Record Nr. UNINA9910815547003321 **Titolo** Festival and events management: an international arts and culture perspective / / editors, lan Yeoman [et al.] Pubbl/distr/stampa Amsterdam; ; Boston, : Elsevier Butterworth-Heinemann, 2004 New York:,: Routledge,, 2011 **ISBN** 1417507764 1-136-40347-7 1-281-05246-9 9786611052461 1-4175-0776-4 0-08-047770-4 Edizione [1st ed.] 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 Description based upon print version of record. Note generali 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 vour 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

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