

Getz Donald Events And Public Policy Getz Donald 2007

This book provides, both an overview of event studies and a foundation for professional event management.

The Management of Event Operations: project management, planning and customer satisfaction provides an introduction to the management of operations for the event planner and venue provider. Taking an holistic view of an event enterprise, it links the traditional topics within operations management to present a coherent and hands-on approach specifically for the events manager. The approach is pragmatic and is dictated by practical consequences and considerations, which are so important to an event manager who balances many views and needs from diverse stakeholders. * An introduction to the management of operations and project planning for the event planner and venue provider * Examines quality in the events industry and its effects on customer satisfaction, resource efficiency and event success. * The only text to take generic operations management theories and skills and relate them specifically to the events industry

Event Portfolio Management explores the phenomenon of the event portfolio as a policy tool for cities and destinations. Divided into two parts - 'Theory' and 'Practice' - the book critically analyses and summarises key underpinnings behind portfolio theory development and identifies key trends and issues in the event portfolio approach. It examines the processes of event portfolio development and management, leveraging, stakeholder networking and collaboration, portfolio design, risk assessment and evaluation. With a wide geographical reach, the book introduces the results of empirical research from different international case studies, including Auckland, Wellington and Dunedin in New Zealand, Canberra and Melbourne in Australia, and Manchester and Edinburgh in the UK. The Event Management Theory and Methods Series examines the extent to which mainstream theory is employed to develop event-specific theory, and to influence the very core practices of event management and event tourism. Each compact volume contains overviews of mainstream management theories and methods, examples from the events literature, case studies, and guidance on all aspects of planned-event management. The series introduces the theory, shows how it is being used in the events sector through a literature review, incorporates examples and case studies written by researchers and/or practitioners, and contains methods that can be used effectively in the real world. Series editor: Donald Getz PhD., Professor Emeritus, University of Calgary, Canada. This is an indispensable specialist text for events students, scholars and practitioners. With additional online resource material, the book is ideal for lecturers who teach event tourism and need theoretical foundations and case studies for their classes. It is a valuable source of reference for students undertaking events and tourism programmes. For destination managers and other industry professionals, the book provides a theoretical and practical guide to developing successful and sustainable portfolios of events. Vladimir Antchak, PhD., is Senior Lecturer in Applied Management at the University of Derby, UK. Vassilios Ziakas, PhD., is Associate Professor in Sport Management at Plymouth Marjon University, UK. Donald Getz, PhD., is Professor Emeritus at the University of Calgary, Canada and Visiting

Professor at the University of Derby, UK.

Events Management is the must-have introductory text providing a complete A-Z of the principles and practices of planning, managing and staging events. The book: introduces the concepts of event planning and management presents the study of events management within an academic environment discusses the key components for staging an event, covering the whole process from creation to evaluation examines the events industry within its broader business context, covering impacts and event tourism provides an effective guide for producers of events contains learning objectives and review questions to consolidate learning Each chapter features a real-life case study to illustrate key concepts and place theory in a practical context, as well as preparing students to tackle any challenges they may face in managing events. Examples include the Beijing Olympic Games, Google Zeitgeist Conference, International Confex, Edinburgh International Festival, Ideal Home Show and Glastonbury Festival. Carefully constructed to maximise learning, the text provides the reader with: a systematic guide to organizing successful events, examining areas such as staging, logistics, marketing, human resource management, control and budgeting, risk management, impacts, evaluation and reporting fully revised and updated content including new chapters on sustainable development and events, perspectives on events, and expanded content on marketing, legal issues, risk and health and safety management a companion website: www.elsevierdirect.com/9781856178181 with additional materials and links to websites and other resources for both students and lecturers

Event Studies is the only book devoted to developing knowledge and theory about planned events. This book focuses on event planning and management, outcomes, the experience of events and the meanings attached to them, the dynamic processes shaping events and why people attend them. Event Studies draws from a large number of foundation disciplines and closely related professional fields, to foster interdisciplinary theory focused on planned events. It brings together important discourses on events including event management, event tourism, and the study of events within various disciplines that are able to shed light on the roles, importance and impacts of events in society and culture. Since the first edition of this book there have been many important developments in this field and this second edition features: New sections have been added on: assessment of forces; trends and issues in the world of planned events; examination of three discourses; event-related careers and professionalism; new theory on the event travel career trajectory; implications of social worlds and social media, and new theory on convergence in the forms and functions of events. Expert contributions and personal viewpoints from a number of respected events academics Updated Research Notes to connect readers to the vast and diverse current literature, methods and techniques pertaining to events. Instructor's Guide including PowerPoint Slides for each chapter at www.routledge.com/cw/getz Festival and Events Management: an international perspective is a unique text looking at the central role of events management in the cultural, tourism and arts industries. With international contributions from industry and academia, the text looks at the following: * Events & cultural environments * Managing the arts & leisure experience * Marketing, policies and strategies of art and leisure management Chapters include exercises, and additional teaching materials and solutions to questions are provided as

part of an accompanying online resource.

Electronic Inspection Copy available to instructors here Praise for the previous edition:

?This is an excellent publication that correctly reviews the external environment associated with events, both in the context of the theoretical and operational? - Neil Robinson, Salford Business School, University of Salford, UK The new edition of this popular accessible text gives students a thorough and contemporary grounding in both the fundamentals and strategic responsibilities of successful event management. Purposefully broad in scope, the text combines theory with practical knowledge and terminology, ensuring readers develop a flexible and commercially-acute skill set. Topics covered range from law, marketing and finance to introductory guides to sound, lighting and multimedia equipment, providing students with the practical knowledge they need for a career in Events Management. Theory is brought to life in a range of case studies and examples throughout the text. As well as updated examples and legislation, this edition introduces new chapters on: Event entrepreneurship Project management and financing New Multimedia technology for events organisers Sustainable festivals and events Long term legacy and impacts The future of the industry An accompanying Companion Website provides students with discussion questions and video links. The website also provides an Instructor?s Manual and PowerPoint slides for lecturers. This text is an ideal resource for undergraduate students who are studying Events

Management for the first time. Visit the Companion Website at www.sagepub.co.uk/raj

This book is the first academic contribution that deals with international taxation of income sources from sports events. Using an interdisciplinary approach, with in-depth analysis of both sports law and international tax law, it is notably the first academic work to conduct a thorough analysis in the fields of international taxation of eSports, sports betting as well as illegal/unlawful income sources that may be obtained in relation to a sporting event, such as kickback payments. After describing the general methodologies of income tax and VAT from an international standpoint, defining key terms such as 'eSports' and 'bidding procedure', the book examines in detail the taxation of the services that are rendered and the goods that are sold, thereby the income obtained, in relation to an international sports event from both income tax and VAT perspectives. Also analysed are government funding in the sports sector, along with its taxation modalities, as well as specific tax exemption regulations enacted for the purposes of mega sporting events. Highlighting the absence of an acceptable level of certainty in the field of taxation of international sports events, the work makes pertinent suggestions as to the future of international sporting event taxation law. With international appeal, this comprehensive book constitutes essential reading for tax and sports law scholars.

* An ontology of the study of planned events and the professional practice of event management and event tourism;* User friendly explanations and language to explain and contextualise jargon and technical terms within this wide and varied field;* E version has an interactive function with hyperlinks to sources, books in the EMTM series as well as ability to bookmark pages, instant linkage to cross references and more. This Dictionary, produced by a distinguished and varied panel of international editors, is an invaluable reference for students, academics, practitioners, researchers, policy makers. For the first time, it

compiles and defines a comprehensive glossary of terms used in the event-specific literature. Whilst many of these terms are commonplace, their usage in the events literature is often specific and in need of interpretation. Whilst there are numerous short entries and basic definitions, the emphasis has been placed on terms with high relevance to planned events, and in particular to theories, concepts and models specific to event studies. Multiple usages, including quotations are provided, where relevant, to cover the breadth of meanings and applications of the terms. Part of the Event Management Theory and Methods Series. This series examines the extent to which mainstream theory is being employed to develop event-specific theory, and to influence the very core practices of event management and event tourism. They introduce the theory, show how it is being used in the events sector through a literature review, incorporate examples and case studies written by researchers and/or practitioners, and contain methods that can be used effectively in the real world. With online resource material, this mix-and-match collection is ideal for lecturers who need theoretical foundations and case studies for their classes, by students in need of reference works, by professionals wanting increased understanding alongside practical methods, and by agencies or associations that want their members and stakeholders to have access to a library of valuable resources. Series editor: Donald Getz PhD., Professor Emeritus, University of Calgary, Canada.

The first text to fully explore the issue of ownership and governance of international events. Split onto two distinct parts of 'Theory' and 'Cases', it presents cases from sports as well as non-sports events, in addition to general principles regarding ownership and governance based on historical, legal and managerial considerations. Ownership and Governance of International Events explores these events as global common goods owned by communities of participants, be they athletes, spectators, visitors, tourists, fans, media consumers, local residents and their required partnership between public authorities (at local, regional and national levels) and private bodies (NGOs and commercial organisations). It argues that this perspective of an event as a 'common good' helps mega events to be better sustained over the long run and facilitates their acceptability by local residents and wider public opinion.

The Fundamentals of Event Design aims to rethink current approaches to event design and production. The textbook explores the relationship between event design and multiple visitor experiences, as well as interactivity, motivation, sensory stimuli and co-creative participation. Structured around the key phases of event design, the book covers all the critical dimensions of event concepting, atmospherics, the application of interactive technologies, project management, team leadership, creative marketing and sustainable production. The concepts of authenticity, creativity, co-creation, imagineering and storytelling are discussed throughout, and practical step-by-step guidance is provided on how to create and deliver unique and memorable events. The chapters include industry voices

offering real-life insight from leading international event practitioners and individual and/or team assignments to stimulate learners' creativity, visualisation and problem solving. This is the first textbook in event design that integrates areas of anthropology, social psychology, management, marketing, graphic design and interactivity. Focusing on bringing theory into practice, this is essential reading for all Events Management students.

Focuses on stakeholder theory applied to event management and goes beyond traditional approaches by treating event management as an applied field. It looks at issues such as stakeholder relationships and the management functions of planning, organizing, staffing, directing and controlling in the events sector. Innovative Marketing Communications for Events Management provides students and event managers with a complete insight into the strategic and innovative marketing of events of all scales and nature. The book builds a conceptual framework for the development, planning, implementation and evaluation of innovative communication strategies for the marketing of events, and the effective use of events as an innovative communications method in general organizational marketing. With a strong practical underpinning, Innovative Marketing Communications for Events Management emphasises to event managers the importance of effectively integrating a range of tools and techniques to communicate the event and provides them with a better understanding of how a variety of private and public sector organisations can use events within their communication strategies.

In recent times, festivals around the world have grown in number due to the increased recognition of their importance for tourism, branding and economic development. Festivals hold multifaceted roles in society and can be staged to bring positive economic impact, for the competitive advantage they lend a destination or to address social objectives. Studies on festivals have appeared in a wide range of disciplines, and consequently, much of the research available is highly fragmented. This handbook brings this knowledge together in one volume, offering a comprehensive evaluation of the most current research, debates and controversies surrounding festivals. It is divided into nine sections that cover a wide range of theories, concepts and contexts, such as sustainability, festival marketing and management, the strategic use of festivals and their future. Featuring a variety of disciplinary, cultural and national perspectives from an international team of authors, this book will be an invaluable resource for students and researchers of event management and will be of interest to scholars in the fields of anthropology, sociology, geography, marketing, management, psychology and economics.

* Thoroughly explains social marketing theory and its relevance to planned events and event tourism* International case studies used to illustrate methods and applications in an applied context.* Online lecturer resources to accompany in the form of teaching ppt slides, end of chapter multiple choice questions and sample questions.Up until this text, the topic of social marketing in specifically for

events students has been lacking - this original and much needed text fills a gap in the literature overall. Its' balance of theory and application via means of case studies, really provides lecturers and students with a one stop shop to learn more about this vital area of events management and marketing. Part of the Event Management Theory and Methods Series. This series examines the extent to which mainstream theory is being employed to develop event-specific theory, and to influence the very core practices of event management and event tourism. They introduce the theory, show how it is being used in the events sector through a literature review, incorporate examples and case studies written by researchers and/or practitioners, and contain methods that can be used effectively in the real world. With online resource material, this mix-and-match collection is ideal for lecturers who need theoretical foundations and case studies for their classes, by students in need of reference works, by professionals wanting increased understanding alongside practical methods, and by agencies or associations that want their members and stakeholders to have access to a library of valuable resources. Series editor: Donald Getz PhD., Professor Emeritus, University of Calgary, Canada.

This is the first textbook and reference work on evaluation intended for event management and event tourism. Drawing upon generic evaluation theory and methods, event and tourism research and real-world experiences, the author provides concepts and tools needed for the establishment of a comprehensive evaluation system and the implementation of varied evaluation projects. The strength of this book lies in its emphasis on evaluation foundations, both theoretical and methodological, enabling the student and practitioner to adapt the evaluation process to many situations using:

- *A range of tools from simple checklists to more advanced logic models;
- *Specific chapters devoted to the most challenging evaluation contexts: the visitor and their experience, quality and human resources;
- *A chapter devoted to exploring different evaluation challenges in the full range of planned events, including the tourism dimension;
- *An introduction of impact assessment.

The Events Management Theory and Methods Series examines the extent to which mainstream theory is being employed to develop event-specific theory, and to influence the very core practices of event management and event tourism. Each compact volume contains overviews of mainstream management theories and methods, examples from the events literature, case studies, and guidance on all aspects of planned-event management. They introduce the theory, show how it is being used in the events sector through a literature review, incorporate examples and case studies written by researchers and/or practitioners, and contain methods that can be used effectively in the real world. Series editor: Donald Getz. With online resource material, this mix-and-match collection is ideal for lecturers who need theoretical foundations and case studies for their classes, by students in need of reference works, by professionals wanting increased understanding alongside practical methods, and by agencies or associations that want their members and

stakeholders to have access to a library of valuable resources.

This is the first textbook and reference work on evaluation intended for event management and event tourism. Drawing upon generic evaluation theory and methods, event and tourism research and real-world experiences, it provides concepts and tools for a comprehensive evaluation system and the implementation of evaluation projects.

The Encyclopedia of Tourism Management and Marketing is, quite simply, the definitive reference work in the field. This is the largest tourism management and marketing ontology that has ever been put together and offers a holistic examination of this interdisciplinary field. Bringing together a wealth of expertise, a team of international authors from all parts of the world shed light on the current state of tourism research and practice around the globe and provide unique insights into the field. Carefully curated by leading tourism scholar Dimitrios Buhalis, the Encyclopedia is an invaluable resource for academics, students and practitioners and provides the ideal starting point for any research journey. The concise entries present an accessible and condensed overview of each topic and the selected references that follow each entry suggest directions for further detailed exploration. Key Features: - Over 1000 entries - Entries organized alphabetically for ease of navigation - Fully cross-referenced - Concise, structured entries by the world's foremost scholars in tourism - Selected references for further study - Inclusive global authorship team. Contact us for a quote.

The Routledge Handbook of Events explores and critically evaluates the debates and controversies associated with this rapidly expanding discipline. It brings together leading specialists from range of disciplinary backgrounds and geographical regions, to provide state-of-the-art theoretical reflection and empirical research on the evolution of the subject. It is the first major study to examine what events is as a discipline in the twenty-first century, its significance in contemporary society and growth as a mainstream subject area. The book is divided in to five inter-related sections. Section one evaluates the evolution of events as a discipline and defines what events studies is. Section two critically reviews the relationship between events and other disciplines such as tourism and sport. Section three focuses on the management of events, section four evaluates the impacts of events from varying political, social and environmental perspectives and section five examines the future direction of growth in event-related education and research. It offers the reader a comprehensive synthesis of this field, conveying the latest thinking and research. The text will provide an invaluable resource for all those with an interest in Events Studies, encouraging dialogue across disciplinary boundaries and areas of study.

This book provides a comprehensive, detailed and insight rich review of both the positive (capacity building, cultural conservation and economic opportunities) and negative (commodification, cultural change and possible loss of ownership and control) aspects of tourism development in indigenous communities. The

relationship between tourism and indigenous people provides the ultimate test of sustainable tourism as a concept for tourism management and cultural conservation. The chapters range geographically from Central and North America, through Africa, and Asia to Australia. Issues covered include governance and engagement, research, minority language issues, visitor codes of conduct, trail development, Indigenous product design, Indigenous urban festivals, Indigenous values and capitalism, gentrification, heritage interpretation, marketing, demand, world views and representation. This book was originally published as a special issue of the Journal of Sustainable Tourism.

This book on events-related research marks a watershed in the development of a "Nordic School" of festival and event research. Each of the chapters presents a new and interesting approach to the study of events, in terms of methods, perspectives or content. It is mostly rooted in management theory but also incorporating other perspectives that enhance our understanding of the phenomena. Implications for real-world applications in tourism, hospitality, and community development are also at the fore. The scholarship is comprehensive, not focused on only tourism or economic aspects. Management theory, including stakeholder management, social networks, and institutionalization processes is being applied. Attention is being given to the multiple roles festivals and events play in society, and to evaluation of their worth and impacts. Innovative methods are being developed to examine event experiences, innovation processes, and success factors. There is now a critical mass of scholars in the Nordic countries that share a strong interest in event studies, and they are engaged in collaborative research, making it an appealing and innovative region for other event students and researchers to visit. It can be expected that the Nordic school will take an increasingly important place in the development of event studies, which is now truly global in terms of scholarship and university degree programs. This book was originally published as a special issue of Scandinavian Journal of Hospitality and Tourism.

Allen's Festival and Special Event Management, Essentials Edition serves as a concise yet comprehensive, step-by-step handbook for modern event management. This Essentials edition gives students contemporary lessons and insights that they can relate to. It brings theory to life through copious practical examples, illustrative diagrams and unique case studies demonstrating best practices and pitfalls. Industry experts from across APAC's event planning sector have contributed content to key contemporary topics including sustainability, risk management, project management and strategic alignment to client goals. This edition also features Wiley's Future Student Guide, a unique tool which provides expert and practical advice on career preparedness making for more future-ready graduates.

Impact assessment can be highly technical and complex, requiring a broad knowledge base and diverse skills, but like evaluation, it is a process fraught with philosophical, technical and political perils. Why is it done, by whom, and how,

must be carefully planned. Impacts cannot always be 'proven', so the nature of evidence becomes critical. Accordingly, a strong theoretical base is needed by all IA practitioners. Whilst economic impacts have received a great deal of attention, with sufficient material available to guide all applications, for social, cultural and environmental IA the theory and practice has lagged. In the context of Triple Bottom Line, social responsibility and sustainability approaches most of the available literature is on normative goals (such as going green, meeting sustainability standards), the nature of positive and negative impacts (a descriptive approach or based on public input), or theory about how impacts occur; very little theory development or praxis has been directed at impact assessment for these applied fields. In response to this lack of information, *Event Impact Assessment* is the first text to:

- * Develop professionalism for IA and evaluation in these applied management fields.
- * Position impact assessment within sustainability and responsibility paradigms.
- * Recommend goals, methods and measures for planning, evaluation and impact assessment pertaining to events and tourism.
- * Encourage the adoption of standard methods and key performance indicators in evaluation and impact assessment in order to facilitate valid comparisons, benchmarking, reliable forecasts, transparency and accountability.
- * Provide concepts and models that can be adapted to diverse situations.
- * Connect readers to the research literature through use of Research Notes and provision of additional readings.

This text also works well as a companion text to *Event Evaluation: Theory and methods for event management and tourism*. The *Events Management Theory and Methods Series* examines the extent to which mainstream theory is being employed to develop event-specific theory, and to influence the very core practices of event management and event tourism. Each compact volume contains overviews of mainstream management theories and methods, examples from the events literature, case studies, and guidance on all aspects of planned-event management. They introduce the theory, show how it is being used in the events sector through a literature review, incorporate examples and case studies written by researchers and/or practitioners, and contain methods that can be used effectively in the real world. Series editor: Donald Getz. With online resource material, this mix-and-match collection is ideal for lecturers who need theoretical foundations and case studies for their classes, by students in need of reference works, by professionals wanting increased understanding alongside practical methods, and by agencies or associations that want their members and stakeholders to have access to a library of valuable resources.

Strategic Management in Public Organizations: European Practices and Perspectives offers the first wide-ranging survey and assessment of strategic management practices at various levels of government and public service in European countries. It shows that strategic management is much more than a management tool imported from the private sector - it has become a key element of public management reforms, and European governments at all levels are

developing 'strategic state' characteristics. Written by leading European experts on strategic management in the public sector and in government, this book presents evaluations and analysis based on empirical investigations. The book covers strategic management at different levels of government, explore the roles of different players, and incorporate theory and practice, with opening and concluding chapters by the editors that provide an overview of strategic management in the public services and a cross-societal discussion of practices, reforms, and lessons. It reflects not only developments in strategic management practices in the European public sector, but also the increasing importance of strategic capabilities for the modernization of public governance. This book is ideal for students in postgraduate management courses (MPA, MSc, or MBA) in Europe and elsewhere.

The Value of Events fills an important niche in the literature on events, being the first book to comprehensively deal with the subject of value creation and measurement, as opposed to impact assessment and programme evaluation. Value creation and measurement is often done routinely from specific perspectives such as tourism, event management, corporate marketing, or customer satisfaction. However, there exist a number of discourses on value and evaluation that have not yet received adequate attention, including the justification of governmental intervention and the costs and benefits of hosting major events. This edited book, written by an international group of academics with expertise in the relevant fields of events, tourism, sport and culture, offers new insight into events and their relationship to sustainability, social responsibility, cultural and social value. Fostering debate in the context of conceptual thinking, philosophising, multiple stakeholder perspectives and interdisciplinary approaches, it challenges the events industry, students, policy-makers and strategists with new perspectives on value, with implications for impact forecasting and assessment. This is a book for all students pursuing degrees in fields where planned events are important topics, while being of great interest to researchers, policy-makers, evaluators and organisers/managers of planned events. Within a subject in need of further attention, The Value of Events offers the most comprehensive overview of event value to date.

Many of our planet's support systems are in crisis. Climate change, resource shortages and environmental pollution threaten our economy and lifestyles. Society as a whole needs to adopt policies that can meet these challenges. The ever expanding event industry is no exception. Anyone involved in organising and managing events needs to understand the complex relationship between events and the environment so that they can implement sustainable management practices. This is the first book to provide a thorough exploration of the multi-dimensional relationships between events and the environment. It achieves this by not only critically evaluating the positive and negative impacts on the environment but also by reviewing the ways the events industry uses the environment as a resource and how the environment helps to shape events. It traces the evolution of the concepts of sustainability and sustainable development and the implementation of environmental legislation. It offers insights into how sustainable measurement practices can be incorporated into the planning, management and monitoring of events and concludes by reflecting on some of the future environmental issues that still need to be resolved within the industry. It illustrates these ideas with a wide range of case studies at a variety of scales and geographical locations on all the earth's continents. To encourage reflection on the principal themes and promote critical thinking, there are discussion questions and links to further reading in each chapter. This book is essential reading for students of Events Management.

Event Studies Theory, Research and Policy for Planned Events Routledge

Changes in the wider environment have triggered a new normal for event creation. Heightened attendee expectations, a keener focus upon the return required by funders and wider stakeholders, and, of course, an ever more competitive event marketplace. Couple these with CSR, social media, globalisation and technology and the reasons event creation is now a strategic and multilayered responsibility are clear. Strategic Event Creation is the contemporary textbook that recognises and articulates this changed reality for students and professionals. It moves away from an older paradigm of simply 'making events work' and managing inputs to show a sector that now needs to be: outcome obsessed, stakeholder centric, strategically focused and driven by strategically aware reflective professionals. This text is based on a carefully designed framework which-

- * Delivers a clear overview of the key principles *
- * Integrates theory with industry voices, cases and the practitioner perspective*
- * Uses the lens of outcomes to anchor the role of inputs/processes/decisions/budgets*
- * Delivers clear learning summaries and highlights key questions for reflection

The broadly based and experienced author team are widely engaged with the events industry whose voice and insights inform the book throughout. It is designed to move students and professionals beyond event organising to strategic event creation. As the event industry has progressed effective event operations become a prerequisite to exist rather than a recipe to succeed. It will be an essential text for students studying Events, Festival, Conference and Exhibition Management at all levels, and also of significant use to a wide range of students in Tourism, Hospitality and Marketing. The practical 'real world' perspective means that it can help venue managers, event creators (across many areas), experiential marketing professionals and conference / training managers gain a broader understanding of the business context in which they are competing.

Contemporary events management is a diverse and challenging field. This introductory textbook fully explores the multidisciplinary nature of events management and provides the student with all the practical skills and professional knowledge they need in order to succeed in the events industry. It introduces every core functional area of events management, such as marketing, finance, project management, strategy, operations, event design and human resources, in a vast array of different event settings from sport to political events. This new edition has been updated to include:

- New and updated content on developments in technology, risk management and event volunteering.
- New and updated case studies that include emerging economies.
- New industry voices by international practitioners.

Every topic is brought to life through vivid case studies, personal biographies and examples of best practice from the real world of events management. Written by a team of authors with many years' experience of working in the events industry, Events Management: An Introduction is the essential course text for any events management programme.

The growth of events and festivals has been significant over the last decade and a wide range of skills are essential to ensure those events are successful. This requirement has been instrumental in stimulating the creation of more tertiary education opportunities to develop events management knowledge. As the discipline develops, knowledge requires direction in order to understand the changing advances in society. This is the first book to take a futures approach to understanding event management. A systematic and pattern-based understanding is used to determine the likelihood of future events and trends. Using blue skies scenarios to provide a vision of the future of events, not only capturing how the events industry is changing but also important issues that will affect events now as well as the future. Chapters include analysis of sustainability, security, impacts of social media, design at both mega event and community level and review a good range of different types of events from varying geographical regions. A final section captures the contributions of each chapter through the formation of a conceptual map for a future research agenda. Written by leading academics in the field, this ground breaking book will be a valuable reference point for educators, researchers and industry professionals.

Event Audiences and Expectations for the first time examines why people participate in festivals and events, the types of events which stimulate participation, and the fanatical antics of fans who become involved in these events. By doing so the book offers significant insight into how event managers can entice and manage participant expectations as well as manage audience involvement. The book is based on primary research using participant observation, as well as in-depth interviews with event participants, event managers and government officials involved in over 50 international events to gain new perspectives into audience behaviour and participatory events. Using numerous international case studies and examples, the book offers a comprehensive outline of the reasons why people participate in festivals and events, the social world that reinforces their behaviours, and strategies that can be used to ensure future successful participatory events. This thought-provoking and original volume will be valuable reading for students, researchers, events managers and tourism and community planners at all levels of government.

Many books exist on various aspects of event management, reflecting growing academic and professional interest, but there has not been a book written on Event Studies until now. As the event management field expands, there is a growth in demand for advanced texts, particularly with a multidisciplinary research and theoretical orientation. Event Studies is the first text to embrace this new direction in the field of event management providing:

- * Students and practitioners with an explanation of why planned events are important from a social/cultural, economic and environmental perspective.
- * Readers with an understanding of how various disciplines and other professional fields view planned events, and the contributions they make to understanding events.
- * Research students with a detailed evaluation of research issues and challenges, and of methodologies and theories applicable to event studies. The bibliography is extensive and numerous research examples are provided.
- * Professionals with a tool to expand their knowledge well beyond the art and science of producing events to include the philosophical and scientific foundations of event studies.

For the event management student, and for professionals, Event Studies provides the necessary body of knowledge and theoretical /methodological underpinnings on the subject of planned events. Events of all types are produced every day for all manner of purposes, attracting all sorts of people. Creating and managing the environment in which these people will gather carries with it awesome responsibilities — legal, ethical, and financial. To provide a safe and secure setting and to operate in a manner that ensures the hosting organizations or individuals achieve their objectives in a proper and profitable way, event risk management must be fully integrated into all event plans and throughout the event management process. Risk Management for Meetings and Events examines the practices, procedures, and safeguards associated with the identification, analysis, response planning, and control of the risks surrounding events of all types. Written by an experienced author it:

- * Provides a solid, easy-to-read conceptual foundation based on proven risk management techniques
- * Includes ready-to-use templates designed specifically as learning exercises for students and professionals
- * Comprehensively discusses effective strategies for managing the risks associated with design, planning and production of public and private events

Risk Management for Meetings and Events is a comprehensive and practical guide which supports academic and professional development programs that prepare individuals for entering or advancement in the meeting and event management industry.

Food and wine events have gained popularity internationally. Their importance in local economic development has grown, especially in Europe, as they are seen as a source of income for local economic systems, a way for creating new job positions and

effective tools for promoting and increasing typical product awareness and demand. This book for the first time illustrates the positive and negative impacts of food and wine events from a stakeholder perspective by highlighting several critical aspects such as: (1) advantages and disadvantages of food and wine events; (2) best practice adoption for maximising benefits flowing from event creation; (3) community involvement and knowledge diffusion; (4) effectiveness in promoting local products and creating consumer awareness about products; (5) factors that promote or inhibit the success or achievements of wine and food events. Although the volume primarily focuses on events in Europe, comparisons are made to other regions in the world. Case studies are integrated throughout to illustrate the system of economic and social impacts linked to food and wine events, as well as best practices to achieve effective event management and maximize expected results. Written by leading academics, this timely and important volume will be valuable reading for all students, researchers and academics interested in Events, Tourism, Hospitality, Gastronomy and Development Studies.

From the Olympic Games to community-level competitions, sports events can be complex and pose a particular set of managerial challenges. The Routledge Handbook of Sports Event Management surveys the management of sports events around the world of every size and scale, from small to mega-events, including one-off and recurring events, and single-sport and multi-sport events. The book adopts a unique stakeholder perspective, structured around the groups and individuals who have an interest in and co-create sports events, including organising committees, promoters, sport organisations, spectators, community groups, sponsors, host governments, the media and NGOs. Each chapter addresses a specific stakeholder, defines that stakeholder and its relationships with sports events, describes the managerial requirements for a successful event, assesses current research and directions for future research, and outlines the normative dimensions of stakeholder engagement (such as sustainability and legacy). No other book takes such a broad view of sports event management, surveying key theory, current research, best practice, and moral and ethical considerations in one volume. With contributions from leading sport and event scholars from around the world, the Routledge Handbook of Sports Event Management is essential reading for any advanced student, researcher or professional with an interest in sport management, sport development, sport policy or events.

This book explores and expands upon the core topics in the current academic debate within event management research. Emerging areas and innovative methodologies are organised into three themes: Events in Society, Event Consumers, and the Event Organization.

The Routledge Handbook of Gastronomic Tourism explores the rapid transformations that have affected the interrelated areas of gastronomy, tourism and society, shaping new forms of destination branding, visitor satisfaction, and induced purchase decisions. This edited text critically examines current debates, critical reflections of contemporary ideas, controversies and queries relating to the fast-growing niche market of gastronomic tourism. This comprehensive book is structured into six parts. Part I offers an introductory understanding of gastronomic tourism; Part II deals with the issues relating to gastronomic tourist behavior; Part III raises important issues of sustainability in gastronomic tourism; Part IV reveals how digital developments have influenced the

changing expressions of gastronomic tourism; Part V highlights the contemporary forms of gastronomic tourism; and Part VI elaborates other emerging paradigms of gastronomic tourism. Combining the knowledge and expertise of over a hundred scholars from thirty-one countries around the world, the book aims to foster synergetic interaction between academia and industry. Its wealth of case studies and examples make it an essential resource for students, researchers and industry practitioners of hospitality, tourism, gastronomy, management, marketing, consumer behavior, business and cultural studies.

This new text and reference focuses on stakeholder theory applied to event management and goes beyond traditional approaches by treating event management as an applied field. The book goes further than the economic impacts of events, and looks with a new perspective at issues such as-
* The relationships between stakeholders and the consequences that such relationships create* An approach strongly rooted in management and the commonly-recognized management functions of planning, organizing, staffing, directing and controlling* Introducing throughout the relevant theory and showing how theory is being used in the events sector
The book uses a wide range of relevant examples and case studies that will be relatable to the real world. Online resources will also be included, such as annotated bibliographies, lists of further readings and periodicals, and relevant websites. It will be an essential introduction for all events students and practitioners
The Events Management Theory and Methods Series examines the extent to which mainstream theory is being employed to develop event-specific theory, and to influence the very core practices of event management and event tourism. Each compact volume contains overviews of mainstream management theories and methods, examples from the events literature, case studies, and guidance on all aspects of planned-event management. They introduce the theory, show how it is being used in the events sector through a literature review, incorporate examples and case studies written by researchers and/or practitioners, and contain methods that can be used effectively in the real world. Series editor: Donald Getz.
With online resource material, this mix-and-match collection is ideal for lecturers who need theoretical foundations and case studies for their classes, by students in need of reference works, by professionals wanting increased understanding alongside practical methods, and by agencies or associations that want their members and stakeholders to have access to a library of valuable resources.

Across the world each year events of every shape and size are held: from community events, school fairs and local business functions through to the world's largest festivals, music events, conferences and sporting events. As well as causing celebration and giving voice to issues, these public parties use up resources, send out emissions and generate mountains of waste. Events also have the power to show sustainability in action and every sustainably produced event can inspire and motivate others to action. Written by a leader in event sustainability management, this book is a practical, step-by-step guide taking readers through the key aspects of how to identify, evaluate and manage event sustainability issues and impacts and to use the event for good – it's for events of any style and scale, anywhere in the world. Now in its third edition, this is the indispensable one-stop guide for event professionals and event management students who want to adjust their thinking and planning decisions towards sustainability, and who need a powerful, easy-to-use collection of tools to deliver events

sustainably.

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