

Tourism Hospitality Event Management Springer

International Best Practice in Event ManagementEvents ManagementEvents ManagementEvent ManagementEvent Management: For Tourism, Cultural, Business and Sporting EventsEvent ManagementSport Facility and Event ManagementSustainable Events ManagementEvent ManagementEvent Management for the Tourism and Hospitality IndustriesEvents ManagementStrategic Management for Tourism, Hospitality and EventsSimplified Events ManagementEvents ManagementFestival and Special Event ManagementEvent Management & Event TourismHospitalityJournal of Hospitality and Tourism ManagementFood and Beverage Operations ManagementSpecial Events David W G Hind Charles Bladen Nicole Ferdinand Lynn Van der Wagen Lynn Van der Wagen Lynn Van der Wagen Thomas J. Aicher Razaq Raj Bonita M. Kolb Lynn Van der Wagen Nigel Evans Prof. Dc Vashishth Razaq Raj Johnny Allen Donald Getz Joseph Wambua Joe Goldblatt

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if you want to uplift your career as an event manager in the global events industry this book will be a trusted friend and a powerful tool in helping your work to meet the international best practice standard written as a practical book on event management with a writing style that is as reader friendly as possible this book covers all aspects of staging an event preparing planning developing a business plan designing the concept selecting the venue managing health safety security and emergencies at the event managing people at the event and evaluating the success of the event the contents of this book have been aligned to the national occupational standards for the united kingdom s events industry thus this book offers the reader not only a relevant best practice book but also the current one for their professional reference

contemporary events management is a diverse and challenging field this major new introductory textbook is the first to fully explore the multi disciplinary nature of events management and to provide all the practical skills and professional knowledge students need to succeed in the events industry the book covers every type of event studied on an events management course including sports music the arts corporate events tourism and the public and voluntary sectors it introduces the key issues facing the contemporary events industry from health safety and risk management to sustainability to developing a market oriented business with every topic brought to life through case studies personal biographies and examples of best practice written by a team of authors with

many years of industry experience it introduces the practical skills required in every core area of events management including marketing finance project management strategy operations event design and human resources a companion website for the book includes a dazzling array of additional features including self test questions audio interviews with key industry figures additional case studies and powerpoint slides for each chapter events management an introduction is the essential course text for any events management program

electronic inspection copy available for instructors here written by a team of twenty five high profile international authors this exciting new text successfully combines theory and practice making it a must have for all students of events management events management an international approach provides comprehensive coverage of all the most common types of events preparing students for a future career in events management covering key issues such as fundraising sponsorship globalization and sustainability this text addresses the challenges and examines the realities of events management in an international context a wide range of case studies and examples look at sporting music catering and fundraising events across europe africa asia australia and north america key features include an international approach drawing on a wide range of cases from around the world extensive pedagogical features such as diary of an event manager and exercises in critical thinking a companion website offering a full instructor s manual powerpoint slides additional case studies and links to sage journal articles this book is essential reading for all undergraduate and postgraduate students studying events management visit the companion website at sagepub.co.uk ferdinand nicole ferdinand is senior lecturer in events management at the london metropolitan business school paul j kitchen is lecturer in sports management at the university of ulster

event management for tourism cultural business and sporting events

event management specifically written for the diploma of event management and advanced diploma of event management is a comprehensive resource for anyone wanting to build their expertise in professional event management this edition adopts a scaffold learning pedagogy helping students move through the material logically and efficiently while building on their understanding of tourism cultural business and sporting events

event management with its true to life examples of events across the nation illustrates the skills needed to become a successful event manager it details how to design plan market and stage an event in addition students will learn how to manage staff and staffing problems and ensure safety topics discuss financial control and much more

sport facility and event management focuses on the major components of both facility and even management planning financing marketing implementation and evaluation it integrates timely theoretical foundations with real world practicality and application to provide the reader with a strong foundation in facility and event management the authors focus on a broad range of facilities and events to demonstrate the diversity of the industry which encompass recreation leisure health and fitness in addition to the more commonly discussed sport facilities and events the texts robust pedagogy includes chapter learning objectives industry expert spotlights vignettes case studies discussion questions and tip points as well as actual examples from the industries covered throughout the book

this book introduces the reader to sustainable events management theory and practice based on academic research and illustrated with empirical case studies the book provides a comprehensive view of sustainable management and how it relates to the many sectors within the events industry it emphasises the fundamental importance of local communities businesses and stakeholders to events organisation in regional national and international locations it brings into focus international governing bodies and national government strategic objectives as the corner stones for sustainable development in the events sector the relationship between strategic objectives and on the ground operational responsibilities are presented using research by contributing authors and accredited organisations to add scope and depth best practice case studies are used throughout the book to highlight and explain particular sustainable management issues and practices the scope of the book is international and designed to educate undergraduate and postgraduate students and to support practitioners in their operational and administrative duties within their industry sectors

event management for the tourism and hospitality industries provides a theoretical and practical approach to teach students of tourism and hospitality the basics of planning managing and evaluating all types of events chapters cover skills such as visitor segmentation product analysis developing a budget promotion and after event assessment special emphasis is placed on critical issues now facing event managers such as environmental sustainability and awareness of cultural diversity technology and community engagement the reader will learn the necessity of connecting events with the community heritage and culture to provide the local personalized experienced desired by visitors each chapter covers a unique step in the planning process and corresponds to a section of a detailed event plan outline found at the end of the book that can be submitted as a semester long assignment making use of international case studies in every chapter this book provides real world examples to contextualize the information given this will be essential reading for all tourism and hospitality students with an interest in events management and design and for practitioners employed in tour companies cruise ships destination management organizations and cultural festivals

students will learn how to design plan market and stage an event they will also learn how to manage staff and staffing problems and how to ensure the safety of everyone involved covers important information about legal compliance risk management financial control and how to evaluate the success of an event

strategic management for tourism hospitality and events is the must have text for students approaching this subject for the first time it introduces students to fundamental strategic management principles in a tourism hospitality and events context and brings theory to life by integrating a host of industry based case studies and examples throughout among the new features and topics included in this edition are extended coverage to hospitality and events to reflect the increasing need and importance of a combined sector approach to strategy new international tourism hospitality and events case studies from both small and large scale businesses are integrated throughout to show applications of strategic management theory such as objectives products and markets and strategic implementation longer combined sector case studies are also included at the end of the book for seminar work new content on emerging strategic issues affecting the tourism hospitality and events industries such as innovation employment culture and sustainability support for tutors and students providing explanation and guidelines for instructors on how to use the textbook and case studies additional exercises case studies and video links for students this book is written in an accessible and engaging style and structured logically with useful features throughout to aid students learning and understanding this book is an essential resource to tourism hospitality and events students

the book explores the key elements of event management beginning with an overview of event management operations the book discusses in detail management of event planning key concepts of

event advantages and disadvantages elements and design event infrastructure objectives of the event event feasibility legal compliance marketing promotion financial management staffing operations logistics safety security management and careers in event management

this second edition combines a detailed application of theory with practical examples and terminology to provide students with the relevant skills and knowledge essential for a career in events management

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

this book provides both an overview of event studies and a foundation for professional event management

seminar paper from the year 2014 in the subject business economics business management corporate governance grade a course supply chain management language english abstract the paper presents the application of concepts learned in class on food and beverage services system it discusses a case study of mr brown he is a client who has requested for food and beverage services from the hotel the paper will show how the event is organized inclusive of the purchasing of the raw materials preparation and conservation of food in addition to that the paper addresses the usage of the available resources and make profits the development also includes a budget for the event kca limited provides the services to mr brown and his colleagues family suppliers and employees in celebration of 50 years in business

this unique text offers a comprehensive study of the special events field which is burgeoning over into many management sub fields widely varied types of events are spawning a demand for new and innovative thinking and definitive management styles and goldblatt paints a clear perspective on how the industry has developed and keeps an ear to the ground as to the future picture real life case studies war stories carefully interwoven into the text to strengthen and expand concepts are followed by a concise author s comment called lesson learned the progression of each chapter is guided by highlighted boxes clearly illustrated figures and color photographs lending clarity and inspiration in a field where presentation is key a summary section at the end of each chapter reemphasizes critical points and provides the reader with an invaluable big picture perspective

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