



## Call for Papers

### Special issue

Cultural Festivals' Organization and Management: New Challenges in the Digital Age?

#### Guest Editors:

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Submission deadline: **1st February 2020**

An international workshop about cultural festivals will be held on November 26th, 2019 at the University of Valencia, Spain. For more information on the workshop, please visit <https://cfest.webs.upv.es/>. Authors of the articles presented during the workshop will be invited to send a final version for possible publication in this Special Issue.

In recent years, festivals attracted an increased attention because of their remarkable increase in number (del Barrio et al., 2012; Baez-Montenegro, Devesa-Fernandez, 2017). As well, the digital revolution and the information and communication technologies (ICTs) diffusion impacted cultural festivals. Notwithstanding, one cannot take for granted that digital technologies had a disruptive effect on dissemination events like small festivals because of their peculiarities linked to the local territory and to the unique experience they assure to visitors, that cannot easily be replaced by digital tools. On the one hand, these festivals obtain customer loyalty and increase visitors more through “word of mouth” than through digital channels and they look for new audiences also through educational programs involving students. On the other hand, festivals’ setting, and organization are a tricky matter: these events are characterized by temporality and a project focus that require motivated workforce under intensive collaborations and the leadership of a few persons (Abfalter et al., 2012).

Consequently, one may wonder what the very final influence and impact of the digital revolution on the organization and management of cultural festivals is. Is it possible to talk

about new dynamics strengthening the success of festivals? Is digital proximity replacing or completing physical proximity in these events' organization?

The aim of this Special Issue is to investigate the actual context of festivals' structure, organization and management, also considering the actual challenges of the digital age. Cross comparisons between festivals taking place in different countries will be welcome. They are expected to consider the place, the structural organization and the impact of some selected festivals organized in small or large cities.

An important question at stake is to understand on what elements is nowadays based the potential success of festivals, their economic model, the nature of their offer, the services and experience that they propose as well as their links with the various types of local stakeholders and city facilities and structures. One may wonder what tie between a festival and the city organizing it comes up and what city's identity and brand is fostered by the festival itself.

Exemplary research questions and topics include, but are not limited to, the following:

- The economic revival and local/regional interest about festivals: what are the main reasons?
- The place, the structural organization and the impact of festivals organized in small cities: do they survive, or they are a real success?
- What about the role of festivals in the digital age?
- What about the economic model of festivals in the digital age?
- Social innovation and cultural festivals: actual challenges and perspectives
- New approaches and new audiences, considering the role of digital technologies
- New approaches and challenges to educational programs of cultural festivals and their possible impact from the digital revolution
- Local festivals and local cities: what links between digital technologies and brand identities?

We welcome qualitative or quantitative propositions, covering different countries, in the form of theoretical, conceptual, and empirical contributions.

**Review process for the selection of articles**

Submitted articles will be subjected to double-blind review and will be evaluated by the Guest Editors for this issue of the Journal. Authors should prepare their manuscripts for blind review and submit them to [ijam@hec.ca](mailto:ijam@hec.ca) before **1st February 2020**.

Manuscripts must follow the International Journal of Arts Management presentation rules ([Contributor's Guide](#)).

#### **References**

Abfalter D., Stadler R., Muller J. (2012), "The Organization of Knowledge Sharing at the Colorado Music Festival", *International Journal of Arts Management*, vol. 14, n. 3, pp. 4-15.  
Baez-Montenegro A., Devesa-Fernandez M. (2017), "Motivation, satisfaction and loyalty in the case of a film festival: differences between local and non-local participants", *Journal of Cultural Economics*, vol. 41, pp. 173-195.  
Del Barrio M. J., Devesa M., Herrero L. C. (2012), "Evaluating intangible cultural heritage: The case of cultural festivals", *City, Culture and Society*, vol. 3, pp. 235-244.