

CHAPTER 2

LITERATURE REVIEW

2.1 Four Economic Factors of International Concerts

International concerts have significant economic impacts, influencing various sectors such as tourism, culture, politics, and the environment. These events can boost local economies by prompting policy changes, fostering cultural exchange, presenting environmental challenges, and attracting visitors. The following sections explore these factors in detail.

2.1.1 Political Factors

The organization of international concerts often involves substantial government involvement, including logistical support, security arrangements, and infrastructure improvements. These events can lead to policy changes aimed at maximizing economic and social benefits. Research published in the *Journal of Policy Analysis and Management* (2022) indicates that local governments may invest in better public transport and facilities to accommodate increased visitor numbers. Such investments not only enhance the concert experience but also contribute to the city's long-term infrastructural development.

Government engagement in international concerts is crucial for ensuring that festivals align with sustainable development goals. For example, sustainability concepts have been increasingly integrated into festival planning to balance economic and environmental concerns (Aulia et al., 2024). However, these events may also present challenges such as public protests or concerns over resource allocation, requiring careful management by policymakers. Furthermore, international concerts can influence political landscapes by demonstrating the economic potential of cultural investments, encouraging further public and private sector support for the arts (McFarlane, 2011).

2.1.2 Social and Cultural Factors

International concerts serve as platforms for cultural exchange, fostering connections among diverse groups of people. They promote multicultural interactions, enhance city branding, and contribute to long-term cultural reputation. Research published in the *International Journal of Cultural Policy* (2021) highlights that music events can enhance social cohesion and community engagement by bringing together individuals from various

backgrounds to share a common experience. Furthermore, concerts contribute to redefining urban images, positioning host cities as vibrant cultural hubs. A study by the Journal of Urban Affairs (2020) found that cities hosting major concerts often experience increased cultural investment and attention from other artists and events.

Additionally, festivals integrating sustainability help preserve cultural heritage while attracting international audiences (Aulia et al., 2024). This aligns with the broader concept of international spectacle economies, where large-scale entertainment events shape a city's global identity (McFarlane, 2011). The visibility gained from hosting high-profile concerts can lead to further cultural initiatives, making the city a more attractive destination for future tourism and artistic endeavors.

2.1.3 Environmental Factors

While international concerts provide significant economic and cultural benefits, they also pose environmental challenges, particularly in terms of waste management, carbon emissions, and resource consumption. Large-scale events often require extensive energy use, increased transportation, and higher waste production, all of which contribute to their environmental footprint. Research by the Journal of Environmental Management (2021) highlights these challenges and emphasizes the need for sustainable event management strategies.

Efforts to promote greener travel behaviors, such as those implemented at the Fuchsbau Festival, demonstrate the potential for reducing environmental factors through strategic transport plans (Gause, 2017). Additionally, sustainable practices in festival organization, including waste reduction programs, carbon offsetting, and renewable energy use, are becoming more common. A case study on the sustainability practices of major music festivals (2023) found that proactive measures can significantly mitigate the environmental footprint of such events. Moreover, strategic site selection and resource-efficient festival designs help minimize negative environmental consequences while preserving cultural and natural resources (Aulia et al., 2024).

While international concerts offer numerous benefits, balancing economic gains with environmental sustainability remains a challenge. The integration of sustainable practices is crucial to mitigating negative factors and ensuring that these events contribute positively to local communities and ecosystems.

2.1.4 Tourism Factors

International concerts significantly boost tourism by attracting large numbers of domestic and international visitors. This influx of tourists leads to increased spending in local economies, particularly benefiting the hospitality, food and beverage, and transportation sectors. Research indicates that major events can lead to a substantial rise in visitor numbers, with studies showing that attendees spend considerable amounts on accommodations, food, and local attractions. For example, a study by the European Journal of Tourism Research (2020) found that concerts can increase hotel occupancy rates by up to 30% during event weekends, directly enhancing hospitality revenues.

Additionally, the Singapore Tourism Board (2022) reported that each concert-goer contributes an average of SGD 300 to the local economy, encompassing various sectors. The economic multiplier effect further amplifies this impact, as the money spent by visitors circulates through the local economy, supporting jobs and businesses. This economic benefit extends to remote areas, where sustainable development proposals can multiply local economic effects, as demonstrated in the case of Symi, where tourism contributes to GDP and production value (Mikrou et al., 2023). Similarly, international events like the Brazilian Carnival and Macau Latin Parade have been shown to enhance regional economic vitality (Tang, 2023).

2.2 The Impact of Taylor Swift's 2024 Eras Tour Concert in Singapore

2.2.1. Taylor Swift's The Eras Tour

Taylor Swift is an internationally renowned American singer-songwriter who has made a profound impact on the music industry since her debut in 2006. Known for her exceptional storytelling ability and lyrical depth, Swift has successfully navigated various musical genres, including country, pop, and indie folk. Her work has earned her numerous accolades, including multiple Grammy Awards, and she has cultivated a dedicated global fan base (Jones, 2021). The Eras Tour, which began in March 2023 and is set to conclude in December 2024, is a celebration of her extensive discography, featuring songs from each of her albums. This tour is particularly significant as it encapsulates the different "eras" of her career, allowing fans to experience the evolution of her artistry through a series of dynamic performances (Smith, 2023).

The Singapore leg of the Eras Tour is scheduled for March 2 to March 9, 2024, and consists of six sold-out concerts. These performances are projected to generate substantial economic benefits for the country, with estimates suggesting that the concerts could bring in

between SGD 260 million to SGD 500 million (approximately USD 192 million to USD 372 million) in tourism revenue. This figure encompasses not only ticket sales but also spending on accommodations, dining, and entertainment by the influx of concert-goers. The anticipated economic impact is expected to provide a significant boost to Singapore's economy, particularly in the tourism and service sectors, enhancing local businesses and creating jobs.

In a broader context, the concerts are projected to contribute approximately SGD 300 million to SGD 400 million (USD 222 million to USD 296 million) to Singapore's Gross Domestic Product (GDP) for the first quarter of 2025. This economic activity will not only benefit local businesses but also stimulate job creation in various industries, including hospitality and retail. The multiplier effect of this spending will further amplify the economic benefits, making Taylor Swift's concerts a pivotal event for Singapore's economic landscape.

2.2.2. Political Factors

Taylor Swift's Eras Tour concert in Singapore did more than entertain—it also influenced the country's political landscape through diplomacy, investment policy, and cultural positioning.

a. Boosting Singapore's Reputation as a Global Entertainment Hub

The successful hosting of the Eras Tour at the National Stadium has enhanced Singapore's global image as a vibrant cultural destination and a reliable venue for major international events (Hui, 2024). As the only Southeast Asian country selected for the tour, Singapore showcased its world-class infrastructure and organizational capacity, reinforcing its status as a regional entertainment leader (Mao, 2024). This aligns with research by Tan & Wong (2021), which highlights the role of government-backed events in elevating national prestige and supporting long-term infrastructure upgrades.

b. Strengthening Diplomatic Relations and Regional Influence

The concert facilitated cultural diplomacy by attracting fans from neighboring countries, promoting cross-border exchanges and international goodwill (Bradley, 2024). Hosting a globally exclusive event has elevated Singapore's soft power in Southeast Asia, serving as a platform for diplomatic visibility and fostering stronger bilateral relationships (Tham & Sin, 2024). As global artists increasingly choose Singapore, the country solidifies its position as a neutral, welcoming space for international engagement.

c. Encouraging Government Investment in Culture and Tourism

The concert's economic success has reinforced the government's commitment to cultural and tourism investment. The Singapore government's role in securing the exclusive hosting rights reflects a broader policy shift toward leveraging entertainment for economic growth (Cabato, 2024; Li, 2024). Long-term strategies include increasing funding for cultural infrastructure and attracting future high-profile events (Ray, 2024). According to Koh (2022), this trend may influence future policy decisions aimed at maintaining Singapore's competitive edge as a global event destination. However, such investments also invite public discourse on budgeting priorities (Lim, 2021), highlighting the need for transparent and balanced cultural policies.

2.2.3. Social and Cultural Factors

The Taylor Swift Eras Tour in Singapore presents not only economic benefits but also substantial socio-cultural factors. As a large-scale international event, the concert has influenced cultural tourism, community dynamics, and Singapore's global cultural identity.

a. Cultural Tourism Promotion

The concert functioned as a vehicle for promoting cultural tourism in Singapore. Visitors were not only drawn by the performance but also encouraged to explore the city's broader cultural landscape. As reported by The Business Times, the event sparked international attention and stimulated interest in local food, art, and tourist attractions (Chua, 2024). Large-scale concerts serve as cultural gateways, attracting global audiences and facilitating cultural exchange. Events like this introduce foreign visitors to Singapore's multicultural identity and promote understanding across national boundaries (Ng & Lim, 2021).

b. Community and Creative Economy Engagement

Taylor Swift's concert played a role in strengthening local and regional fan communities. According to The New Paper, the event provided a platform for social bonding among fans and boosted the creative economy through the sale of merchandise and locally produced fan content (Tan, 2024). Concerts foster social engagement and shared experiences that enhance social cohesion (Chong, 2022). These events also energize the local creative scene, providing business opportunities for artists, designers, and entrepreneurs in the entertainment and merchandise sectors.

c. Cultural Identity and City Branding

Hosting an international superstar like Taylor Swift elevated Singapore's image as a culturally vibrant and globally connected city. As noted by AsiaOne, the successful

execution of the event enhanced Singapore's reputation as a regional cultural hub (Lim, 2024). This aligns with findings from the Journal of Urban Affairs (2020), which highlight how major concerts contribute to city branding and attract future cultural investments. The concert demonstrated Singapore's capacity to host world-class events and reinforced its commitment to cultural inclusivity and global engagement.

2.2.4. Environmental Factors

While Taylor Swift's Eras Tour has delivered notable economic and cultural benefits, it also presents several environmental challenges. These factors emphasize the need for sustainable planning in large-scale entertainment events.

a. Increased Carbon Emissions from Transportation and Logistics

Large concerts typically result in a surge of carbon emissions due to the transportation of attendees and event logistics. The Eras Tour in Singapore attracted over 60,000 visitors per night, many of whom traveled by car, plane, or other emission-heavy modes of transport (Tan, 2024). This aligns with findings by Raihan et al. (2022), which highlight a strong correlation between tourism-driven activities and elevated CO₂ emissions. Additionally, logistics for equipment and production crews further compound the event's carbon footprint.

b. Large-Scale Energy Consumption

High-energy demands are common in major concerts due to the use of extensive lighting systems, sound equipment, and other operational technologies. According to Lim (2024), the energy required for the Eras Tour in Singapore was substantial and likely placed a temporary strain on the local electricity grid. As reported by Channel News Asia, the need to maintain an immersive concert experience comes at the cost of elevated energy consumption, raising concerns about sustainability unless renewable energy sources or offsets are implemented.

c. Pressure on Environmental Infrastructure

Public infrastructure—including transportation systems, sanitation services, and nearby public spaces—faces heightened strain during large events. Research by Ng (2024) suggests that high foot traffic and overcrowding may lead to increased littering, congestion, and pollution in and around the venue. Moreover, the Singapore National Stadium and surrounding areas experienced intensified use of environmental resources, requiring enhanced maintenance and management efforts. These issues highlight the

importance of integrating green practices such as waste reduction, efficient crowd control, and environmentally-conscious planning (Tan, 2023; Ng, 2023).

2.2.5. Tourism Factors

International concerts such as Taylor Swift's 2024 Eras Tour in Singapore have proven to generate significant economic benefits, particularly across three key sectors: accommodation, food and beverage, and transportation..

a. Increased Accommodation Usage

The hotel industry experienced substantial gains during the concert period. Hotel occupancy rates rose by 19%, driven largely by the influx of international visitors—approximately 70% of concert attendees traveled from abroad (Song, 2024). High-end establishments such as Marina Bay Sands offered exclusive concert packages bundling tickets with luxury accommodation, highlighting strong demand from overseas fans. The concert also exemplifies the broader trend where major events stimulate local tourism and short-term rental demand (Bradley, 2024), a phenomenon supported by research showing that such events can increase visitor numbers by 20–30% (Smith & Jones, 2021).

b. Heightened Food and Beverage Spending in Local Establishments

The hospitality sector, particularly restaurants, cafes, and bars, saw a marked increase in customer traffic and revenue. Cabato (2024) notes that the surge in tourism led to widespread spending in dining establishments across the city. On average, the Singapore Tourism Board (2022) estimates each concert-goer contributed around SGD 300 to the local economy, with a significant portion directed toward food and beverage consumption. This aligns with the economic multiplier theory, where initial spending by tourists circulates through the economy, benefiting sectors such as F&B, retail, and entertainment (Lee & Tan, 2020).

c. Greater Utilization of Transportation Services

The transportation sector—both international and local—experienced a notable boost. Changi Airport reported a 20% increase in arrivals compared to the same week the previous year, underscoring the concert's role in attracting inbound tourists (Li, 2024). Furthermore, domestic mobility increased as local travel agencies reported a 50% rise in sales of tourism and transport passes during the concert period. These figures illustrate how concerts can enhance the demand for both long-distance and citywide travel services, reinforcing the integral link between tourism events and transport infrastructure usage.