

THE ABILITY OF TOURISM EVENTS TO GENERATE DESTINATION LOYALTY TOWARDS THE COUNTRY: AN ESTONIAN CASE STUDY¹

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Abstract

The purpose of this paper is to investigate the ability of the sport and cultural events to generate destination loyalty and repeat visitations. Passive mobile positioning (PMP) method will be used to analyse the behaviour of tourists during two years after 15 different events. The findings of the study revealed that some events are very useful for the states and generate large amounts of repeat visitations. The results presented in this paper could be used by Estonian Ministry of Economic Affairs and Communications and by Enterprise Estonia developing the Estonian tourism policy.

Keywords: destination, destination marketing, destination loyalty, repeat visitation, events, customer loyalty, free sample promotions, passive mobile positioning method, Estonia

JEL Classification: M31

1. Introduction

Due to the globalisation countries and places are faced with increasing competition among each other. The competition is for foreign direct investments, visitors, business locations and residents. (Kotler *et al.* 1999) As more mobile are capital, people and enterprises, as more attractive must places be. For that reason the special field of marketing “place marketing” is aroused. One section of place marketing dealing with tourist’s segment is called “destination marketing”. One possible way to market the destination is to arrange events. There is lots of literature investigating how big or mega-events influence the imago of the destination or create destination awareness. For that reason it’s quite common that big events are patronized by governments – they invest to the imago and awareness of the country.

At the same time marketing is shifting towards the relationship marketing and customer relationship management (Gummesson 1999). The principle that it is cheaper to hold existing customers than getting new ones (Rosenberg *et al.* 1984) is followed today in most of companies. Therefore it is very important to attend on repeat visitations and think on state level how to generate repeat visitations. The focus of this paper lies on quite slightly investigated field – on the ability of events to generate repeat visitations. Small and medium sport and cultural events (concerts,

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festivals and competitions) not patronised by governments are under the investigation. As a result of the paper it must appear that is it reasonable for governments to participate in arrangement of events and what kind of events are most efficient to use for destination marketing to generate repeat visitations.

2. Theoretical background

2.1. The nature of the destination and destination marketing

Place marketing is a phenomenon as local community engaging local authorities, entrepreneurs and residents, plans and implements marketing activities to improve the attractiveness of the place for the different target groups (e.g. for residents, enterprises, investigators, visitors). Place marketing means the designing and developing a place in the way that satisfies the need of the target segments. (Rainisto 2003) Place marketing is succeeded if residents and enterprises are happy and satisfied and expectations of visitors and investors are met (Kotler *et al.* 1993).

Rainisto (2003) claims that the treatment of the place marketing is not ideal and needs to be developed substantially. Karavatzis (2005) states that recently there is a shift towards the branding in the literature of place marketing. Also Skinner (2008) points out that place marketing is turned into place branding. She explains the difference of those two terms: “place marketing“ is more concerned with overall management issues and the term “place branding” is more linked to a place’s promotional activities, creating a distinct identity in the minds of the various target groups.

As already mentioned place marketing is directed to the different target segments. In this paper only segment of tourists is under considering. For tourist’s segment the special field of place marketing is used – “destination marketing”. Skinner has stated that place marketing originates from destination marketing. In the 1990s, as places became more competitive there came the period when it was realised that places may attract not only tourists but also investment and industry. In this period there was a shift from the use of the word “destination” to the use of the more-encompassing word “place”. Nowadays those two terms are used parallel the term “destination” continues to occur most frequently to describe places in the tourism literature, whereas the term “place” itself dominates in articles on the subject in business and branding journals. (Skinner 2008)

Destination marketing facilitates the achievement of tourism policy, which should be co-ordinated with the regional development strategic plan. Marketing of destinations should also guide the tourism impacts optimisation and the maximisation of benefits for the region. (Buhalis 2000) As Rainisto (2000) also Skinner (2008) asserts that destination marketing literature is shifting towards branding too.

If in the place marketing literature the place is treated simply as a physical geographical (natural or historical) or an administrative area (country, city, district etc) (Rainisto 2003) then the definition of destination is more complicated. Buhalis

(2000) states that a destination is as a mix of all locally offered products, services, and experiences.

Lichrou, O'Malley and Patterson (2008) accent that destination must be not treated as a static place concerning only physical aspects. Destination is a dynamic phenomenon, including also immaterial aspects (myths, culture etc). Framke (2000) has investigated in very detail the nature of the destination. He concludes that destination is a place with identity generated by activities, interests, infrastructure and attractions related with it. He also claims that destination could be anything that exists somewhere in certain time and offers any social activity to tourist. Thus, it is possible to conclude that destination could be:

- a geographical area (city or country) – for example Paris
- a natural or artificial attraction – for example Disneyland in Paris
- an event – for example any concert or sport event in Paris.

The meaning of the destination depends on the purpose of visitor. The findings of Fennell's (1996) research revealed that visitors with different purpose have different behaving patterns. Visitors with certain interest link their moving trajectory and activities with places concerning their certain interest on goal. Visitors who have no special interests move on the substantially larger area.

Conclusion presented above has a crucial importance for this paper. It allows arguing that if the visitor is going to visit some event, the destination will be the event not the area where the event is taking place. This area could be treated as a free promotional sample which is given to the customer with the main product. In principle, there has to start the same mechanism as if customer goes to buying the washing powder and gets a free sample of conditioner. If the customer likes the sample the probability that the customer will next time go and purposely buy the conditioner increases (see next chapter). In the same way, if the visitor of the event likes the geographical area the probability of repeat visitation should increase and in this time the destination will be the geographical area and not the event anymore (see figure 1). This treatment is obliquely supported by the Kozak's research that revealed that the satisfaction with entertainment package increases the intentions to repurchase the entertainment package or revisit the vacation area by vacationers (Kozak 2001).

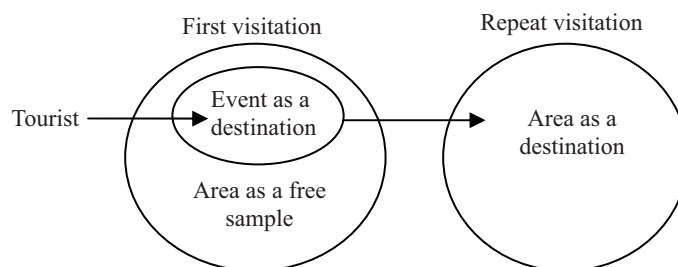


Figure 1. The change of the destination due to the free sampling.

2.2. Free sample as promotional method to generate repurchases

The effect of the sales promotion on the sales is investigated since 1980. Because the purpose of the sales promotion is to make customers feel that exactly right now is the right time to purchase some product mainly the short-term effects of the sales promotion methods (coupons, price discounts etc) have been in focus. (See for example. Gupta 1988; Abraham *et al.* 1993; Ailawadi *et al.* 2007; Bandyopadhyay 2009)

Promotional free sampling differs from other sales promotion methods because there is proved a long-term effect on sale. Free sampling has an ability to generate customer loyalty and repurchases. (See for exmple Gedenk *et al.* 1999; Bawa *et al.* 2004; Villas-Boas 2004, Seetharaman 2004). Mentioned effect is caused by learning, which bases on the buying experience (Gedenk *et al.* 1999). In many cases customers cannot evaluate adequately the worth of the commodity before they haven't consumed it. With help of the fee sampling customers are able to evaluate the qualities of the product and compare them to the previous experiences. If those qualities are better than other products have, the customer will prefer this new brand to the others. (Villas-Boas 2004) Also, the customer would prefer the familiar brand to the others he or she has no experience before (*structural state dependence*) (Seetharaman 2004).

If to put the treatment presented above to the context of this paper it is possible to claim that tourist visiting the event has an opportunity to experience the qualities of the free sample – of the country where this event takes place – and on that basis to evaluate the worth of the country for him or her. If the tourist will to do a repeat visitation to that country he or she either has preferred this country to others because of the better qualities of this country or has made a safe decision preferring a country with he or she has at least some experiences to the totally unknown countries.

2.3. Repeat visitation as an expression of customer loyalty

There are multiple approaches to customer loyalty created since Copeland (1923) came out with his treatment of customer loyalty. Until 1970 theories of behavioural loyalty (repeat purchase behaviour) were dominating (see for example Cunningham, 1956; Farley 1964; Jacoby 1971; Ehrenberg 1974; Tucker 1964; Sheth, 1968; McConnell, 1968; Harary *et al.* 1962). These approaches (except Copeland's) looked the customer loyalty as a stochastic behavioural phenomenon. These theories did not attempt to explain why customers behave loyally. Bass (1974) stated that even if behaviour is caused by some variables but the bulk of the explanation lies in a multitude of variables, which occur with unpredictable frequency, then, in practice, the process is stochastic.

During the late sixties the popularity of stochastic models dropped and some deterministic views on loyalty were proposed (for example McConnell 1968; Day 1969; Jacoby *et al.* 1973). These approaches asserted that loyalty does not concern only behavioural aspects but there are also some psychological processes behind it.

Contemporary researches (Oliver 1999; Chaudury 1995; Dupe 2000; Reichheld 2003; Hofmeyr *et al.* 2000) consider and accent the psychological (mostly attitudinal and emotional) factor of loyalty. Based on previous approaches it is possible to point out two general types of the customer loyalty – behavioural and emotional. Both have some subtypes. These types of loyalty are presented on the figure 2.

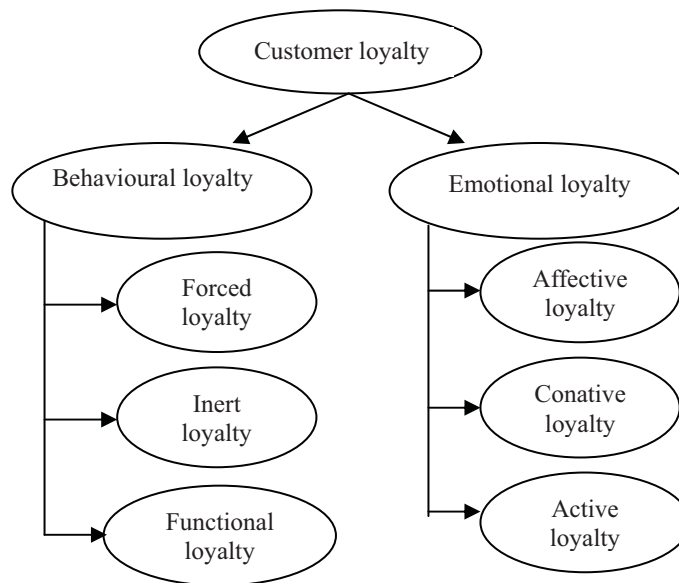


Figure 2. Types of customer loyalty.

In the case of behavioural loyalty it is important that customer behaves loyally buying and consuming only products or services offered by certain firm or brand. At the same time the customer has not to have any emotional bonds with this firm or brand. On the contrary, in the case of emotional loyalty the emotional bond is needed. Therefore these two concepts do not exclude each other. Loyally behaving customer could but not have to be emotionally loyal. Jones and Sasser have named these types of loyalty accordingly as false and true long-term loyalty (Jones *et al.* 1995: 90). Hofmeyr and Rice call first one as loyalty and second one as commitment (Hofmeyr *et al.* 2000: 87).

There are several reasons for that way customers are behaving loyally without having any emotional bond with offerer. First of all they could be forced to behave loyally – if there is no alternative brand or there are exit barriers created by offerer (Buttle 2004). Secondly, in the case of a inert loyalty customers do not switch because of cosiness and habit – for example, if brand differences are not very big and important to the customer (Wernerfelt 1991) or if the customer believes that the existing brand is better than other (Oliver 1999) or if the customer feels the risk

that other brands could be worse than the existing one (Hofmeyr *et al.* 2000). Thirdly, in the case of functional loyalty the customer has a very rational reason to behave loyally. For example Wernerfelt (1991) points out the cost based loyalty.

In the case of emotional loyalty there is an emotional bond emerged between customer and the brand. By this type of loyalty it is not important what does the customer do but what does he or she feel. It is the strongest type of loyalty and is the result of the enduring long-term relationship. Several authors (Hofmeyr *et al.* 2000; Moorman *et al.* 1992; Morgan *et al.* 1994) have named this type of loyalty as a commitment. Reichheld has defined emotional loyalty as a willingness of the customer to invest or donate for the strengthening of the relationship with the offerer. (Reichheld 2003) Also Hofmeyr and Rice (2000), Moorman, Zaltman and Deshpande (1992) and Morgan and Hunt (1994) have stated that committed customer is ready to forgive some short-term troubles and seeks the ways to continue the long-term relationship.

By the treatment of Oliver (1999) it is possible to distinguish three phases of emotional loyalty:

- Affective loyalty – customer has some positive feelings aroused towards the brand. It is because that customer is satisfied. At the same time this type of loyalty is very vulnerable and could vanish if there any kind of dissatisfaction will occur.
- Conative loyalty – customer has an inner urge aroused to prefer a concrete brand. This bond is much stronger than in the case of the affective loyalty.
- Active loyalty – customer has an inner urge to prefer a concrete brand and he or she is ready to overcome any obstacles to get this brand.

There are two levels of analysis of loyalty: micro (individual) and macro (aggregated) level (Jacoby *et al.* 1978). The micro level is linked with attitudes answering questions as why customer is loyal and what kind of variables affect his or her loyalty to certain brand or destination. Macro level measures only the behaviour – the outcome of attitude. Oppermann (2000) suggests to use behavioural characteristics of destination visitation for measuring destination loyalty because destination selection and trip planning are high-involved decisions and therefore spurious loyalty (not very positive attitude but high repeat purchase) is little likely to occur. This statement is supported also by research done by Hernandez-Lobato and others (2006) and Kaplanidou and Vogt (2007) that revealed that the loyal behaviour is determined strictly by the attitudinal loyalty or by the intentions to revisit.

Thus, the appearance of the repeat visitation by the customer should express that there is emotional or functional loyalty aroused. For example Alegre and Cladera (2009) founded that a very important influencer of the repeat visitation intention is satisfaction with previous visitations. There are other possibilities too. For example Oppermann (1998), Mitchell and Greatorex (1993), Milman and Pizam (1995), Gitelson and Crompton (1984) and Baloglu (2001) have founded that one reason for repeat visitation is familiarity of the destination. This comes from the risk avoiding

behaviour – even a bit unsatisfied tourist could come back to the destination because it is less risky than to go somewhere else. Unknown destination could hide bigger troubles than familiar destination has. According to that the appearance of the repeat visitation should express also the existence of inert loyalty. Kuusik, Ahas and Tiru (2009) founded that repeat visitation could be caused also by the forced loyalty – for example long-distance drivers who have to visit the destination quite often – like they that or not – because they have to execute the task.

As a conclusion it is possible to say that repeat visitation could express the existence of an emotional (customer likes the destination), functional (it is somehow useful for a customer to visit the destination), inert (customer is used to visit a familiar and safe destination) and also forced loyalty (visitor is executing a task). Due to a promotional free sampling occurred repeat visitation should express the existence of the emotional or inert loyalty.

2.4. Events as a part of destination marketing

Events are an important motivator of tourism, and figure prominently in the development and marketing plans of most destinations. There are several ways to categorise events. Based on the theme of the event there could be distinguished three general types of event: business events, sport games, and cultural celebrations. It is possible to categorise events based on the size of the event (local, regional, hallmark, and mega-events) and also based on the periodicity of the event (one-time and periodical events. (Getz 2008)

Events play important role in community-building, urban renewal, cultural development and in fostering national identities. (Getz 2008) Todds and Joppe (2001) have pointed that cultural and sport mega-events and festivals are in development strategies of the cities beside development of infrastructure and imago creation among of the three most important strategic activities. Wood (2005) has stated that if the local governments strategically plan the events, it is very important to systematically collect objective data after events about execution of the event. Only after the deep analysis of collected data it is possible to evaluate, did the event fulfilled the economic and social goals it had.

There are several goals assigned to the events by the destinations and in the literature there are lots of approaches treating influences that events have to the destination. As a summary it is possible to say that events help to achieve following goals of destination marketing:

- To generate direct cash-flow – tourists' spending in destination area. (Wood 2005; Breen *et al.* 2001; Crompton *et al.* 1994)
- To bring tourists to the area during the event. (Getz 2008; McCartney 2005)
- To create positive and distinct imago for the destination (Getz 2008; Hede 2005; Richards *et al.* 2004; Kaplanidou *et al.* 2007)
- To create awareness trough the mass media (Green 2003)

- To fulfil general goals of destination marketing – to be the best place for living, working, and investing. (Getz 2008; Wood 2005)
- To generate repeat visitation (Kaplanidou *et al.* 2007)

In this paper the focus is on the last and relatively slightly investigated and quite under estimated goal of the event – to generate repeat visitations.

2.5. Conceptual framework

From the chapter 2.1 turned out that meaning of the destination for the tourist depends on the purpose of the tourist. If the purpose is to visit an event, the destination is the event and not the country where this event is taking place. This gives the opportunity to treat country as a free promotional sample that tourist gets when he or she is “buying” an event. From the chapter 2.2 revealed that this free sample gives to the tourist opportunity to evaluate the qualities of this country and it is possible that he or she comes back to this country because the country has better attributes than other destinations have or it’s just safer to come back to the familiar place. Thus, according to the chapter 2.3 this free sample produces any kind of emotional or inert loyalty towards the country and it appears as repeat visitation where the destination will be the country not an event (arrow “b” on the figure 3).

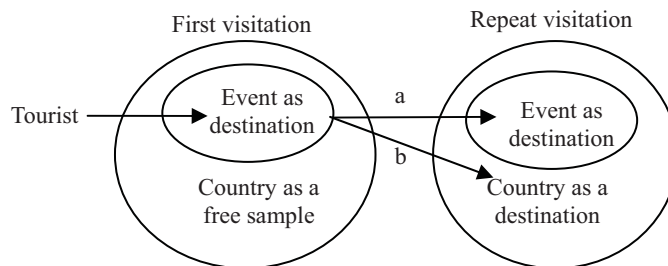


Figure 3. Possible destinations of repeat visitation.

In the case of periodical events it is possible that the tourist will be loyal towards the event only (allow “a” on the figure 3). In this case the repeat visitation will take place due to the emotional (tourist likes the event), inert (tourist is used to visit this event) or forced loyalty (tourist works for this event).

Thus, in the following chapters there will be investigated:

- do different events generate repeat visitations;
- are those repeat visitation caused by destination loyalty towards the country where the event was taking place, or
- are those repeat visitation caused by destination loyalty towards the event itself .

3. Data and methods

3.1. Methodology

Recent developments in information and communication technologies (ICT) such as using different mobility databases in geographical information systems (GIS) are advancing surveying methods in geography and tourism studies. One of the emerging subjects in geographical studies is connected with mobile (cellular) phone positioning datasets and location-based services (LBS) Mobile positioning data has great potential for applications in space-time behaviour studies addressed in studying tourism geography, though there are various restriction and pre-conditions in ICT applications. (Ahas *et al.* 2008)

Passive mobile positioning data is historical or real-time proximity data that is automatically stored in mobile operators' memory files as locations of telephones or call activities in network; or the hand-over between network cells; or intensity of calls in antennae (Erlang values) (Ahas *et al.* 2008). In contrast to passive positioning, active mobile positioning is a technique where the location of mobile phones is gathered by special request in real-time (Ahas *et al.* 2007).

Passive mobile positioning data is promising source for economic and social studies as this huge historical dataset with geographical and often few socio-demographic attributes can provide feed for various current and new research topics. The major problem is access to this data, as mobile operators do not share it freely and easily. This is primarily due to privacy issues and commercial secrets. Data protection and privacy are important issues in the mobile positioning based approaches as highly sensitive personal information can be obtained. Management of data used in current research is handled by Positium LBS where requirements specified in EU directives on handling personal data (Directive 95/46/EC) and the protection of privacy in the electronic communications sector (Directive 2002/58/EC) are strictly implemented. The Estonian State Data Protection Agency has approved methodology, data management and analyses practiced by Positium LBS. The main principle that must be followed is keeping the identity of all respondents unknown. This principle is followed in during all data management as the data obtained from operators are already pseudonymous. The representation of data has also strict rules that keep out the possibility of identity leaks to third-parties.

The stages of gathering and processing the passive positioning data of roaming service users:

1. The location of antennae of the start of roaming service users' incoming and outgoing call activities such as calls, SMS, MMS, GPRS etc are stored in operators' database.
2. These log files are processed to make the data pseudonymous – meaning real phone numbers are transformed by a special one-way algorithm into unique ID, so there would be no computable link to real person.
3. Such pseudonymous data is obtained from the operator and copied to secure servers of Positium LBS.

4. The country of SIM card network is considered the county of origin of the person. So, roaming service users are considered as foreign tourists or foreign visitors.
5. The unique ID of the person remains as long as this person does not change his/her phone number. This is how it is possible to identify repeating visits.
6. For each person's call activity the actual time of the beginning of the activity, country of origin and the spatial coordinates of the antenna where the call activity was registered is gained.
7. Because the network antennae are distributed unequally throughout the country and network coverage is also different, there is unequal spatial accuracy – dense areas such as urban areas and dense roads have much higher antennae density than rural areas.
8. There are lots of differences between the call activity statistics of different tourists. For example people who make fewer calls might be underestimated. Also differences in cultural background of phone usage, people not using cell phone on the trip, using other operator's roaming service and other possible places for estimation errors. Though there are special algorithms being developed to compensate the possible biases, they are not used in current study as this is the primary study of the topic.
9. For each visitor all visitation periods are calculated. Each visit has a starting and ending date of the visit. The overall period of visits calculated is from end of April 2005 until the end of September 2009.
10. Single visitation is considered a period when visitor conducts call activity. Large gaps between call activities are considered a time when visitor is not present in the country.

The data of one of three Estonian mobile network owners, EMT is used in current study. The penetration rate of EMT is considered to be 40-45% (EMOR 2008) during the study period. Although no data for the actual penetration rate among roaming service users is available, and there is also no reliable statistics available for actual visitors' number, the size of the sample is considered representative to be used in current study.

3.2. Methodology used in the study

10 different events were studied in current study. For each event a number of visitors of the event were filtered based on the proximate antennae and time of the event. The procedure was as follows.

1. The proximate antennae are discovered based on geographical location near the event and on algorithm which detects abnormalities in the number of call activities and load during event. The antennae that were affected by larger number of visitors than usually are marked as event covering antennae. (see figures 4 and 5)
2. The ID-s that made call activities during the event in marked antennae are considered event visitors.
3. All visits of those filtered visitors are singled out from main visitation database for study.

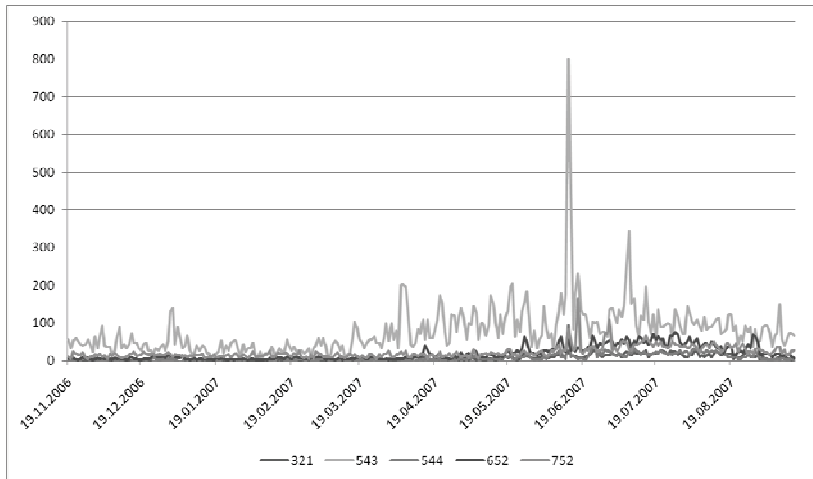


Figure 4. Antennae call activity graphs during a period of time close to specific event.

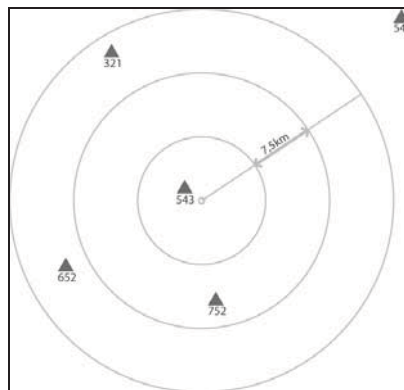


Figure 5. Location of antennae close to the location of event.

The filtered visits dataset combines all visits of those tourists who visited selected events and shows how many visitors had previously visited Estonia, how many of them visited Estonia for first-time and how many of them came back later.

It must be noted that the dataset combines the total of 4.5 years of visits data, so visits before April 2005 are not recorded. Also the visitors might have changed their phone number during that period, therefore being misrepresented in this dataset. Those two nuances are though contradicting as the longer the period the more reliable this set is in the sense of data continuity, but also the chance of people changing their number is higher. Because all the events have the same risks of bias,

the comparison between them is possible, though absolute numbers must be handled accordingly.

3.3. Data

10 different events (Table 1) were selected to be analyzed in current study. The events were selected by special algorithm, which marked substantial increase of foreign call activities in clusters of antennae during short period of time. The locations of antennae and the dates of the increase were compared against the list of events. 10 specific events were matched this way and people who made call activities during that period in that location were flagged as event visitors of these events. The visitation dataset for selected visitors in current study is from 23.04.2005 to 31.09.2009.

Table 1. Studied events

Name	Start	End	Number of visitors	Type and description
Metallica 2006	13.06.2006	14.06.2006	4753	One-time cultural event (Concert)
Gaudeamus 2006	30.06.2006	2.07.2006	1183	Periodic cultural event (Baltic choir festival)
Brigitta 2006	19.08.2006	20.08.2006	592	Periodic cultural event (International ballet, opera and music festival)
Kalev 2006	29.09.2006	2.10.2006	536	Periodic sport event (International horse show)
Alexela 2006	13.10.2006	15.10.2006	801	Periodic sport event (International rally)
Est-Eng 2007	6.06.2007	7.06.2007	648	One-time sport event (International football match)
Pärnu Hansa 2007	29.06.2007	1.07.2007	1128	Periodic cultural event (Hanseatic city festival)
Õllesummer 2007	4.07.2007	9.07.2007	912	Periodic cultural event (National beer festival)
Marilyn Manson 2007	22.12.2007	23.12.2007	490	One-time cultural event (Concert)
Karate EM 2008	2.05.2008	5.05.2008	383	One-time sport event (International Karate competition)

The number of foreign visitors and the country of origin gathered from passive positioning database depend on the profile and size of the event. Well publicized and

large internationally known events attract many foreign visitors and play important role in shaping the image of organizing organization and country. According to organizer's estimation around 8000-9000 foreign visitors attended concert of Metallica in the capital Tallinn in 2006. A total of 4753 foreign visitors were registered from positioning database. Students' singing festival Gaudeamus in second largest city Tartu attracted 1183 visitors according to positioning data. Traditional events play significant part in attracting visitors to smaller places in Estonia. For example 1128 visitors attended Pärnu Hanseatic days in 2007.

Visitors from neighbouring countries are most common visitors of events in Estonia. Large majority of tourists are from Finland, Latvia, Sweden, Russia, Lithuania and Norway. The nationality of events visitors is usually similar to average Estonian visitors' nationality (Ahas *et al.* 2008).

Other nationalities are less important. There are some niche events attracting also non-traditional nationalities amongst others to Estonia (e.g. Karate Europe Championship). Visitor numbers to those events often reflect the organizers and participants of the event rather than ticket-buying visitors, though in sense of tourism industry they are not less important.

Table 2. National distribution of foreign visitors

Event	FI	LV	LT	SE	RU	DE	NO	GB	FR	MK	Other	Total
Metallica 2006	40,1	28,6	24,1	3,3	1,6						2,4	100,0%
Gaudeamus 2006	8,3	44,8	32,0	1,8		2,9					10,2	100,0%
Brigitta 2006	70,9	3,4		2,4	8,3	2,9					12,2	100,0%
Kalev 2006	72,9	15,7	3,5	3,2	1,1						3,5	100,0%
Alexela 2006	38,3	43,7	6,0		7,2		1,2				3,5	100,0%
Est-Eng 2007	6,6	6,0				1,9	2,6	75,2			7,7	100,0%
Pärnu Hansa 2007	65,2	16,0	4,9		3,5		2,8				7,6	100,0%
Õllesummer 2007	60,1	4,2		3,9			6,1	7,7			18,0	100,0%
Marilyn Manson 2007	4,7	88,8			1,6			2,2			2,6	100,0%
Karate EM 2008	21,7	9,4			10,4				6,3	5,5	46,7	100,0%

4. Results

By all events involved to the current paper the rate of the first-time visitors was above 35% (see Table 3). Most productive in generating new visitors were student's song festival Gaudeamus (83%), Est-Eng football match (80%), concert of Metallica (75%), and Karate EM (70%) In the cases of other events the rate of first-time visitors was between 35%-50% of total visitors.

Table 3. Statistics of foreign visitors by the events

Event	Number of total visitors during the event A	Number of first-time visitors in the event B	Percentage of first-time visitors B/A (%)	First-time visitors who came back during 2 years after event C	Percentage of first-time visitors who came back C/B (%)
Metallica 2006	4753	3608	76%	1188	33%
Gaudeamus 2006	1183	976	83%	265	27%
Brigitta 2006	592	253	43%	120	47%
Kalev 2006	536	266	50%	184	69%
Alexela 2006	801	308	38%	276	90%
Eesti-Inglismaa 2007	648	517	80%	27	5%
Pärnu Hansapäevad 2007	1128	465	41%	178	38%
Õllesummer 2007	912	347	38%	122	35%
Marilyn Manson 2007	490	246	50%	83	34%
Karate EM 2008	383	267	70%	19	7%

The ability to generate repeat visitations differs essentially from the ability to generate new visitors (see table 3). As seen on the figure 6 the most productive event in generating repeat visitors were Alexela Rally and Kalev Horse Show (the rates of first-time visitors who came back to the Estonia during 2 years after the event are accordingly 90% and 69%). Very specific sports events (as football match and Karate EM) practically do not generate repeat visitors (rates are very low – accordingly 5% and 7%).

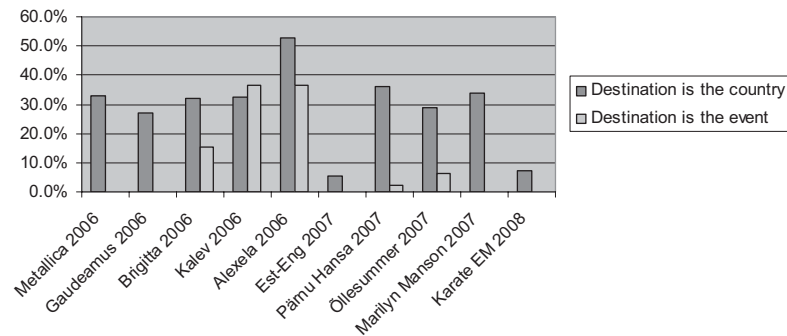


Figure 6. Repeat visitors by destination (percentage of first time visitors).

As is seen on the figure 6, most of the events that generate repeat visitors, generate country based destination loyalty. Exceptions are periodic specific sports (Alexela 2006 and Kalev 2006) and cultural events (Brigitta 2006) that generate both country based and event based destination loyalty. Whereas one-time specific (Metallica 2006 and Marilyn Manson 2007) and periodic broad cultural events (Gaudeamus 2006, Pärnu Hansa 2007 and Ölesummer 2007) generate only country based destination loyalty.

5. Discussion and conclusions

As mentioned in chapter 2.4 events play very important role in the destination marketing and have several goals to fulfil. The paper is focused on the relatively weakly investigated field –the ability of events to generate repeat visitations. In this paper the loyalty was analysed on the macro level as suggested by Oppermann (see chapter 2.3). Ten most influential events were analysed. Following the Getz (see chapter 2.4) there were covered regional and hallmark events. Local do not attract tourists and there are no mega-events in Estonia. Also were covered one-time and periodic cultural and sports events. Only business events were not covered due to the lack of broad international conferences or other business events.

Results revealed that all events are good generators of new visitors. On the one hand it fits to the first two goals of the destination marketing presented in chapter 2.4: to generate direct cash flow and to bring tourists to the area during the event. On the other hand it gives us the opportunity to treat events as sales promotion tool in the destination marketing mix. As the results are in accordance with the aim of sales promotional tools – to make customers feel that it's the most appropriate time for buying or consuming. Most effective in attracting new visitors are events that have special theme and audience as football match, students' song festival, karate EM and concert of Metallica. It is very likely that a quite big amount of visitors is related to the event itself and they are forced to be loyal.

In the ability of generating repeat visitors or visitation the variation is bigger. It revealed that some very specific sport events are not good creators of destination loyalty. Very likely professional athletes and also staff of the event are too busy and they have no time and possibilities for testing a free sample. In the same time, all events for any kind of tourist are very good generators of repeat visits. Results revealed that country as a free sample works very good – eight events out of ten generated about 30% of loyal tourists who returned and their destination was Estonia and not a specific event.

Thus, it is possible to say that country as a free sample creates emotional and inert loyalty. As a side effect, some events generate a loyalty towards the event itself. In this case the loyalty could be emotional, functional, inert, and even forced.

Based on this research following conclusions could be drawn:

1. PMP method is appropriate for collecting data about the movements of tourists and to create the destination marketing strategies on state level.
2. Small and medium sized events are essential tools for destination marketing. Therefore the planning and arrangement of those events should be organised in deep cooperation between state authorities and private firms.
3. Not all events are able equally to generate destination loyalty. For that reason an information system monitoring the flows of tourists is needed that helps to design the tourism politics of the state.
4. As pointed out in introduction it is cheaper to hold existing customers than getting new ones. Instead of generating expensive advertising campaigns to get new tourists, it should be more reasonable to use events and pay more attention to the effort to get visitors of the events back to the Estonia.
5. Some events generate the loyalty towards events them selves. It is additional reason for the government to cooperate with the arrangers of those events.

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TURISMIÜRITUSTE VÕIME GENEREERIDA SIHTKOHALOJAALSUST RIIGI SUHTES: EESTI JUHTUM

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Sissejuhatus

Globaliseerumise taustal on riigid ja kohad üha rohkem hakanud omavahel konkureerima. Konkureeritakse nii välisinvesteeringute, külastajate, ettevõtete asukoha kui ka kohalike elanike pärast. (Kotler *et al.* 1999) Mida liikuvad on kapital, inimesed ja ettevõtted, seda rohkem peavad kohad muutma end atraktiivseks. Selle tõttu on eraldi turunduse suunana välja kujunenud kohaturundus (*place marketing*). Kohaturunduse ühte osa, mis tegeleb turistide sihtgrupiga, nimetatakse sihtkohaturunduseks (*destination marketing*). Ürituste korraldamine on üks võimalus sihtkohaturunduse viljelemiseks. Väga palju on uuritud suurürituste mõju sihtriigi imagole ja inimeste teadlikkuse tõusule sihtriigi suhtes. Palju vähem on aga tähelepanu pööratud ürituste võimele genereerida korduvkülastusi. Seetõttu on üsna tavaline, et riigi tasemel toetatakse suurüritusi, mis tekitavad maailmas kära, samas, kui võib-olla mõistlikum oleks toetada hoopis väiksemate ja keskmise suurusega ürituste korraldamist, mis genereeriks riigile lojaalseid külastajaid. Just sellele valdkonnale selle artikli raames keskendutakse.

Sihtkohaturunduse ja sihtkoha olemus

Kohaturundus on nähtus, mille raames kohalik kogukond, mis ühendab nii omavalitsust, ettevõtjaid kui elanikke, planeerib ja viib ellu erinevaid turundustegevusi, et muuta konkreetne koht atraktiivseks erinevatele sihtsegmentidele. Nendeks segmentideks on elanikud, ettevõtted, investeerijad, turistid jmt. Kohaturundus tähendab koha kujundamist-arendamist viisil, mis rahuldab selle sihtturgude vajadused. (Rainisto 2003)

Nagu öeldud, on kohaturundus suunatud paljudele erinevatele segmentidele. Käesolevas töös keskendutakse neist ainult ühele – turistide segmentile. Turistide segmentile rakendatakse kohaturunduse raames kitsamat käsitlust – „sihtkohaturundust“. Sihtkohaturundus on seotud erinevate turundusmeetmete kujundamisega, et aidata kaasa turismipoliitika tulemuslikkusele ja see peab olema koordineeritud kohaliku strateegilise arenguplaani poolt. Samuti peab sihtkohaturundus juhtima regiooni turismimõjude optimeerimist ja kasude maksimeerimist.

Väga põhjalikult on sihtkoha olemuse erinevaid analüüsinud Framke (2000). Ta jõuab järelduseni, et sihtkoht on koht, millel on olemas identiteet, mille on kujundanud selle kohaga seotud tegevused, huvid, infrastruktuur ja atraktsioonid. Samas toob ta ka välja, et turisti vaatenurgast võib sihtkoht olla mis iganes, mis asub kuskil mingil ajahetkel ja pakub turistile mingit sotsiaalset tegevust. Seega saab eelnevast järeldada, et sihtkoht võib olla:

- geograafiline piirkond (linn, või riik) – näiteks Pariis

- looduslik või tehislik atraktsioon – näiteks Disneyland Pariisis
- sündmus või üritus - suvaline kontsert või spordiüritus Pariisis.

See, mida keegi nendest sihtkohaks peab, sõltub külastaja eesmärgist. Eeltoodud järeldus on käesoleva töö mõistes väga olulise tähtsusega. Tänu sellele järeldusele on üritusi võimalik sihtkohaturunduse raames vaadata hoopis teise nurga alt. Kui inimene läheb kindla eesmärgiga külastama mingit üritust mingis suvalises geograafilises piirkonnas, siis tema peamine sihtkoht on nimetatud üritus, mitte piirkond. Seda geograafilist piirkonda saab käsitleda kui tasuta tootenäidist, mis antakse kliendile põhitootega kaasa. Põhimõtteliselt peaks hakkama toimima sama mehhanism kui siis, kui klient läheb poodi pesupulbrit ostma ning saab pulbriga kaasa tasuta pesuloputusvahendi näidise. Kui kliendile see näidis meeldib, siis suureneb tõenäosus, et järgmine kord läheb klient juba teadlikult pesuloputusvahendit ostma (vt. järgmine lõik). Sama moodi, kui ürituse külastajale geograafiline piirkond meeldib, peaks suurenema tõenäosus, et järgmine kord tuleb ta korduvkülastajana tagasi ja siis on juba sihtkohaks geograafiline piirkond ise.

Tasuta tootenäidis kui kordusoste tekitav müügiarendusmeetod

Müügiarenduse mõju müügile on uuritud juba alates 1980-datest. Degusteerimine on teistest müügiarendusmeetoditest selles suhtes erinev, et tema puhul on tõestatud ära pikaajaline, kliendi lojaalsust ja kordusoste tekitav mõju. See mõju tuleneb õppimisest, mis baseerub ostukogemusel (Gedenk *et al.* 1999). Paljudel juhtudel ei oska inimesed enne tarbimist kauba väärtust ja endale sobimist adekvaatselt hinnata. Läbi degusteerimise või tasuta näidiste tarbimise on kliendil võimalik hinnata konkreetse kauba omadusi võrreldes varasemate kogemustega teiste kaupadega ja kui need omadused on teistega võrreldes paremad hakkab inimene konkreetset brändi teistele eelistama. Samuti võib inimene tulevikus eelistada brändi, mille kohta on tal olemas positiivsed kogemused, brändile, mille osas tal kogemused puuduvad (*structural state dependence*).

Tuues eelneva käsitluse käesoleva artikli konteksti, tekib ürituse külastajal võimalus kogeda kaasneva tasuta tootenäidise ehk geograafilise piirkonna omadusi ja selle alusel konkreetse piirkonna väärtust enda jaoks hinnata. Kui ta tuleb korduvkülastajana sinna geograafilisse piirkonda tagasi, on ta seda piirkonda teiste piirkondadele piirkonna paremate omaduste tõttu eelistanud või on ta teinud turvalise valiku, eelistades piirkonda, millega ta on eelnevalt põgusalt kokku puutunud piirkondadele, mille osas tal info ja kogemused puuduvad.

Korduvkülastus kui kliendi lojaalsuse väljendus

Kliendi lojaalsuse võib jagada üldjoontes kaheks – käitumuslikuks ja emotsionaalseks. Käitumusliku lojaalsuse puhul on tähtis fakt, et klient käitub lojaalselt, ostes või tarbides pidevalt ühe pakkuja tooteid, teenuseid või konkreetset brändi. Samas ei pruugi kliendil selle pakkuja või brändiga tegelikult mingit

emotsionaalset sidet olla. Emotsionaalse lojaalsuse puhul on aga oluline, et kliendil on olemas konkreetse pakkuja või brändiga emotsionaalne side.

Jacoby ja Chestnut (1978) toovad välja, et lojaalsust saab analüüsida agregeeritud ehk makro ja indiviidi ehk mikrotasandil. Esimesel jälgitakse ainult käitumist ning teisel uuritakse pigem suhtumist ja põhjuseid, miks inimesed lojaalselt käituvad. Oppermann (2000) soovib sihtkoha lojaalsust analüüsida pigem agregeeritud tasandil, ehk jälgida vaid korduvkülastusi, kuna reisisihtkoha valik on kõrge osalusmääraga tegevus ja seetõttu juhuslikult või vastumeelseselt sihtkohta üldjuhul tagasi ei pöörduta. Korduvkülastuse toimumine peaks viitama sellele, et kliendil on sihtkoha suhtes tekkinud emotsionaalne või funktsionaalne lojaalsus. Samas on olemas ka muid võimalusi. Näiteks on leitud, et üks korduvkülastuse põhjus on sihtkoha eelnev tundmine. See tuleneb riski vältivast käitumisest – isegi veidi rahulolematu turist võib sihtkohta tagasi pöörduda, sest tundmatu sihtkoha külastamisega võivad kaasnedä veelgi suuremad ebameeldivused. Seega võib korduvkülastuse toimumine viidata ka inertse lojaalsuse olemasolule. Kuusik, Ahas ja Tiru (2009) leidsid, et korduvkülastus võib olla tingitud ka sunnitud lojaalsusest – näiteks kaugsõiduautojuhid, kes peavad sihtkohta tihti külastama, meeldib see neile või mitte, kuna nad täidavad tööülesandeid.

Kokkuvõtvalt võib öelda, et korduvkülastus võib näidata nii emotsionaalse (inimesel sihtkoht meeldib), funktsionaalse (inimesele on mingil põhjusel kasulik külastada), inertse (inimene kardab minna tundmatusse kohta) kui ka sunnitud lojaalsuse (inimene toovad sihtkohta tagasi tööülesanded) olemasolu. Sihtkoha degusteerimise tõttu toimunud korduvkülastus peaks eelkõige viitama kas emotsionaalsele või inertsele lojaalsusele.

Ürituste mõju sihtkohale

Üritused on olulised turismi mõjurid ja nad on sihtkohtade juhtimis- ja turundusplaanides alati olulisel kohal esindatud. Üritused ja sündmused omavad tähtsat rolli ühiskonna ühtsuse välja arendamisel, linnade uuenemisel ja rahvusliku kultuuri edendamisel. Dodds ja Joppe (2001) on toonud välja, et linnade arengustrateegiates on kultuuri ja spordiga seotud megaüritused ja festivalid infrastruktuuri arendamise ja imago loomise kõrval kolme kõige tähtsama strateegilise tegevuse seas. Erinevaid sihtkoha poolseid üritustele omistatud eesmärke ja mõjusid sihtkohale on sihtkohaturunduse alases kirjanduses käsitletud päris palju. Kokkuvõtvalt võib öelda, et üritused aitavad saavutada järgmisi sihtkohaturunduse eesmärke:

- Otsese rahalise tulu genereerimine – turistide kulutused sihtkohas. (Wood 2005; Breen *et al.* 2001; Crompton *et al.* 1994)
- Turistide toomine piirkonda ürituse ajal. (Getz 2008; McCartney 2005)
- Sihtkohale positiivse ja/või eristuva imago kujundamine. (Getz 2008; Hede 2005; Richards *et al.* 2004; Kaplanidou *et al.*)
- Meedia kaudu sihtkoha tuntuse suurendamine (Green 2003)

- Üldiste kohaturunduse eesmärkide täitmine – olla parima paik elamiseks, töötamiseks, investeerimiseks. (Getz 2008; Wood 2005)
- Korduvkülastuste genereerimine (Kaplanidou *et al.* 2007)

Käesolevas artiklis keskendutakse ainult viimasele, suhteliselt vähe käsitletud valdkonnale, ürituste poolt sihtkohta korduvkülastuste genereerimisele.

Otseselt võetakse vaatluse alla,

- kas erinevad üritused genereerivad korduvkülastusi
- Kas need korduvkülastused on põhjustatud riigile suunatud sihtkohalojaalsusest
- või on need külastused põhjustatud üritusele endale suunatud lojaalsusest.

Metoodika

Külastuste ja külastajate uurimiseks on kasutatud passiivset mobiilse positsioneerimise meetodit, mille algandmed on saadud mobiilioperaatorilt EMT. Positsioneerimisandmete kogumine ja töötlemine toimub järgmiselt. Kõik Eestis EMT võrgus *roaming* kõnesid teinud välismaa telefonid nimetatakse turistideks. Andmed on pseudonümiseeritud, operaator on omistanud kõikidele telefonidele numbrist ja SIM-kaardist sõltumatu juhusliku ID. Juhuslikult genereeritud ID jääb samale telefoninumbrile alati samaks. Kui sama telefon sattub uuesti Eestisse ja operaatori võrku tuntakse see ära ja omistatakse sama ID. Pseudonüümse numbriga äratundmise abil uuritakse siin korduvkülastusi. Igal ID-l on rahvus, mis on määratud SIM-kaardi (telefoni) registreerimise riigiga. Inimesed kasutavad tavaliselt majanduslikel põhjustel oma põhilise asukohariigi mobiiltelefoni. Käesolevas töös on vaatluse all ainult välituristide külastused, siseturiste siin ei käsitleta, kuigi vastav metoodika ja andmed on olemas. Iga ID poolt Eestis teostatud kõne on andmebaasis esindatud täpse aja määratlusega: ss.mm.tt.pp.kk.aaaa. Iga ID poolt Eestis teostatud kõne on andmebaasis esitatud võrgukärje (Cell Global Identity; Cell ID; CGI) täpsusega. Andmebaasis on salvestatud *roaming* telefonide (ID) kõik väljuvad ja sisenevad kõnetoimingud (kõne, sms, GPRS jms aktiivne telefoni kasutus) Cell ID täpsusega. Ürituste külastatavuse uurimine toimub ürituse ajal ürituse geograafilises piirkonnas viibinud külastajate telefonide pseudonüümsete ID-de väljaselgitamise teel operaatori võrgus Lähtuvalt EMT turuosast Eestis võib järeldada, et meie andmebaasis on kajastatud ligikaudu pooled välituristid kes Eestit külastasid. Täpseid andmeid ei ole, sest täpsed turuosad on operaatorite ärisaladuseks.

Tulemused ja arutelu

Tulemustest selgus, et kõik üritused on väga head uute külastajate genereerijad. See läheb müügitoetuse meetodite peamise eesmärgiga – panna kliendid arvama, et just nüüd on õige hetk midagi osta või tarbida. Uusi külastajaid ligi meelitavad üritused on eelkõige kindla teema ja auditooriumiga üritused, jalgpallimats, üliõpilaslaulupidu, karate EM ja Metallica kontsert suutsid kõik tuua olulisel hulgal uusi külastajaid. (70%-80% väliskülastajatest viibisid Eestis esimest korda). Suure

tõenäosusega on nende ürituste külastajate hulk ja uudsus seotud ka välisesinejate, -võistlejate ja -korraldajate suure osatähtsusega. Niisugustel üritustel on mitte traditsiooniliste turistide osatähtsus suur. Majanduslikust seisukohast on need korraldajad-esinejad turistidena kindlasti sama olulised teenuste tarbijad kui traditsioonilised turistid. Samuti on ka neil võimalik muutuda korduvkülastajateks

Korduvkülastuste genereerimise võime osas on variatiivsus suurem. Selgus, et osad üritused, nagu väga spetsiifilised spordivõistlused, ei ole head korduvkülastajate loojad. Tõenäoliselt on tippsportlased ja ka korraldajad liiga pühendunud võitlusteks ettevalmistamisele ja nii ei jää tasuta näidise (ürituse asukohariigi) degusteerimiseks piisavalt võimalust. Samas on kõik tavaturistidele suunatud üritused ja ka kõik kultuuriüritused väga head korduvkülastuste genereerijad. Tulemused näitavad, et riigi näol tasuta näidise pakkumine töötab väga hästi – kümnest üritusest kaheksa puhul tulid ca 30% üritusel viibinud esmakülastajat hiljem tagasi nii, et nende sihtkohaks oli Eesti, mitte enam konkreetne üritus. Seega võib öelda, et riigi pakkumine tasuta tootenäidisena loob riigi suhtes emotsionaalset ja inertset lojaalsust. Kõrvalnähtusena selgus, et osad üritused genereerivad ka lojaalsust enda suhtes. Siin võib olla tegemist nii emotsionaalse, funktsionaalse kui inertse lojaalsusega. Samas on suur hulk üritusel osalejates tõenäoliselt ka sunnitud lojaalsed, töötades selle ürituse heaks.

Antud uuringust saab teha mitmeid järeldusi:

1. PMP meetod on igati sobiv riiklikul tasemel turistide liikumise kohta info kogumiseks, et selle alusel kujundada riigi turismipoliitikat.
2. Ka väiksemad ja keskmise suurusega üritused on olulised sihtkohaturunduse instrumendid. Sellest tulenevalt ei peaks neid laskma erafirmadel iseseisvalt korraldada – sihtkohaturundus tuleb teha kõigi osapoolte koostöös.
3. Kõik üritused ei ole võimelised võrdselt teistega sihtkohalojaalsust genereerima. Seetõttu on mõistlik riigi tasemel välja arendada infosüsteem, mille alusel riigi turismipoliitikat kujundada.
4. Selle asemel, et teha kalleid ja ebatõhusaid rahvusvahelisi reklaamikampaaniaid uute turistide riiki meelitamiseks on teatud ürituste abil võimalik pakkuda riiki tasuta näidisena. Siiani pole seda teadlikult ära kasutatud. Pole ühtegi strateegiat, mis oleks suunatud ürituste külastajate tagasimeelitamisele Eestisse. Kuigi vastavalt teooriale, peaks see olema kordades odavam võrreldes uute turistide hankimisega.
5. Osad üritused genereerivad lisaks ka lojaalsust ürituse enda suhtes. See on lisapõhjus, miks riiklikul tasemel peaks rohkem tähelepanu pöörama koostööle ürituste korraldajatega.