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Altri autori (Persone)	HelgadottirGuðrun SigurðardottirIngibjorg
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Nota di contenuto	Introduction: Managing and experiencing an equestrian event -- PART 1. THE MAKING OF AN EVENT -- The star of the show: the Icelandic horse -- PART 2. MANAGING THE EVENT -- Strategic management of horse related events: The case of the National Championships of the Icelandic Horse (Landsmot) 1998-2008 -- Event management and organisation: The execution of Landsmot, Reykjavik 2018 -- Segmentation, marketing, venue selection and competitiveness of events -- PART 3. EXPERIENCING THE EVENT -- The Visitor Experience at a horse event -- Volunteering at Landsmot: Gaining knowledge and experience -- Horse welfare at events -- PART 4. THE MEANINGS OF THE EVENT -- Identity construction in relation to niche events: Images of Landsmot in social media -- Multispecies encounters in events -- Landsmot: A short documentary -- PART 5. EVENT IMPACTS AND LEGACIES -- Economic impact analysis of events: Landsmot 2016 -- Community impacts of events: Resident expectations and experiences -- Event legacies -- PART 6. COMPARISONS AND CONCLUSIONS -- Comparing Landsmot 2016 with other equestrian events: the case of

the Alltech FEI World Equestrian Games 2014 in Normandy --
Conclusions: Planning, managing and experiencing equestrian events
-- Event communities.

Sommario/riassunto

This book explains the process of managing a multispecies event, as well as the larger theoretical implications of event management, using the National Championships of the Icelandic Horse as an extended study.
