

1. Record Nr.	UNINA9910972735603321
Titolo	Festival and events management : an international arts and culture perspective // editors, Ian Yeoman [et al.]
Pubbl/distr/stampa	Amsterdam ; ; Boston, : Elsevier Butterworth-Heinemann, 2004 New York : , : Routledge, , 2011
ISBN	9786611052461 9781417507764 1417507764 9781136403477 1136403477 9781281052469 1281052469 9780080477701 0080477704
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
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 Ian 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
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 Beaumont-Kerridge
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
