museums. But the commonly known event venues are hotels, resorts, convention and exhibition centres, sports and fitness centres, stadiums, heritage sites, theme parks, shopping centres and markets (Allen et al., 2011)

Industry associations arose due to the emergence and formation of the industry, it has also become eminent to have professional associations in charge of networking, communications and liaison within the industry, training and accreditation programs, codes of ethical practice, and lobbying on behalf of their members. So many associations have stood up to the challenge of taking care of various sectors of the industry as it is very diverse. While some of these associations are international with branches in different countries, others are region or country based. Examples of some of the associations mainly associated with event planners and managers are the following.

The International Special Events Society (ISES) is an association whose mission is to educate, advance and promote the special events industry and its network of professionals along with related industries. And to this regard, they strive to uphold the integrity of the special events profession to the general public through their "Principles of Professional Conduct and Ethics": acquire and disseminate useful business information; foster a spirit of cooperation among its members and other special events professionals, and cultivate high standards of business practices.

The International Association of Exhibition and Events (IAEE) is an association that was organized in 1928 as the National Association of Exposition Managers to represent the interests of trade show and exposition managers. The International Association of Exhibitions and Events is today the leading association for the global exhibition industry. Today IAEE represents over 8,500 individuals who conduct and support exhibitions around the world. The mission of

this association is to promote the unique value of exhibitions and other events that bring buyers and sellers together such as road shows, conferences with an exhibition component, and proprietary corporate exhibitions. IAEE is the principle resource for those who plan, produce and service the industry. IAEE forges partnerships with industry organizations that either uniquely benefit members or strengthen the industry. (Allen et al., 2011).

External regulatory bodies are governmental and statutory bodies whose duties or responsibilities are to oversee and supervise the conduct and execution of events and in most cases, these bodies have a close connection with the industry. These bodies have sprung up because of the complex and regulated environment in which contemporary events take place. In some cases, many local councils now require a development application for the staging of outdoor events which may cover regulations governing for example, traffic plans, noise restriction etc. (Allen et al., 2011).

Types of Events

An event can be described as a public assembly for the purpose of celebration, entertainment, education, marketing or reunion. Getz in his book Event Management and Event Tourism (1997), stated that events are temporary occurrences, either planned or unplanned, and they usually have a finite length which is normally fixed or publicized for planned events. And they can be classified or categorized in different ways on the basis of their size, form and content. Examples of the various types are: special events, hallmark events, mega events, festivals, fairs and exhibition, expositions and shows, meetings and other business and educational events, sports events, art events.

Special Events

Special events as part of event tourism has been described as specific rituals, presentations, performances or celebrations that are well planned and carried out to mark special occasions or achieve particular social, cultural or corporate goals and objectives. These special events range from national days and celebrations, important civic occasions, unique cultural performances, major sporting fixtures, corporate functions, trade promotions and product launches (Allen et al., 2011).

Hallmark events

Looking at the term ‘hallmark’ literally, it denotes or refers to those events that become so identified with the spirit or ethos of a town, city or region that they become synonymous with the name of the place, and gain wide spread recognition and awareness. It can also be a symbol of quality or authenticity that differentiates some goods from others, or pertains to a distinctive feature. Hallmark events are major one-time or recurring events of limited duration, developed primarily to enhance awareness, appeal and profitability of a tourism destination in the short term and/or long term, and such events rely on their success on uniqueness, status, or timely significance to create interest and attract attention (Ritchie, 1984). In other words, they are events that have the ability to propel their destination, facility or organization to their hallmark.

Mega events

Mega events are those events that yield extraordinary high levels of tourism, media coverage, prestige, or economic impact for the host community, while summarizing a conference of the International Association of Tourism Experts that was themed on the subject of mega-events and mega-attractions, events can be defined by reference to their volume of visitors, cost or psychology. Their volume should exceed 1 million visits; their capital cost should be at

least \$500 million, and their reputation should be that of a ‘must see’ event. Other authors stressed the economic impacts of the events in their definition rather than costs, size or image. Mega-type events are intended for broad trade and market purposes, mega events can be considered business conferences, and entrepreneurial exhibitions where modern inventions are shown and introduced to the public. (Zlatanov, 2015) For example mega-event must be able to attract worldwide publicity (Getz, 1997) .Examples include the FIFA World Cup, International trade fairs and exhibition, the Olympic Games etc.

Typology of planned events

Under this subheading and in the subsequent, the events will be sorted to major categories, differentiating between those of the public domain and those falling into the primary interest of individuals and small, private groups. Take note that events could fall into more than one of these categories depending on the purpose and circumstances. Having said this, events can be regarded as special, but only the public events can be considered as mega and hallmark events. Also depending on the media coverage and other factors relating to uniqueness, any of these events can be ‘news’.



Typology of planned events (adapted from Getz, 1997)

The figure above highlights the seven categories of planned public events and one category of planned private events. The emergence of planned, public events is evident in virtually every culture and community. As can be seen above, cultural celebrations involve festivals, carnivals, religious and heritage events, parades, historic commemorations of all kinds.

Methodology

The study employed mixed methods qualitative and quantitative approach. The study used non-probability purposive sampling to select study population from Idaho Local Government Area, a total of 40 respondents were selected and participated in the survey as the actual sample sized. A total of 40 copies of the questionnaire were distributed and 40 copies were returned. This equals to a response rate of 100 percent. This is considered sufficiently large for statistical reliability and generalization. Descriptive statistics: frequency and percentages were used in analyzing the data.

Table 1: Analysis of administered questionnaires

Variable	Frequency	Percentage %
Questionnaire returned	40	100%
Questionnaire not returned	40	100%

Source: Field Survey 2025

Presentation, And Analysis of Data

Discussion of the Findings

The findings from the survey data reveal various perceptions and impacts of event tourism within host community, highlighting its multifaceted effects on local economies, social dynamics, cultural preservation, and community involvement. The analysis based on Table 2 are: A significant majority (65%) of respondents agree that event tourism positively impacts the revenue of local businesses. This suggests that events draw visitors who spend money on local services and products, thus boosting the local economy. However, 30% disagree, indicating that the benefits might not be uniformly distributed among all businesses or that some businesses do not experience a significant increase in revenue. A notable 75% of respondents believe that event tourism stimulates job creation in local industries. This high agreement rate underscores the potential of events to create both direct and indirect employment opportunities, which can be crucial for local economic development.

From Table 2 also, 60% of respondents agree that event tourism contributes to the growth and sustainability of local businesses, indicating a generally positive perception of long-term benefits. However, the 25% who disagree may reflect concerns about the sustainability of these benefits post-event. Also, all respondents (100%) agree that event tourism attracts investment opportunities and promotes economic development. This unanimous agreement highlights the perceived importance of event tourism as a catalyst for broader economic initiatives and investments, half of the respondents (50%) agree that event tourism enhances community pride and sense of belonging. This reflects the potential of events to foster local identity and pride. However, the equal split between those who are neutral or disagree (25% each) suggests that this impact might vary significantly among different community segments. A majority (60%) believe that event tourism promotes cultural exchange and appreciation among residents and visitors. This indicates that events can be a platform for cultural interaction,

enhancing mutual understanding and appreciation. A significant 75% of respondents agree that event tourism helps preserve and celebrate the cultural heritage of the host community. This highlights the role of events in maintaining and promoting local traditions and heritage. Only 45% of respondents agree that event tourism fosters social cohesion and interaction among diverse groups, with 30% undecided and 25% disagreeing. This mixed response suggests that while some see events as unifying, others may not perceive significant social cohesion benefits, or they might see potential divisiveness.

This is in line with Zlatanov, (2015) that organizing events allows the local and international tourism industry to generate colossal amounts of money, improve socio-economic indicators, and increase cultural awareness. In addition, event tourism:

contributes to the development of the region's infrastructure, improves the socio-economic situation of the region, Event allows companies in terms of obtaining additional financial benefits, contributes to the promotion of the tourism industry, organizations and their activities

Creates innovative staffing requirements in the market for the latest positions of event manager, coordinator, organizer and others, Creates additional jobs, promotes the development of the labor market and improves working conditions, unites citizens of different countries of the world and allows them to experience collective feelings, contributes to the promotion of science and innovative achievements, Enables local citizens to sell handmade goods, is a source of additional income for the local population, Enables the world's biggest sports fans to attend awards, major games, Olympics and competitions, Helps countries create a creative and positive image of locations and reposition brands.

Table 2: Event tourism positively impacts the revenue of local businesses in host community.

S/N	ITEM	VARIABLES	FREQUENCY	PERCENTAGE %
1.	Event tourism positively impacts the revenue of local businesses in host community.	Agree	26	65
		Natural	2	5
		Disagree	12	30
2.	Event tourism stimulates job creation in local industries within host community.	Agree	30	75
		Natural	2	5
		Disagree	8	20
3.	Event tourism contributes to the growth and sustainability of local businesses in host community.	Agree	24	60
		Natural	6	16
		Disagree	10	25
4.	Event tourism attracts investment opportunities and promotes economic development in host community.	Agree	40	100
		Natural	-	-
		Disagree	-	-
5.	Event tourism enhances community pride and sense of belonging in host community.	Agree	20	50
		Natural	10	25
		Disagree	10	25
6.	Event tourism promotes cultural exchange and appreciation among residents and visitors.	Agree	24	60
		Natural	10	25
		Disagree	6	15

7.	Event tourism preserves and celebrates the cultural heritage of host community.	Agree	30	75
		Natural	10	25
		Disagree	-	-
8.	Event tourism fosters social cohesion and interaction among diverse groups within host community.	Agree	18	45
		Natural	12	30
		Disagree	10	25

Conclusion

Event tourism is largely viewed as beneficial to the economic, social, and cultural fabric of host communities. It significantly contributes to local business revenue, job creation, and long-term sustainability, while also fostering investment and economic development. Social and cultural benefits include enhanced community pride, cultural exchange, and heritage preservation. However, the impact on social cohesion varies among respondents. Crucially, the success of event tourism is closely tied to active community involvement, highlighting the importance of including local residents in the planning and execution of events.

Recommendations

Based on the findings and conclusions, the following recommendations are proposed:

1. Active community involvement is crucial for the success of event tourism. Engaging local residents in the planning and organization of events ensures that their needs and preferences are considered, fostering a sense of ownership and pride in the events. Establishing regular forums or advisory groups where community members can provide input and feedback allows for ongoing dialogue between event organizers and the community. This participatory approach not only enhances the relevance and appeal of events but also strengthens community cohesion and trust in local governance.
2. To ensure that the economic benefits of event tourism are distributed more evenly among local businesses, strategies must be implemented to support small and minority-owned enterprises. Providing resources, training, and marketing support can help these businesses capitalize on the increased tourist activity that events bring. This can include workshops on effective business practices, promotional assistance, and access to funding opportunities. By fostering an inclusive economic environment, event tourism can contribute to the overall economic health of the community, reducing disparities and ensuring that all businesses have the opportunity to thrive.
3. Event tourism has the potential to enhance social cohesion by bringing together diverse community groups. Designing events that encourage interaction and collaboration can help foster a sense of belonging and unity among residents. This can be achieved through inclusive programming that highlights the community's cultural and social diversity, offering activities that appeal to different demographic groups. Celebrating diversity not only enriches the event experience but also promotes mutual understanding and respect among residents, thereby strengthening the social fabric of the community.
4. Cultural preservation is a vital aspect of event tourism. Prioritizing events that celebrate and honor the unique cultural heritage of the host community ensures that local traditions and practices are showcased and valued. Collaborating with cultural organizations, heritage sites, and historians can

enhance the cultural content of events, providing educational and enriching experiences for both residents and visitors. This not only preserves cultural heritage but also boosts community pride and identity, attracting tourists who are interested in authentic cultural experiences.

5. Creating continuous feedback channels allows residents to voice their opinions on past events and offer suggestions for future ones. This can be facilitated through surveys, digital platforms, and town hall meetings. Acting on community input ensures that event planning and execution are responsive to the needs and preferences of the local population. This approach enhances the relevance and success of events, fostering greater community satisfaction and engagement. It also demonstrates a commitment to transparency and accountability in event management.
6. Regular assessments of the economic, social, and cultural impacts of event tourism are essential for identifying areas of improvement. Using both qualitative and quantitative methods, these evaluations can provide a comprehensive understanding of how events affect the community. Adjusting strategies based on evaluation results allows for continuous improvement, ensuring that the benefits of event tourism are maximized while mitigating any negative effects. This iterative process helps to build a sustainable and effective approach to event tourism, contributing to the long-term well-being and development of the host community.

The host community

Host communities or tourism destinations tend to brand themselves by providing some form of tourism core product for which they will be known. And one way of doing this, is to have some particular form of event which has been described as temporary attractions.

There are various trends and forces going in the wider community and these trends nowadays determine the operating environment for their events. There are specific event styles and fashion that pertain to specific communities and only these are receptive to them. Therefore, for event managers and planners to be able to host and carry out successful events, they must first and foremost get a good understanding and also interpret these basic concepts and forces behind the events.

Climate change is one major factor that is currently affecting the hosting of events and for this reason, there has been an increasing worldwide interest and commitment to sustainability and the protection of the environment. Another factor is globalization, which is due to the fact that global networks now make it possible for the world to be seen as a global village. This factor has now made it difficult for local cultures to maintain their uniqueness and identity. For instance, local festivals and celebrations now see the international products and streamlined television production as big competitors because of the raised expectations accustomed to them by the audience. Another factor is technology, which has impacted much on how the audience receives events and also on how the

events are created and delivered. In the process of planning events these days, event software programs and templates play a major role in reducing the planning time and also enables the event managers to work on several events at the same time (Allen et al., 2011).

Having recognized these factors and forces affecting the organization or the hosting of an event in any host community, the event manager must then pay attention to local benefits, and cost, the programming should be broad and the event should give back something tangible to the community (Getz, 1997)

Impacts of Events on Host Communities

There are always lots of impacts of events on a host community and these impacts are usually both positive and negative. However, it is the responsibility of the event's organizers or managers to try to keep the positive impact higher than the negative by identifying and predicting beforehand these impacts, and then trying to manage them so as to arrive at the best results for all the parties involved which in turn gives overall positive impacts. One way of achieving this goal, is to develop and maximize all the foreseeable positive impacts, and counter potential negative impacts. Proper planning which involves awareness and intervention should be engaged in order to address these possible negative impacts. This will therefore help the event manager to achieve a positive balance sheet and thereafter communicate it to the various stakeholders which will at the end result in the overall success of the event.

When discussing about the impacts of events, more emphasis is often placed on the financial aspects probably, because it accounts for the justification of the budget goals and expenditure.

However, the 'triple bottom line' of social, economic and environmental goals/ measures should not be underestimated because government policies commonly acknowledge them. For instance, social and cultural benefits play a vital part in the calculation of an event's overall impact. Underneath are the major impacts of events on a host community and these impacts will be discussed from both the positive and negative aspects (Allen et al., 2010)

Social and cultural impacts

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 or 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

Tourism which generally involves events can be a source of conflict between hosts/ host communities and tourists/visitors in destinations where it can lead to perceived and actual impacts. At some point, the host community's attitude is one barometer to measure its ability to receive tourists, and the impact is a function of the interaction between them and it is dependent on some factors. Some of these factors could be the nature and the extent of social and cultural differences between the tourists and the host community, the ratio of tourists/visitors to the host community residents etc. (Page, 2009).

Event and event tourism although could impact socio-culturally on a host community by way of strengthening the regional values or traditions, and it also has the potentiality of introducing social and cultural costs to the host community. Despite the fact that a host-guest interaction is improved through joint participation in festivals and events, it can also be strained by events and tourism in general (Getz, 1997).

Every event hosted in a community usually has direct social and cultural impacts on the participants, and in some cases, the wider host communities too. These impacts can be simple experiences in form of shared entertainment such as sports events or concerts. Events have the ability to intensify community pride, introduce new and challenging ideas and also help to revitalize the traditions of the host community. Major events can sometimes create unintended consequences which can hijack the agenda and determine the way the public perceives the event if not managed properly. Such consequences can be in form of substance abuse, bad behavior by crowds and the increase in criminal activities. Events can also impact on the social life and structures of communities in various ways. An example of which can be car traffic which may impede the access to resident's homes, loss of amenities, cost inflation of goods and services, which can raise housing markets thereby impacting on the low-income groups (Allen et al., 2010).

Tourism and economic impacts

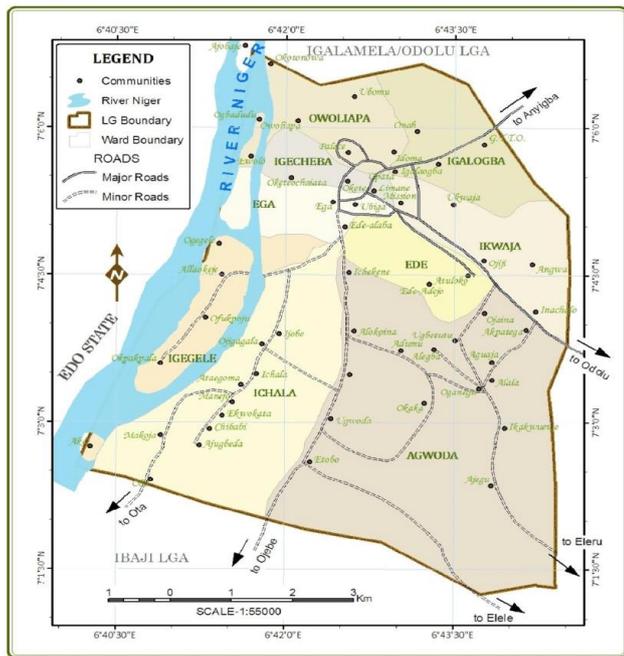
The main driving force for event tourism and for tourism development as a whole is the economic benefits derived from it. Although an international tourism activity is easier to measure than a domestic tourism activity, there are often economic benefits associated with the two categories depending on the magnitude and nature of the event being hosted. 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 regions (Cooper et al., 2010).

This is how the most important impacts event organizers and host communities most look at from the positive side. Whether or not the budget will be enough to host the event and at the end of the day if the event will result in a surplus or profit or not is always the greatest concern for event organizers and host communities. Tourism revenue to host communities normally accounts for a large portion of the total revenue i.e. spending at the event either on travel, accommodation, goods and services by tourists, especially external visitors.

Some other great impacts an event can cause on a host community are the ability for it to create more business opportunities. Events are avenues for host communities to showcase their expertise, hosting potential investors and promoting new business opportunities. Events also impact economically on a host community by leveraging the business outcomes as it reflects on the benefits to local businesses and through them to the community at large. Employment creation is another way an event can impact on the host community as expenditures during events by visitors can provide more jobs for the host community. Although most people argue that these jobs provided as a result of visitors are short term jobs and that most employers tend to use their existing staff more rather than employing new staff members, there is a level of demand that it will

be impossible to use existing staff alone especially when it is a hallmark, major or mega event. (Allen et al., 2010).

Study Area



Map of Idah Local Government

Source: Ministry of Lands and Surveys (2015)

This study is situated in Idah Local Government Area of Kogi State. Idah Local Government Area derived its name from the ancient town of Idah (meaning where everything ends); the cradle, fountain and citadel of Igala tradition and culture. It is the traditional home of Igala people and the seat of the Attah Igala; the father and paramount monarch of the Igala people.

Idah is a major town in Kogi State Nigeria. It is located on the eastern bank of the River Niger in the South East of Kogi State. GPS coordinate of Idah is on Latitude; 7.1135 degrees). With an area of 36 km², Idah has a population of 79,815 based on 2006 census. Idah local government is bounded to the North and East by Igalamela/Odolu Local Government, to the South by Ibaji Local Government and to the West by Agenebode in Edo State across the River Niger.

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