

Event Ecosystems: Measuring Economic, Experiential and Regenerative Value

Track Chairs

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Track Overview

Events are increasingly positioned at the core of smart tourism ecosystems. Far beyond temporary attractions, they operate as dynamic platforms that orchestrate economic flows, digital interactions, cultural exchange, stakeholder collaboration and territorial competitiveness. In the transition toward Tourism 2040, destinations are evolving into intelligent, data-driven and regenerative ecosystems. Events function as high-intensity nodes where value creation, technological innovation and governance experimentation converge. This track conceptualises events as integrated ecosystems that combine: Economic performance and competitiveness; Experiential intelligence and wellbeing; Smart data infrastructures and real-time analytics; Regenerative and sustainable transformation; Multi-stakeholder governance and ecosystem orchestration. Traditional impact assessments centred on visitor volumes and aggregate multipliers no longer capture the complexity of event-driven value creation. Tourism 2040 requires intelligent measurement architectures capable of integrating behavioural data, digital traces, spatial analytics, sustainability indicators and long-term legacy metrics. This track therefore seeks to reposition event research at the intersection of smart tourism, human-centred analytics and regenerative strategy — contributing to inclusive economic growth (SDG 8), sustainable urban development (SDG 11) and climate-aware innovation systems (SDG 13), without reducing transformation to compliance frameworks.

By 2040, destinations will be evaluated not only by visitor numbers but by their ability to generate inclusive, data-informed and regenerative value in alignment with broader societal and sustainability transitions. Events provide a unique laboratory for testing new governance metrics, behavioural models and ecosystem performance indicators capable of bridging economic vitality with social cohesion and environmental responsibility. This track aims to redefine how event value is conceptualised; advance methodological innovation in economic and experiential measurement; bridge smart governance systems with human-centred analytics; contribute to regenerative tourism theory and practice; foster international collaboration across research networks. This track situates event ecosystems within the broader architecture of smart and intelligent tourism systems, where data, platforms, governance and stakeholder co-creation shape destination competitiveness. We engage directly with three core pillars of TTRA Europe 2027: Redefining Value and Optimising Performance; Smart and Intelligent Tourism Ecosystems; Human-Centred Governance and Development. We invite interdisciplinary contributions exploring how event ecosystems: Integrate AI, big data and predictive analytics into governance; Optimise visitor flows and expenditure patterns through digital intelligence; Enhance competitiveness through innovation and ecosystem coordination; Generate regenerative territorial impact; Align economic vitality with environmental and social responsibility. Submissions may adopt conceptual, empirical or methodological approaches, including: Micro-econometric and behavioural modelling (Tobit, two-part models, panel data, causal inference); AI-driven forecasting and smart dashboard systems; Digital platform and ecosystem analysis; ESG-integrated performance frameworks; Longitudinal ecosystem transformation studies; Foresight 2040 scenario modelling. We particularly encourage submissions that demonstrate methodological rigour, theoretical advancement and strategic relevance for policy and industry leaders. Together, we aim to shape the next generation of research on human-centered event ecosystems and their role in building smart, regenerative tourism futures.

Expanded Themes and Topics

1. Economic Impact & Micro-Level Spending Behaviour

- Moving from multipliers to smart micro-spending modelling
- Predictive analytics for high-value visitor segmentation
- In-city vs. on-site expenditure optimisation
- Behavioural drivers of digital and physical consumption
- Real-time expenditure tracking and tourism intelligence systems
- Inclusive and distribution-sensitive growth models

2. Experiential and Emotional Value Creation

- Experience economy in event ecosystems
- Wellbeing, happiness and self-identity in event participation
- Emotional drivers of spending behaviour
- Experience design and value co-creation
- Social capital formation through events
- Cultural participation as economic capital

3. Smart Data Systems and Real-Time Governance

- Smart event management systems
- AI-driven visitor analytics and predictive modelling
- Real-time dashboards for destination governance
- Sensor data, geolocation and mobility analytics
- Data integration across public-private ecosystems
- Ethics, transparency and governance in data-driven event management

4. Regenerative and Sustainable Event Transformation

- Climate-positive and carbon-aware event models
- Circular supply chains and resource optimisation
- ESG integration and sustainability performance analytics
- Long-term legacy and territorial resilience measurement
- Events as accelerators of green innovation and SDG alignment

5. Events, Competitiveness and Territorial Innovation

- Cultural engagement and territorial branding
- Urban events and city competitiveness
- Events as drivers of innovation ecosystems
- Peripheral regions and event-led development
- Creative industries and experience capital
- Multi-stakeholder partnerships and governance networks

6. Human-Centred Analytics and Governance Futures

- Integrating wellbeing metrics into performance evaluation
- Participatory governance models
- Co-creation between residents, visitors and organisers
- Equity and access in event ecosystems
- Tourism 2040 foresight perspectives on event evolution