

Event Managers' Perception on Event Risk Management

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The event sector of tourism industry is young, dynamic, growing and maturing at a rapid rate. Every part of event management has potential risks. A good risk management strategy will also cover any other operational areas that are crucial to the event and that may need special security and safety precautions as access control, ticket sales and other cash points and communications. It is unfortunate that the event manager's profession currently still lacks the standardization tools and procedures necessarily need for the provision of empirical data that would enable event stakeholders to make informed decisions (Goldblatt, 2002). Hence, the purpose of the study was to identify the concept of risk of the event managers, to investigate the perceptions of event managers towards risk management and to identify the risk management characteristics. This research is adopting qualitative methodology underpinned by phenomenology research approach. Primary data collected by the author from 16 informants out of 28 from event management practitioners within the whole different range of event management organizations in Sri Lanka who have the membership of Sri Lanka Association of Professional Conference, Exhibition and Event Organizers. And also, semi structured interviews using the quota sampling technique in Colombo district is the main data source and thematic data analysis technique was employed in analyzing the data. The findings reflect the importance of identifying risk for the success of the event and the factors influencing risk perceptions of event managers in the event industry. Further, identified 08 major risk factors as financial risk, technical risk, risk of cancellation the event, weather risk, miscommunication, people attitudes, safety risk and risk of food and beverage in the event industry. Relationship between education and experience with risk perception is also discovered through this research as very influential for the individual's perception. Future research are suggested in the areas of cultural influence on risk perception, risk perception related to various event types (festivals, sports, mega-events, etc.), and risk management strategies utilized by event planners.

Keywords: Event industry, Event management, Risk, Risk management, Risk perception