

# Digital Transformation and Innovation in Tourism Events

Edited by  
Azizul Hassan

# Contents

<i>List of Figures</i>	ix
<i>List of Tables</i>	x
<i>List of Contributors</i>	xi
Introduction	1
AZIZUL HASSAN	
<b>PART I</b>	
<b>Conceptual Discussions</b>	7
1. Digital Innovation in Tourism Events: Theoretical Underpinnings and Conceptual Discussions	9
MOHAMMED SHAHEDUL QUADER AND H.M. KAMRUL HASSAN	
<b>PART II</b>	
<b>Cases from Asia</b>	23
2. Events at Nature-based Destinations of Bangladesh: Use of Information and Communication Technology in Marketing	25
MD. WASIUL ISLAM	
3. Exploring the Light Show Landscaping at Traditional Festivals and Events in China	37
YUANYUAN ZONG AND MUHAMMAD ABDUL KAMAL	
4. Goddess in Digital Space: A Study on Dynamics of Digitalization in Autumn Festival of India	49
SAMIK RAY	

5. Kaamatan Goes Virtual: Utilizing Social Media in Promoting Tourism Event SHARIFAH NURAFIZAH SYED ANNUAR AND CYNTHIA ROBERT DAWAYAN	60
6. Impact of Online and Social Media Platforms in Organizing the Events: A Case Study on Coke Fest and Pakistan Super League SYED ARSLAN HAIDER, ANUM REHMAN AND SHEHNAZ TEHSEEN	72
7. Technology Application in Tourism Events: Reflections on a Case Study of a Local Food Festival in Thailand SHIRZAD MANSOURI	85
8. An Assessment on Strengthening the Attractiveness of Turkey's Event and Festival Tourism with Innovative Technology Efforts KAPLAN UĞURLU	96
9. Technology Application in Tourism Events: Case of Africa BRIGHTON NYAGADZA, TINASHE CHUCHU AND FARAI CHIGORA	107
<b>PART III</b> <b>Technology Application in Tourism Events: Case of Australia</b>	117
10. The Ubiquitous Role of Mobile Technology Application in the Australian Open HASANUZZAMAN TUSHAR, SHAFIQR RAHMAN, SWETA THAKUR AND MD SAZZAD HOSSAIN	119
<b>PART IV</b> <b>Cases from Europe</b>	133
11. Technological Innovations in Event Sport Tourism: Case Study of the 2021 Sabre World Cup in Budapest in Hungary KATALIN CSOBÁN	135

12. Technology and Events: The Case of Note di Fuoco Festival in Calabria in South Italy DEBORA CALOMINO	146
13. The Event “7 Wonders of Gastronomy” and the Digitalization of Communication in the Portuguese Context BRUNO SOUSA AND BEATRIZ CASAIS	150
14. Reimagining Tourism Events: Spain’s Preparation for the Return of a Healthier Breed of Tourists NURIA RECUERO-VIRTO	161
<b>PART V</b> <b>Cases from North America</b>	169
15. Surviving the COVID-19 Pandemic: How Technology is Getting the Tourism Industry Back on Its Feet in the USA ELANIE STEYN AND IMRAN HASNAT	171
<b>PART VI</b> <b>Cases from South America</b>	185
16. Technology in Tourist Events: A Study of Rock in Rio Brazil from the Perspective of Its Stakeholders ANNAELISE FRITZ MACHADO, BRUNO SOUSA AND JOICE LAVANDOSKI	187
17. The Sacred in Cyberspace: The Taper of Our Lady of Nazareth Religious Event and Technology Application in the (Re)Construction of Territorial and Touristic Identities in Belém do Pará, Brazil ANNAELISE FRITZ MACHADO, ANDRÉ LUIZ LOPES DE FARIA AND GABRIELA OLIVEIRA RODRIGUES	198

**PART VII**

<b>Future Research Directions</b>	211
-----------------------------------	-----

18. COVID-19 Effects on Tourism Events, Technology Acceleration and Future Research Directions	213
MUHAMMAD KHALILUR RAHMAN, ROLEE SIFA AND AZIZUL HASSAN	

Conclusion	224
AZIZUL HASSAN	

<i>Index</i>	228
--------------	-----