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Altri autori (Persone)	AdamsLorne James MallenCheryl
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Nota di contenuto	1. Traditional and niche events in sport, recreation and tourism / Cheryl Mallen and Lorne J. Adams -- 2. The concept of knowledge in event management / Cheryl Mallen -- 3. The role of the event manager : to be a facilitator / Amy Cunningham and Joanne MacLean -- 4. The even planning model : the development phase / Maureen Connolly, Lorne J. Adams and Cheri Bradish -- 5. The event planning model : the event operational planning phase / Cheryl Mallen -- 6. The event planning model : the event implementation, monitoring and management phase / Lorne J. Adams -- 7. Event operational planning issues and strategies / Nicole Greco and Cheryl Mallen -- 8. The event planning model : the event evaluation and renewal phase / Scott Forrester and Lorne J. Adams -- 9. Safeguarding the natural environment in event management / Chris Chard, Matt Dolf and Greg Dingle -- 10. Facilitating quality in event management / Craig Hyatt and Chris Chard -- 11. Event bidding / Cheryl Mallen -- 12. Politics in event bidding and hosting / Trish Chant-Sehl -- 13. Ethical decision making in event management / Cheryl Mallen -- 14. Conclusions /

Lorne J. Adams.

Sommario/riassunto

Now in a fully revised and updated third edition, *Event Management in Sport, Recreation and Tourism* provides a comprehensive theoretical and practical framework for planning and managing events. Focusing on the role of event managers and their diverse responsibilities through each phase of the event planning process, this is still the only textbook to define the concept of knowledge in the context of event management, placing it at the centre of professional practice. Designed to encourage critical thinking on the part of the student, this book helps them develop the skills that they will need to become effective and reflective practitioners in the events industry. Containing a rich array of international real-world case studies, data and practical examples from sport, recreation and tourism contexts, this third edition is also enhanced by two completely new chapters on contemporary management issues and ethics in event management. *Event Management in Sport, Recreation and Tourism* is essential reading for any student or practitioner working in event management, sport management, leisure management, outdoor recreation or tourism.
