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Disciplina	796.06/9
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Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	chapter 1 Introduction to sport facility and major event management -- chapter 2 Key success factors of operating sport facilities and running sport events -- chapter 3 Feasibility analysis and market research for planning new sport facilities and events -- chapter 4 New sport facility development: planning, design, and construction -- chapter 5 New sport facility development: preparing the facility management infrastructure -- chapter 6 New sport facility operations: attracting events -- chapter 7 New sport facility operations: planning the event management infrastructure -- chapter 8 Attracting customers: marketing sport facilities and events -- chapter 9 Running the sport event: event operations -- chapter 10 Destination marketing, image, and branding through major sport events -- chapter 11 Performance management: evaluating operations -- chapter 12 Performance management: legacy and measuring impact.
Sommario/riassunto	Sport events are inextricably linked to the places in which they are hosted. High-profile events require high-quality venues, and the proper management of facilities is crucial to their success. Now in a

fully revised and updated new edition, *Managing Sport Facilities and Major Events* is still the only textbook to introduce the fundamentals of sport facility and event management in an international context.
