UNIVERSITI TEKNOLOGI MARA

EVENT MANAGEMENT KNOWLEDGE DOMAINS AS THE ANTECEDENTS FOR SUCCESSFUL CULTURAL EVENTS IN MALAYSIA

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ABSTRACT

Event management is currently becoming a blooming industry in the world. It has been recognized as a new dimension in business network for funds exchange and capital income apart from generating vast career opportunity in the market. The revenue collected from events are various according to its category such as events in the tourism industry, destination attractions, cultural and festivals, MICE industry, national and international events. In Malaysia, cultural events and festival have be converted into a prospect developing area for government, agencies and private sectors to engage. Apart from formulate earnings, this sector also help to secure and preserve the authenticity of Malaysian arts, cultural and heritage. Acknowledge the significant of event management existence, therefore this study is establish to investigate the practice of event management knowledge domains as the antecedents for successful cultural events in Malaysia. The objectives of this research is to identify current management strategies used in conducting cultural events in ten government cultural agencies, fourteen government state offices under MICC and forty one SMEs event management companies nationwide, to determine the relationship between dimensions of event management domains and event success factors and to verify the moderating influence of expert event manager on the relationship between event management knowledge domains and event success. This exploratory study employed quantitative survey with structured questionnaire in an effort to examine the theory and acquire new knowledge by utilizing the statistical methods to validate results. This study generally has successfully answered all the three (3) research objectives, and three (3) research questions. Several hypotheses were supported and others were not indicating that three (3) EMBOK domains (Functional Administration, Operation Network and Organizational Resources) are significant to influence the event success on Return on Objectives, meanwhile all four (4) EMBOK domains (Functional Administration, Operation Network, Risk Management, and Organizational Resources) are significantly influence the event success in terms of Event Recognition. On the other hand, it also proven that the employment of expert event manager moderates the relationship between three (3) EMBOK domains (Functional Administration, Operation Network and Organizational Resources) and the event success in terms Event recognition. The findings serve as supplement to the existing Event Management Body of Knowledge with the additional new sphere of expert event manager in the framework.

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CHAPTER ONE

INTRODUCTION

Chapter one presents an introduction to this research, which is entitled; "Event Management Knowledge Domain as the antecedents for successful cultural events in Malaysia," and comprises ten main sections. The sections introduce the background of the study, statement of the problem, aims and objectives of the research, research questions, research hypotheses, limitations of the study, significance of the study and definition of terms. The final section summarizes the chapter and layout of the chapters.

1.1   BACKGROUND OF THE STUDY

At present, the event management industry has been growing rapidly on a global scale. This industry is now known to be an exciting industry that contributes to greater job opportunities, especially the ones that relate to both economic and social impacts. This scenario has also led to higher demands for academic and other educational programs in the field of event management (Getz, 2000a). Crouch and Ritchie (1998) also share the same view as cited in Rompf et al. (2008), where the event industry is a global industry with significant economic, political, and social impacts.

There are many different types of events. As described by Raj, Walters and Rashid (2009), types of events are listed as religious events, corporate events, commercial or business events, political or government events, personal or private events, sporting events, musical events, and cultural events. The event types are developed significantly and vary in different countries, either in private or multinational companies. The authors also clarify that the event managers need to consider having more 'sub events' and 'stakeholders events' when organizing larger events, since the aims and objectives of the events become more complex. Apart from many studies conducted on events, Cherubini and Iasevoli (2006) acknowledge that events do not only generate the social impact, but also broaden social bonds and create more enjoyment impacts on the people. Any organized event gives impact on the