

Phat Phuong

**THE ECONOMIC IMPACT OF AN INTERNATIONAL CONCERT
ON THE LOCALS**

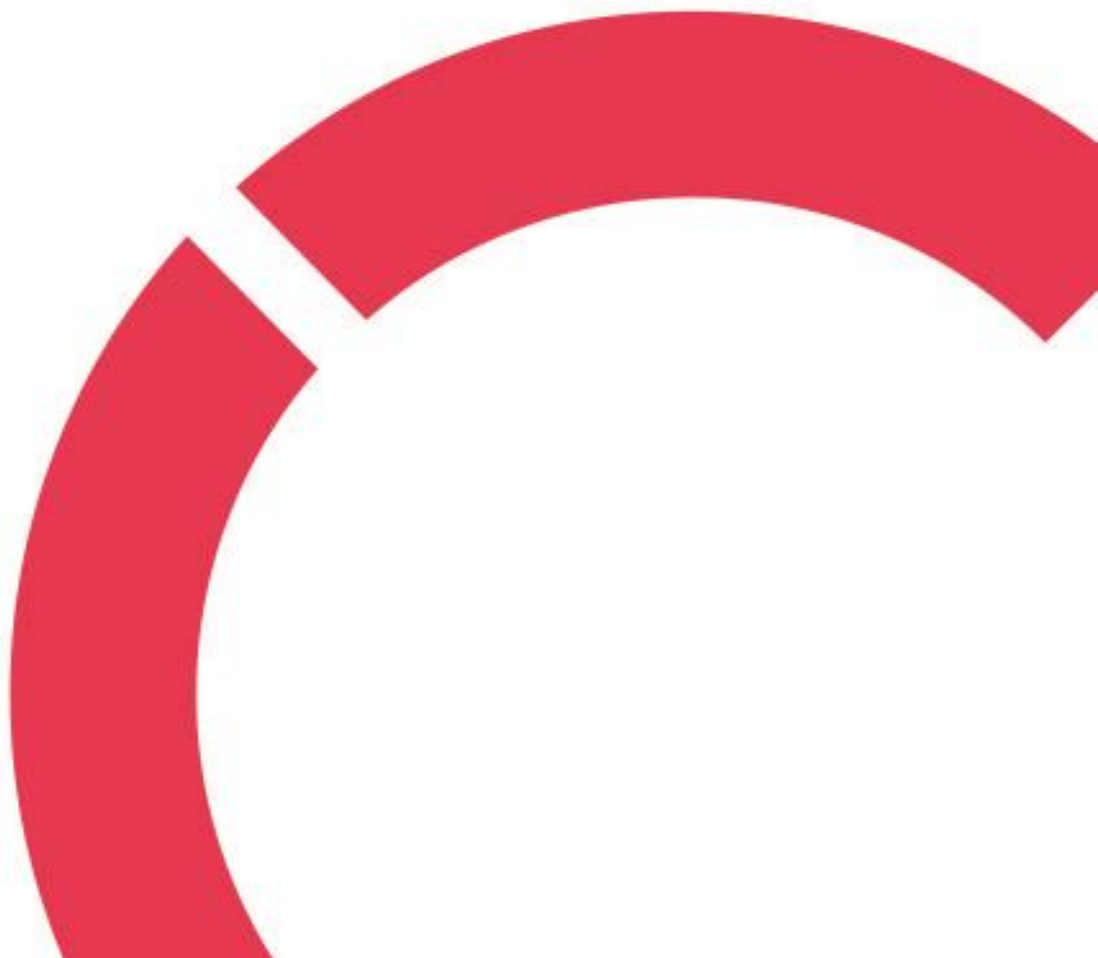
Case Study of Blackpink's 2023 World Tour Concert in Hanoi, Vietnam

Thesis

CENTRIA UNIVERSITY OF APPLIED SCIENCES

Bachelor of Business Administration, Business Management

October 2023



ABSTRACT

Centria University of Applied Sciences	Date October 2023	Author Phat Phuong
Degree programme Bachelor of Business Administration, Business Management		
Name of thesis THE ECONOMIC IMPACT OF AN INTERNATIONAL CONCERT ON THE LOCALS. Case Study of Blackpink's 2023 World Tour Concert in Hanoi, Vietnam		
Centria supervisor Annika Sandström		Pages 40 + 5
<p>The objective of this thesis is to study major economic impacts that an international concert has on the local economy. The study focuses on the four main economic impacts of tourism and economy, society and culture, politics, as well as environment as the main theoretical elements of the framework. Blackpink's World Tour Concert 2023 (Born Pink concert for short) in Hanoi, Vietnam is used as a case study. As a research-based thesis, the case study is closely connected to the theoretical information and source literature.</p> <p>The thesis used a quantitative research method by implementing a questionnaire to gather individual assessments of the four economic impacts of international events. The findings outline the economic impacts surrounding an international concert. Furthermore, the impact of international concerts on the local community, the city's image, and the local environment are also highlighted.</p> <p>The study concluded that international concerts like Blackpink's concert contribute significantly to the local economy, fostering urban growth and cultural enrichment. These insights can inform urban planners, policymakers, and event organizers to strategically harness the economic potential of international events for sustainable development. Hence, the study outcomes can enrich academic knowledge and can make useful contributions to in-depth research in the same and related fields.</p>		
Key words Blackpink, economic impacts, Hanoi, international concerts, international events, Vietnam		

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1 INTRODUCTION

National and global economies have stagnated heavily in the past three years since the start of the covid-19 pandemic, including that of Vietnam. The Vietnamese government and related departments are always in a state of searching for solutions to turn the economy back to its original development momentum before the pandemic. Capital should not be kept in one place but should be circulated to run the economy and generate profits. Such solutions need to both raise domestic spending and attract capital and other resources from abroad. Realizing the economic benefits of world tours by global music idols, choosing an international concert organization can provide a significant positive economic resource to a developing economy of Vietnam.

The research question is whether international concert organization really brings positive economic impacts? To answer this question, the objective of this thesis is to study the major economic impacts that an international concert has on the local economy where the concert takes place.

When discussing the impact of events, perhaps more emphasis is placed on the financial aspect as it accounts for the justification of budgetary goals and expenditures. However, the 'triple bottom line' of social, economic and environmental goals/measures should not be underestimated as government policies often acknowledge them. For example, social and cultural interests play an important role in calculating the overall impact of an event. And based on this study by Allen et al. 2010, the main body of the thesis points out the four main economic impacts of an international concert which are tourism and economy, society and culture, environment, and politics.

Specifically, the study will analyze Blackpink's world tour concert 2023 (Born Pink concert for short) in Hanoi, Vietnam as a case study to clearly see four economic impacts with specific data from holding a concert. international. By analyzing the case study, the study also shows the overall economic impact of holding the same international concert in different countries compared to the South. The thesis uses a quantitative research method by implementing a questionnaire that is sent to groups on Facebook where the community mainly focuses on Vietnamese people. The obtained results were aggregated and analyzed immediately. Discussion and insights added by the author. Finally the conclusion.

International concert organization is not a new concept and these activities have been going on for a long time. But with an emerging market and having experienced many wars in the past, combined with

a very different cultural and political background compared to the West, Vietnam is not really open to demand international cultural import outside the region. Concert organization is not really an economic sector in Vietnam. Because of many shortcomings, usually Vietnamese artists go to concert as guest performances instead of holding their own concerts. (Long 2023, Tran 2023)

Furthermore, the event has just occurred approximately 30 days ago from the time this thesis was data collected and reported. The organizers and other stakeholders have not yet released their financial statements after the event. And they have not announced the environmental impact of this concert. The figures are taken from information at the pre-concert stage and general revenue from ticket sellers. Although there are not many detailed reports about the concert, this is a new source of inspiration for researchers to analyze and discuss. New discoveries and innovative scholarly contributions can be made from studying this brand new fact.

A case study on the economic impact of the case study can provide a more open and confident view for policymakers and businesses in Vietnam focusing on investment and organizational development. international concerts such as the potential economic sector for Vietnam. With a focus on the Vietnamese market, the Study can serve as a useful starting point for further research into the economic impacts of international concerts in Vietnam. Difficulties and limitations in the international concert sector in Vietnam such as the lack of quality concert organizers, problems with capital sources, and infrastructure that have not really kept up with the pace of economic development and infrastructure material and technical facilities have not met the quality requirements of international concerts, etc.

Possible topics are: study of international concert management and organization model for concert organizers in Vietnam; research on spending patterns of international concert audiences in Vietnam; research on supply chain management for international concerts in Vietnam; etc In addition, the thesis can also contribute to the study of other aspects of international concert organization in non-monetary fields such as culture, education, media - public relations, psychology, politics, environment, etc.

2 FOUR ECONOMIC IMPACTS OF INTERNATIONAL CONCERTS

International events, including sports, cultural festivals, and concerts, draw attention due to their significant economic potential for host economies. Research explores their impacts on local economies, tourism, and development. The economic effect of international concerts is studied from various angles, encompassing direct revenue from ticket sales and merchandise, as well as indirect effects like increased demand for services. These events also benefit tourism, boost urban development, and leave lasting legacies, making them crucial for economic analysis and planning. (Wolfe et al. 2022)

International concerts are multifaceted events with far-reaching impacts. They drive tourism and economic growth, foster social and cultural exchanges, enhance political relations, and can have both positive and negative environmental consequences. These impacts make them a subject of interest for researchers, policymakers, and event organizers seeking to understand and optimize their effects on host communities and the world at large.

2.1 Tourism and economic impacts

International concerts are often major attractions, drawing attendees not only from the local area but also from distant locations. This influx of concert-goers can significantly boost the local economy. Attendees require accommodations, such as hotels and Airbnb rentals, leading to increased revenue in the hospitality sector. Additionally, they spend on dining at local restaurants, shopping at nearby stores, using transportation services, and even participating in pre- or post-concert activities. The cumulative effect of these expenditures can be substantial, resulting in a notable economic impact on the host city or region. It's common for cities to strategically plan and promote such events to maximize their economic benefits.

2.1.1 Tourism surge and visitor influx

International events such as concerts are likely to attract many attendees, a significant portion of whom often come from outside the host city or country. This flow generates an increase in tourist arrivals,

thus contributing to an increase in visitor arrivals and occupancy rates for local accommodation facilities such as hotels, motels, and short-term rental houses. Studies by Ritchie and Smith (1991) show that events of this type can lead to a significant increase in overnight stays in the host city. This has been helping Vietnam's economy a lot. According to Forbes 2023, Vietnam owns the second lowest value currency in the world, so attracting visitors from abroad also attracts a higher value of foreign currency than the Vietnamese dong. This is a precious source of revenue for the country contributing to foreign exchange reserves and improving the liquidity of Vietnam's foreign expenses.

2.1.2 Accommodation and dining

The increased number of concert attendees requires an increasing demand for services, especially accommodation and catering facilities. This increase in demand generates economic benefits by generating additional revenue streams for local businesses and service providers. The hotel sector saw a surge in bookings and reservations, leading to improved occupancy rates. Furthermore, attendees seek out local culinary experiences that contribute to increasing demand for restaurants, cafes and street vendors, boosting economic activities in the food and beverage sector. Research by Getz (2008) indicates that during international events, spending on accommodation and meals can increase significantly, providing a direct boost to the local economy.

2.1.3 Extended stays and secondary spending

One notable phenomenon observed during international events is the prolongation of the visitor's stay beyond the duration of the event. Attendees often take advantage of the occasion to explore the attractions and cultural offerings of the host city. This trend leads to extended periods of visitor presence, creating opportunities for additional spending on various tourism-related activities. According to Getz and Stephen (2015), operators of local tours, museums, cultural venues and entertainment venues will benefit from this increased patronage over the long term, enriching more local economy.

In essence, participating in a music festival or event can serve as a compelling incentive for consumers to embark on short-term travel arrangements. By following conventional wisdom, such travel plans are designed to culminate in two distinct possibilities. The first involves visitors arriving at the destination prior to the event, immersing themselves in the event's main attractions, and then concluding the

journey. Alternatively, attendees can revel in the peak of the event, subsequently dedicating post-event time to leisurely partake in local services and cultural experiences, before finalizing the trip. To ensure the success of either approach, the pivotal factor is for visitors to engage deeply with select featured activities, rather than attempting to encompass all offerings within the confines of a brief visit.

2.2 Social and cultural impacts

International concerts offer more than just entertainment; they often serve as cultural and social gatherings. These events bring together people from diverse backgrounds, fostering cross-cultural interactions and exchanges. Attendees may experience different forms of music, art, and entertainment, contributing to the diversification of cultural experiences within a community. Such gatherings also promote a sense of inclusivity, as people come together to celebrate a shared passion for music and performance. In this way, international concerts can have a profound social and cultural impact by strengthening community bonds and promoting cultural diversity. International events, especially popular concerts by popular artists like Blackpink, have far-reaching implications beyond their economic impact. These events often become cultural phenomena that promote a sense of community, promote cultural exchange, and contribute to social cohesion in the host community.

2.2.1 Promoting destination image

International events present host cities with the unique opportunity to display their cultural heritage and modern conveniences, thereby influencing visitors' perceptions of the location. By creating positive event experiences and offering exposure to local culture, a higher likelihood of return visits and positive word-of-mouth endorsements is achieved, ultimately leading to the enduring advancement of the destination's image and fostering sustainable growth in tourism and hospitality endeavors. The success of such events can profoundly elevate a host city's global standing, showcasing its adeptness at organizing large-scale gatherings and cultivating a lively cultural milieu. Favourable media coverage and enthusiastic feedback from participants further amplify the city's allure as an appealing destination, potentially catalysing both tourism and investment expansion. Notably, the impact of events like Blackpink's concert in Hanoi extends the city's renown as a hub of culture and entertainment, reinforcing its reputation on the international stage (Lee et al. 2005).

2.2.2 Emotional and social influences

Emotions and social interactions play a pivotal role in shaping consumer behaviour within the context of events. It's a well-established fact that attendees often experience a range of uplifting emotions and a sense of social cohesion during these gatherings, and these factors can exert a profound influence on their spending decisions. The emotional connection formed with the event, coupled with the desire to capture and remember the experience, frequently translates into increased spending on various event-related items. This may include the purchase of souvenirs that serve as tangible mementos or the act of taking souvenir photos to encapsulate the memories.

Furthermore, the social dimension of attending an event, often in the company of friends or fellow enthusiasts, can lead to collective spending patterns. These shared experiences not only enhance the overall enjoyment of the event but also contribute to a collective sense of camaraderie that can prompt individuals to spend more generously. Consequently, this collective spending has a broader economic impact, bolstering the local economy and reinforcing the significance of events in the context of community and economic growth. The research conducted by Lee, Lee, and Wicks (2004) underscores the importance of these factors in understanding the economic dynamics of events.

2.2.3 Cultural exchange and diversity

International events play a multifaceted role as cultural exchange platforms, offering audiences a rich tapestry of experiences encompassing diverse art forms, musical genres, and entertainment styles. What makes these events particularly remarkable is the convergence of attendees hailing from various cultural backgrounds. This unique amalgamation provides an exceptional opportunity for cross-cultural interaction, fostering an environment where traditions, customs, and artistic expressions are shared and celebrated.

For instance, the case of Blackpink's concert in Hanoi exemplifies how international events can facilitate cross-cultural dialogue. Fans from different regions and cultural backgrounds came together to celebrate the group's music, creating an atmosphere of inclusion and mutual appreciation. Such instances highlight the inherent value of cultural diversity, showcasing how international events can serve as bridges that bring people from diverse backgrounds together.

This perspective aligns with the insights presented by Smith (2016) and underscores the profound impact that international events can have in promoting cultural understanding, appreciation, and cross-cultural harmony on a global scale.

2.2.4 Strengthening cultural identity

Events such as international concerts have the potential to significantly bolster the cultural identity of the host community. These gatherings serve as powerful demonstrations of the city's capacity to orchestrate and host international activities while simultaneously championing and showcasing its own local cultural values. What makes these events even more impactful is that attendees, both from the local community and international visitors, actively engage with the host culture's rich artistic heritage and contemporary creative expressions. This engagement fosters a profound and lasting connection with the host location.

The synergy achieved by integrating global entertainment with a celebration of local cultural pride serves to reinforce the identity of the host community. It acts as a beacon that illuminates the unique characteristics and cultural richness of the community on the global stage. In essence, it not only promotes the city's capacity for international events but also highlights the essence of its cultural heritage and contemporary artistic expressions, as noted by Getz (2019).

2.2.5 Fostering social interaction and bonding

The general nature of attending international events promotes social interaction and cohesion among attendees. Concertgoers share common interests, allowing them to form new friendships and strengthen existing ones. The excitement and emotional resonance evoked by performances such as Blackpink's often create a sense of belonging, strengthening attendees' connections to both the event and to each other (Manthiou 2014). In the context of an era when borderless connectivity is promoted more and more strongly by social networking platforms such as Facebook, Twitter (X), Instagram, etc., people with similar interests can form network communities before and after the event to continue to maintain the flame of passion. And grouping for the next Blackpink and so on events.

2.3 Political impacts

International concerts can extend their influence into the political arena. A successful concert event can enhance the global image and reputation of a city or country. It showcases the host location as a vibrant and attractive destination for international events, potentially increasing its soft power. Furthermore, these events offer opportunities for diplomacy and cultural diplomacy between nations. Governments and diplomatic entities may leverage international concerts to strengthen international relations, promote peace, or celebrate diplomatic milestones. By hosting renowned artists and welcoming diverse audiences, nations can demonstrate their openness to the world and enhance their political standing. The political impacts of events play a crucial role in influencing local, regional, and even national dynamics, fostering political awareness, and shaping public perception. This section delves into the key components of the political dimension, highlighting their significance in analysing the political impact of events.

2.3.1 Policy influence

An essential facet within the political impacts involves delving into how events can exert influence on local or regional policies. Events possess the inherent potential to elevate awareness surrounding specific issues and catalyse discussions that hold the potential to instigate policy alterations. For instance, events that shed light on pressing social or environmental concerns have the capacity to prompt policymakers to re-evaluate existing regulations or introduce new ones to address these issues effectively. Through a comprehensive analysis of the policy impact of events, researchers can gauge the extent to which events play a role in shaping the legislative landscape. This examination aligns with the insights presented by Bäckstrand and Kuyper (2017), emphasizing the significance of studying how events contribute to moulding and influencing policy decisions.

2.3.2 Political engagement

The extent to which an event stimulates political awareness and fosters active engagement among its attendees serves as a pivotal indicator of its profound impact on civic participation. Such events can function as dynamic platforms for various facets of political involvement, including political education, thought-provoking discussions, and even grassroots activism. These initiatives may encompass

activities such as voter registration drives, enlightening political panel discussions, or advocacy campaigns aimed at empowering attendees to become more politically informed and engaged citizens.

In the broader context, assessing the level of political engagement generated by these events provides valuable insights into their role in cultivating an active and well-informed citizenry. This emphasis on political awareness and participation is in alignment with the perspectives presented by Norris (2002), underlining the importance of understanding how events contribute to shaping an engaged and politically active populace, which is fundamental to a thriving democratic society.

2.3.3 Government relations

The relationship between events and government bodies is pivotal for successful planning and execution. Events often require coordination with government authorities for various logistical aspects, such as securing permits, ensuring security measures, and managing traffic and crowd control. Exploring government relations sheds light on the collaboration between event organizers and public agencies, underscoring the importance of effective communication and cooperation (Getz, 2012). The complexity of the administrative procedures and licensing involved at levels of government will depend on the size and nature of each concert. The bigger concert the more complicated the procedure.

2.3.4 Public perception

The political undertones or themes embedded within an event can wield a substantial influence over how the public perceives and engages with political discourse. Delving into the intricate dynamics of how the public receives and interprets the political messaging conveyed by events yields valuable insights into prevailing societal attitudes and values. Events that resonate with and align themselves with the prevailing public sentiment may serve to reinforce pre-existing opinions and viewpoints.

On the other hand, events that tackle controversial themes or subjects have the potential to ignite discussions and debates that have the power to significantly shape public opinion over time. By meticulously analysing the intricate web of public perception surrounding these events, one can attain a comprehensive understanding of the broader societal impact that political events can have. This underscores the importance of studying the interplay between events and public perception, as articulated by

Iyengar and Simon (2000), as it helps to elucidate how events contribute to the ever-evolving landscape of political discourse and public sentiment.

2.4 Environmental impacts

While international concerts bring about economic and cultural benefits, they can also have environmental impacts, both positive and negative. Large-scale events often require significant energy resources for stage lighting, sound systems, and audience facilities, which can contribute to increased energy consumption and greenhouse gas emissions. Additionally, the transportation of attendees to and from the event can result in air pollution and traffic congestion. However, event organizers and host cities are increasingly recognizing the importance of mitigating these negative environmental effects. Sustainable event planning and practices, such as using renewable energy sources, reducing waste through recycling and responsible disposal, and promoting eco-friendly transportation options, can help offset these impacts. By implementing environmentally conscious strategies, international concerts can reduce their carbon footprint and leave a positive legacy of sustainability.

2.4.1 Resource conservation

Resource conservation involves using vital resources like energy, water, and raw materials wisely and sustainably. It goes beyond cost savings, helping preserve finite resources, protect the environment, and promote long-term sustainability. Businesses can achieve this through energy-efficient technologies, water-saving methods, and lean production processes. These practices reduce expenses, environmental impact, and waste.

Resource conservation efforts benefit natural ecosystems by reducing pollution and habitat destruction. Responsible resource management ensures these resources are available for future generations, promoting fairness and environmental stewardship. In summary, resource conservation is crucial for efficient resource use, cost savings, environmental protection, and sustainability, making it vital for responsible corporate citizenship (Smith et al., 2018).

2.4.2 Sustainable practices

The adoption of sustainable practices is crucial for mitigating environmental harm caused by business activities. Sustainable practices encompass a wide range of strategies aimed at reducing waste generation and emissions. This includes recycling and upcycling initiatives, waste reduction programs, and the use of eco-friendly materials. By integrating sustainable practices into their operations, businesses demonstrate their commitment to minimizing their ecological footprint and promoting a circular economy (Bansal & DesJardine, 2014). Many individuals have uncertainty about what constitutes a sustainable solution in general. Addressing this issue involves seeking the response to the fundamental question: “Can this solution be implemented infinitely?”

2.4.3 Environmental compliance

In today's business landscape, adhering to environmental regulations and standards is not just a choice but a fundamental requirement for maintaining both ethical integrity and legal credibility. Environmental compliance represents a vital commitment that ensures businesses operate within the established boundaries set by governmental bodies, with the primary aim of safeguarding the environment and public health. For companies, this means a diligent process of monitoring and reporting various aspects, including emissions, waste disposal methods, and pollution levels. By doing so, businesses underscore their dedication to responsible environmental stewardship, as emphasized by Potoski and Prakash (2005).

It's worth noting that the responsibility for environmental compliance extends beyond businesses and concert organizers. Event participants themselves also play a role in upholding these standards, as they engage in activities within the event. Moreover, the government's role in enforcing and maintaining strict regulations further reinforces the collective commitment to preserving the environment and public well-being.

2.4.4 Carbon footprint reduction

The reduction of carbon footprints stands as a pivotal element in the ongoing battle against climate change and the imperative to minimize greenhouse gas emissions. It is incumbent upon businesses to

proactively implement a range of strategies aimed at lowering their carbon footprint. These strategies encompass the adoption of cleaner and more sustainable energy sources, meticulous optimization of transportation logistics to reduce emissions, and the consistent implementation of energy-efficient practices throughout their operations.

By embracing these multifaceted approaches, companies not only fulfill their corporate social responsibility but also make significant contributions to the global efforts to curtail global warming. Their commitment to these measures is a vital step toward promoting environmental sustainability and safeguarding the planet for future generations. This aligns with the findings of Nässén et al. (2014), which underscore the importance of such efforts in addressing climate change challenges.

3 BORN PINK CONCERT THROUGH FOUR MAIN ECONOMIC IMPACTS

The success of Blackpink's recent concerts in Vietnam has highlighted the economic potential of the concert industry within the country. Beyond direct ticket sales, the events have spurred growth in sectors like tourism, accommodation, transportation, dining, and retail spending. This economic boost is expected to create job opportunities and strengthen the overall tourism industry, making concert organization an attractive avenue for further development in Vietnam's economy (Duong 2023).

3.1 Quick facts about Blackpink and the Born Pink concert

- Born Pink

On June 26, Blackpink announced they would be holding two concerts at My Dinh National Stadium, Hanoi on July 29-30 as part of their current world tour "Born Pink". Tickets for the two concerts cost 1.2-9.8 million VND (51-414 USD) each. The main information about the concert includes the event organizer, IME Vietnam Co., Ltd; the exclusive ticket issuer is Ticket Box; band. Blackpink with the management agency YG Entertainment.

Blackpink's Born Pink world tour, which began late last year, grossed about \$163.8 million ahead of the Hanoi concert, with more than 900,000 tickets sold. This makes Born Pink the highest-grossing girl group tour of all time, surpassing the previous record set by the Spice Girls (\$78.2 million), TLC (\$72.8 million), TLC (\$72.8 million) and Destiny's Child (\$70.8 million). (Sng 2023)

- Black Pink

The group was formed in 2016, consisting of 4 members Jennie, Lisa, Jisoo and Rose. After seven years, the group achieved international success with many hits such as "Ddu-Du Ddu-du", "Kill This Love" and "Pink Venom". According to Wikipedia, Blackpink has one of the 31 most viewed Youtube channels on the platform with 30.399 billion views. In addition to music, the 4 members of the group are also global brand ambassadors for Chanel, Céline, Dior and Yves Saint Laurent. (Nguyen, H. 2023)

They have achieved various milestones, including competing at Coachella, reaching 1 billion views on YouTube, and making it to Forbes Asia's 30 Under 30 list. Their unique blend of music and style,

coupled with YG Entertainment's approach of releasing fewer songs each year, has fueled their global success. The band's impact on fashion and plans for new music contributed to their rise to prominence, raising questions about their potential to penetrate the Western music market. (Glasby 2020)

As a remarkable achievement, Blackpink's Born Pink world tour has become the first tour by a girl group in history to surpass \$200 million in ticket sales. (Real-Kpop-News 2023)

3.2 Tourism and economic impacts

Blackpink's concerts in Hanoi on July 29 and 30 resulted in significant economic and tourism benefits for the city. Welcoming approximately 170,000 visitors, the event generated a total expenditure of VND630 billion (\$26.5 million), with about 8% of attendees being foreigners. This influx of visitors contributed to a 20% surge in hotel occupancy around the concert venue. Notably, online searches for Hanoi hotel rooms on platforms like Agoda saw a tenfold increase in mid-July, surpassing neighboring countries. International interest also rose by 2.5 times, particularly from markets including mainland China, Cambodia, Hong Kong, Taiwan, and the Philippines (Nguyen Quy 2023).

Despite high airfare costs, flights between Ho Chi Minh City and Hanoi were fully booked, underscoring the immense attraction of the concert. Blackpink's presence enhanced Hanoi's image as a secure and hospitable destination, garnering global attention and augmenting Vietnam's reputation in the tourism sphere. This sentiment is echoed by Phan Dinh Hue, Director of Vietcircle Tourism Company, who views this opportunity as a "golden" chance to draw foreign tourists due to the group's extensive international fan base, particularly in European countries. The Chairman of the Hanoi People's Committee, Mr. Tran Sy Thanh, expressed gratitude to Blackpink for bolstering Hanoi's image as a welcoming hub for international music and culture events. This triumph contributes to Hanoi's transformation into a modern city prepared to host more such significant occasions. Similar gains were observed in Thailand and Singapore, where Blackpink concerts resulted in over \$20-30 million and over \$35 million in revenue, respectively, showcasing the positive impact of the Born Pink world tour on attracting high-spending tourists and boosting tourism for these cities (Nguyen, T. 2023).

Korean media has also lauded Blackpink's Hanoi concert, with an article in the Opinion newspaper titled "Concert Born Pink Hanoi shocked Southeast Asia." Choi In Chul, a reporter for the publication,

noted that the event increased the cost of traveling to Hanoi. Round-trip tickets between Korea and Vietnam escalated to 9 million VND (380 USD), while concert tickets reached 9.8 million VND (400 USD). The concert's impact reverberated beyond tourism, as the Ministry of Culture, Sports and Tourism estimated a 21.4% year-on-year increase in tourists visiting Hanoi in July, totaling 2.38 million visitors, including 380,000 foreigners. Additionally, concert-related accommodation searches experienced a tenfold surge, underscoring the profound influence of Blackpink's performances (Minh 2023).

3.3 Social and cultural impacts

The impact of Blackpink's concerts in Hanoi is proving to be a catalyst for enhancing Vietnam's image, both domestically and globally. This sentiment is shared by General Director Lee Weon Suk of Daehong Communications, a Korean marketing solutions company, who acknowledges that shows like Blackpink's contribute to promoting Vietnam's allure. Lee highlights how elements of Vietnamese culture, from the food they enjoy to the dance performances they engage in, resonate with global audiences, showcasing the unique charm of the country. This has sparked interest among marketers, with plans to invite more K-pop stars to Vietnam in the wake of Blackpink's successful concerts, opening doors for a broader range of events, not solely organized by Korean companies, but also global stars and international entertainment giants. This trend is expected to contribute to the growth of Vietnam's entertainment industry, attracting international attention and visitors in the process (Le, X. 2023).

The positive influence of Blackpink's presence extends to various sectors, including tourism. Major tour operators like Vietravel offer packages tailored around the concert, reflecting the demand generated by the event. Nguyen Cong Hoan, General Director of Flamingo Redtours, asserts that Blackpink's appearance generates favorable PR for international tourists, potentially bolstering the nation's tourism industry (Tu Nguyen 2023).

The profound impact of Blackpink's influence is also evident through the fan community's enthusiastic engagement. Fans not only exhibit their creativity through distinctive fashion choices at the Born Pink music festival but also embark on initiatives to welcome the girl group to Hanoi. Fansites dedicated to Blackpink members have undertaken projects such as displaying photos and messages on giant LED screens across the city's iconic TNR Tower. These endeavors, fueled by significant donations, reflect the deep connection between the fans and the group, amplifying the atmosphere of excitement (Nguyen, H. 2023).

Moreover, during their performance in Hanoi, Blackpink demonstrated their affection for Vietnam and its culinary delights, creating a stronger connection with their audience. Expressing appreciation for Vietnamese cuisine, they lauded dishes like pho, bun cha, and banh mi, which resonated with the fans and further endeared the group to the local culture. As Blackpink's "Born Pink" world tour becomes the highest-grossing girl group tour in history, Hanoi stands as the triumphant culmination of their Asia tour (Tan Cao 2023).

In essence, Blackpink's concerts in Hanoi have catalyzed positive outcomes across various domains, including enhancing Vietnam's image, spurring tourism interest, sparking fan-driven initiatives, and strengthening the group's connection with local culture. This collective impact signifies the significance of cultural exchange and entertainment in shaping the country's global perception and promoting its diverse offerings.

3.4 Political impacts

The highly anticipated BLACKPINK 2023 World Tour is set to take place at My Dinh National Stadium in Hanoi on July 29 and 30, drawing crowds of approximately 36,000 and 31,000 spectators respectively (Lê 2023). Despite initial uncertainties related to ticket prices, song list, and song copyright issues, the Vice Chairman of the Hanoi People's Committee, Ms. Vu Thu Ha, has confirmed that the shows will proceed as planned. The committee has directed various departments and law enforcement agencies to ensure security during the performances, focusing on promoting Vietnam's image as a friendly and hospitable destination for international cultural events (Mendoza 2023).

However, the concert's organizer, IME Vietnam, faced backlash after displaying a map image with disputed boundaries on their joint Asia website. The controversial map image led to concerns of event cancellation due to perceived support for the "nine-dash line" dispute in the South China Sea. IME CEO Brian Chow issued an apology and clarified that the images did not represent any specific territory. The Ministry of Culture, Sports and Tourism initiated a verification process, and despite these challenges, the concert is expected to proceed, catering to around 67,000 enthusiastic fans (Reuters 2023, Anh 2023).

Moreover, a dispute over copyright fees has placed Black Pink's concert license in jeopardy. The Vietnam Music Copyright Protection Center (VCPMC) requested the Hanoi People's Committee to revoke the concert's license, claiming that iME, the organizer, did not obtain proper permission or pay royalties for BlackPink's copyrighted material. Despite these issues, the concert's cancellation is unlikely as a significant number of tickets have already been sold, with an estimated audience of over 67,000. The Hanoi People's Committee is currently investigating the situation. (VNS 2023)

Despite these challenges, iME Vietnam, the concert's organizer, has confirmed that Hanoi will be the final stop of BlackPink's Born Pink global tour in Asia. The organizers are ensuring high-quality standards with about 80% of technical equipment sourced from Korea and Thailand, including a substantial number of L-Acoustic K1 speakers. A team of experts from around the world will collaborate with Vietnamese experts to optimize the performance of these advanced devices for a large-scale musical experience (Anh 2023b).

In summary, Black Pink's concert in Hanoi has navigated through controversies and challenges related to copyright fees, disputed maps, and technical arrangements. Despite these issues, the shows are set to go on, attracting thousands of fans to witness this globally anticipated event.

3.5 Environmental impacts

The aftermath of international concerts has revealed a concerning trend. After prolonged waiting periods, concertgoers brought their own provisions, including food and idols' merchandise, to the venue. Despite the anticipation, heavy rain before the show forced attendees to don raincoats. However, this led to a post-concert scene of widespread litter, encompassing plastic bottles, raincoats, and other debris. Criticism emerged online, targeting fans for their thoughtless disposal of waste, while others expressed empathy for the cleanup staff burdened by the aftermath. This underscores the need for heightened hygiene awareness during crowded events of this nature. (Source: Dan Tri)

Another instance, the BLACKPINK concert at My Dinh Stadium, with its nightly attendance of over 30,000 people, presented a substantial waste management challenge for environmental workers. Both Ms. Nguyen Thi T. and Ms. Nguyen Thi Trang, experienced sanitation workers, were taken aback by the sheer magnitude of trash generated, surpassing even that from football matches. The waste, including food containers, cups, raincoats, overflowed trash bins, spreading litter both within and

beyond the stadium. Astonishingly, the concerts managed to draw crowds of up to 67,000, cementing their status as Vietnam's grandest performances by international artists. Reflecting on her two decades in the field, Ms. Trang highlighted the staggering "20 tons of trash" amassed after just the first night—a level she hadn't encountered in 13 years. Their observations were relayed through the Dan Viet newspaper. (Source: Thuong Hieu Va Phap Luat)

Closely, the incidents surrounding these concerts underscore the critical need for concertgoers and event organizers alike to prioritize responsible waste management and hygiene awareness, especially in the context of large-scale events. Concerts can be a source of joy and entertainment, but they should also be a platform for fostering sustainable habits and communal respect for the environment.

4 METHODOLOGY AND DATA ANALYSIS

This section provides a detailed overview of the research methodology employed in this quantitative study. The methodology emphasizes attention to detail, covering everything from data collection procedures to ethical considerations, ensuring the integrity and validity of the research. This commitment aligns with high standards of research ethics and integrity. The subsequent sections will delve deeper into the research design, data collection methods, and analysis techniques used to extract meaningful insights. The goal is to establish a transparent and robust foundation for the study, bolstering confidence in the research's rigor and credibility.

4.1 Research Method

The research embraced a positivist philosophy, aligning with its objective to explore variable relationships through empirical evidence and objective observation (Saunders et al., 2019). This approach suited the study's focus on quantifiable methods for analyzing patterns and associations between variables. Its structured methodologies ensured scientific rigor and valid assessment of variable relationships. Choosing positivism was motivated by the aim to approach the research problem scientifically, emphasizing empirical evidence. This enabled systematic examination of variable relationships, supporting robust data collection and analysis.

Ethical considerations were carefully addressed throughout the data collection process. Informed consent was obtained from all participants prior to the interview and survey. Participation is voluntary and confidentiality is guaranteed. They can stop and have the right to withdraw from the study at any time. Observations were conducted discreetly, and no personal information was recorded.

In addition to the quantitative method, a qualitative approach was briefly incorporated to enhance the trustworthiness of the thesis findings. The inclusion of qualitative methods allowed for a more nuanced exploration of the research topic, providing depth and context to complement the quantitative data. This dual-method approach aimed to ensure a comprehensive and robust analysis, contributing to the overall credibility and reliability of the research outcomes.

4.2 Data collection

Collecting quantitative data includes collecting metrics such as response frequency, mean, and standard deviation. This data is often analysed using statistical software and is often used in surveys and experiments to gain initial insights into research problems. Quantitative data is structured for statistical analysis and can be represented through charts and graphs (Questionpro 2022). This survey aimed to examine the economic impact of attending international concerts on local communities. A total of 61 participants responded to the survey, providing insights into various aspects related to international concerts and their impact on the local economy.

Additional interviews were implemented to gather deeper insights on the economic impacts of international concerts from attendees who attended Born Pink concert 2023 in London. Despite differing observations, interviewees had similar assessments of the impact that the Born Pink concert brought to London's economy. Questions were sent and responses were received in word document format.

4.3 Questionnaire design

Primary data are collected using structured surveys administered to a representative sample of the target population. The survey instrument was designed based on a comprehensive literature review (Smith et al., 2019; Denscombe 2008), focusing on variables relevant to the study objectives.

The theoretical framework provides insight into the survey, considers tourism and economics, explores cultural and social impacts, assesses potential political impacts and assesses environmental impacts. Structured into 12 questions, the survey begins by gathering demographic information. Continuously, questions 4,5,6 study the impact of tourism and economic impacts, and social and cultural impacts are reserved for questions 7,8,9. Next, question 10 is a study of assessments of political impacts, while question 11 is a study of assessments of environmental impacts. Finally, end the survey with an open question - question number 12. The opening statement of the survey is followed by the attached photos and videos which provide an overview of what an international concert looks like for survey participants to easily visualize.

The survey collected random samples but focused on the Vietnamese market. Attendees shared their first-hand experiences, providing subjective and detailed insights into the economic impacts of an

international concert. Those who have never attended an international event, as observers, contribute an objective perspective that sheds light on the broader economic impacts of those concerts.

Using Google Forms as the tool of choice because of its user-friendly, aesthetically pleasing and familiar interface to Vietnamese users brings convenience to remote operations, widespread distribution and feedback updates over time. An online survey was sent to international concert-related Facebook groups such as Born Pink and the author's network to analyze their perceptions of the economic impact of a concert. Distribution took place through social media platforms and concert forums, gaining overall response within a one-weekend time frame.

4.4 Result analysis

- **General introduction**

The first three questions concerned demographics and general understanding of an international concert. More than 62% of respondents were between the ages of 18 and 25, according to the results of this question. Of these, the majority of participants were female with 57% while only 41% were male. The rest prefer not to say. Furthermore, of the above, about 30% have participated in an international concert, specifically Blackpink's 2023 World Tour Concert in Hanoi.

- **Tourism and economic impacts**

Regarding the likelihood of traveling to see international concerts, 36.4% of respondents reported being likely to travel to another city to see an international concert, with 27.3% responding "Very likely". On the other hand, 12.8% expressed that they were unable or very unlikely to do so, while 27.3% still maintained a neutral attitude. (FIGURE 1).

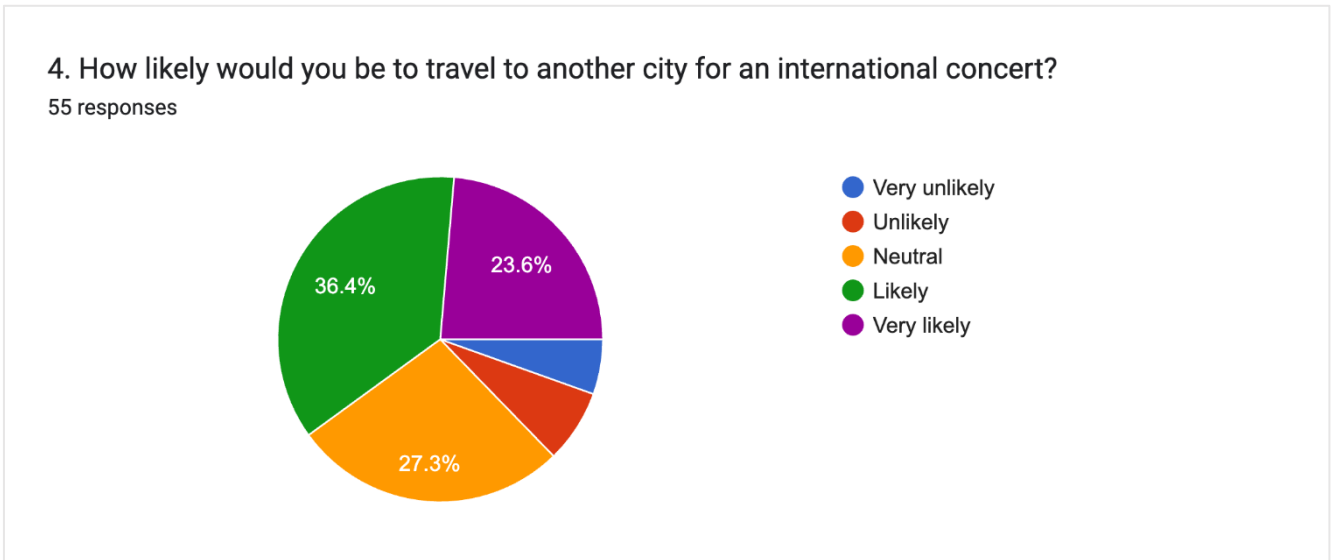


FIGURE 1. The degree of willingness to go to another city to attend an international concert

In FIGURE 2, the survey revealed a remarkable willingness among respondents to spend on various aspects of international concerts. Some 74.2% were willing to cover accommodation costs, and a similar proportion expressed interest in purchasing event-related goods. Furthermore, 83.9% predicted transportation costs, emphasizing travel arrangements. Notably, 87.1% plan to allocate funds to food and drinks during concerts, highlighting their appeal. It is worth noting that all participants (100%) committed to buying entrance tickets, showing enthusiastic consensus. The data clearly shows a willingness to allocate funds for accommodation, goods, transportation, food, drinks and tickets in various localities. This reflects the multifaceted costs associated with attending such events.

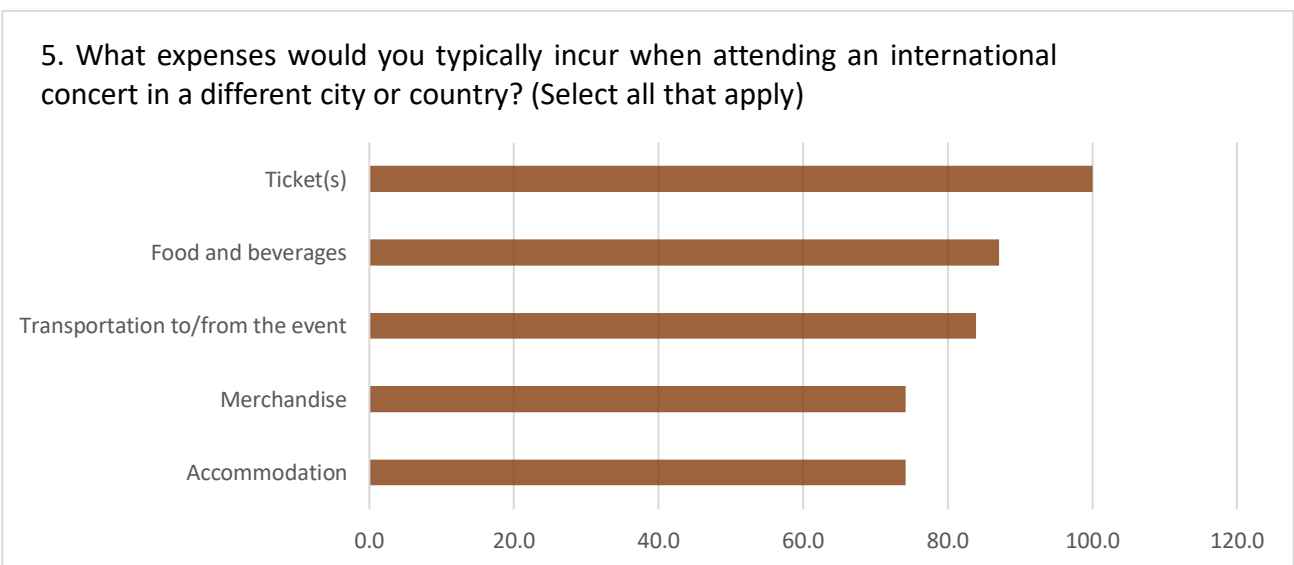


FIGURE 2. Typical expenses for an international concert in a different city or country

Following question 5 of the survey, question 6 delves deeper into the impact on the local economy. Participants were asked whether attending an international concert contributed to the local economy beyond the costs associated with the concert. FIGURE 3 shows that 51% of them responded positively. That means participating in an international concert not only brings the main source of income from the concert, but it also brings patriarchal sources of income for activities surrounding the concert.

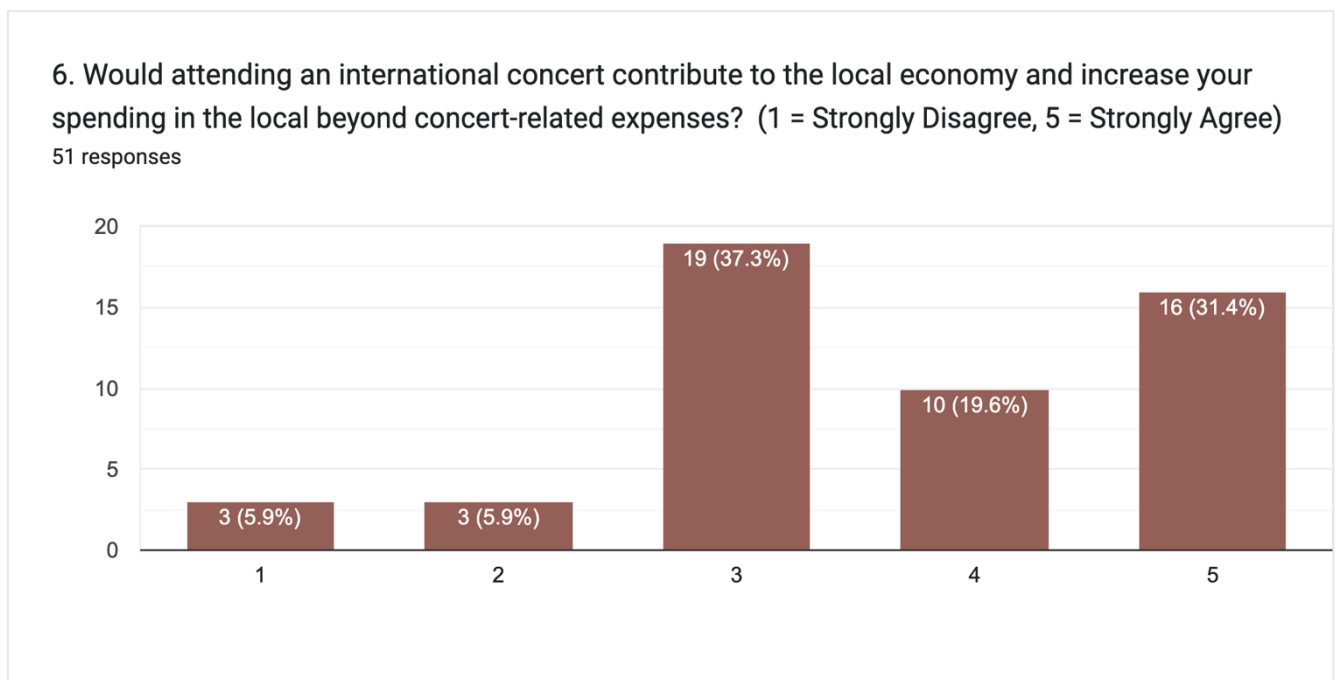


FIGURE 3. Impact on spending in the local economy

- **Social and cultural impacts**

Findings from the survey showed significant consensus among participants regarding the beneficial impact of international concerts on the culture of local communities. A significant total of 66% of respondents expressed agreement, with many agreeing or strongly agreeing that international concerts play a key role in promoting cultural exchange and promoting diversity in the local community. This overwhelming support for this perspective underscores the belief that such events contribute to a more inclusive and connected environment.

Furthermore, the survey highlights the profound impact of international concerts on personal connections and common interests. Notably, 62% of participants strongly agreed with the statement that these concerts provide them with a unique avenue to connect with individuals with similar passions and interests. This statistic highlights the power of music and cultural events to act as a unifying force, uniting like-minded individuals from diverse backgrounds. (FIGURE 4)

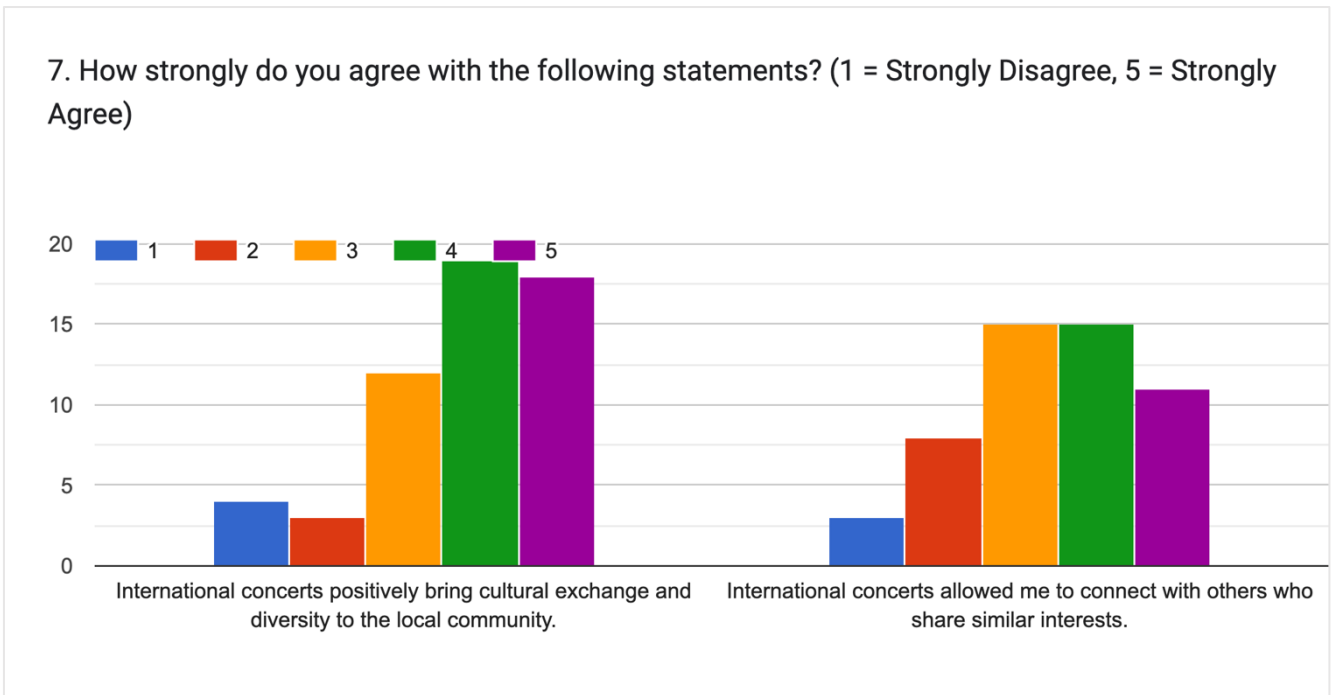


FIGURE 4. Impact on cultural exchange and diversity, strengthening cultural identity

Opinions about the need to explore local culture were collected and presented through question 8. A significant portion (65.5%) agreed that attending international concerts can help explore traditional local dishes and expand your understanding of cultural heritage (FIGURE 5). This impact not only helps maintain but also promotes the development of local cuisine and other cultural heritage.

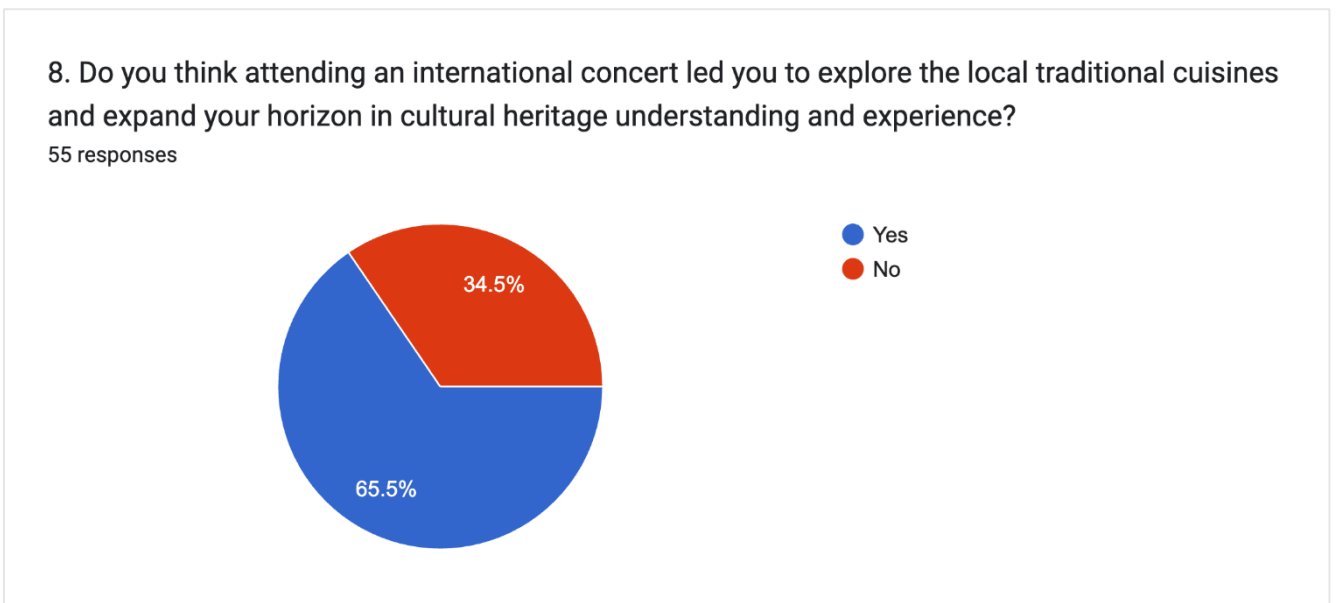


FIGURE 5. Impact on fostering social interaction and bonding

According to the results obtained from question number 9 presented in FIGURE 6, 57.4% of participants would buy merchandise to commemorate their participation in an international concert. Thereby encouraging tourists to return to travel again, or through souvenirs to market word of mouth to other potential customers. It is no wonder that this is a typical and popular economic-cultural activity at international concerts.

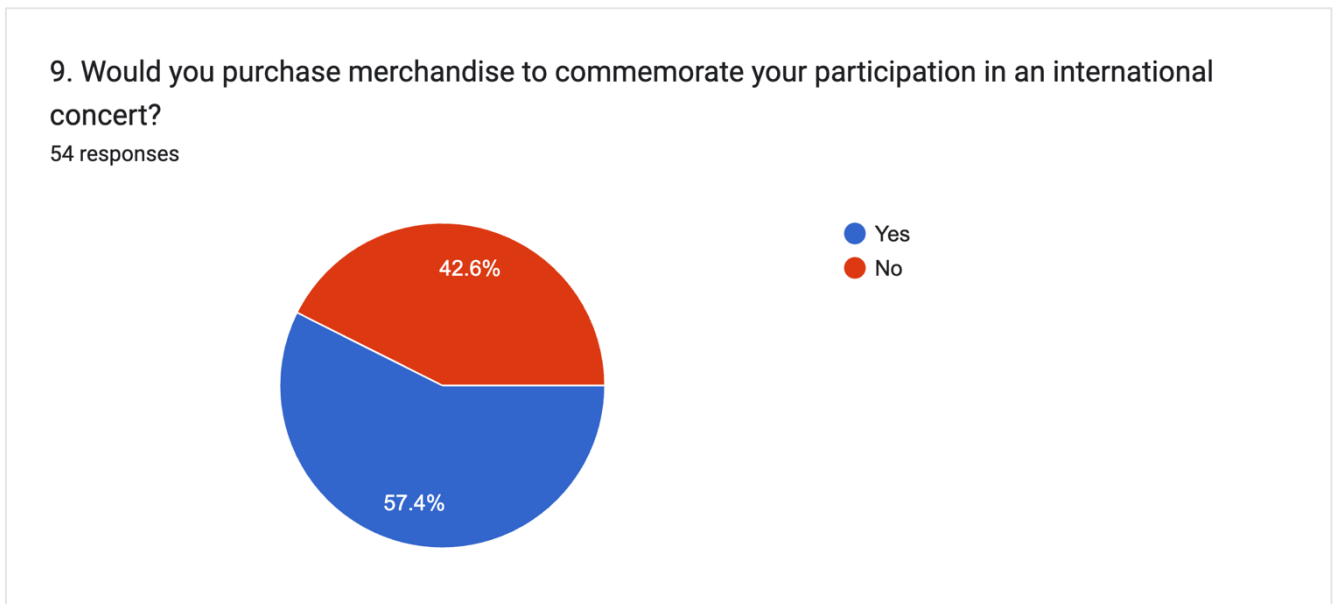


FIGURE 6. Impact on emotional and social influences

- **Political impacts**

Respondents were asked to rate the importance of the political impact of organizing international concerts. Detailed ratings are provided on a scale of 1 to 5 (FIGURE 7). FIGURE 7 presents perceptions of political impacts through participants' evaluations of three statements. Most easily seen, and surprisingly none of the participants considered the political implications of hosting an international concert to be "Not Important". The rest kept neutral opinions.

First statement, up to 67% of participants see the importance of local policies being shaped by the organization of international concerts that bring many benefits to the local community. The openness of local government policies can attract global idols and music companies to perform. This creates many cultural and entertainment playgrounds while diversifying local economic and cultural activities.

Further emphasizing the importance of the first statement, the second statement shows that 59% of participants consider the planning of local policies and regulations to play a very important role in promoting tourism and attracting tourists. Policies can be to develop local infrastructure with long distance roads, bridges, telecommunications, drainage systems, etc. Policies and regulations must show readiness, welcome, and no unfairness to tourists or locals.

The consequences of the above two statements, if implemented well, will definitely lead to the third statement. Every successful concert, especially at the international level, because of the clear and consistent support of the local government, further enhances the image and reputation of that city globally. Communication for the success of an international concert entails positive publicity about the host city. And clearly, the results presented in FIGURE 7 show that 63% of participants strongly agree with this.

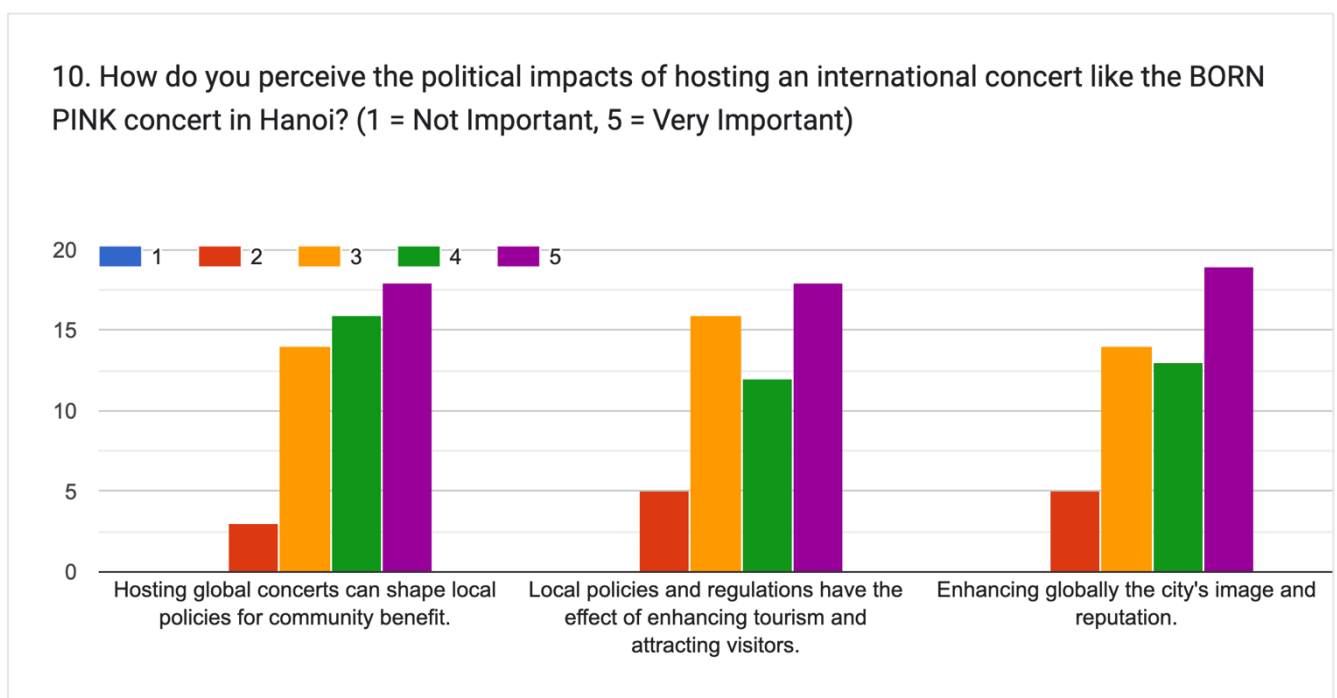


FIGURE 7. Impact on policy influence, political engagement and relations, public perception

- **Environmental impacts**

Looking at the environmental impacts of international concerts in general, FIGURE 8 highlights participants' awareness of the ecological impact these large-scale events can have. Participants acknowledged the various potential impacts of international concerts on the environment. Responses expressed concerns about factors such as energy consumption, carbon emissions and noise pollution. Details of question 11 are presented in the attached survey in APPENDIX 1.

The most prominent environmental impacts from organizing international concerts include 67% of concerns about energy consumption caused by concert stage performance systems, and about 52% of concerned about the large source of waste from packaging of food, goods and promotional materials related to the event. The next concerns are about carbon emissions due to transportation activities (50%) and noise pollution (46.2%) surrounding international concerts. The final most pressing concerns from attendees about the environmental impact surrounding international concerts were air pollution (46.2%) due to too many people gathering in the same area at the same time, and trash and Other waste (32.7%) was left in the area surrounding the event. Other impacts, although accounting for a small percentage, are very concerning as they invisibly contribute negatively to the environment and habitat.

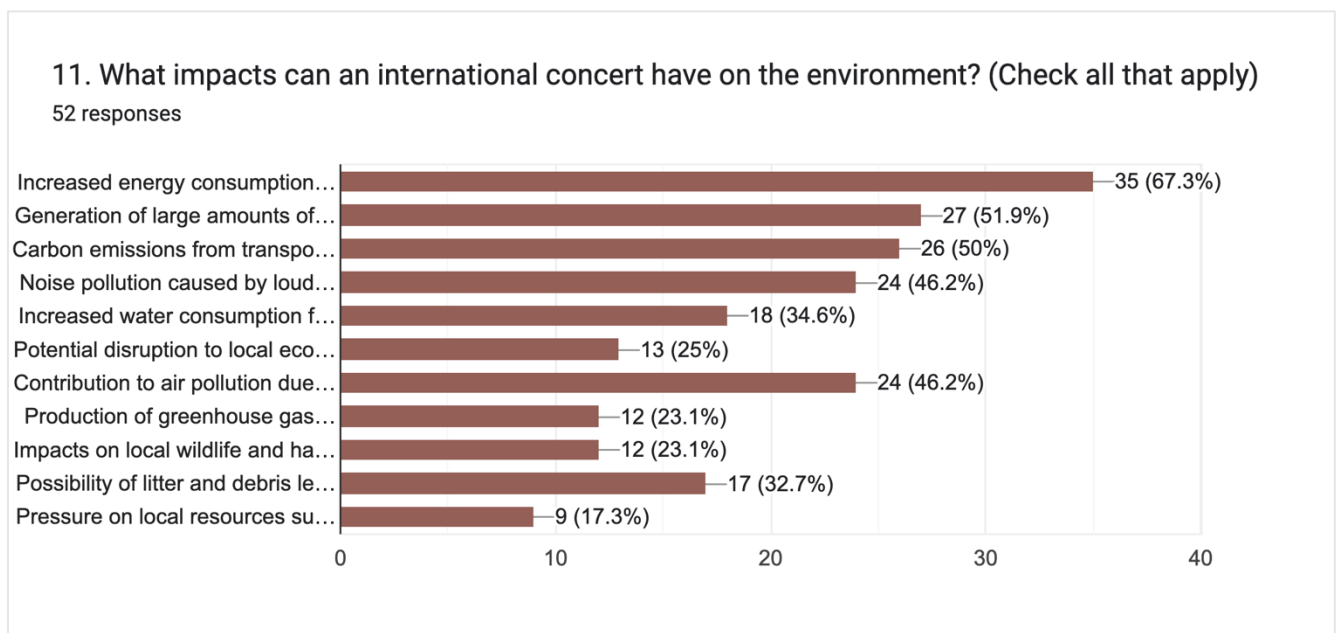


FIGURE 8. Impact on environment and the habitat

4.5 Additional

This interview provides valuable firsthand insights into the economic, social, cultural, political, and environmental impacts of the Blackpink concert in London. By synthesizing these narratives, your thesis gains a qualitative dimension that complements quantitative findings, offering a holistic understanding of the concert's multifaceted effects on the local economy. Consider weaving these

narratives into the respective sections of your thesis, enhancing the richness of your analysis and providing nuanced perspectives for each impact category.

4.5.1 Interviewee 1' response

The interviewee highlighted several key points regarding the economic, cultural, political, and environmental impacts of the Blackpink concert in London. First, the concert did not extend the interviewee's visit, as they had already planned a 3-day stay. However, they observed numerous small businesses around Hyde Park engaging with Blackpink-related activities, including the unauthorized sale of merchandise.

In terms of cultural impact, the interviewee noted that Blackpink's performance, particularly Jisoo's solo, promoted cultural exchange by incorporating Korean language, clothing, and visuals. They also mentioned visiting the Verdy x BlackPink collaboration, which added to the cultural experience.

Politically, the local government demonstrated effective planning by shutting down the closest tube station and creating organized queues to manage the massive crowds from the concert. The interviewee commended the thorough planning and organization.

On the environmental front, the event organizers implemented measures to maintain cleanliness, with trash cans placed strategically. The use of eco-friendly cutlery for food purchases was noted, contributing to environmental sustainability during the event.

4.5.2 Interviewee 2' response

Attending the Blackpink concert significantly influenced the interviewee's decision to visit London, with the concert serving as the primary reason for their stay. They spent three nights in London, engaging in extensive shopping, utilizing local services such as taxis and metros, and choosing a hotel near Hyde Park for proximity to the concert. This contributed to a noticeable economic boost for local businesses and services.

The concert had a profound effect on local cultural diversity, fostering a sense of unity among attendees from various countries. The interviewee, part of an audience of 65,000, experienced a shared connection with fellow concert-goers, promoting a feeling of global unity and a desire for peace. Their participation in a pre-concert popup event organized by Blackpink added to the overall experience, creating a buzz of curiosity among locals witnessing the crowd.

The local government played a substantial role in facilitating the international concert. Heightened security measures, including a significant police and guard presence, changes in public transportation schedules, and clear instructions on entering and leaving the concert venue, demonstrated active involvement. Noteworthy policies included passport checks, guided pathways, and designated areas for fans, contributing to overall safety.

Efforts to reduce the environmental footprint were evident. The concert organizers minimized plastic usage, provided easy access to eco-friendly meals in sustainable packaging, and offered eco-friendly transportation options. While environmental practices were commendable, the interviewee highlighted potential challenges related to crowd safety in the event of a fire or panic, suggesting the need for clearer information dissemination.

4.6 Discussion of findings

Based on data obtained from the survey, it seems that young adults and adults under 34 years old are the main customer segments for international concerts. In other words, this group of customers regardless of their gender is the main economic driver for international concerts and for the economy of the host city. Revenue sources are divided into concert-goer expenses for tickets, food and beverage, all types of transportation, merchandise and all types of accommodation. In the short term and directly, this stimulates the explosion of multi-sectoral economic complexes such as the media and advertising industries; food delivery and supply; real estate (for example, rental of premises or event facilities), car rental and warehousing services; restaurant Hotel. In the long term and indirectly, the revenue and economic surplus from international concerts from taxes collected from ticket sales will be used to reinvest in local infrastructure development. As a consequence, that locality becomes a brighter choice for international idols and the next international event organizers.

It cannot be said that the organization of international concerts contributes to diversifying economic activities as well as cultural activities. Cultural import helps clarify local cultural identity and increase competitiveness between domestic and foreign cultural lines. Organizing and participating in international concerts facilitates connections and expands international understanding between local and foreign human resources because organizing an international concert requires the coordination of the organizing committee, local branch foreign officials, international band management companies, foreign experts, local authorities and other relevant parties. The culture being exchanged is not only about music but also about the culture and working style of domestic and foreign human resources.

Speaking of multi-sectoral and multi-dimensional coordination, it is impossible not to mention the role of local governments, specifically their policies and regulations. Specifically, in Vietnam, local policies are not elected by the people but completely depend on the decisions of local leaders. This raises concerns about the conservatism and bureaucratization of the licensing process for organizing an international concert. The lack of flexibility in administrative procedures can lower morale and increase insecurity for those who have paid for concert tickets. On the contrary, the active and flexible support of local authorities helps the preparation and performance go well, while ensuring safety and order for participants and the local area.

Last but not least, environmental issues are a factor that should always be considered before, during and after international concerts. According to the author's personal observation, larger concerts bring more emissions and waste. Financial profits will mean nothing if we cannot realize them in a sustainable and environmentally friendly way because when the living environment is out of balance, human life is obviously threatened. In other words, the cost of damage to restore the environment is always many times more expensive than the cost of preserving or enhancing it.

4.7 Recommendations

An international concert brings a huge economic benefit to the locality and to thank customers as well as ensure the return rate of tourists next time, local businesses should have preferential policies, discount. In other words, this is an opportunity for local businesses to improve the services they provide to both domestic and international tourists. Local businesses should not take advantage of the sudden increase in tourists due to international concerts and increase prices unreasonably for the sake of long-term development.

At the same time, policymakers should also prioritize long-term benefits and consider international concerts as a real economic industry instead of just a short-term economic boost. Local governments should invest more to develop local service industries, along with orienting, supporting, and planning local businesses to develop appropriately.

The consequences of Blackpink's concert in Hanoi have created many recommendations for the Vietnamese entertainment industry. These include avoiding discounts to maintain ticket value, curbing illegal ticket sales and addressing tax revenue loss from self-printed tickets. Additionally, demand for Blackpink merchandise has led to imports from Korea, but the challenge of reselling tickets still exists due to oversupply and high prices. The concert's impact also extended to discussions about Vietnamese cultural identity, emphasizing the need for a strategic approach to development while avoiding blind imitation of foreign models. The event demonstrates the country's potential to host major international events, providing valuable insights for future planning and implementation (Ly 2023, Ha Thu 2023, Phuong /VOV.VN 2023, Ha 2023, Minh 2023b).

To avoid emissions and waste from each international concert, citizens and governments should further improve their understanding of environmental sustainability efforts made during international concerts. International concerts should prioritize eco-friendly activities to reduce their environmental footprint. It would be better if we could all enjoy our favorite concerts to our satisfaction in a clean and beautiful atmosphere.

In the final part of the survey, participants were invited to share their thoughts on the economic impact of international concerts like Blackpink's World Tour Concert 2023 on the local economy. While some respondents offered suggestions for improving event management, others reflected positively on the opportunities for cultural exchange and enhanced international relationships facilitated by the sessions. concert like that.

In summary, the data collection process successfully gathered insights from participants with diverse perspectives. The survey gathered a wide range of opinions and attitudes about the economic, cultural, political and environmental impact of international concerts on local communities.

5 CONCLUSION

The study presented key findings from an empirical analysis of the economic benefits brought by international events, using Blackpink's World Tour Concert 2023 in Hanoi as a case study. The study explores how such events contribute to local economies and communities. The results of the survey show positive responses on the four main economic impacts of organizing an international concert on tourism and economics, society and culture, politics and environment. However, the results of the study also note the responsibilities not only of concert organizers and local authorities, but also the awareness of concert attendees that affects the negative impacts on the community. environment.

Research shows that concerts such as Blackpink's World Tour Concert significantly impact Hanoi's local economy, boosting tourism and hospitality. Attendee spending on tickets, merchandise and concessions drives economic benefits, influenced by cultural engagement. Strategies such as personalized experiences and sustainable planning can enhance benefits. In addition, the image of the host city is known more globally in parallel with the success of international concerts.

This research contributes to an improved understanding of event economics and management, showing that international events are about more than just ticket sales. Acknowledging these limitations, future research may expand understanding. Overall, this research highlights the transformative potential of such events, driving consumer behavior to deliver long-term economic benefits. And yes, organizing an international concert brings positive economic benefits and is a positive economic boost in the short and long term. Organizing international concerts is extremely potential in emerging markets like Vietnam. Organizing international concerts should be considered a potential new industry and should be focused on developing in Vietnam along with the existing economic ecosystem. Ultimately, this diversifies the local and national economy, contributing to the overall prosperity of the nation.

Although the study's sample size is limited and only focuses on the Vietnamese market, it shows people's significant interest in concerts as well as international events. The results of the research collectively contribute to academic knowledge and can serve as a foundation for scholars and researchers to conduct further research in the same or related fields.

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APPENDIX 1 QUESTIONNAIRES SURVEY



Survey on Economic Impacts of An International Concert On Local

Dear participants,

Thank you so much for participating in this survey. The attached photos and videos provide an overview of what an international concert might look like to survey participants. Your input is valuable in helping us understand the economic impacts of an international concert on local economy. The survey will take 3-5 minutes to respond. Your responses will contribute to our research and insights on the subject.

Personal information is kept anonymous.

[Sign in to Google](#) to save your progress. [Learn more](#)

* Indicates required question

BLACKPINK WORLD TOUR [BORN PINK] HANOI HIGHLIGHT CLIP



Demonstration 1





Demonstration 2

BLACKPINK

BORN PINK

WORLD TOUR HANOI

MERCHANDISE

		
BLACKPINK OFFICIAL LIGHT STICK VER. 2 ₫1,300,000	BLACKPINK TOUR T-SHIRTS, WHITE ₫1,000,000	BLACKPINK TOUR T-SHIRTS, BLACK ₫1,000,000
		
BLACKPINK WE ARE BORN PINK T-SHIRTS, WHITE ₫1,000,000	BLACKPINK WE ARE BORN PINK T-SHIRTS, BLACK ₫1,000,000	BLACKPINK WE ARE BORN PINK T-SHIRTS, NAVY ₫1,000,000

* ALL QUANTITIES ARE LIMITED AND MAY SELL OUT.
* NO REFUNDS OR EXCHANGES. ALL SALES FINAL.

Demonstration 3

BLACKPINK

BORN PINK

WORLD TOUR HANOI

VIP BENEFIT | VND 9,800,000

- * VIP LAMINATE & LANYARD
- * EXCLUSIVE PHOTO CARD SET FOR HANOI (8 PCS)
- * EXCLUSIVE MERCHANDISE
- * VIP PRIORITY CHECK-IN (EARLY ENTRY)

VIP BENEFIT TERMS & CONDITIONS

* All package elements will be rendered invalid if resold.
* VIP benefits and contents are non-transferable, no refunds or exchanges, all sales are final.

PRESENTED BY  PROMOTED BY  TICKET 



1. Age: *

- under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55 and above

2. Gender: *

- Male
- Female
- Prefer not to say
- Other: _____

3. Did you attend Blackpink's 2023 World Tour Concert in Hanoi? *

- Yes
- No

4. How likely would you be to travel to another city for an international concert? *

- Very unlikely
- Unlikely
- Neutral
- Likely
- Very likely

5. What expenses would you typically incur when attending an international concert in a different city or country? (Select all that apply) *

- Ticket(s)
- Merchandise
- Food and beverages
- Accommodation
- Transportation to/from the event
- Other: _____



6. Would attending an international concert contribute to the local economy and increase your spending in the local beyond concert-related expenses? (1 = Strongly Disagree, 5 = Strongly Agree) *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

7. How strongly do you agree with the following statements? (1 = Strongly Disagree, 5 = Strongly Agree)

	1	2	3	4	5
International concerts positively bring cultural exchange and diversity to the local community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
International concerts allowed me to connect with others who share similar interests.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Do you think attending an international concert led you to explore the local traditional cuisines and expand your horizon in cultural heritage understanding and experience?

- Yes
- No

9. Would you purchase merchandise to commemorate your participation in an international concert?

- Yes
- No

10. How do you perceive the political impacts of hosting an international concert like the BORN PINK concert in Hanoi? (1 = Not Important, 5 = Very Important)

	1	2	3	4	5
Hosting global concerts can shape local policies for community benefit.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local policies and regulations have the effect of enhancing tourism and attracting visitors.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enhancing globally the city's image and reputation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. What impacts can an international concert have on the environment? (Check all that apply)

- Increased energy consumption due to lighting, sound systems, and stage production.
- Generation of large amounts of waste from food packaging, merchandise, and promotional materials.
- Carbon emissions from transportation of attendees to and from the concert venue.
- Noise pollution caused by loud music and crowd noise during the event.
- Increased water consumption for sanitation facilities and catering services.
- Potential disruption to local ecosystems if the concert is held in a natural area.
- Contribution to air pollution due to exhaust emissions from vehicles in traffic congestion.
- Production of greenhouse gas emissions from electricity usage and transportation.
- Impacts on local wildlife and habitats if the concert venue is located in a sensitive area.
- Possibility of litter and debris left in the surrounding area after the event.
- Pressure on local resources such as water, electricity, and waste management services.

12. If any, share your reflections on the economic impacts of an international concert like Blackpink's 2023 World Tour Concert on local economy.

Your answer

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