

## **Getz Donald Events And Public Policy Getz Donald 2007**

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.

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.

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 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.

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.

Event Studies Theory, Research and Policy for Planned Events Routledge

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.

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.

Tourism Management: managing for change is a complete synthesis of tourism, from its beginnings through to the major impacts it has on today's global community, the environment and economy. Provocative and stimulating, it challenges the conventional thinking and generates reflection, thought and debate. This bestselling book is now in its third edition and has been fully revised and updated to include complete set

of brand new case studies, a new four colour page design to enhance learning and improved online companion resources packed with must have information to assist in learning and teaching. Tourism Management covers the fundamentals of tourism, introducing the following key concepts: \* The development of tourism \* Tourism supply and demand \* Sectors involved: transport, accommodation, government \* The future of tourism: including forecasting and future issues affecting the global nature of tourism In a user-friendly, handbook style, each chapter covers the material required for at least one lecture within a degree level course. Written in a jargon-free and engaging style, this is the ultimate student-friendly text, and a vital introduction to this exciting, ever-changing area of study. The text is also accompanied by a companion website packed with extra resources for both students and lecturers, including learning outcomes for each chapter, multiple choice questions, links to sample chapters of related titles and journal articles for further reading, as well as downloadable PowerPoint materials and illustrations from the text. Accredited lecturers can request access to download additional material by going to <http://textbooks.elsevier.com> to request access.

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.

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.

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

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.

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*.

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.

*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.

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 into 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.

Pressure on national and local governments to rapidly develop their tourism potential to meet demand and produce benefits, makes it more essential than ever to plan carefully and consider the human and environmental impacts of tourism development. That is why, as Secretary-General of the World Tourism Organization, I am pleased to see the serious analysis of the problems and prospects of the tourism sector as presented in this third edition. -- Francesco Frangialli, Secretary-General, World Tourism Organization

Now in its third edition, *Global Tourism* draws on the insight of thirty-nine contributors to chronicle and foresee the effects of tourism on contemporary society. Contributors provide interdisciplinary, international perspectives on the critical questions, problems, and opportunities facing the tourism industry. Invaluable to academics and professionals alike, *Global Tourism* offers a comprehensive exploration of the key issues in tourism. Authors draw on their individual insights to assess and critique contemporary tourism and take a view of the future. Fully revised and re-developed, new chapters examine:

- \* The future of tourism
- \* Difference in travel characteristics of significant travel segments
- \* Sustainability standards in the global economy
- \* Crisis management in tourist destinations
- \* Tourism and social identities
- \* Tourism, mobility, and global communities

**CONTRIBUTORS INCLUDE:** Brian Archer (University of Surrey), Gurhan Aktas (T.C. Dokuz Eylul University), Bill Bramwell (Sheffield Hallam University), Peter M Burns (University of Brighton), Nancy E. Chesworth (Mount St. Vincent University), Tim Coles (University of Exeter), Chris Cooper (The University of Queensland), Graham M.S. Dann (University of Luton), Thomas Lea Davidson (Davidson-Peterson Associates, Inc.), Sara Dolnicar (University of Wollongong), David Timothy Duval (University of Otago), Larry Dwyer (University of New South Wales), Xavier Font (Leeds Metropolitan University), Alan Fyall (Bournemouth University), Brian Garrod (University of Wales, Aberystwyth), Donald Getz (University of Calgary), Alison Gill (Simon Fraser University), Frank Go (Erasmus University), Ebru Gunlu (T.C. Dokuz Eylul University), Michael Hall (University of Otago), Simon Hudson (University of Calgary), Donald Macleod (University of Glasgow), David Mercer (RMIT University), Graham Miller (University of Surrey), Michael Morgan (Bournemouth University), Peter

Murphy (La Trobe University), Philip Pearce (James Cook University), Stanley C. Plog (Plog Research and SPC Group), Garry Price (La Trobe University), Linda K. Richter (Kansas State University), Lisa Ruhanen (University of Queensland), Chris Ryan (University of Waikato), Gordon D. Taylor (Tourism Canada, retired), William F. Theobald (Purdue University), Seldjan Timur (University of Calgary), Birgit Trauer (University of Queensland), Stephen Wanhill (Bournemouth University), Peter W. Williams (Simon Fraser University)

*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.

This book provides events management students with an accessible and essential introduction to project management. Written by both academics and industry experts, *Events Project Management* offers a unique blend of theory and practice to encourage and contextualise project management requirements within events settings. Key questions include: What is project management? How does it connect to events management? What is effective project management within the events sector? How does academic theory connect to practice? The book is coherently structured into 12 chapters covering crucial event management topics such as stakeholders, supply chain management, project management tools and techniques, and financial and legal issues. Guides, templates, case study examples, industry tips and activity tasks are integrated in the text and online to show practice and aid knowledge. Written in an engaging style, this text offers the reader a thorough understanding of how to successfully project manage an event from the creative idea to the concrete product. It is essential reading for all events management students.

*Event Planning and Management*, second edition, is an ideal resource for those seeking a step by step formula to plan and deliver a successful event. With the vital balance of professional experience behind them, the authors teach the next generation of event planners with unrivalled knowledge, ensuring an effective event process from start to finish. This book delivers practical understanding of the theory and practice needed to activate each stage of planning, from initial venue selection, budgeting and programme content, to managing stakeholders and sponsors, promotion, risk assessment, safety and post-event evaluation. Fully revised, the second edition of *Event Planning and Management* expands on managing events on the day, and explores the PR and experiential marketing boom for live brand experiences. Including updated real-world case studies from around the globe, it also features an invaluable toolkit of templates, planning checklists and budget sheets. Accompanied by a host of downloadable resources, this book is the



ideal end to end resource for both event planning modules and certifications, plus busy marketing and PR professionals facing the new wave of live brand and customer experiences.

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.

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.

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.

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.

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.

Events are becoming more complex as their range of functions grows, as meeting places, creative spaces, economic catalysts, social drivers, community builders, image makers, business forums and network nodes. Effective design can produce more successful business models that can help to sustain cultural and sporting activities even in difficult economic times. This process requires creative imagination, and a design methodology or in other words 'imagineering'. This book brings together a wide range of international experts in the fields of events, design and imagineering to examine the event design process. It explores the entire event experience from conception and production to consumption and co-creation. By doing so it offers insight into effective strategies for coping with the shift in value creation away from transactional economic value towards social and relational value which benefit a range of stakeholders from the community to policy makers. Mega-events, small community events, business events and festivals in eight different countries are examined providing an international view of social issues in event design. A wide selection of current research perspectives is employed, integrating both theoretical and applied contributions. The multidisciplinary nature of the material means that it will appeal to a broad academic audience, such as art and design, cultural studies, tourism, events studies, sociology and hospitality.

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.

A complete and thorough ontology of the study of planned events and the professional practice of event management and event tourism. Contains user friendly explanations and language to explain and contextualise jargon and technical terms within this wide and varied field. 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.

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.

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](http://www.routledge.com/cw/getz)

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. The first text to move away from an older paradigm of simply 'making events work' and managing inputs, to show how to manage a sector that now needs to be: outcome obsessed, stakeholder centric, strategically focused and driven by strategically aware reflective professionals.

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.

*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](http://www.elsevierdirect.com/9781856178181) with additional materials and links to websites and other resources for both students and lecturers

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.

[Copyright: 8501bfd520db4cb0e04b93862bfa3265](https://www.elsevier.com/locate/S0927-3493(07)00000-0)