

6.2_Closure

Festivals are the most popular tourist events.

Adding to this already buzzing industry, events organizers are also benefiting from a current trend in business: the 'festivalization' of conferences and congresses.

Even though events organization is a professional skill, there do not seem to be hard and fast rules.

Quite a few theories have been put forward as to why events tourism is so popular.

So what really attracts people to events? Researchers have found that participants feel they add value to their personal and work lives.