

# The International Handbook of Social Impact Assessment: Conceptual and Methodological Advances

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## How to Evaluate Cultural Impacts of Events? A Model and Methodology Proposal

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**ABSTRACT:** *The increasing number of events has generated a growing research interest in assessing impacts of the events. So far, most empirical studies have analysed economic impacts, whereas social, political or cultural impacts have been taken into consideration only to a limited extent. The aim of this paper is to propose a conceptual and methodological model to measure and analyse cultural effects of events.*

*This article first examines how social and cultural impacts are conceptualised and analysed by different disciplines, and then proposes a new model to assess cultural impacts of events, named Cultural Impact Perception (CIP). The model has been designed using two steps, namely: (1) defining cultural impacts and (2) proposing a new methodological model for the assessment and analysis of these types of impact. The paper concludes with reflections around the future implementation of the model, and underlines CIP's contribution to the scientific debate in this field.*

**KEY WORDS:** Cultural Impact Perception, cultural impacts, assessment, methodology, events, cultural events.

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