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Systems Approach to Standardisation, Classification and Modelling of Managed Events for Tourism

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Background and Purpose: The standardisation and classification of managed events provide a legislative basis to distinguish events managed for tourism in their characteristics and quality. The systems approach to standardisation and classification of managed events is a unique, holistic view of event management quality and event organization in tourism. It enables a clear overview of a researched topic and provides adequate support to design and decision-making. In this paper, we explain the meaning of standardisation and classification for Slovenian legislation related to event management. We present the importance of a systems approach methodology for event categorization and classification as it relates to the quality of event management organization, the quality of staff, the quality of the event program and the quality of event services.
Objectives: Provide an overview of events in tourism, related definitions and information gathered from scientific authors, which serves as current systems approach principles with which we want to achieve the desired results, positive changes in legislation; in our case—in the field of managed event quality for tourism through standardisation and classification of events on the national level in Slovenia.
Method: A descriptive method and systems approach methods are fundamental methodological principles in our analysis. In the context of a systems approach, we used qualitative modelling and constructed causal loop models (CLD) of the legislative system of events and investments in the events. We also used context-dependent modelling (SD model) in a frame of systems dynamics.
Results: We present the most appropriate solution to eliminate our problem or question about how to achieve high quality and unique events within event tourism and with event management, thereby creating added value to an event legislative system. We explain suggestions for achieving triple-bottom elements through well-designed quality standards and classification of events, which leads to an optimal categorization of events.
Conclusion: From a systems point of view, event tourism processes, including event management, are systems consisting of people and technologies with the purpose of designing, producing, trading and deploying the idea of an event. It is necessary to transform the current Slovenian legislative system of events and prepare a document which standardizes and classifies events based on systems approach methodology.

Keywords: *systems approach, standardization and classification, tourism, managed events, modelling*

1 Introduction

»*Basically, we can put it this way: there are people principally interested in studying planned events and people who get involved with events while studying something else; there are topics that are at the core of event studies, and many others that are of interest*« (Getz, *2012, p.5).*

In this paper we will talk about optimising event management quality with a help of a systems approach and from a systems point of view. A systems approach can achieve the highest level of event management quality. Events in its system meaning are organised and planned

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performances (elements or parts) within the process of event management. They are organised to reach common goal: to create a base for event tourism. This sentence follows Getz's definition of events, which describes one system feature: every event has a purpose and goals; it is a transforming process, not an end in itself. In addition, due to its attractiveness and diversity, event tourism attracts crowds of visitors and tourists to a particular destination (Getz, 2010a).

In order to achieve optimal quality of event management, we must find an optimal methodology for organising and planning processes. We chose systems theory and a systems approach, which are applied to various fields of science: cybernetics (Kljajić, 1994), mathematics, biology (Maturana and Varela, 1998) and tourism (Jere Jakulin, 2009). They are presented particularly in connection with tourism systems (Leiper, 1990; Baggio, 2013), tourist destination (Vodeb, 2010) and a system of sustainable development (McDonald, 2009; Ars and Bohanec, 2010; Nguyen, Bosch and Maani, 2011; Camus, Hikkerova, and Sahut, 2012). Furthermore, they represent an approach to innovation or otherwise a systemic perspective to management concepts (Fatur and Likar, 2009; Ropret, Jere Jakulin, and Likar, 2014) and others.

Systems approach finds its application in various forms, which would be taken to be the very paradigm of thinking holistically (Checkland, 2000). Event tourism fits with a systems approach due to the connectivity among planning, development and marketing of events as tourist attractions, catalysts for other developments, image builders and animators of attractions and destination areas; event tourism strategies should also cover the management of news and negative events (Getz, 1997). It also covers the management of responsible and sustainable events and the value or worth of events. Since the main aim and purpose of events is to create positive economic, social and environmental outcomes, which affect development of the destination and the quality of life of local people, we determined that building a causal loop diagram (CLD) model in a frame of system dynamics (SD) is an appropriate methodology to achieve the aim of this paper—through a systems approach define standardisation and classification of events and build models for an optimal event management quality. This methodology also fulfils the requirements of a triple-bottom (economic, social and environmental) line way of evaluating events.

2 Method

"Folks who do systems analysis have a great belief in "leverage points." These are places within a complex system (a corporation, an economy, a living body, a city, an ecosystem) where a small shift in one thing can produce big changes in everything". (Donella Meadows, Places to Intervene in a System in Systems Practice: How to Act in a Climate Change World, p.62).

The method of description of managed events' standardisation and classification for tourism within a systems approach is followed by methods of system dynamics modelling, CLD and SD models, as well as discussion of the relation among subjects, model and phenomena of tourism events.

2.1 Standardization and Classification of Managed Events

According to Getz (2010), the common classification of events pertains to their form, or the "social construct" of what people expect in terms of programme and setting. Events are also classified according to their function, or the roles they play as instruments of public policy, and corporate and industry strategy. A systems approach as a methodology allows events to be classified optimally and distinguished from other events. We usually classify events based on their form, or programme. These are, in fact, social constructs. They increase the number of visitors at tourism destinations in a sustainable, holistic way. In this way, the benefits of a systems approach can be described in a triple bottom way: the event organisers (economy), environment, and visitors (social) components. With their participation in various events, visitors gain new knowledge, and as observers, they value their own experience within the event: active or passive participation in the event. This is called the deeper meaning of a visitor's experience, by answering the specific needs provides an opportunity for the visitor to experience the event in a deeper way. Csikszentmihalyi (1990) goes even further when he describes the theory of 'flow', where he suggests individuals seek the optimal arousal, leading to an experience of flow. »Flow is the way people describe their state of mind when consciousness is harmoniously ordered and they want to pursue whatever they are doing for its own sake« (Csikszentmihalyi, 1990, p.6).

A visitor's experience can be defined as an intangible element of event, which can help in event standardisation and classification. We can classify events according to their content as historical, ethnologic, geographic, sports, music, etc. The content can be sung, filmed, performed and revived in a certain place and time. The purpose should address, and be compatible with, the stated objectives of the event organizational institution (Jere Jakulin, 2004).

Globalisation brought new trends, which are tending towards the standardization of names and forms (Getz, 2010a). Event management has emerged as a quasi-profession and a fast-growing field of studies in universities around the world (Getz, 2010a). The abundance and diversity of events and the development of event tourism drive the need for a system of quality assurance, the need for the standardization of events. This would prevent good events on the market from getting lost in the critical mass and

flood of similar events. Ţară-Lungă (2012, p.760) talks about standardization of special events in the context of defining major special events. She discusses "the identification of a clear accepted typology, which is necessary for the research to bring its contribution to the establishment of the special events industry." Moreover, this standardization allows the recognition of particularities and the understanding of the aspects of organization which have a strong impact on the goal, objectives, processes and procedures on which the event manager must focus. We claim that her definition can equally be applied to events in general. When we discuss quality of events, we must know what the expectations of the event customers are. Getz (Getz, 2010b) mentions in his studies that the customer has many experiences with events and demands ever-unique experiences and ever-higher standards and quality. Because of increasing demand, we have come to the point where we have to regulate events through the classification and standards. This is explained on case of hotel classification by Cvikl (2008, p.10), where the author describes that establishment and implementation of quality systems in accordance with the standards as the objective of quality control activities in the company.

Standards are important for harmonization, mutual recognition and a quality system that meets the standards and provides several benefits. A standard defines and provides quality and a criterion for achieving the requisite quality (adapted from Cvikl, 2008). The Meriam Webster dictionary defines classification as: "the act or process of classifying or systematic arrangement in groups or categories according to established criteria." (http://www.merriam-webster.com/dictionary/classification). Therefore, individual events are classified by individual criteria. Since there is a lack of events legislation (presented by standardisation and classification) in Slovenia, the highest quality of managed events (regarding international standards) is not achieved.

The managed event weaknesses are also results of the weakness of existing legislation. Only events organized by state, municipal and other public organisations are mentioned in the existing legislative system, which should actually include following criteria: investors, sponsorships, visitors, locals, environment and its behavioural relationships. We propose that these criteria relate to the volume and the level of events (local, regional, national or international events), the size of the organizing team, and the legal organizational structure of the organization (private/profit, non-profit/voluntary, government agencies/public and private groups), which deal with events as well as a type of events. There are various reasons for such characteristics. In the first place, because of the diversity of the organizers of events and also because of the diversity of institutions that deal with the organization of events, consequently, this is also due to the diversity of events, according to the type (Getz, 1997) of event, as presented in Table 1.

The typology of events requires a classification which will be interesting enough to motivate sponsors and companies. Festivals celebrate community values, ideologies, identity and continuity (Getz, 2010b, p.2). O'Hagan and Harvey (2000) present in their study, "Why Do Companies Sponsor Arts Events? Some Evidence and a Proposed Classification," motivations for corporate philanthropy and corporate sponsorship of events. Their study suggests that the dominant motivation by far for sponsorship is related to promotion purposes, chiefly promotion of company image or name.

1. The following motivations gathered from the study are: Corporate philanthropy, following Young and Burlingame (1996), is seen as contributing to the ability of the firm to make profits. They have the so-called ethical/altruistic model based on an understanding that corporations and the societies they operate within are interdependent. Here we can see the same characteristics as we find in systems theory definitions and systems approach principles—the principle of extreme interdependency among the elements of a whole.
2. Corporate sponsorship
   - Promotion of the image or name of the company, where the event provides an opportunity for direct promotion of the brand. This is more advertising than sponsorship. Sponsorship as the funding or promotion of an event might be seen when is not intrinsically linked to the sponsoring company's core products (O'Hagan and Harvey, 2000).

Table 1. Typology of Events (Getz, 1997)

Political	*Sports*	*Recreational*	*Educational*
Summits, Royal occasions, Political events, VIP visits	Amateur/professional Spectator/participant	Sport or games for fun	Conferences, Seminars, Clinics
Cultural	*Business*	*Entertainment*	*Private*
Festivals, Carnivals, Commemorations, Religious events	Meetings, conventions, Consumer and trade shows, Fairs, Markets	Concerts, Award ceremonies	Weddings, Parties, Socials

- Supply-chain cohesion, which captures the idea that the company wishes to improve the goodwill of its own employees or its suppliers toward the company (O'Hagan and Harvey, 2000).
- Rent seeking, in order to enhance demand (e.g. by restrictions on competition) or to reduce costs (e.g. by subsidies). We distinguish between direct and indirect rent seeking. Direct rent seeking involves using sponsorship of an arts event directly to lobby decision-makers. Indirect rent seeking means altering the environment in which decisions affecting the company are made. A company that promotes a benevolent and worthy image among the public may obtain a higher return on its other direct lobbying activities than one that has a poor public image. Sometimes, "a company might be more concerned with local planning regulations than with national policy variables, so that the geographical scope of the event would not be useful in determining the extent of any rent seeking. On the other hand, the presence of direct lobbying would provide some indication that political goodwill (as opposed to product goodwill) might be the motivation" (O'Hagan and Harvey, 2000, p. 212).
- Non-monetary benefit to managers or owners. This is actually a form of philanthropy that provides a non-monetary benefit to its managers or owners. (O'Hagan and Harvey, 2000).

Slovenian legislation adds to the typology public events, which are organized gatherings of people for a cultural, sport, entertaining, educative or religious reason, or other activity execution in a way that the participation is unconditionally or under different conditions allowed to everyone.

From all these we can claim that proper legislative policy is needed to establish the overall worth of events (not just economic and tourism related).

2.2 Event Specialization for Building the System Model of Event Quality

Quality is defined as excellence or superiority. For events, it is very difficult to determine and assess the level and quality of supply. Cvikl (2008) considers it extremely difficult to evaluate and assess which are the most important features of a customer's services and the extent to satisfy their expectations about quality, because of the intangible services. Different visitors perceive the quality completely differently, whether because of their beliefs, values or motives. There are more typical groups of visitors, tourists with different needs and expectations. It is easier for event organizers to ensure better quality when they are organizing events for a specific target group, so they can take into account their needs and expectations. This can be achieved only through the specialization of events, which helps to increase confidence in a tourism product on the market. Specialization of events is mostly done because of knowledge that the whole range of events needs to be closer to the wishes and needs of participants.

Visitors will know what type of event it is through the symbols of specialization of event organizers. In this manner, event organizers can better meet their expectations and requirements. The main purpose of specialization is to achieve: greater visibility of supply, building trust in the quality of events, increased competitive ability, better understanding of the price difference, better marketing to a known target group, targeting information and advertising, and designing a unique and specific event (Golob, 2011). According to the steps of the modelling process (Sterman, 2000), we can state the real problem and find a systems modelling solution, as presented in Table 2.

According to Sterman (2000), Table 2 presents five steps in the modelling process: (1) articulating the problem to be addressed, (2) formulating a dynamic hypothesis or theory about the causes of the problem, (3) formulating a simulation model to test the dynamic hypothesis, (4) testing the model until we are satisfied it is suitable for our purpose and (5) designing and evaluating policies for improvement. The modelling process presents modelling tools to help event organizers.

Because of dynamics, complexity and a variety of variables, "the modelling is inherently creative" (Sterman, 2000, p. 87). Given our proposals, procedures and model building, then follows the model testing and designing of all measurable indicators for policy improvement. The combination of all this is one of the optimal paths to excellence (number of sponsors and investors, safety of the visitors, the number of sold tickets, quality and satisfaction of employee and volunteers, quality of events and its programme, etc.).

Quality also depends on the observer or decision-making group who observes the event and event legislation (either service or a product). In Fig. 1, we in parallel present observer (decision-making group) as the subject, event as an object (event legislation) and model (quality of model) as the defined quality of an event. The relation between the *Subject* and the *Object* is of essential significance in the cognitive method. The observer is a person, with all his cognitive qualities, while the object of research is the manifested world, which exists by itself, regardless of how we describe it. In this case, the object and the system have the same meaning. The third article of the triplet, *Model,* is the consecutive one and represents a model or a picture of the analysed system *Object*. (Kljajić and Jere Jakulin, 2005).

The *Object* ↔ *Subject* relation in Fig. 1 indicates the reflection of human experiences to concrete reality. This cognitive consciousness represents our mental model. The relationship *Model* ↔ *Subject* represents the problem of present knowledge, respectively the translation of

Table 2: Steps of the modelling process (Source: Sterman, 2000)

1. Problem Articulation (Boundary Selection) *Theme selection:* What and why is the problem? *Key variables:* What are the key variables and concepts we must consider? *Time horizon:* How far in the future should we consider? How far back in the past lie the roots of the problem? *Dynamic problem definition (reference modes):* What is the historical behaviour of the key concepts and variables? What might their behaviour be in the future?
2. Formulation of Dynamic Hypothesis *Initial hypothesis generation:* What are current theories of the problematic behaviour? *Endogenous focus:* Formulate a dynamic hypothesis that explains the dynamics as endogenous consequences of the feedback structure. *Mapping:* Develop maps of causal structure based on initial hypotheses, key variables, reference modes, and other available data, using tools such as model boundary diagrams, subsystem diagrams, causal loop diagrams, stock and flow maps, policy structure diagrams, other facilitation tools.
3. Formulation of a Simulation Model: Specification of structure, decision rules. Estimation of parameters, behavioural relationships, and initial conditions. Tests for consistency with the purpose and boundary.
4. Testing *Comparison to reference mode***s**: Does the model reproduce the problem behaviour adequately for your purpose? *Robustness under extreme conditions:* Does the model behave realistically when stressed by extreme conditions? *Sensitivity:* How does the model behave given uncertainty in parameters, initial conditions, model boundary, and aggregation?
5. Policy Design and Evaluation *Scenario specification:* What environmental conditions might arise? *Policy design:* What new decision rules, strategies, and structures might be tried in the real world? How can they be represented in the model? *"What if. . ."* analysis: What are the effects of the policies? *Sensitivity analysis:* How robust are the policy recommendations under different scenarios and given uncertainties? *Interactions of policies:* Do the policies interact? Are there synergies or compensatory responses?

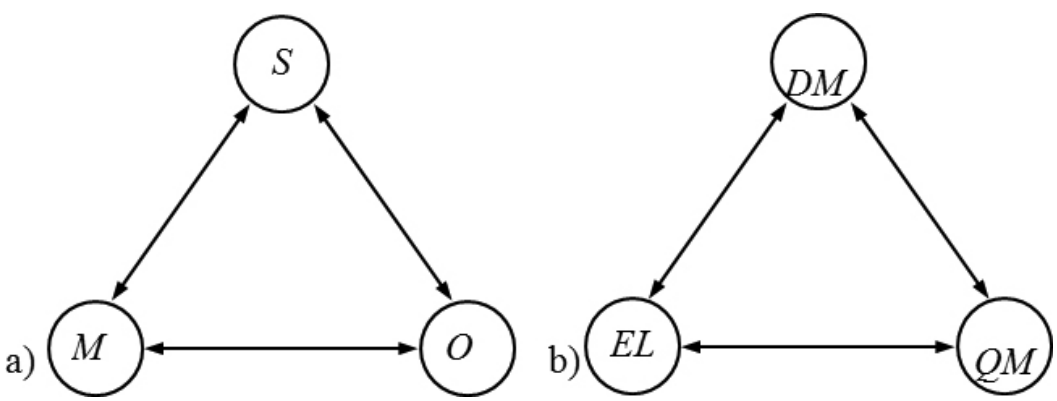

Fig. 1 (a and b): Subject (observer and decision-making group) in a modelling process (Source a: Kljajić, 1998)

the mental model into the actual model. The *Object* $\leftrightarrow$ *Model* relation represents the phase of model validation or proof of correspondence between theory and practice, which render possible the generalization of experiences into rules and laws. The *Subject* $\rightarrow$ *Object* $\rightarrow$ *Model* relationship is nothing else but an active relation of the subject in the phase of the object's cognition.

The $M \rightarrow O \rightarrow S$ relation is nothing more than the process of learning and generalization. As we can talk about the complexity of *Object*, we can also talk about the state, goals and estimations of *Subject*, about homomorphous and isomorphic connection between a model and the original. One can also understand *Subject* in a triplet as a strategic planning team or decision-making team. *Object* represents an event with all its complexity, and *Model* represents the picture of quality of event (an analysed event). Fig. 1b represents relations among decision-making, the event legislation and its quality model simulation.

According to Getz (1986), one can describe theoretical models as 'descriptive,' where the model simply defines the system's main elements, 'explanatory,' where the model looks at the relationships between components, without necessarily specifying causality, and 'predictive,' where the relationship of causality is explored to permit forecasting. By modelling, we understand an activity enabling us to describe our experiences within a concrete procedure (mental model) with one of the existing languages in the framework of a concrete theory. From a pragmatic point of view, a system is defined by the double $S = (E, R)$, where $e_i \in E \subset U, = 1,2,..n$ represents the set of elements, $R \subseteq E \times E$ the relation between the elements, and U the universal set. The construction of concrete systems requires certain knowledge $K(e_i) \in E$ (property of elements) in order to identify the elements of the systems (including those from environments) and a theory $T(e_i, e_j) \subset R$ to find relationships among the elements. Each element e_i can be a set, as well as $R_j \in R, j = 1,2,...m$, defining different relations between the elements. In fact, such a procedure is inductive and represents the model of a real system. (Kljajić and Jere Jakulin, 2005) Using systems methodology backed by a systems approach was a fundamental methodological principle in our analysis.

3 Results

3.1 Development of CLD model

Appropriate modelling always supports the systems approach; therefore, below we will show the construction of a qualitative cause and effect causal loop diagram (CLD)

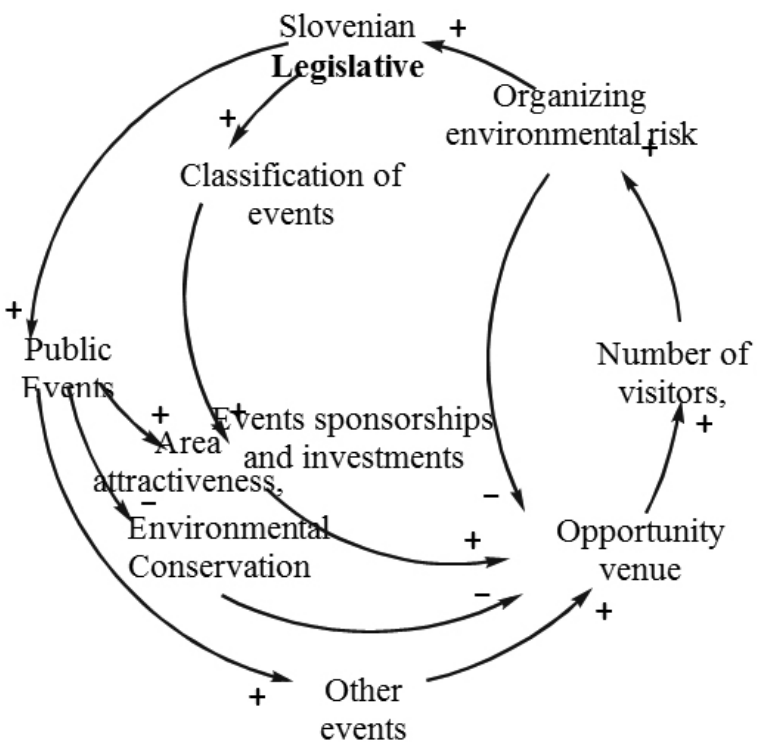

Figure 2: Construction of the CLD model in the field of the legislative system of events (Golob, 2011)

in the domain of the legislative system of events. The created CLD model (Figure 2) shows the appropriate system solutions to eliminate the risk of all varieties of events described in Table 1.

We have developed a causal loop diagram (CLD) model which presents the Slovenian legislative system that has a positive impact on public events (+). Public events, in turn, have a positive impact on other events (private, sports, recreational, cultural, educational) (+), and also on the area attractiveness environment (+). The legislative system has a positive impact (+) on the classification of events, which in turn has a positive impact (+) on investments in events and sponsors. Sponsors, in turn, positively influence (+) the attractiveness of an opportunity venue. The area attractiveness increases the opportunity venue (+), and this increases number of visitors (tourists, locals) (+), which causes an increased uncertainty (risk) of a venue (+). The risk, in turn, reduces the attractiveness of the environment (-). Public events have a negative impact on the conservation of the environment (-), which in turn reduces the opportunity venue (-). Circles of positive feedback mean development, but it must be stressed that any downfall in the circle is followed by growth.

We can say that causal loop diagrams emphasize the feedback structure of a system (Sterman, 2000). For example, if an environment is ecologically unsafe, therefore less preserved, this reduces the attractiveness of the area. This is necessarily followed by a chain reaction that reduces the number of visitors, followed by the expected loss of revenue from admissions, followed by a reduction in investment in the event. It is important to be able to assess risks and benefits wherever the circles with negative feedback and positive—the circles with positive feedback—meet.

3.2 Simulation Model

According to Sterman (2000), policy design is much more than changing the values of parameters, such as a tax rate or mark-up ratio. Policy design includes the creation of entirely new strategies, structures and decision rules. Since the feedback and structure of a system determines its dynamics, most of the time high leverage policies will involve changing the dominant feedback loops by redesigning the stock and flow structure, eliminating time delays, changing the flow and quality of information available at key decision points, or fundamentally reinventing the decision processes of the actors in the system (Sterman, 2000). A causal loop diagram, which we described, represents a qualitative model of Slovenian event legislation system and classification model.

Causal loop diagram represents qualitative diagram, which is followed by a system dynamic model. A system dynamics model is actually a simulation model. The difference between the causal loop diagram and system dynamics model is in the quantity of parameters and concrete data needed for simulation, which are gathered in system dynamics. When we discuss different scenarios, we are approaching the creation of a development strategy.

In system dynamics, modelling dynamic behaviour is thought to arise due to the Principle of Accumulation. More precisely, this principle states that all dynamic behaviour in the world occurs when flows accumulate in stocks. System dynamics modelling is discovering and representing the feedback processes, which, along with stock and flow structures, time delays and nonlinearities, determine the dynamics of a system (Sterman, 2000). The stock-flow structure is the simplest dynamical system in the world. Stock and flow diagrams emphasize their underlying physical structure (Sterman, 2000).

According to the principle of accumulation, dynamic behaviour arises when something flows through the pipe and faucet assembly and collects or accumulates in the stock. In system dynamics modelling, both informational and non-informational entities can move through flows and accumulate in stocks. Stocks usually represent nouns, and flows usually represent verbs. They do not disappear if time is (hypothetically) stopped (i.e., if a snapshot were taken of the system). Flows do disappear if time is (hypothetically) stopped, and they send out signals (information about the state of the system) to the rest of the system.

Figure 4 shows a system dynamics model depicting the interaction among dependencies on event legislation, classification of events, the number of visitors and sponsorships and investments in events and event development. In the experiment, this model is defined to be the "real world system." Next, an exact copy of the "real world system" is made. The "model" is good in the sense that its nonlinear stock-flow-feedback structure, its parameters, its distribution of random variables, and its initial values are identical to those of the "real world system."

Fig. 3 presents the SD diagram of an event classification and legislation macro-model. From this diagram, one can derive the dynamic equations that are necessary for a computer simulation. System dynamics uses a particular diagramming notation for stocks and flows. Rectangles represent Stocks (suggesting a container holding the contents of the stock). A pipe or arrow represents an Inflow pointing into (adding to) the stock. Pipes pointing out of (subtracting from) the stock represent Outflows. Valves control the flows. Clouds represent the sources and sinks for the flows.

A source represents the stock from which a flow originating outside the boundary of the model arises; a sink represents the stock into which a flow leaving the model boundary drains. Stocks or Levels show a variable type and a model object in Powersim models, used to represent the state variables of a system. Levels accumulate connected flows. Stock and flow diagrams emphasize their underlying physical structure (Sterman, 2000). The array Stock has one dimension with different elements, and flows in a

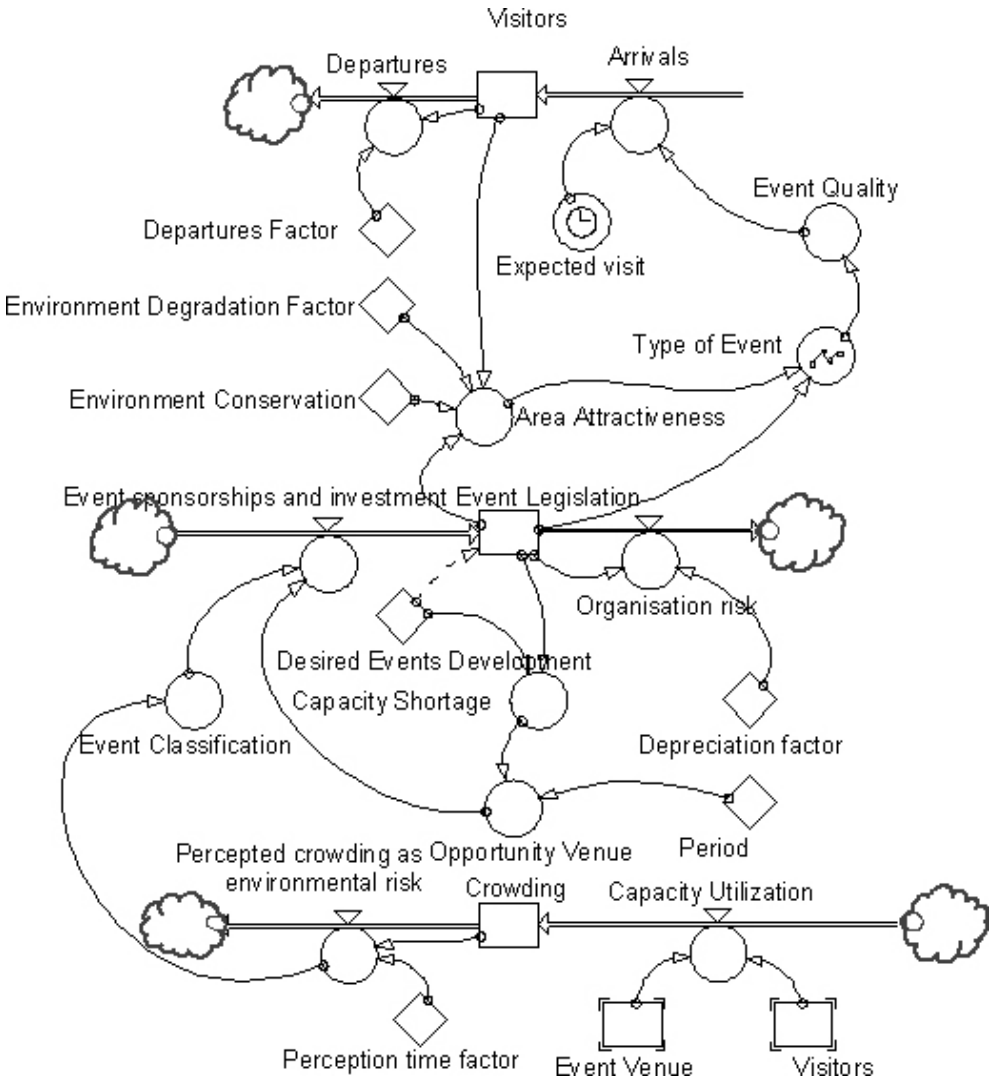

Figure 3: SD diagram of simulation model for decision-making support at event classification

Powersim model represent the transport of quantities to, from and between levels, whereas connectors are links to establish an influence from one variable to another.

Using simulations, companies can test out tactical decisions and experiment with marketing or product-development strategies. The purpose of simulations is to help people understanding the basics of business and, in particular, the financial implications of various decisions. The processes of parameter identification and model validation are in progress.

4 Conclusions

A systems approach always aims to understand the problem and to find an optimal solution. This paper has attempted to present a concept for a meaningful set of a system of simulation methods, techniques and expert systems as a functional part of an event-friendly legislative system. A standardisation and classification of events has been provided. We have discussed the use of a systems methods for the event as system—system dynamics and modelling in a frame of systems methodology.

We also discussed the depth of the visitor's experience when describing the flow, characterized by a deep involvement in and intense concentration on the event.Several benefits can be claimed by this paper considering systems dynamics methodology. In qualitative modelling, we were looking for the most appropriate solution to eliminate our problem or question about how to achieve high quality and unique events, thereby creating added value to an event legislative system. We have come to a simple solution. It is necessary to transform the current legislative system of

events and prepare a document of standardization and classification of events. The qualitative data, which is important for the strategy, can be readily incorporated into the model we developed.

The adoption of the Act on Standardization and Classification of Events is a great asset, because it creates a direct benefit for all events. This will differentiate us from the competition. The fact is that we always talk about quality events and events that are creating a positive image, which consequently increases the number of visitors to venues of events and, thereby, to the tourist destination (Golob, 2011).

Because of these facts, we shall not suppress the future development possibilities in the field of regulation of the legislative system of events, particularly sustainably oriented events, as sustainable development is the priority area in tourism (SRST 2012–2016). In reviewing the current Slovenian legislation, we found that it is fragmented, opaque and unavailable to event organizers. This confirms the assumption on the system approach treatment of topics, which allows a holistic interpretation. This is the only way to cross disciplinary boundaries and enable an understanding of dynamic event management and managing the chaos and complexity. To manage this, it is necessary to establish the system that will provide information, management and operation of the system as a whole. System dynamics modelling, over the more traditional statistical correlation modelling, provides qualitative data, which are important in the strategic planning as an anticipation of the future.

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Sistemski pristop k standardizaciji, klasifikaciji in modeliranju upravljanja s prireditvami v turizmu

Teoretični pregled in namen prispevka: Standardizacija in klasifikacija za upravljanje prireditev predstavljata pravno osnovo za razlikovanje turističnih prireditev glede na njihovo kakovost. Sistemski pristop k standardizaciji in klasifikaciji organiziranih prireditev je edinstven, celosten pogled na upravljanje z dogodki oziroma prireditvami v turizmu. Omogoča jasen pregled raziskovanega področja in zagotavlja primerno podporo pri oblikovanju odločitev povezanih s prireditvami v turizmu. V prispevku obravnavamo pomen standardizacije in klasifikacije prireditev za slovensko zakonodajo, ki obravnava upravljanje prireditev. Prispevek obenem predstavlja pomen metodologije sistemskega pristopa, ki se nanaša na kakovost organizacije prireditev, kakovost zaposlenih, kakovost programov prireditev in kakovost storitev na prireditvah.
Cilji raziskave: Zagotoviti pregled prireditev v turizmu, povezava definicij in informacij zbranih iz znanstvenih prispevkov, kar služi kot sedanji sistemski pristop po načelih, s katerimi želimo doseči želene rezultate, pozitivne spremembe v zakonodaji; v našem primeru na področju upravljanja kakovosti prireditev v turizmu skozi standardizacijo in klasifikacijo prireditev na nacionalni ravni v Sloveniji.
Metodologija: Metoda deskripcije in metoda sistemskega pristopa so temeljna metodološka načela v pričujoči raziskavi. V okviru sistemskega pristopa smo uporabili kvalitativno modeliranje in oblikovanje vzročno-posledičnega modela (CLD) zakonodajnega sistema prireditev in investiranja v prireditve. Uporabili smo tudi kontekstno odvisno modeliranje (SD) v okviru sistemske dinamike.
Rezultati raziskave: Predstavljamo najbolj ustrezno rešitev za odpravo problema ali vprašanj o doseganju visoke kakovosti in edinstvenosti prireditev v okviru prireditvenega turizma, s pomočjo upravljanja prireditev; s tem ustvarjamo dodano vrednost zakonodajnega sistema prireditev. Razložimo predloge za doseganje elementov trojnega izida, kar vodi k optimalni kategorizaciji prireditev.
Zaključek: Od sistemskega vidika, prireditvenih procesov v turizmu, vključno z upravljanjem prireditev, so sistemi sestavljeni iz ljudi in tehnologij z namenom oblikovanja, proizvodnje, trgovanja in razporejanja idej o prireditvi. Potrebno je spremeniti sedanji zakonodajni sistem prireditev v Sloveniji in pripraviti dokument standardizacije in klasifikacije prireditev, ki bo temeljil na metodologiji sistemskega pristopa

Ključne besede: *sistemski pristop, standardizacija in klasifikacija, turizem, upravljanje prireditev, modeliranje*