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Disciplina	796.06/9
Soggetti	Sports facilities - Management Sports administration Special events - Management
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Formato	Materiale a stampa
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.

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