

1. Record Nr.	UNINA9910760489403321
Autore	Sharma Anukrati
Titolo	Festival and Event Tourism : Building Resilience and Promoting Sustainability
Pubbl/distr/stampa	Oxford : , : CAB International, , 2022 ©2022
ISBN	9781789248685 178924868X 9781789248678 1789248671
Edizione	[1st ed.]
Descrizione fisica	1 online resource (231 pages)
Altri autori (Persone)	KumarJeetesh TuraevBakhodir MohantyPriyakrushna
Disciplina	338.4791
Soggetti	Tourism - Environmental aspects
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Sommario/riassunto	Festivals and events come with their own unique challenges and opportunities, so destinations must consider their responsibility to local people and host them sustainably. This book covers the sustainability, community involvement and destination marketing aspects of festivals and events, as well as marketing, branding and promotion.