

# A critical analysis of the experience economy in the case of international four days marches in Nijmegen



**RESEARCH CONFERENCE**

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# Introduction topic



(Wijchensnieuws.nl, 2014)

Participation fee

Use of equipment

Region of the four days Marches of Nijmegen (De 4daagse, 2017b)

‘Nijmeegse Vierdaagse’ (Lammertink & Breedveld, 2017) - International Four Days Marches Nijmegen

47.166 people participated, 42.557 finished (De 4daagse, 2017a)

1,5 million visitors (de Gelderlander, 2016)



(ICreate, 2016)

# Rationale



- Further research according to Oh, Fiore and Jeoung (2007)
- Research for the ‘Nijmeegse Vierdaagse’ for improvement and expansion
- Achieve recommendations for other sport events
- Interested in experiences and leisure and sport events

# Aim



To investigate factors underpinning the success of the largest walking event in the world: the ‘Nijmeegse Vierdaagse’ in The Netherlands.

# Objectives

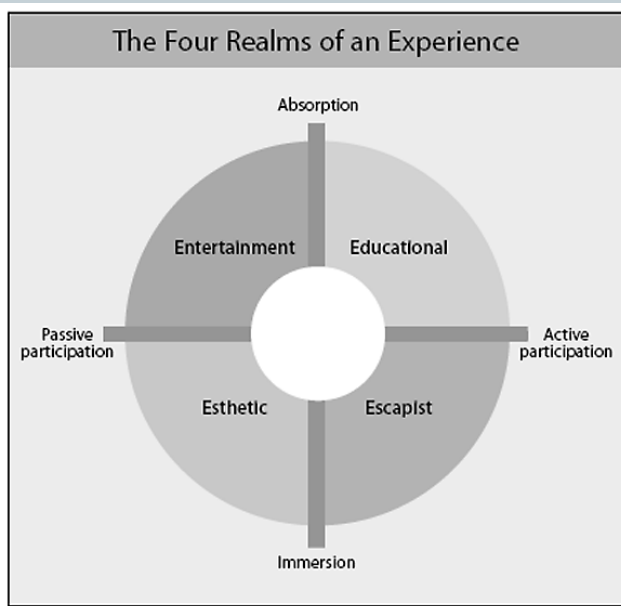


- Apply Pine and Gilmore's (1999) four realms of experience to participants and spectators in the four-day event.
- Measure the impacts of realms of experience and facilities and services on satisfaction of those attending the event.
- To evaluate how background affects the realms of experience, satisfaction and the revisit rate.

# Key Literature



- Experience Economy (Sundbo & Darmer, 2008)
- Four realms of an experience – (Pine & Gilmore, 1998; Oh, Fiore and Jeoung, 2007)
- Impact of facilities and service on satisfaction (Dirsehan, 2010)
- Satisfaction and experience economy (Pine & Gilmore, 1999)



(Pine & Gilmore, 1998)



(Dirsehan, 2010)

# Methodology



- **QUANTITATIVE**
- **FACE TO FACE SURVEYS**
- **CONVENIENCE SAMPLING (BRYMAN & BELL, 2011)**
- **CONFIDENTIAL AND ANONYMOUS**
- **AIM: 300 VALID SURVEYS 150 PARTICIPANTS AND 150 SPECTATORS**



# Challenges and limitations



- **Challenges**

- Collaborating with organization
- Different nationalities
- Measuring the realms of the experience
- Will all realms of experience be relevant

- **Limitations**

- Relatively short event which to achieve 300 surveys
- Approaching people after their performance
- When will it be good to approach spectators
- One particular place

# Next steps



- Further investigation of topic
- Getting in touch with the organisation
- Proposal submission
- Generating results
- Providing recommendations

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