Record Nr. UNINA9910780441603321 **Titolo** Festival and events management: an international arts and culture perspective / / editors, lan Yeoman [et al.] Pubbl/distr/stampa New York:,: Routledge,, 2011 **ISBN** 1417507764 1-136-40347-7 1-281-05246-9 9786611052461 1-4175-0776-4 0-08-047770-4 Descrizione fisica 1 online resource (xxi, 418 pages): illustrations Disciplina 394.2068 Soggetti Special events - Management Festivals - Management Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. Originally published: Butterworth-Heinemann, 2004. Nota di bibliografia Includes bibliographical references and index. Nota di contenuto Front Cover; Festival and Events Management; Copyright Page; Contents; Foreword by Peter Irvine; Foreword by Peter Lederer; Contributors; Introduction; Part A: Festivals, events and the cultural experience; 1. Introduction to arts, culture and leisure: Jane Ali-Knight and Martin Robertson; 2. An overview of events management: Galal Salem, Eleri Jones and Nigel Morgan; 3. Festivals, events and the destination: Ros Derrett; Part B: Managing the arts, culture and leisure experience; 4. Event design and management: ritual sacrifice?: Steve Brown and Jane James 5. Visitor management for festivals and events: Ian Yeoman, Martin Robertson and Una McMahon-Beattie; 6. Service quality and managing your people: Siobhan Drummond and Heather Anderson; 7. Implications and use of information technology within events: Karl Knox: Part C: Marketing, revenue and retail operations: 8. Events and

the destination dynamic: Edinburgh festivals, entrepreneurship and strategic marketing: Martin Robertson and Kenneth MacMillan Wardrop;

- 9. Marketing information for the events industry: Emma Wood; 10. Merchandising and retail: Stephen A. Doyle
- 11. Festival and event catering operations: Kevin Fields and Paul Stansbie; 12. Principles and applications in ticketing and reservations management: Zuleika Beaven and Chantal Laws; 13. The potential for revenue management in festivals and events: Una McMahon-Beattie and lan Yeoman; Part D: Policies and strategies of art and leisure event management; 14. Politics, public policy and the destination: C. Michael Hall and Kristy Rusher; 15. Event management for the arts: a New Zealand perspective: Lee Harrison and Fiona McDonald
- Zealand perspective: Lee Harrison and Fiona McDonald
 16. The economics and evaluation of festivals and events: Jack Carlsen;
 17. A strategic approach for the use of sponsorship in the events
 industry: in search of a return on investment: Guy R. Masterman; 18.
 The behavioural aspects of financial management: Razaq Raj; 19. Risk
 and decision making in events management: Phyllis Laybourn; Part E:
 Case studies and contemporary issues of arts and leisure festivals and
 events; 20. Attitudes of visitors and residents to the impacts of the
 2001 Sidmouth International Festival: Peter Mason and John BeaumontKerridge
- 21. Wine tourism events: Apulia, Italy: Marina Novelli; 22. Edinburgh's Winter Festival: Kenneth MacMillan Wardrop and Martin Robertson; 23. Sponsorship, funding and strategic function: Carling Festival and V-Festival: Paul Walters and Razaq Raj; 24. The Anglesey Sea Symposium, UK: Lester D. Matthews; 25. A critical examination of Sydney's 2000 Olympic Games: Gordon Waitt; Index

Sommario/riassunto

Annotation