

Tourism Hospitality Event Management Springer

Events Management Crisis Management in Event Planning and Resilient Event Practices Sustainable Events Management Technological Innovation and AI for Sustainable Development in Events and Festivals Cases For Event Management and Event Tourism Event Communication International Encyclopedia of Business Management Event Management Spectator Sport and Fan Behavior, sequel History of Idaho Bibliographic Index Hotel & Motel Management Revolutionizing the AI-Digital Landscape The American Monthly Magazine Daughters of the American Revolution Magazine The Working Press of the Nation Geyer's Stationer The Lafayette Weekly Hospitality Technology Berkshire World and Cornbelt Stockman Nicole Ferdinand Emmet McLoughlin Razaq Raj Anukrati Sharma Donald Getz Barbara Mazza Yair Galily James Henry Hawley Alex Khang

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taking an explicit international approach to the subject events management combines theory and practice to address the challenges and opportunities of working in a global world to help prepare students for the realities of the events management sector written by a high profile international team of editors and contributors the text features cases spanning europe africa asia australia and north america and covers key topics and issues such as fundraising sponsorship globalization and sustainability it also aims to bolster student employability through the inclusion of features such as practical asides case studies and a diary of an events manager to give students a window into the

real life of a practitioner brand new to the second edition three new chapters covering industry related contemporary developments in social media events tourism and the future of international events new case studies in every chapter illustrating real life and diverse practical applications of each topic updated theory about the critical global issues affecting events and the main drivers of change in the industry a companion website featuring links to interactive learning resources an instructors manual for lecturers events related videos for fun additional educational viewing and author selected sage journal articles for advanced learning suitable for courses in events management and international events management

this is the first textbook to fully integrate crisis preparedness resilience and sustainability into a unified event management framework the book offers a practical interdisciplinary approach combining theory case studies and real world applications tailored for both students and professionals it moves beyond traditional risk management by exploring ethical decision making inclusion technology and post crisis recovery in diverse event contexts each chapter includes student activities applied examples and discussion prompts fostering critical thinking and real world problem solving it is an invaluable resource for undergraduate and postgraduate students studying event management tourism and hospitality as well as early career professionals and industry practitioners who are seeking to enhance their understanding of crisis preparedness and resilience in events

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

from sustainable event planning to the influence of vr ai and mobile applications on tourist behaviour this book explores the dynamic landscape where innovation meets tradition it studies the intersection of green technologies sustainable infrastructure and the delicate balance between cutting edge tools and the intrinsic emotional aspects of human engagement aligned with the united nations 17 sustainable development goals the book highlights ai s potential to drive meaningful contributions to a sustainable future it anticipates the imminent transformation of festivals and events through technological innovation and ai implementation it will allow the reader to gain insights into how automation streamlines logistics optimizes marketing efforts and enhances the overall attendee experience

a comprehensive collection of fully developed case studies of event management and event tourism main areas including hr leadership marketing strategy operations stakeholder management and evaluation all written by international experts it is a must have collection for all those studying and teaching event management and event tourism

focuses attention on communication studies as applied to event management through the whole event management process it pays particular attention to the latest technological innovations with the event industry including virtual events and digital technologies

the encyclopedia of business management four volume set is a comprehensive resource that covers over 200 topics across various areas of business management each entry is written in an accessible manner making complex concepts easy to understand the encyclopedia addresses interdisciplinary subjects such as cultural entrepreneurship tourism innovation and marketing promotions by emphasizing definitions and practical applications the entries help readers grasp the relevance of each topic expert editors lead each section ensuring that the contributions are authoritative and well rounded the encyclopedia is divided into seven broad themes including business entrepreneurship human resource management innovation management international business organizational behavior project management supply chain management and sport and tourism management each section s articles begin with a technical analysis of key definitional issues followed by an exploration of the topic s broader context this structured approach provides a holistic examination of the subjects allowing readers to gain a comprehensive understanding of

vital business management concepts provides a comprehensive overview of the main business management topics focuses specifically on business management from a range of perspectives includes new and emerging business management topics presents an interdisciplinary focus in terms of business management practices features templates across all chapters for ease of navigation and use

this research topic is the second volume of the research topic spectator sports fan behavior please see the first volume here spectator sports fan behavior is vast and represents one of society's most universal leisure activities while event attendance and media consumption received a great deal of attention from scholars there is a growing understanding that sports fans interact both physically and digitally with their favorite teams in numerous other ways at the same time research also demonstrated a positive relationship between fan identification and self esteem thus the aim of this research topic is to explore fan behaviors in many different areas involving sports media and the ever changing digital environment

includes an annual buyers guide issue in april 1980

this book investigates the growing influence of artificial intelligence in the marketing sphere providing insights into how ai can be harnessed for developing more effective and efficient marketing strategies in addition the book offers a comprehensive overview of the various digital marketing tools available to entrepreneurs discussing their features benefits and potential drawbacks this helps entrepreneurs make well informed decisions when selecting the tools most suited to their needs and objectives it is designed to help entrepreneurs develop and implement successful strategies leveraging the latest tools and technologies to achieve their business goals as the digital landscape continues to evolve rapidly this book serves as a valuable resource for entrepreneurs looking to stay ahead of the curve and capitalize on new opportunities the book's scope encompasses many topics including customer experience content marketing ai strategy and digital marketing tools

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