

Event Studies Theory Research And Policy For Planned Events Paperback

With an emphasis on social science applications, Event History Analysis with R presents an introduction to survival and event history analysis using real-life examples. Keeping mathematical details to a minimum, the book covers key topics, including both discrete and continuous time data, parametric proportional hazards, and accelerated failure times. Features Introduces parametric proportional hazards models with baseline distributions like the Weibull, Gompertz, Lognormal, and Piecewise constant hazard distributions, in addition to traditional Cox regression Presents mathematical details as well as technical material in an appendix Includes real examples with applications in demography, econometrics, and epidemiology Provides a dedicated R package, eha, containing special treatments, including making cuts in the Lexis diagram, creating communal covariates, and creating period statistics A much-needed primer, Event History Analysis with R is a didactically excellent resource for students and practitioners of applied event history and survival analysis.

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.

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 sectorThe 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 practitionersThe 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 textbook introduces the reader to the new and emerging field of Conservation Psychology, which explores connections between the study of human behavior and the achievement of conservation goals. People are often cast as villains in the story of environmental degradation, seen primarily as a threat to healthy ecosystems and an obstacle to conservation. But humans are inseparable from natural ecosystems. Understanding how people think about, experience, and interact with nature is crucial for promoting environmental sustainability as well as human well-being. The book first summarizes theory and research on human cognitive, emotional, and behavioral responses to nature and goes on to review research on people's experience of nature in wild, managed, and urban settings. Finally, it examines ways to encourage conservation-oriented behavior at both individual and societal levels. Throughout, the authors integrate a wide body of published literature to demonstrate how and why psychology is relevant to promoting a more sustainable relationship between humans and nature.

Events Management is a rapidly expanding discipline with growing student numbers however currently there are no specifically focused Research Methods texts available to serve this growing cohort. Fulfilling the need for a relevant book which reflects the unique characteristics of research in the field this title provides students with innovative ideas and inspiration to undertake their own research work and informs them of the wide diversity of research strategies and contexts that are available. Content is written from a researcher's point of view and provides a step by step guide to

accomplishing a project or dissertation in the field of events. The reader is guided right from the beginning in selecting a topic for research, identifying aims, objectives and questions and then determining which research methods are the most appropriate and practical. They are then shown how to analyze and interpret their data as well as writing up the project. Whilst many current texts are skewed either towards qualitative or quantitative methods, *Doing Events Research* provides a balanced coverage of both. It incorporates not only traditional research methods, but also contemporary techniques such as using social networking websites and Google analytics. Specific research case studies are integrated to make applications accessible to events students and show the unique characteristics of researching in this field. A range of useful learning aids spur critical thinking and further students' knowledge. This book is visually accessible and whilst written in an engaging style nonetheless maintains academic rigor grounded in research and scholarship. This is essential reading for all events students.

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.

Events are increasingly used instrumentally to achieve goals of society such as cultural development, destination branding or economic development. Event impacts are, however, routinely measured from a purely economic perspective. *Event Impact* fills an important niche and a void in the literature on events by taking a holistic approach, incorporating issues like value creation, experiential value, value measurement, sustainability and impact assessment. It is one of the first books devoted to comprehensively dealing with the subject of event impacts, combining the ideas of an international group of academics to tackle an expanding area of research that cannot be met by the work of a single researcher. Methodological concepts such as triple impact assessment, cost–benefit analysis, travel cost method and Q-sort are combined, applied and tested in an event context, creating a unique book that broadens and deepens our knowledge about event impacts theoretically, methodologically as well as empirically. This book was originally published as a special issue of the *Scandinavian Journal of Hospitality and Tourism*.

Cities and regions around the world increasingly capitalize on a series of events aimed at optimizing their reach and outcomes. How then can a series of different events be developed and harnessed? What are the conditions and the means by which synergies and collaboration among different events and their stakeholders can be fostered? This book

for the first time explores how managers and host communities can synergize sport, cultural and other planned events in a portfolio in order to attain, magnify and sustain their outcomes. The incorporation of different events into a portfolio requires an integrative way of viewing the different community purposes that they serve in unison. This book elaborates on this holistic approach by developing an integrative theoretical framework for conceptualizing event portfolios, and examining their challenges and prospects as well as potential as tools for sustainable development. It therefore presents the foundations of event portfolio planning, the patterns of inter-organizational relationships within collaborative events networks that foster the conditions for community capacity-building and the requirements for the design and development of event portfolios. Topics are considered from varying perspectives and examples of emerging event portfolios from a range of geographical regions are integrated throughout. Uniquely providing a holistic framework for planning and managing a series of events this is essential reading for all those interested in Events Policy, Planning and Management. Evaluating the role of logistics and supply chain management skills or applications is necessary for the success of any organization or business. As market competition becomes more aggressive, it is crucial to evaluate ways in which a business can maintain a strategic edge over competitors. Contemporary Approaches and Strategies for Applied Logistics is a critical scholarly resource that examines applied research and development in logistics and supply chain management. Featuring coverage on a broad range of topics, such as computational logistics, inventory management, and partnership formation, this book is geared towards academicians, researchers, and practitioners seeking current research on enabling an efficient and sustainable economy.

The event industry is a robust economic force worldwide. It spans into many other important sectors like travel, tourism, hospitality, technology, media and communication, inter alia. In America, it is estimated that 18 million events are organised yearly, generating approximately \$280 billion in spending and \$66.8 billion in labour income (Event Industry Outlook 2016). Events showcase talent and are perhaps those moments when societies and communities group together to revive certain traditions and cultures, which are otherwise dormant. In other contexts, like the case of tourism, events create economic value for the hosting destination, which boosts the economy. In contrast to permanent attractions, an event has the potential to promote authenticity and hence, is increasingly tapped by marketers for the purpose of differentiation. For instance, destinations celebrate their unique culture and heritage through events which represent important milestones in their tourism history. Given their capacity to attract visitors and generate profit, tourism destinations are increasingly capitalising on events as a diversification strategy. This trend has undoubtedly precipitated popularity in event studies and hence the writing of this book. The landscape of the book covers a broad spectrum of research. The chapters explore the changing dimensions in the industry based on the following themes: - Event Management Trends and Policies - Events and Destination Image and Preference - Events and Education - Events, Attendees and Organisers In the present book, an attempt is made to cover a wide range of events (sport, cultural, festivals and weddings) and issues related to the organisation and management of these events (policies, terrorism, etc.). The chapters also provide solutions and strategies for the organisation of successful events (protocol, etc.). The book also offers an opportunity to understand attendees from a consumer behaviour point of view. More importantly, some chapters cover events from an education point of view by examining the question from both a Higher Education perspective (universities) and an event organiser angle (what is done to make people aware of sustainability).

The editors have invited academics from Africa (Kenya, Algeria), South America (Argentina), Europe (England, Italy and Greece), and the Middle East (Abu Dhabi) to contribute thirteen chapters in the fields of their expertise. With its perfect combination of theoretical and practical issues, this book aims to share with readers the knowledge needed to professionally manage events in different fields. The latest trends including the key theories, concepts and case studies related to event management are presented in a manner that intellectually stimulates readers to get ready for an experiential learning journey. This book will enable readers to understand the impact of events on destination management organisations, explain the role of events in promoting international sport competitions, and understand the key issues in planning and designing collaborative partnerships in event management. Each chapter features a real-life case study to highlight key concepts and replace theoretical concepts with practical solutions to effectively approach the organisation of events, as well as preparing readers to tackle any challenges they might face in their future opportunities to manage events.

This book is the first to take an in-depth examination of events and well-being, adopting a much-needed critical approach to the study of events. It uses empirical case studies to help us better understand how events foster positive well-being or counter negative well-being for event organisers, participants, spectators, volunteers and even non-attending local residents. While researchers have long understood socialisation as the major motivation to attend contemporary festivals and events, it is only just being acknowledged that well-being is also a key motivator. Those researching in the field of event studies are yet to clearly articulate "the how, why, where, and impacts of socialisation." This multidisciplinary book draws together empirical research across a range of event types and sizes, from music festivals to mega sports events, to provide a nuanced understanding of their contribution to the well-being of individuals and communities. Case studies are drawn from around the world and apply a diverse range of theoretical lenses to the conceptualisation of well-being as it applies to events and methodologies used to achieve research aims and objectives. This significant volume will be valuable reading for students and academics in the fields of sport studies, critical event studies, queer studies, cultural studies, tourism, music, sociology and end-of-life studies.

As the events management field expands as an area of study, there is a need to move beyond the business and marketing-driven approaches which dominate the literature towards a more advanced conceptual analysis and understanding of events from a socio-cultural context. This book addresses this need by examining intersections between the social sciences and the emerging field of events management. It applies and specifically contextualises social science theories within the discourse of events to provide a greater understanding of the significance of events in contemporary society. It first outlines the value of approaching the study of events from a social science perspective, and then moves on to an in-depth exploration of relevant theories exploring topics such as identity, culture, consumerism, representation and place. It concludes with a summary of each chapter and a discussion of ways in which events can be further explored through the lens of the social sciences. The book features international case studies based on a variety of event types ranging from sports events, religious and cultural events and community events, which are used throughout to address contemporary issues and show theory in practice. 'Think Points' are integrated into each chapter to encourage the reader to reflect on theories, and each chapter concludes with summary points, further reading and links to useful websites to consolidate learning and further knowledge. This book will provide upper-level students, academics and researchers interested in events, as well as those from related social science disciplines, with a robust socio-cultural conceptual analysis of the subject and a greater understanding of the significance of events in contemporary society. Within events management, events are commonly categorised within two axes, size and content. Along the size axis events range between the small scale and local, through major events, which garner greater media interest, to internationally significant hallmark and mega events

such as the Edinburgh Festival and the Tour de France. Content is frequently divided into three forms – culture, sport or business. However, such frameworks overlook and depoliticise a significant variety of events, those more accurately construed as protest. This book brings together new research and theories from around the world and across sociology, leisure studies, politics and cultural studies to develop a new critical pedagogy and critical theory of events. It is the first research monograph that deals explicitly with the concept of critical event studies (CES), the idea that it is impossible to explore and understand events without understanding the wider social, cultural and political contexts. It addresses questions such as can the occupation and reclamation of specific spaces by activists be understood as events within its framework? And is the activity of activists in these spaces a leisure activity? If those, and other similar activities, can be read as events and leisure, what does admitting them into the scope of events management and leisure studies mean for our understanding of them and how the study of events management is to be conceptualised? This title will be of interest to undergraduate and postgraduate students on events management and related courses and scholars interested in understanding the ways in which events are constructed by the social, the cultural and the political.

This unique volume examines death from a socio-cultural events perspective. Drawing on the empirical and conceptual work produced by an international body of researchers, it is the first publication to look at death, dying, memorialization, and their mediation, from an events orientation. By placing the contribution of these scholars together, this book provides a unique opportunity to instigate an international, critical discussion, around the connectivities associated with death and events. Chapters consider connections to death and events on many levels, including individual, local, communally based, construals of the event landscape; the relationship between death and events into larger socio-cultural frames of reference. Chapters also consider how death and events are manifest through diverse platforms of mediation, with a discussion of the media presentation of end of life events, and the articulation of death online. Case studies from a wide-ranging selection of countries, from Moscow to Bangladesh to Cambodia, are examined throughout. This will be of great interest to upper-level students and researchers in event studies as well as a variety of other disciplines such as sociology and cultural studies.

How does order emerge out of the multiplicity of bodies, objects, ideas and practices that constitute the urban? This book explores the relation between space, law and control in the contemporary city – and particularly in the context of urban ‘mega events’ – through a combined geographical and normative analysis. Informed by the recent spatial, affective and material ‘turns’ in the humanities and social sciences, Andrea Pavoni addresses this question by pursuing an innovative and trans-disciplinary approach, capable of accounting for the emergence of order in urban space both at the conceptual and empirical levels. Two overarching objectives are pursued. First, to account for the increasing convergence of logics, techniques and technologies of law, security and marketing into novel, potentially oppressive spatial configurations. Second, to envisage a consistent ethico-political strategy to counter this evolution, by rethinking originally and in radically spatial terms the notion of justice. Forging a sophisticated and original analysis, this book offers an analysis that will be of considerable interest to those working in critical urban geography, critical legal studies, critical event studies, surveillance and control studies.

The recent proliferation of events as a subject of study in its own right has signalled the emergence of a new field – event studies. However, whilst the management-inspired notion of planned events, which strives for conceptual slenderness, may indeed be useful for event managers, the moment we attempt to advance knowledge about events as social, cultural and political phenomena, we realise the extent to which the field is theoretically impoverished. Event studies, it is argued, must transcend overt business-like perspectives in order to grasp events in their complexities. This book challenges the reader to reach beyond the established modes of thinking about events by placing

them against a backdrop of much wider, critical discourse. *Approaches and Methods in Event Studies* emerges as a conceptual and methodological tour de force—comprising the works of scholars of diverse backgrounds coming together to address a range of philosophical, theoretical, and methods-related problems. The areas covered include the concepts of eventification and eventual approaches to events, a mobilities paradigm, rhizomatic events, critical discourse analysis, visual methods, reflexive and ethnographic research into events, and indigenous acumen. Researchers and students engaged in the study of events will draw much inspiration from the contributions and from the volume as a whole.

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.

As the event management field expands, there has been an emergence of a distinctive 'events' policy field of study and a need for more advanced texts that look at this subject with a multidisciplinary research and theoretical orientation. *Events Policy: From Theory to Strategy* is the first text to embrace this new direction in the field of events management. Its main aim is to locate the phenomena of events (and festivity) within a theoretical and strategic framework and, in doing so, demonstrate the links between the development of events in policy-making and the theoretical exploration of the role of events as policy. Building on a strong coherent framework, the book explores the conceptual terrain in which events and festivities are located, evaluates the range of theoretical perspectives pertinent to the study of events policy, appraises the socio-economic and socio-cultural implications of event-led policies internationally and draws together the main theoretical and event policy issues for the future. It utilizes a good range of international cases, from Dubai, Singapore, New Orleans and Glasgow, to help demonstrate the relationships between theory and strategy, and includes useful features to help students understand the subject and deepen their knowledge of the events policy terrain. This groundbreaking volume will be essential reading for students, researchers and academics of events and other related disciplines.

Managing Major Sports Events: Theory and Practice is a complete introduction to the principles and practical skills that underpin the running and hosting of major sports events, from initial bid to post-event legacy and sustainability. Now in a fully revised and updated new edition, the book draws on the latest research from across multiple disciplines, explores real-world situations, and emphasises practical problem-solving skills. It covers every key area in the event management process, including:

- Bidding, leadership, and planning;
- Marketing and human resource management;
- Venues and ceremonies;
- Communications and technology (including social media);
- Functional area

considerations (including sport, protocol, and event services); • Security and risk management; • Games-time considerations; • Event wrap-up and evaluation; • Legacy and sustainability. This revised edition includes expanded coverage of cutting-edge topics such as digital media, culture, human resources, the volunteer workforce, readiness, security, and managing Games-time. Each chapter combines theory, practical decision-making exercises, and case studies of major sports events from around the world, helping students and practitioners alike to understand and prepare for the reality of executing major events on an international scale. Also new to this edition is an "Outlook, Trends, and Innovations" section in each chapter, plus "tips" from leading events professionals. *Managing Major Sports Events: Theory and Practice* is an essential textbook for any course on sports event management or international sports management, and an invaluable resource for all sport management researchers, practitioners and policymakers. Online resources include PowerPoint slides, multiple choice questions, essay questions, stories, and decision-making exercises.

Most early social research into planned events had the effect of broadcasting narratives of dominant cultures and privileged groups. More recently, however, convergences of gender, sexualities, ethnicities, age, class, religion, and intersectional analyses and events studies have started to drive new critical understanding of the impacts of events on non-mainstream, non-majority communities around the globe. This timely book addresses current gaps in the literature surrounding issues of accessibility, inclusion, and diversity in various event landscapes. Structured into four sections covering the main types of events, the chapters present original topics using innovative methodological approaches. Each chapter employs a case study to illustrate the key intertwining issues in these various experiential realms. Further, the chapters are all cross- or interdisciplinary, drawing on gender, sexualities, cultural, race/ethnicity studies as well as multiple literatures that feed into critical events studies and exploring a variety of global examples. This significant book opens the path to further research on the role and importance of accessibility, inclusion, and diversity in events environments worldwide. It will be of interest to academics and researchers of critical event studies as well as a number of related social science disciplines.

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.

From Embodying Injustice to Embodying Equity: Embodied Truths and the Ecosocial Theory of Disease Distribution -- Embodying (In)justice and Embodied Truths: Using Ecosocial Theory to Analyze Population Health Data -- Challenges: Embodied Truths, Vision, and Advancing Health Justice.

Understanding Cultural Policy provides a practical, comprehensive introduction to thinking about how and why governments intervene in the arts and culture. Cultural policy expert Carole Rosenstein examines the field through comparative, historical, and administrative lenses, while

engaging directly with the issues and tensions that plague policy-makers across the world, including issues of censorship, culture-led development, cultural measurement, and globalization. Several of the textbook's chapters end with a 'policy lab' designed to help students tie theory and concepts to real world, practical applications. This book will prove a new and valuable resource for all students of cultural policy, cultural administration, and arts management.

The family business is a global phenomenon, and is particularly prominent in tourism and hospitality. In many cases, the family business was developed for the purpose of facilitating personal and family goals. For example, in rural areas, farmers can use tourism as a way to generate additional income, thereby remaining in the area and retaining family property. Running a bed and breakfast establishment is a way to mix family and work. Lifestyle, locational and autonomy motives are the norm, but profit and growth-oriented entrepreneurs are also found within family businesses. This book is the first academic treatment of family business issues within the tourism and hospitality industry. It provides comprehensive assessment of ownership, management and family-related concerns across the entire business and family life cycle. Many new international case studies of real family businesses are used to illustrate key points. The book will be of significant interest to researchers and students in tourism and hospitality, small business and entrepreneurship studies, as well as to owners and potential investors in family businesses.

We live in a world of breaking news, where at almost any moment our everyday routine can be interrupted by a faraway event. Events are central to the way that individuals and societies experience life. Even life's inevitable moments—birth, death, love, and war—are almost always a surprise. Inspired by the cataclysmic events of September 11, Robin Wagner-Pacifici presents here a tour de force, an analysis of how events erupt and take off from the ground of ongoing, everyday life, and how they then move across time and landscape. *What Is an Event?* ranges across several disciplines, systematically analyzing the ways that events emerge, take shape, gain momentum, flow, and even get bogged down. As an exploration of how events are constructed out of ruptures, it provides a mechanism for understanding eventful forms and flows, from the micro-level of individual life events to the macro-level of historical revolutions, contemporary terrorist attacks, and financial crises. Wagner-Pacifici takes a close look at a number of cases, both real and imagined, through the reports, personal narratives, paintings, iconic images, political posters, sculptures, and novels they generate and through which they live on. What is ultimately at stake for individuals and societies in events, Wagner-Pacifici argues, are identities, loyalties, social relationships, and our very experiences of time and space. *What Is an Event?* provides a way for us all—as social and political beings living through events, and as analysts reflecting upon them—to better understand what is at stake in the formations and flows of the events that mark and shape our lives.

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. *Event Studies* is the only book devoted to developing knowledge and theory about planned events. It 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. This title 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. New to this edition: New sections on social and intangible influences, consumer psychology and legal environment, planning and policy framework to reflect recent developments in the field Extended coverage of philosophy and research methods and how they can best

be used in event studies; social media as a marketing tool; and the class and cultural influences of events New and additional case studies throughout the book from a wide range of international events Companion website to include PowerPoint slides and updated Instructor's Manual including suggested lecture outlines and sequence, quizzes per chapter and essay questions.

Event Studies is the only book devoted to developing knowledge and theory about planned events. It 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. This title draws from a large number of foundation disciplines and closely related professional fields to foster interdisciplinary theory focused on planned events. This revised edition has been updated to reflect and examine a number of substantial and important new ideas. New to the fourth edition: new sections on the evolution of design theory, management, planning and marketing theory applied to events, sensory stimulation, leadership, and the nature of crises and security issues; new content on critical event studies and what this means for research and practice, the life-cycle model for event programming, and an action plan for how events can be a positive force in sustainable cities; new and additional case studies from a wide range of international events, and reviews of the evolving theory of contemporary research in events studies are included throughout. This will be an invaluable resource for all undergraduate students of events studies throughout their degree programmes.

Foodies and Food Tourism supplies comprehensive new evidence and theory based overview of the phenomenon of food tourism and how it is being, or should be developed and marketed and understood.

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.

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 book explores and challenges the concept and experience of liminality as applied to critical perspectives in the study of events. It will be of interest to researchers in event studies, social and discursive psychology, cultural and political sociology, and social movement studies. In addition, it will provide interested general readers with new ways of thinking and reflecting on events. Contributing authors undertake a discussion of the borders, boundaries, and areas of contestation between the established social anthropological concept of liminality and the emerging field of critical event studies. By drawing these two perspectives closer together, the collection considers tensions and resonances between them, and uses those connections to enhance our understanding of both cultural and sporting events and offer fresh insight into events of activism, protest, and dissent.

Serving as both a student textbook and a professional reference/handbook, this volume explores the statistical methods of examining time intervals between successive state transitions or events. Examples include: survival rates of patients in medical studies, unemployment periods in economic studies, or the period of time it takes a criminal to break the law after his release in a criminological study. The authors illustrate the entire research path required in the application of event-history analysis, from the initial problems of recording event-oriented data to the specific questions of data organization, to the concrete application of available program packages and the interpretation of the obtained results. Event History Analysis: * makes didactically accessible the inclusion of covariates in semi-parametric and parametric regression models based upon concrete examples * presents the unabbreviated close relationship underlying statistical theory * details parameter-free methods of analysis of event-history data and the possibilities of their graphical presentation * discusses specific problems of multi-state and multi-episode models * introduces time-varying covariates and the question of unobserved population heterogeneity * demonstrates, through examples, how to implement hypotheses tests and how to choose the right model.

This book explores the fascinating phenomenon of place event marketing in the Asia Pacific region. It examines procedures in the promotion and branding of places that use events to shape their identities. It considers how events are used in forming a branded image of a place and disseminate information about it. This innovative book offers theoretical insights of the opportunities and challenges related to place event marketing. With contributions from leading thinkers in the field, chapters also draw on empirical examples to showcase a variety of events across the Asia Pacific, such as MICE, sporting events, festivals, and religious and cultural celebrations. The book explores the importance of such events for the socio-economic development of urban regions. Today, the Asia Pacific is one of the world's fastest developing regions and its rising economic power is accompanied by the growing importance of the tourism and event sector. The book is a unique study relating to a very exceptional region of the world. The role of events in tourism development and the rise of the region's soft power is presented through carefully selected examples of cities from different countries. The book concludes with commentary on the future directions for research in this area. Written in an accessible style, this book will be of great interest to students, scholars, and practitioners working in events studies, urban studies, tourism, place branding and promotion, business and management studies, geography, sociology, and sport

and leisure studies.

Reaction Rate Theory and Rare Events bridges the historical gap between these subjects because the increasingly multidisciplinary nature of scientific research often requires an understanding of both reaction rate theory and the theory of other rare events. The book discusses collision theory, transition state theory, RRKM theory, catalysis, diffusion limited kinetics, mean first passage times, Kramers theory, Grote-Hynes theory, transition path theory, non-adiabatic reactions, electron transfer, and topics from reaction network analysis. It is an essential reference for students, professors and scientists who use reaction rate theory or the theory of rare events. In addition, the book discusses transition state search algorithms, tunneling corrections, transmission coefficients, microkinetic models, kinetic Monte Carlo, transition path sampling, and importance sampling methods. The unified treatment in this book explains why chemical reactions and other rare events, while having many common theoretical foundations, often require very different computational modeling strategies. Offers an integrated approach to all simulation theories and reaction network analysis, a unique approach not found elsewhere Gives algorithms in pseudocode for using molecular simulation and computational chemistry methods in studies of rare events Uses graphics and explicit examples to explain concepts Includes problem sets developed and tested in a course range from pen-and-paper theoretical problems, to computational exercises

This book provides a comprehensive overview and examination of the international aspect of Events Management and the many challenges and complications that arise in the planning and delivery specifically of cross-border and cross-cultural events. Authored by a current academic and ex-practitioner in the field, this book boasts an excellent balance of theory with practical advice and guidance. Chapters cover all the key concepts needed to manage and deliver an international event and fully reflect the current trends and issues facing the sector today. These include: sustainability, digital communication, social media, Big Data, corporate social responsibility, accessibility, security issues, and managing volunteers among many others. International case studies are included in each chapter accompanied by study questions and useful weblinks for further reading and research. This will be of great interest not only to students and researchers of International Events Management, Tourism and Hospitality, but also to current practitioners in the Events sector.

Exploring the relationship between gender and events, this book delivers an ethnographic analysis of the celebration of gender equality in the context of the culture-led event. Drawing upon Critical Event Studies, Anthropology of the Festive, and Gender Studies, this book provides a comprehensive understanding of the entangled, conceptual entities of gender and events. Through a gendered analysis of the culture-led event, Hull UK City of Culture 2017, this work expands epistemological perspectives relevant to the study of events in general and City/Capital of Culture initiatives in particular. Driven by a feminist, collaborative methodological approach, the book draws on four years of ethnographic, qualitative research in the city of Hull and its celebration of the title, UK City of Culture, in 2017 and provides an in-depth analysis of how audiences engage, performances enact, and infrastructures condition the production of cultures of gender equality in the citywide celebration. This will be a valuable resource for upper-level students and academics in the field of Event Studies, Cultural Policy, Geography, Anthropology and Gender 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.

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