

6.3_A

Word	Pronunciation	Part of speech	Similar word/phrase
participated in	/pɑː'tɪsɪpeɪtɪd ɪn/		
trend	/trend/		
boost	/buːst/		
ongoing	/'ɒŋɡəʊɪŋ/		
put forward	/pʊt 'fɔːwəd/		
claims	/kleɪmz/		
seeking	/siːkɪŋ/		
reduce	/rɪ'djuːs/		
frequent	/'friːkwənt/		

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Answers

Word	Pronunciation	Part of speech	Similar word/phrase
participated in	/pɑː'tɪsɪpeɪtɪd ɪn/	v [T/I]	attended
trend	/trend/	n [C]	tendency
boost	/buːst/	n [C]	stimulus
ongoing	/'ɒŋɡəʊɪŋ/	adj	never-ending
put forward	/pʊt 'fɔːwəd/	phr. v	proposed
claims	/kleɪmz/	v [T]	say
seeking	/siːkɪŋ/	v [T/I]	looking for
reduce	/rɪ'djuːs/	v [T/I]	decreasing
frequent	/'friːkwənt/	adj	often

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Answers

The event of a lifetime



Primavera Sound, Barcelona



Chocolatier Pierre Marcolini at the Salon du Chocolat festival, Brussels

Festivals are the most popular tourist events. Many are huge, employing thousands of people and involving complicated logistics and management, years of planning and considerable investment. If you are a young adult, you might well belong to the large group of people who have visited a music festival at some point during their teen years. In the US alone, more than 800 of them are currently organized every year – and then there are all the other types of mega events (also called 'hallmark events'). Perhaps you are one of the many people who have occasionally **participated in** or **attended** a sports festival – whether a regional competition or the Olympic Games. Maybe you prefer food festivals, which have become increasingly popular over the last decade. And don't forget the festivals dedicated to art, religion, comedy, film, literature, science, theatre: the list goes on and on.

Adding to this already buzzing industry, events organizers are also benefiting from a current **trend** in business: the 'festivalization' of conferences and congresses. Large companies have noticed that the days of endless keynote speeches and PowerPoint presentations are over, and are now **looking for** companies to organize multimedia events that create an unforgettable experience for the attendees. All this is a much-needed **stimulus** for the tourism sector: more **often** than not festival-goers are not locals, and require transport, accommodation and catering. Travel agencies, hotels, restaurants and a range of local businesses receive an enormous **boost** from these mega events, which can be one-off or **ongoing** (usually on an annual basis). Not to mention the **never-ending** demand for professional events managers.

Even though events organization is a professional skill, there do not seem to be hard and fast rules. People participate in events as individuals, but companies, too, provide corporate events tourism by organizing trips, themed weekends and festivals for their personnel and families. The rule of thumb seems to be that events can be as outrageous or complicated as money can buy. And nowadays, events can even be virtual: millions of people participate in highly organized events on the internet every day.

Quite a few theories have been **put forward** as to why events tourism is so popular. There is one theory (Goldblatt, 2000) which **claims** that there is significantly more to celebrate as the Earth's population ages, and big events provide a forum for such celebrations. Another theory **proposed** is that, with the huge advances in technology of the last few decades, people are **seeking** experiences that go beyond what they have experienced before, some **say** to balance the high-tech influences in their lives.

So what really attracts people to events? Researchers have found that participants feel they add value to their personal and work lives. In terms of tourism, there is a **tendency** for people to **reduce** the length of holidays and opt for shorter and more **frequent** breaks, during which they often attend festivals. It seems as if four factors play a role. We have already mentioned ageing and technology. Add to these the increased income and leisure time which many people now enjoy, and you have a recipe for events tourism which increases the demand for events all around the world. This trend shows no sign of **decreasing** in the 2020s and should not be underestimated.