

# Conference Report

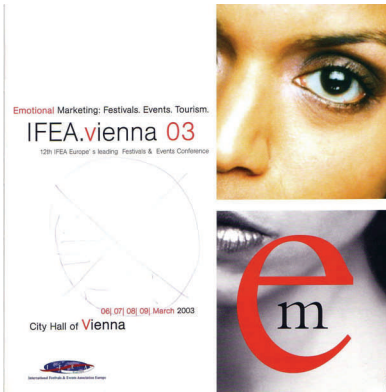
Centre for Tourism and Cultural Change



## Journeys of Expression II: Tourism and Cultural Festivals/Events Vienna, Austria, 6-9 March 2003



Stonehenge free festival, Wiltshire, Summer Solstice, June 1982. © 1982 Alan Lodge



Journeys of Expression started off as the research stream of the IFEA Europe's annual conference

### Feedback

*"It was very nice meeting with you. You guys did a wonderful job."*

Deepak Chhabra, UC Davis

*"This conference was useful for me and my town because I have met many experts and researchers and learnt about their experiences in organising city festivals."*

Sasha Karajovic, Centre for Urban Development Planning, Kotor

*"Thank you for a splendid time in Vienna"*

Brian Wheeler, Breda University

*"It was good to meet you and your colleagues. I enjoyed the conference and hope to see you somewhere soon"*

Kevin Hannam, Sunderland University

A successful and sustainable festival and events sector requires an ever increasing amount of information for planning and marketing purposes. But also required is a greater understanding of the significance of festivals for the tourists they attract, the environment, spaces and places they use, the communities that take part and those that do not take part. Research generates new information and new ideas, but it also generates a better understanding of what festivals and events mean to us within our own cultures and the cultures of others.

As part of the process of contributing to this deeper understanding the CTCC has successfully held its research conference, Journeys of Expression: Cultural Festivals/Events and Tourism, in partnership with the International Festivals and Events Association of Europe's Annual Conference. In March this year the conference was held in the splendid City Hall in Vienna. The event built upon the successful first conference held in Bonn 2002 and this year attracted more than 250 delegates from over 30 countries. Some 55 academic papers were presented making this one of the largest assemblies of researchers to have gathered on this topic.

The quality of the papers presented was very high indeed. The papers covered a wide variety of topics and ranged from theoretical perspectives, quantitative approaches and case studies. Among the 55 papers at the conference Franco Bianchini, Christopher Maughan and Paolo Merli looked at local and regional regeneration through festivals in the East Midlands of England, Howard Hughes examined the changing nature of gay and lesbian festivals, Jack Carlsen and Jane Ali-Knight reported on the relationship between wine festivals and regional development in Australia and France, Shirley Chappel and Gregory Loades explored the links between a festival of camp ovens and Australian national identity, and Brian Wheeler examined the global phenomenon of the Elvis Event asking the question 'has Elvis left the building?'

The conference generated important dialogue between academics studying festivals and the professionals involved in their organisation, management and promotion. All delegates enjoyed an interesting and varied social programme including ice-skating, curling, a visit to a *Heurigen* to sample local food and wine, a tour behind the scenes of the State Opera House, and a trip through the sewers of Vienna in the footsteps of *The Third Man*!

Many of the pioneering papers presented at this conference have been included in an edited book on Festivals, Tourism and Social Change (ed. by David Picard and Mike Robinson, Channel View 2006). Please go to our website ([www.tourism-culture.com](http://www.tourism-culture.com)) to download an order form or contact us at [ctcc@leedsmet.ac.uk](mailto:ctcc@leedsmet.ac.uk).

### Collaboration with IFEA Europe

Through this event, the CTCC has once again collaborated with IFEA Europe, the leading European network connecting festivals & public event professionals around the world. Our mission is to bring together all those that are active in the cultural festival and event sector. We share ideas and best practice to facilitate continued development and promote networking and international exchange. IFEA Europe acts in the interest of all cultural festivals and events in Europe, offers relevant products and services and offers valuable benefits to its members. For further information go to [www.ifeaeurope.com](http://www.ifeaeurope.com).



The conference took place in the rooms of Vienna's City Hall



Delegates enjoyed ice skating in front of Vienna's City Hall

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