

*F*ESTIVAL & SPECIAL EVENT MANAGEMENT

FOURTH EDITION

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Festival And Special Event Management 2e

Rebecca Dei Mensah, Ishmael Mensah



Festival And Special Event Management 2e:

Festival & Special Event Management, Essentials Edition Johnny Allen, Robert Harris, Leo Jago, 2022-05-23 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

International Encyclopedia of Hospitality Management 2nd edition Abraham Pizam, 2012-06-25 The International Encyclopedia of Hospitality Management is the definitive reference work for any individual studying or working in the hospitality industry There are 185 Hospitality Management degrees in the UK alone This new edition updates and significantly revises twenty five per cent of the entries and has an additional twenty new entries New online material makes it the most up to date and accessible hospitality management encyclopedia on the market It covers all of the relevant issues in the field of hospitality management from a sectoral level lodging restaurants food service time share clubs and events as well as a functional one accounting and finance marketing strategic management human resources information technology and facilities management Its unique user friendly structure enables readers to find exactly the information they require at a glance whether they require broad detail that takes a more cross sectional view across each subject field or more focused information that looks closely at specific topics and issues within the hospitality industry today

Strategic Sports Event Management Guy Masterman, 2007-06-07 The hosting of sports events be they large international events or smaller niche interest events has huge and long lasting impacts on the local environment economy and industry Strategic Sports Event Management An international approach provides students and event managers in the industry with an insight into the strategic management of sports events of all scales and nature The framework offers a planning process that can be used to firstly understand the importance of a strategic approach and secondly how to implement strategies that can achieve successful sports events over the short and long term Using international case studies such as the Sydney olympics 2000 Boardsurfing events in the UK US and Australia Manchester Commonwealth Games 2002 Salt Lake City Winter Olympics 2002 and Athen Olympics 2004 this text looks at The organisations involved such as the IOC FIFA and IAAF and their interactions with charities the media and promoters The planning process short term and long term benefits and evaluations Operational strategies including IT communications equipments and personnel Combining theory and real life case studies this book is an essential read for students teachers and practioners of event management in a sporting context

The Routledge Handbook of Events Stephen J. Page, Joanne Connell, 2020-04-22 The Routledge

Handbook of Events explores and critically evaluates the debates and controversies associated with the rapidly expanding domain of Event Studies. It brings together leading specialists from a range of disciplinary backgrounds to provide a state of the art review on the evolution of the subject. The first edition was a landmark study which examined how event research had evolved and developed from a range of different social science subject areas and disciplines. The Handbook was the first critique of the extent to which the subject had developed into a major area of social science inquiry. This second edition has been fully updated to reflect crucial developments in the field and includes brand new sections on ever important aspects of Event Studies such as anthropology, hospitality, seasonality, knowledge management, accessibility, diversity and human rights as well as new studies on the eventful city and the benefits of events in older life. The book is divided into four inter related sections. Section 1 introduces and evaluates the concept of events. Section 2 critically reviews the relationship between events and other disciplines such as the contribution of economics, psychology and geography to the critical discourse of Event Studies. Section 3 focuses on the business, operational and strategic management of events while the final section crucially focuses on critical events as a new paradigm within the burgeoning literature on Events. It offers the reader a comprehensive and critical synthesis of this field conveying the latest thinking associated with events research, edited by two of the leading scholars in the field. The text will provide an invaluable resource for all those with an interest in Events Studies, encouraging dialogue that will span across disciplinary boundaries and other areas of study. It is an essential guide for anyone interested in events research.

Festival and Special Event Management Johnny Allen, William O'Toole, Robert Harris, Ian McDonnell, 2008-01-02

Festivals and special events have grown into a massive industry worldwide generating billions of dollars for regional centers, states and countries. *Festival and Special Event Management* provides a comprehensive overview of the theory and procedures essential to managing festivals and special events. Australian authors *Creating Special Events* Lee J. DeLisle, 2009. This book is organised in a systematic approach for students who seek a career in event management. The book looks at the evolution and history of festivals and events and proceeds to the nuts and bolts of event management. The book presents event management as the means of planning, organising, directing and controlling limited resources in order to achieve specific goals and objectives that are in concert with the mission of your organisation.

Events Design and Experience Graham Berridge, 2007-02-07. For the first time *Events Design and Experience* draws together the relationship between event design and the experience of consumers and participants. It explores and analyses the event experience of the individual and how this can be controlled by design. By drawing upon ongoing research conducted over several years into the experiences of groups and individuals who attend events, this text will ask questions such as: What was the rationale behind a particular event being designed in a certain way? What was the actual experience of consumers? How was the event materially delivered and did the experience created provide a satisfactory outcome? How can experiences be understood via semiotics, especially the physical elements of an event? Structured in four sections: *Events Design and*

Experience discusses What are events An overall view of the industry its definitions and market demand It also covers an analysis of previous literature and draws upon real life events such as Wembley plc Leapfrog Corporate events and the British Cycling federation What is an event experience An explanation of the nature and stages of experience and the emergence of the experience industry itself Cases such as the Proms London Fashion week and the Nike Fun run are used to illustrate Designing Experiences Considers how design itself can impact upon the experience in some cases fundamentally changing the nature of experience It asks the question of how experiences are designed and what do they signify to the customer once complete Analysing Event Experiences Considers how experiences can be analysed and evaluated looking at the artificiality of the event and how this reflects in the experience of consumers Also includes a review of the psychological processes of perception and interpretation and how meaning and experience can be analysed and how we may begin to unravel the meanings attributed to certain events With international case studies throughout Events Design and Experience has a coherent user friendly structure including chapter summaries review exercises and topics for discussion to consolidate understanding

Management of Tourism and Hospitality Services Rebecca Dei Mensah, Ishmael Mensah, 2013-09-30 What standards should tourism and hospitality practitioners adhere to What goes into designing and delivering quality tourism and hospitality services What management functions are necessary for the maintenance of high service standards What critical issues confront the tourism industry today The answers to these questions have been adequately addressed by this book which is indispensable to both students and practitioners of hospitality and tourism This book provides insights into different segments of the tourism and hospitality industry management functions design and delivery of tourism and hospitality services as well as critical issues such as service quality and technological applications

Social Enterprise and Special Events Julie Olberding, 2016-11-25 During the past twenty years the field of nonprofit management has grown significantly in terms of the number of nonprofit organizations number of people employed and amount of funds raised A key activity in nonprofit management has been organizing events which are generally defined as purposive gatherings of people These purposes may include increasing awareness about the nonprofit organization and its mission raising funds to support programs and services related to its mission engaging and developing individuals as donors volunteers and advocates and enhancing the image of the organization and or the broader community Events in the modern era tend to be organized across the nonprofit public and private sectors While a nonprofit organization may create and manage an event corporations and businesses often contribute financial support and technical expertise in areas such as branding marketing and social media Depending on the event type and size a local government may provide the venue and public safety services including police fire and ambulance We can understand more about these mission driven cross sectoral events by looking through the lens of social enterprise Social enterprise has been defined as a venture that advances a social mission using business methods or market based approaches It is typically conceptualized as spanning sectors particularly the nonprofit and private sectors

Social Enterprise and Special Events focuses on how market based approaches can be used to help mission driven gatherings achieve their purposes as efficiently effectively and sustainably as possible These approaches include market research brand development cause marketing gamification liquidity cash management and clustering The book also incorporates concepts important in the nonprofit and public sectors such as collaborative governance social capital political capital community development placemaking and diversity

Special Event Production: The Process Doug Matthews, 2015-08-27 This must have guide to special event production looks deep behind the scenes of an event and dissects what it is that creates success It analyses the process the planning and business aspects to provide a unique guide to producing a variety of events from weddings to festivals It explains thoroughly budgeting and resource concerns planning and cost projections and the role of the well crafted proposal This new edition has been significantly updated to include Three new chapters Event Design Information Technology and Sustainability and Event Production Updated and new case studies from USA Canada India Russia and Malaysia New Industry Voice feature including an interview with industry experts from around the world commenting on their experiences of event planning and production New content on technology volunteers venues and PR and marketing Enhanced online resources including PowerPoint lecture slides checklists glossaries additional questions and challenges web links sample contract templates production schedule templates and evaluation forms Incorporating pedagogical features this easy to read book is packed with photographs diagrams flow charts checklists sample forms and real life examples It steps through the whole process from the creativity and proposal at the outset to budgeting the contract and risk management with event follow up to conclude A must have resource for event planners managers caterers and students This text is part two of a two book set also available is Special Events Production The Resources 978 1 138 78567 0 This book offers an in depth guide to the technical aspects of a big event such as lighting and audio systems visual presentation technology special effects and temporary outdoor venues

Events and Festivals Martin Robertson, Elspeth Frew, 2013-09-13 Events and festivals have an increasingly vital role in our leisure lifestyles We recognize them as part of our lives For some they are a very significant part of our lives The network of festivals and events that either adorn the world now or are planned for the future can both serve to motivate new visits as well as enhance the lives of the people who live in or near the host area They are also dynamos of cultural development of sport knowledge and excellence and sophisticated consumption Such dynamic outputs require dynamic inputs This book looks at different event and festival cases and forwards separate and current managerial implications and responses to these with reference to the UK America and Australia Both up to date and forward thinking the managerial themes addressed are Creative Management Festival and Event audience development Culture and Community Event and Festival evaluation Festival and event types include sport events art festivals community events live music and culinary extravaganza This book was previously published as a special issue of Managing Leisure An International Journal

Festival and Event Tourism Impacts Dogan Gursoy, Robin Nunkoo, Medet

Yolal,2020-09-17 Festival and Event Tourism Impacts provides a comprehensive review and analysis of the multi faceted impacts that festival and events have on a host community whether positive or negative and offers recommendations for communities for the successful management of this kind of tourism Opening chapters define festival and event tourism impact concepts utilized in the field and their evolution throughout the years followed by an exploration of the current issues facing communities The second part discusses sustainability and environmental issues that affect destinations and communities as a result of festival and event impacts Subsequent chapters outline further impacts and finally address cutting edge event tourism development and impact management strategies and considerations such as innovative management approaches sustainability and social responsibility for example and identify future trends and issues within a multidisciplinary global perspective A variety of geographical locations are exemplified throughout as well as a range of diverse event types including the Formula One Grand Prix in Monaco Pope Francis visit to Mauritius in 2019 and the 29th Summer Universiade in Taiwan among many others Drawing on the knowledge and expertise of highly regarded academics from around the world this will be of great interest to all upper level students and researchers in Tourism Hospitality Events and related fields

The SAGE Handbook of Tourism Studies Tazim Jamal, Mike Robinson, 2009-06-18 The strongest overview I have encountered of the scope and the current state of research across all the fields involved in advancing our understanding of tourism For its range of topics depth of analyses and distinction of its contributors nothing is comparable Professor Dean MacCannell University of California Davis The breadth of vision and sweep of accounts is remarkable and range of topics laudable a rare combination of the authoritative the challenging and stimulating Professor Mike Crang Durham University Tourism studies developed as a sub branch of older disciplines in the social sciences such as anthropology sociology and economics and newer applied fields of study in hospitality management civil rights and transport studies This Handbook is a sign of the maturity of the field It provides an essential resource for teachers and students to determine the roots key issues and agenda of tourism studies exploring The evolution and position of tourism studies The relationship of tourism to culture The ecology and economics of tourism Special events and destination management Methodologies of study Tourism and transport Tourism and heritage Tourism and postcolonialism Global tourist business operations Ranging from local to global issues and from questions of management to the ethical dilemmas of tourism this is a comprehensive critically informed constructively organized overview of the field It draws together an inter disciplinary group of contributors who are among the most celebrated names in the field and will be quickly recognized as a landmark in the new and expanding field of tourism studies

Managing Cultural Festivals Elisa Salvador, Jesper Strandgaard Pedersen, 2022-02-13 This book aims at renewing the attention on a niche field Cultural Festivals so important for valorizing cultural traditions and local heritage visibility as well as social well being Following the disruptive consequences of the COVID 19 pandemic this fragile sector deserves more attention from public authorities and stakeholders at national and European levels with a suitable and

dedicated plan of recovery and valorization This book provides a comparative analysis of Cultural Festivals in Europe taking insights from an international range of high level scholarly contributors Individual chapters highlight and analyse challenges around the organisation management and economics of Cultural Festivals As a whole the book provides a comprehensive overview of scholarly research in this area setting the scene for the future research agenda Matters related to educational programs and new audience development as well as challenges related to digitalization are also included The book employs a tradition versus innovation lens to help readers account for the consequences of the digital revolution new audience development and an educational agenda The result is a book which will be valuable reading for researchers academics and students in the fields of event and cultural management and beyond Chapters 4 and 9 of this book are available for free in PDF format as Open Access from the individual product page at www.routledge.com They have been made available under a Creative Commons Attribution Non Commercial No Derivatives 4.0 license

Tourism Events in Asia Azizul Hassan, Anukrati Sharma, 2018-12-07 The roles and impacts of planned events within tourism are of increasing importance for destination competitiveness *Tourism Events in Asia* is a unique contribution to the understanding of the impacts of events in the development planning promotion and marketing of destinations in the rapidly growing tourism market of Asia Balancing theory and practical examples the book analyses the tools and techniques of branding marketing and media involvement as well as visitor motivations for successful tourism events in Asia It reviews a range of different event types from dark tourism festivals film tourism festivals cultural heritage tourism festivals food tourism festivals business events sports events and meeting incentives conferences and exhibitions MICE and much more Written by an international team of authors this book is essential reading for anyone interested in the Asian tourism events market and will be a valuable resource for students and researchers of events tourism marketing and branding

Torkildsen's Sport and Leisure Management George Torkildsen, *International Perspectives of Festivals and Events* Jane Ali-Knight, Alan Fyall, Martin Robertson, Adele Ladkin, 2009-02-04 *International Perspectives of Festivals and Events* addresses contemporary issues concerning the potential of festivals and events to produce economic social cultural and community benefits Incorporating a range of international perspectives the book provides the reader with a global look at current trends and topics which have until now been underrepresented by current literature *International Perspectives of Festivals and Events* includes a broad range of research case studies and examples from well known scholars in the field to form a unified volume that informs the reader of the current status of festivals and events around the world In a fast moving industry where new theory and practice is implemented rapidly this is essential reading for any advanced student or researcher in festivals and events

Green Growth and Travelism Terry DeLacy, Min Jiang, Geoffrey Lipman, Shaun Vorster, 2014-05-09 The green growth paradigm emerged from evolving global strategies that coherently promote a more socially inclusive low carbon resource efficient stable economy with decreasing poverty Opportunities and challenges associated with the paradigm shift are expected to transform the travel and tourism

travelism sector in all respects and on a global scale This involves the transformation of the entire travelism value chain as well as the communities in tourism destinations However there is a lack of systematic reports on wide ranging and complex implications of the green growth paradigm for the travelism sector This book focuses on the twin pillars green growth and travelism as key building blocks in exploring an essential multi decade lifestyle change for planetary and human well being through the lenses of concept policy and practice It provides a conceptual discussion of the implications of the new development trend for key players in the travelism system offers case studies from both developed and developing countries that highlight key issues in the transformation towards the green economy and explores the policy settings and frameworks on both the global and national levels that underpin travelism green growth This book offers tourism industry players academics students policy makers and practitioners a comprehensive discussion of the latest progress in green growth and travelism

The SAGE Handbook of Tourism Management Chris Cooper, Serena Volo, William C. Gartner, Noel Scott, 2018-08-14 The SAGE Handbook of Tourism Management is a critical authoritative review of tourism management written by leading international thinkers and academics in the field Arranged over two volumes the chapters are framed as critical synoptic pieces covering key developments current issues and debates and emerging trends and future considerations for the field The two volumes focus in turn on the theories concepts and disciplines that underpin tourism management in volume one followed by examinations of how those ideas and concepts have been applied in the second volume Chapters are structured around twelve key themes Volume One Part One Researching Tourism Part Two Social Analysis Part Three Economic Analysis Part Four Technological Analysis Part Five Environmental Analysis Part Six Political Analysis Volume Two Part One Approaching Tourism Part Two Destination Applications Part Three Marketing Applications Part Four Tourism Product Markets Part Five Technological Applications Part Six Environmental Applications This handbook offers a fresh contemporary and definitive look at tourism management making it an essential resource for academics researchers and students

The Management of Insects in Recreation and Tourism Raynald Harvey Lemelin, 2013 An insight into the booming industry of insect leisure and tourism using case studies and examples from around the world

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