Event Design and Attendees' Satisfaction in Cross River State

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Abstract

The purpose of the study was to examine event design and attendees' satisfaction in Cross River State. The specific objectives were to: examine the relationship between event design dimensions such as safety, ambience, hospitality significantly influence attendees' satisfaction in Cross River State. The research design for this study was survey and descriptive design. The population of this study comprised attendees of the selected events in Cross River State from June – September, 2023, from the three Senatorial Districts of Cross River State. The study adopted the convenient sampling technique. Primary data were gathered for the study. The results of the data analysis were conducted using structural equation model. Based on the analysis of the results, it was revealed that safety significantly influence attendees' satisfaction in Cross River State. Ambience significantly influence attendees' satisfaction in Cross River State. Event hospitality significantly influence attendees' satisfaction in Cross River State. Based on the findings, the study recommended that Event managers should improve on event safety in order to protect tourists and their belongings through the introduction of CCTV camera at all event sites. Also, recommended that Event managers should improve on event environment and invariably elicit the desire positive behavior from current and prospect attendees of events. Finally, hospitality in event design plays a crucial role in ensuring customer satisfaction. Therefore, management should create a warm and welcoming atmosphere for guests, anticipating their needs, and providing exceptional service throughout the event through training of service personnel.

Keywords: event design, safety, ambience, hospitality, attendees' satisfaction

1. Introduction

Events are considered as fundamental part of society and complex phenomena (Moufakkir & Pernecky, 2014). According to Quinn (2013), the awareness of events is growing as an extended concept in the "special, socio-cultural, political and environment context". It is estimated that a billion events take place every year, having a significant impact on the countries' genuine progress indicator (GPI). Furthermore, Booker (2016) stated that over 85 million people attend events annually with eighty three percent (83%) of event agencies expected to increase the headcount of attendees over the next year. The expansion of the events industry means the need for more event managers. Event design is defined as the creation, conceptual development and staging of an event using principles and techniques to capture and engage the audience with a positive and meaningful experience (Tsai-Fa, 2020). The event design experience capitalizes on the efficiency of interaction with visitors and hence enlarges the possibility of the event to achieve its aims and objectives.

Besides, event design articulates on artistic interpretations and expression of the aims and objectives of the

overall event (Brown & Hutton, 2013). The design must play an imperative role in stimulating the sensory experience of visitors to enhance their attraction and satisfaction (Chen & Chen, 2014).

Attendees' satisfaction is determined by overall feelings or attitude a person has about a product or service after it has been purchased or used. Satisfaction is a response to an evaluation process or evaluation of the experience value derived from the experiences at various service providers (Prebensen & Rosengren, 2016). A study by Suzana (2019), found that satisfaction is subjective to the socio-psychological state of attendees' outcome, such as mood, disposition, needs and unrelated occurrence as well as climate and group interaction that are beyond organizers' control. Thus, they concluded that performance quality is assessed from provider or organizer's output, while satisfaction is determined from attendees' outcome. The importance of event design has been stressed by experts in the field of event.

Suzana (2019) has suggested that the higher level of attendees' satisfaction is likely to be influenced by the higher quality design in facility provision, programming and services. The factors that provide satisfaction and need of event attendees must be taken into consideration by event organizers for an event to be successful (Prebensen & Rosengren, 2016). When the event offers attendees' satisfaction, it creates joy and motivation for them to come for future events. Event organizers need to grasp the implication and importance of quality according to their type of event and its goal. It is argued that most events are not properly designed due to lack of barricade to properly demarcate event routes and attendees' stands. This may lead to unpleasant occurrences such as stampede and moving vehicles running into attendees causing injuries, destruction of properties and eventual loss of lives. For example, the 2022 Calabar Bikers' carnival in Cross River State that resulted to loss of lives and many causalities. Also lack of modern apparatus and technologies such as CCTV camera and access control at event site to mention but a few to check unwanted actions of hoodlums and other security issues are some of the banes witnessed during hosting of events. Also, transportation is crucial in the movement of attendees and materials within to and of an event site. However, transportation is not without some setbacks such lack of patrolling vehicles, safety ambulance, poor road signs indicating speed limit and build-up areas may result to unpleasant occurrences if not properly checked.

Again, event communication is very important to supply information to attendees prior to, during and after the event. Hence, lack of public enlightenment through various channels of communication to educate and guide attendees on how to conduct themselves during the event may result to break down in information dissemination, which may affect attendees negatively. This study therefore aims to examine the relationship between event design dimensions such as safety, ambience, hospitality significantly influence attendees' satisfaction in Cross River State.

2. Literature Review

2.1 Theoretical Framework

1)   System theory

System theory was proposed by Ludwig von Bertalanffy in 1928. The system theory is an interdisciplinary framework that explores the principles and concepts governing complex systems. It provides a holistic approach to understanding the behaviour and interaction of systems. The main assumption of systems theory is that a complex system is made up of multiple smaller systems, and it is the interactions between these smaller systems that create a complex system. Systems theory is an interdisciplinary study of systems as they relate to one another within a larger, more complex system.

The key concept of systems theory, regardless of which discipline it's being applied to, is that the whole is greater than the sum of its parts. The theory holistically explains how smaller systems come together to affect the greater complex system. The interconnected elements in the theory are relevant in event design. Events comprises various elements such as venue schedules and logistics issues. Any change in one aspect can affect the entire event.

2.2 Resource Based Theory

Resource based theory was originally proposed by Birger Wernerfelt in 1984 and later developed and refined by Jay B. Barney in 1991. The resource-based view (RBV) is a managerial framework used to determine the strategic resources a firm can exploit to achieve sustainable competitive advantage. Its assumption includes the idea that resources are heterogeneously distributed across organizations, they are imperfectly mobile, and firms can achieve a sustainable competitive advantage by acquiring and deploying valuable, rare and hard to imitate resources. A major premise of the resource-based theory is that competitive advantage is a function of the resources and capabilities of the firm.

2.3 Event Concept

Various types of festivals and events have long existed and have significant part of human society and were

devised as forms of public display, civic ritual and collective celebration. People in all cultures recognize the need to set aside certain times and spaces for communal creativity and celebration. These practices date back centuries, even millenniums. Events are diverse in nature and their formations are not linked to the same time period (Meghan, 2015). Exhibitions and trade events were held in the ancient period. Ancient historians noted sport events as significant and prestigious form of social activities, which reached its peak with the organization of the ancient Olympic Games (Wynn-Moylan, 2017). Festival-type events are known to have existed since the middle-ages when they were financed by the church, although some types of similar events date back to the Roman times. As much as it seems that the conference events are a product of modern life, their origins date back to the 18th century. Events are likely to have originated even before the appearance of money, but the establishment and acceptance of the general equivalent was undoubtedly followed by their further development (Wynn-Moylan, 2017). The emergence of capitalism, new products and new social relations, as well as the new way of life paved the way for more versatile development of the growing number of events.

However, it was during the 20th century when the development of all the different types of events peaked and they came close to what is nowadays considered events. It was because of the phenomenon of discretionary income, increase in purchasing power and standards of consumers, shifting the focus from fundamental to additional needs, and the birth of completely new consumers' needs which all increased the demand for a specific range of events, which then stimulated the development of various contemporary events (Meghan, 2015). Development of events in the economic sense helped solve the problem of employment and had an impact on economic growth, especially in developed market economies. The best example for that is the impact of mega sport events such as the Olympic Games or World Championships of popular sports on the economic growth of host countries (Meghan, 2015). Historical research demonstrates how events evolved from primitive gathering of people for agricultural or religious reasons to modern type of events, as well as their long history of attracting tourists and establishing host communities as tourist destinations. There is no single universally accepted definition of event. Many authors have discussed the definition of events and the various terms used to describe them.

However, there is only limited agreement on standardized terms, definitions or categories to use (Bladen & Kennell, 2012). The differences are manifested as a result of different approaches of authors to defining certain events. Most authors agree that the event in the economic sense is a part of service economy, and different approaches to defining the event are the consequences of the specific characteristics of the environment in which some of the authors work and create (Wynn-Moylan, 2017). In addition, the events are highly versatile; therefore, the definition of the events can be flexible to suit different situations.

2.4 Event Safety

Problems and perceptions of crime and security have grown dramatically in recent decades. Hotels/Hospitality based organisations feel the need to protect their investment, their employees and the general public from crime (Fox, Gouthro, Morakabati, & Brackstone, 2014). There are not sufficient security personnel to provide adequate response and protection to these organisations. It is an incontestable fact that safety and security issues gained a much bigger importance in the last two decades in Hospitality (Walters, Shipway, Miles, & Aldrigui, 2017). Changes in the World during the last two decades were enormous. Due to the prevalent security challenges such as terrorist acts, local wars, cultural diversities, regional issues, religion beliefs and natural disasters, the importance of security has significantly increased in Hospitality (Nissen, & Heir, 2016). After the tragic terrorist actions of 9/ 11 a line of Hospitality Chains not only began to study problems of safety and security, but these problems become a differentiated area of expertise in hospitality business.

Security and safety has become a complex multidimensional notion with a wide range of components belonging to it: political security, public safety, health and sanitation, personal data safety, legal protection of tourists, consumer protection, safety in communication, disaster protection, environmental security, getting authentic information, quality assurance of services etc. (Hajibaba, Gretzel, Leisch, & Dolnicar, 2015). Security has undergone a significant change from a more or less passive factor it is now an active element of tourism, an imperative to act in order to protect tourists and their belongings as well as all the achievements of the industry (Roti, 2018).

2.5 Event Ambience

Ambience refers to the physical environment perceived by attendees' and consists of elements such as facilities, furniture, signs, temperature, noise, cleanliness. Ambience in an event is influential on people's buying behavior and market segmentation (Hee Lee, & Lee, 2015). Ambience generates specific emotional responses in attendees' and helps attendees categorize the services (Miles et al., 2012). In addition, ambience affects people's views about a place, other people and/or products (Adyozi, Klutse, 2015). This is because ambience includes physical dimensions that affect the five senses of consumers (Joanne Chan et al., 2019).

The dimensions of ambience can play an important role in planning and designing services (Miles et al., 2012). Turley and Milliman (2000) divided the elements of the atmosphere into five groups. These elements comprise of external variables, general internal variables, layout variables, purchase and decoration variables and human variables. Rosenbaum and Massiah (2011) explained the atmosphere in four dimensions. These dimensions are the physical dimension: environmental conditions, social dimension: employees, customers, social concentration and feelings displayed by other people, social symbolic dimension: ethnic signs /symbols, ethnic objects/works of art, natural dimension: charm and harmony. Baker (2017) divided the atmosphere into four dimensions: visual: color, brightness, size, form, aural: sound, pitch, olfactory: odors, freshness, tactile: softness, temperature.

2.6 Event Hospitality

Event hospitality refers to the provision of services and amenities to guests attending an event, such as conferences, weddings, or concerts, with the aim of ensuring their comfort and satisfaction (Qomariah, 2017). Customer satisfaction is a crucial aspect of event hospitality, as it directly impacts the success of the event and the reputation of the organizers (Chatzigeorgiou, Christou, & Simeli, 2017). To ensure customer satisfaction in event hospitality, there are some key considerations:

1) Pre-event planning: Adequate planning is essential to understand the needs and expectations of the attendees. Conducting surveys or gathering feedback from previous events can help identify areas for improvement and tailor the event accordingly.

2) Communication: Clear and timely communication with attendees is vital. Providing detailed event information, including the schedule, venue layout, and any specific requirements, helps manage expectations and minimizes confusion or frustration.

3) Staff training: Well-trained and knowledgeable staff plays a significant role in delivering excellent hospitality. Training programs should focus on customer service skills, problem-solving, and effective communication to ensure that staff can handle any situation professionally and efficiently.

4) Personalization: Tailoring the event experience to individual preferences enhances customer satisfaction. Offering options such as dietary accommodations, preferred seating, or personalized welcome messages can make attendees feel valued and appreciated (Al-Salami, & Abdalla, 2022).

5) Efficient registration and check-in: Streamlining the registration and check-in process helps create a positive first impression. Utilizing technology, such as online registration systems or mobile check-in apps, can reduce waiting times and enhance overall attendee experience.

2.7 Attendees' Satisfaction

Attendees' satisfaction is one of the most important marketing priorities for businesses. Attendees' satisfaction has a significant impact on repurchase, positive word-of-mouth, and loyalty (Ryu, Han, 2010). There are many factors that affect attendees' satisfaction in an event. These elements can be listed as location and accessibility, food and beverage quality, personnel performance, service quality, and perceived value (Hu *et al*., 2009). However, given the expectations of today's attendees', focusing only on these elements may be insufficient to ensure attendees' satisfaction in an event.

Attendees' satisfaction has become a popular research topic since it is an important issue for establishing long-term relationships with people (Cheng *et al*., 2019). There are different definitions of attendees' satisfaction in the literature by different authors. According to Del Bosque *et al.* (2006), attendee satisfaction refers to the cognitive and emotional evaluations of consumers after the use or consumption of a product. Attendee satisfaction is an evaluation based on a comparison between attendees' experiences and expectations (Xu, Li, 2016). Dominici and Guzzo (2010) suggested that attendee satisfaction as "business philosophy which tends to the creation of value for attendees', anticipating and managing their expectations, and demonstrating ability and responsibility to satisfy their needs".

Although attendee satisfaction is one of the main objectives of managers in event management (Gonzalez-Mansilla *et al*., 2019), yet it is one of the biggest challenges that managers face. Attendee satisfaction measurements can help event managers understand the actual requirements and needs of people (Radojevic *et al.*, 2015). There are many factors that affect attendee satisfaction in event. According to Qu *et al*. (2000) these factors refer to staff performance, value for money paid, variety of services and security. According to Gu and Ryan (2008) it means cleanliness of environment, location and accessibility, food and beverage quality and staff performance. Other factors affecting attendee satisfaction can be listed as service quality, perceived value and characteristics of the environment (Choi, Chu, 2001; Hu *et al*., 2009).

3. Empirical Review

Perić and Cuic (2021) conducted research on "Investigating the satisfaction of active event sport tourists". The aim of the study was to better understand, conceptualize and manage the AESTs' satisfaction. The primary

research based on a questionnaire survey was conducted on 16 small-scale sports events, collecting 502 responses. Results indicate that six satisfaction categories emerged: four event-related dimensions (staff and communication, event reputation, safety, and facilities and key processes) and two destination-related dimensions (destination offering and destination attributes). Understanding the role of the satisfaction of AESTs in a small-scale sport event creates both scientific and practical contributions, where sport event management and marketing need to consider each of these satisfaction categories in order to design and deliver the best active sport tourism experience.

Taffy and Santi (2021) carried out a study on 'Examining Experience Economy Dimensions on Virtual Tour Satisfaction and Destination Visit Intention'. This study aims to investigate the relationship between virtual tour experience economy dimensions and outcome of the experience, particularly satisfaction, followed by intention to visit the actual site. Utilizing the PLS-SEM method, this research found that three of the four experience constructs, namely entertainment, esthetics, and escapism positively relate to satisfaction, which leads to participants' intention to visit the destinations. This finding further supports the role of virtual tour as a strategy to market tourism destinations, as well as emphasizing the significance of immersion and entertainment effect in a virtual content. The result can be of assistance to virtual tour providers or tourism marketers in understanding customer perspective.

Woojin and Haeyoon (2021) conducted a study on 'The Influence of Personal Involvement on Festival Attendees' Revisit Intention: Food and Wine Attendees' Perspective.' This research attempts to explore the structural relationships between the variables of motivation, different types of involvement, physical/intangible service satisfaction, and loyalty in the context of a food and wine festival. Data were collected via intercept surveys on site, which were distributed to and collected from attendees of the Wine and Food Festival in Miami, Florida. The results show that novelty seeking is only positively related to pleasure experience, whereas socialization motivation has an impact on pleasure experience, risk probability, and risk importance. Pleasure experience, in turn, has a positive influence on both physical and intangible service satisfaction; however, risk probability is only related to physical service, and risk importance is related to intangible service satisfaction. Finally, only the satisfaction with an intangible service has a positive impact on loyalty. Findings from this study suggest that developing a marketing strategy for attendees based on the characteristic of their cognitive mode can be effective in increasing their satisfaction and willingness to revisit the festival.

Mohammad and Harry (2021) conducted research on 'the effect of destination attractiveness, destination service quality and tourist satisfaction on the intention of revisit to Kota Lama Semarang.' The purpose of this study was to examine the factors that tend to influence the behavior of interest in returning to a destination. This study develops a problem regarding how the quality of destination services and destination attractiveness can positively affect tourist loyalty in terms of interest in returning to visit. The results of this study indicate that destination attractiveness affects tourist satisfaction; destination service quality affects tourist satisfaction; This study cannot prove the effect of destination attractiveness on interest in returning to visit; however, this research can prove the influence of destination service quality on interest in returning to visit; and the influence of tourist satisfaction influences the interest in returning to visit.

Kubra and Kerem (2020) carried out a study on mediating role of perceived festival value in the relationship between experiences and satisfaction. The purpose of this paper is to examine the mediating effect of perceived festival value on the relationship between satisfaction and experiences in the context of a music festival. A face-to-face survey was performed at the rock music festival Kuzey Fest in Sinop/Turkey, where 336 questionnaires were completed. The statistical analyses conducted to establish the relationship between experiences, perceived value and satisfaction comprised explanatory factor analyses and multiple regression analysis. This study showed that the experience economy in the context of music festivals consists of four experience dimensions. According to the findings, the participants had predominantly entertainment and aesthetics experiences through passive participation. The study concluded that there were partial and full mediating roles of perceived festival value in the relationship between some experience dimensions and satisfaction; however, it was also found that escape experiences did not significantly affect satisfaction. Finally, the aesthetics, education, entertainment and festival value variables were important pioneer variables for satisfaction.

Tsai-Fa (2020) carried a study on assessing the effects of Perceived Value on Event Satisfaction, Event Attachment, and Revisit Intentions in Wine Cultural Event at Yibin International Exhibition Center, Southwest China. The study examines the relationships among perceived value, event satisfaction, event attachment, and revisit intentions in a wine cultural festival context. Data was collected by questionnaire survey at many famous wine tourism sites at Yibin, China and a total of 419 valid samples were received. A questionnaire survey analyzed by SEM supports the model of revisit intentions as a function of attendees' expressive and instrumental responses resulting from output/input perceptions of perceived value and a pleasurable level of

consumption-related fulfillment of event satisfaction. Implications, such as the managers should design valuable activities to attendees and satisfy their needs for experiencing of wine culture, are displayed as well as future research opportunities recommended.

Ahmed, et al. (2020) carried out research on 'Measuring Conference Attendees' Satisfaction: An Insight from Libya.' The study sought to reveal the that impact of the effectiveness of conference messages on the attendee's satisfaction. A self-report survey designed to assess satisfaction with conference attributes was completed by 78 attendees following their participation in the 3rd Libyan conference on medical and pharmaceutical sciences held in Libya. Based on data analysis, the lowest mean values ranging between "Poor satisfaction" and "fair" (from 2.8 to 3.4) have the attributes: networking, venue of the conference, and the new knowledge. Furthermore, the highest rating was assigned to the conference organization and quality of service, technical support, and conference program. Generally, it is obvious that the attendees are not completely satisfied with the conference in general and specifically with some conference attributes, which are related to the networking and the conference venue. The results of this study suggest that the organizer should pay more attention to the venue selection process, as it affects overall quality of the conference.

Ramukumba (2019) did a study on 'Visitor satisfaction at a local festival: An analysis of the Strawberry festival in George, South Africa.' The aim of this research was to assess visitor satisfaction at a local festival since it is crucial for festival management to monitor and evaluate visitor satisfaction in order to understand and identify the needs and perceptions of attendees, which in turn allows organisers to design and tailor the festival elements towards them, leading to higher visitor satisfaction, positive word-of-mouth advertising, and increased likelihood of repeat attendance. The main objective of the research was to evaluate levels of satisfaction of festival attendees based of festival attributes. The study followed a quantitative research methodology using questionnaires as a data collection instrument. Results reveal that all festival attributes items (quality of food, quality of entertainment, cleanliness of restrooms, and availability of parking, waiting times to be served and festival's overall atmosphere) ranked higher in determining visitor satisfaction. These findings result in direction for management in where to place future resources regarding these festival's attributes.

John and Tommy (2019) carried out a study on 'The event experience, hedonic and eudemonic satisfaction and subjective well-being among sport event participants.' The objective of this study was to find out how SWB fits into the framework of consumer behaviour and whether SWB can be explained by satisfaction with the event experience in the context of participatory sport events. A survey of 7552 participants at five sport events was used to select a subsample of 192 participants, which provides data for testing an SEM model. The model consists of six constructs: Service quality, fun, flow (as components of the event experience), hedonic satisfaction, eudaimonic satisfaction and the dependent construct SWB. The results reveal a good fit of the model. Service quality and fun affect hedonic satisfaction whereas eudemonic satisfaction is influenced by flow.

Suzana (2019) did a study on How Festival Experience Quality Influence Visitor satisfaction? A Quantitative Approach. The purpose of the research was to determine how selected characteristics of a city event affect the satisfaction of visitors. In particular, the aim was to identify factors related to event atmospherics that determine visitor satisfaction in the city destination in continental part of Croatia. A total of 191 questionnaires were obtained during the one-month period. Principal component analysis was utilized to determine the factor structure of city event atmospherics. In addition, multiple regression analysis was conducted to determine which factors may serve as predictors of visitor satisfaction in city event context. As a result, the analyses revealed four factors related to city event atmospherics. In addition, these factors positively and significantly affected visitor satisfaction, indicating that they have important role in determining visitor satisfaction in a city event context.

Eleni and Chiara (2018) did a study on 'Understanding mega-event success and customer satisfaction.' The aim of the study was to understand what costumers consider more important when attending mega-events. A quantitative survey design was adopted by deploying the American customer satisfaction index (ACSI) that included an event specific customer value package in the context of the EXPO Milan 2015 mega-event. Results demonstrate that expectations of visitors, staff, and volunteers vary considerably, and so do the levels of satisfaction. They also highlight that, alongside other customers' priorities such as cleanliness and safety, capacity plays a role in determining satisfaction.

Nurakmal *et al.*, (2018) carried out a study on 'The influence of event performance quality on attendees' satisfaction.' The study examined the relationship between quality of event performance and attendees' satisfaction. A total of 250 attendees served as a sample of the study using the convenience sampling method. Pearson correlation was used to analyze the simple relationships between the dimensions of event performance and satisfaction. The results show that there is a significant relationship between event performance and attendees' satisfaction. Regression analysis was used to identify which dimension influence the satisfaction. Based on the findings, it was found that all three dimensions of event performance significantly influence the satisfaction. This finding therefore will help event organizers in improving the quality and performance in event

industry

4. Methodology

The research design for this study was survey and descriptive design. The population of this study comprised attendees of the selected events in Cross River State from June – September, 2023, from the three Senatorial Districts of Cross River State. The population of study was determined at two levels: first, the number of events/festivals that took place within the period include Leboku International New Yam Festival, the Bakor New Yam Festival, the World Tourism Day and the Faculty of Management Sciences International Conference, 2023. The study adopted the convenient sampling technique. Primary data were gathered for the study. This was done using a questionnaire. The questionnaire was self-administered to attendees at the various events venue by the researcher and a field enumerator. The data were filled and submitted at the events venue. The results of the data analysis were conducted using structural equation model.

5. Analysis of Data

1) H_o: Event safety does not significantly influence attendees' satisfaction in Cross River State.

2) H_o: Event ambience does not significantly influence attendees' satisfaction in Cross River State.

3) H_o: Event hospitality does not significantly influence attendees' satisfaction in Cross River State.

6. Structural Model Evaluation

An evaluation of the structural model begins with the assessment of unstandardized and standardized regression weight generated from the maximum likelihood procedure associated with each estimated unstandardized regression and the standard error (S.E) and critical ration (CR) value. The usefulness of S.E is that the smaller it is the more efficient the predictor variable is. Thus, in this study, all the SE scores (< 1) the critical ratio (C.R) which is the test of significant of the path is distributed approximately as except for those parameters that were fixed to 1 thus all C.R in the present analysis are significant, $p<.05$ (Ho, 2006). For the standardized regression weight, the results indicates that safety $\beta=.777$, $p<.000$ Ambiance $\beta=.829$, $p<.000$, hospitality $\beta=.719$, $p<.010$, do significantly predict attendees' satisfaction.

The test of hypotheses using structural equation modeling reveals that all the hypotheses were significant. But when the mediating variable experience was introduced, two variables (event ambience and event hospitality) were not significant. Hypothesis one revealed that safety does significantly influence attendees' satisfaction in Cross River State by up to 78% (R^2 777, F-cri of 4.760, $p<.000$). Hypothesis two revealed that ambiance does significantly influence attendees' satisfaction in Cross River State by up to 83% (R^2 829, F-cri of 3.902, $p<.000$). The results of hypothesis three revealed that event hospitality does significantly influence attendees' satisfaction in Cross River State by up to 72% (R^2 .719, F-cri of 2.625, $p<.010$).

Table 1. Model hypotheses summary

Hypothesis	Unstandardised regression weight	CR-value	p-value	Remark
H_{o1}: Safety attendees' satisfaction	.777	4.760	.000	significant
H_{o2}: Ambience attendees' satisfaction	.829	3.902	.000	Significant
H_{o3}: Event hospitality attendees' satisfaction	.719	2.625	.010	significant

Source: Field study, 2024.

7. Discussions of Finding

The results are discussed under the following subheadings.

7.1 Safety and Attendees' Satisfaction in Cross River State

The results showed that safety does significantly influence attendees' satisfaction in Cross River State. This could be based on the fact that hosting an event, whether music festival, sporting event, conference, or a simple gathering, requires careful planning and consideration of many factors. One of the most critical aspects of event planning is ensuring safety of attendees. A successful event not only provides entertainment and engagement but also peace of mind for those who attend. When hosting any event, it's crucial to conduct a thorough safety risk assessment. This involves identifying potential hazards, both internal and external, that could threaten the safety of attendees. Internal risks might include access control to check overcrowding, inadequate medical facilities, or a lack of emergency exits. The findings agree with the works of Walter *et al* (2017), who posited that safety has significantly increased in Hospitality.

Safety has become a complex multidimensional notion with a wide range of components belonging to it: political security, public safety, health and sanitation, personal data safety, legal protection of tourists, consumer protection, safety in communication, disaster protection, environmental security, getting authentic information, quality assurance of services among others (Hajibaba, *et al,* 2015). Safety has undergone a significant change: from a more or less passive factor it is now an active element of tourism, an imperative to act in order to protect tourists and their belongings as well as all the achievements of the industry (Roti, 2018).

7.2 Ambience and Attendees' Satisfaction in Cross River State

The findings revealed that ambience does significantly influence attendees' satisfaction in Cross River State. This implies that for managers of companies and establishments need to take care of various ambience situations that stimulate customer satisfaction. This implies that the conditions of spatial layout play an overall role in attaining customer satisfaction. Setting enough conditions such as the interior and exterior décor in event venue further add to satisfaction. The general atmosphere of an event venue impact customers' emotions as well as the overall evaluation of the entire event. Every element of ambience is essential for the survival of the event industry. For instance, customer satisfaction increases given the best form of ambience in the restaurant's working climate.

Providing sufficient lighting system in event venues not only establish a safer customer' environment but also make customers feel at home. The present finding is in line with the works of Hee, Lee, and Lee (2015), who posited that ambience refers to the physical environment perceived by attendees' and consists of elements such as facilities, furniture, signs, temperature, noise, cleanliness. Ambience in an event is influential on people's buying behavior and market segmentation.

The dimensions of ambience can play an important role in planning and designing services. Rosenbaum and Massiah (2011) explained the atmosphere in four dimensions. These dimensions are the physical dimension: environmental conditions, social dimension: employees, customers, social concentration and feelings displayed by other people, social symbolic dimension: ethnic signs /symbols, ethnic objects/works of art, natural dimension: charm and harmony. Baker (2017) divided the atmosphere into four dimensions: visual: color, brightness, size, form, aural: sound, pitch, olfactory: odors, freshness, tactile: softness, temperature.

7.3 Event Hospitality and Attendees' Satisfaction in Cross River State

The results showed that event hospitality does significantly influence attendees' satisfaction in Cross River State. This implies that event organizers need to create a warm and welcoming atmosphere for attendees through check-in procedure and provision of exceptional services throughout the event. The finding is in line with the study of Qomariah (2017), who posited that event hospitality is the provision of services and amenities to guests attending an event, such as conferences, weddings, or concerts, with the aim of ensuring their comfort and satisfaction. Customer satisfaction is a crucial aspect of event hospitality, as it directly impacts the success of the event and the reputation of the organizers. Hospitality in event design plays a crucial role in ensuring customer satisfaction. It involves creating a warm and welcoming atmosphere for guests, anticipating their needs, and providing exceptional service throughout the event (Al-Sabbahy, Ekinci, & Riley, 2016). Based on the results, the following findings were made thus:

1) Event safety influence attendees' satisfaction in Cross River State.

2) Event ambience significantly influence attendees' satisfaction in Cross River State.

3) Event hospitality significantly influence attendees' satisfaction in Cross River State.

8. Conclusion

The study examined event design and attendees' satisfaction in Cross River State. The study revealed that event safety, event ambience, event hospitality significantly influence attendees' satisfaction in Cross River State. Events are considered as a fundamental part of society and a complex phenomenon. The awareness of events is growing as an extended concept in the "special, socio-cultural, political and environment context". Event design has been regarded as one of the important elements of event success. Beside planning and organization, event design plays an important in the overall event management. The event design experience capitalizes on the efficiency of interaction with the visitors and hence enlarges the possibility of the event to achieve its aims and objectives. Events are time-precious and are often seen as occasions that are savored as special moments to appreciate. As the event industry and events have matured and developed as a tool for not only entertainment and participation, but also as a tool for learning, communication and promotion.

9. Recommendations

Based on the findings, the following recommendations were proffered thus:

1) Event managers should improve on event safety in order to protect tourists and their belongings through the

introduction of CCTV camera at all event sites,

2) Event managers should improve on event environment and invariably elicit the desire positive behavior from current and prospect attendees of events.

Hospitality in event design plays a crucial role in ensuring customer satisfaction. Therefore, management should create a warm and welcoming atmosphere for guests, anticipating their needs, and providing exceptional service throughout the event through training of service personnel.

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