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Events Management - Nicole Ferdinand 2012-03-23

Electronic Inspection Copy available for instructors here Written by a team of twenty-five high profile, international authors, this exciting new text successfully combines theory and practice, making it a must-have for all students of Events Management. Events Management: An International Approach provides comprehensive coverage of all the most common types of events, preparing students for a future career in Events Management. Covering key issues such as fundraising, sponsorship, globalization and sustainability, this text addresses the challenges and examines the realities of events management in an international context. A wide range of case studies and examples look at sporting, music, catering and fundraising events across Europe, Africa, Asia, Australia and North America. Key features include: • An international approach, drawing on a wide range of cases from around the world • Extensive pedagogical features such as Diary of an Event Manager and Exercises in Critical Thinking • A companion website offering a full Instructor's Manual, PowerPoint slides, additional case studies and links to SAGE journal articles This book is essential reading for all undergraduate and postgraduate students studying Events Management. Visit the Companion Website at www.sagepub.co.uk/ferdinand Nicole Ferdinand is Senior Lecturer in Events Management at the London Metropolitan Business School. Paul J. Kitchin is Lecturer in Sports Management at the University of Ulster.

Macao Business Intelligence Report - Strategic Developments, Opportunities, Regulations, Contacts - IBP. Inc. 2015-11-25

Macao Business Intelligence Report - Practical Information, Opportunities, Contacts

European Hotel Directory - M.I.C.E - Heinz Duthel 2019-06-19

European Hotel M.I.C.E Directory. Die besten Hotels in Europa. Les meilleurs hôtels d'Europe. Los mejores hoteles de Europa. I migliori hotel in Europa includes recommended Hotels, Tourist and Business Informations The Best Hotels in Europe Directory is available in over 6000 Bookstores, online and offline and in the leading European B2B Corporations, Air-ports and selected Embassies from our directory: Deutsche Botschaften im Ausland Ausländische Botschaften in Deutschland by our publishing house: Bod.de European Hotel M.I.C.E Directory. Die besten Hotels in Europa. Les meilleurs hôtels d'Europe. Los mejores hoteles de Europa. I migliori hotel in Europa includes recommended Hotels, Tourist and Business Informations Meetings, Incentives, Conferences, Exhibitions Meeting planning is a sub-sector of corporate event planning, however it often gets grouped together under the acronym M.I.C.E (Meetings, Incentives, Conferences, Exhibitions), which brings together a number of industry sub-sectors where the types of events are complimentary, share similarities, or are planned by the same type of event planners. Let's first examine meetings in isolation, then I'll move on to explain how this connects to the M.I.C.E sub-sector.

Handbook of Tourism and Quality-of-Life Research - Muzaffer Uysal 2012-01-07

Quality of life (QOL) research in tourism has gained much momentum over the last two decades. Academics working in this area research issues related to tourists and host communities. Practitioners are becoming increasingly interested in understanding the science that allows them to develop better marketing and managerial programs designed to enhance the quality of life of tourists. Tourism bureaus and government agencies are increasingly interested in issues of sustainable tourism, specifically in understanding and measuring the impact of tourism on the quality of life of the residents of the host communities. This handbook covers all relevant topics and is divided into two parts: research relating to travelers/tourists, and

research relating to the residents of host communities. It is the only state-of-the-art reference book in its field and will prove invaluable to academics interested in QOL research, as well as tourism practitioners interested in applying the science of QOL in the tourism industry.

Routledge Handbook of Tourism Cities - Alastair M. Morrison 2020-08-28

The Routledge Handbook of Tourism Cities presents an up-to-date, critical and comprehensive overview of established and emerging themes in urban tourism and tourist cities. Offering socio-cultural perspectives and multidisciplinary insights from leading scholars, the book explores contemporary issues, challenges and trends. Organised into four parts, the handbook begins with an introductory section that explores contemporary issues, challenges and trends that tourism cities face today. A range of topics are explored, including sustainable urban tourism, overtourism and urbanisation, the impact of terrorism, visitor-host interactions, as well as reflections on present and future challenges for tourism cities. In Part II the marketing, branding and markets for tourism cities are considered, exploring topics such as destination marketing and branding, business travellers and exhibition hosting. This section combines academic scholarship with real-life practice and case studies from cities. Part III discusses product and technology developments for tourism cities, examining their supply and impact on different travellers, from open-air markets to creative waterfronts, from social media to smart cities. The final Part offers examples of how urban tourism is developing in different parts of the world and how worldwide tourism cities are adapting to the challenges ahead. It also explores emerging forms of specialist tourism, including geology and ecology-based tourism, socialist heritage and post-communist destination tourism. This handbook fills a notable gap by offering a critical and detailed understanding of the diverse elements of the tourist experience today. It contains useful suggestions for practitioners, as well as examples for theoretical frameworks to students in the fields of urban tourism and tourism cities. The handbook will be of interest to scholars and students working in urban tourism, heritage studies, human geography, urban studies and urban planning, sociology, psychology and business studies.

The Routledge Handbook of Business Events - Charles Arcodia 2022-09-08

A timely and up-to-date "go-to" reference work for business events, The Routledge Handbook of Business Events explores and critically evaluates the key debates and controversies inherent to this rapidly expanding subject of study and industry. The volume brings together leading specialists from a range of disciplinary backgrounds and geographical regions, to provide state-of-the-art theoretical reflection and empirical research on management aspects as well as economic, social and environmental impacts and external factors such as transportation. The book incorporates the varied expertise of some 30 expert authors to provide a definitive collection of statements in this field, accompanied by illustrative and engaging case studies embodying real-life scenarios and examples on an international scale. This book is an excellent resource for students, researchers and academics of Events, as well as those of related studies in particular Tourism, Hospitality, Sport, Leisure, Marketing, Business and Development Studies.

New Frontiers in Hospitality and Tourism Management in Africa - Michael Z. Ngoasong 2021-04-26

This book provides a management perspective on the full historical, contemporary, and geographic landscape of hospitality and tourism (H&T) in Africa. In so doing, it critically assesses and challenges the applicability of Western theories within the African context and draws attention to the insights offered by African management concepts. A variety of key topics are examined, including, for example, H&T

management practices and management innovation in Africa, the drivers of and variation in uptake of Western management practices, policies and strategies to promote the development of H&T organizations, the influence of management practices on the competitiveness of African countries as tourism destinations, and areas for improvement of H&T organizations in Africa in the digital age. The approach is multidisciplinary. Both local and global perspectives are presented by authors from Africa, Europe, North America, and Asia, with inclusion of intra- and inter-country comparisons. This book will be essential reading for scholars, students, businesses, and policy makers with an interest in H&T in Africa.

Event Planning - The Ultimate Guide To Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events - Dana Herrwell 2020-11-05
Everything you need to know about event planning is included in this book: Key Ideas to Make your Event Successful What you Need to Know to Make your Event Entertaining and Memorable How to Inexpensively Incorporate Entertainment What to Look out for in Planning an Offsite Event Event Logistics Easy and Hassle Free Meeting Planning Tips I leave absolutely nothing out! Everything that I learned about successful event planning, I share with you. This is the most comprehensive report on event planning you will ever read! This comprehensive guide covers the following topics: 5 Pitfalls to Avoid When Planning your Next Event How to Generate Fun Ideas How to Attract the Right People to your Event How to Work with Event Suppliers How to Be an Excellent Event Planner How to Market your Event Organization Tips No stone is left unturned!

The SAGE Handbook of Hospitality Management - Roy C Wood 2008-06-05

At last, a comprehensive, systematically organized Handbook which gives a reliable and critical guide to all aspects of one of the world's leading industries: the hospitality industry. The book focuses on key aspects of the hospitality management curriculum, research and practice bringing together leading scholars throughout the world. Each essay examines a theme or functional aspect of hospitality management and offers a critical overview of the principle ideas and issues that have contributed, and continue to contribute, within it. Topics include: • The nature of hospitality and hospitality management • The relationship of hospitality management to tourism, leisure and education provision • The current state of development of the international hospitality business • The core activities of food, beverage and accommodation management • Research strategies in hospitality management • Innovation and entrepreneurship trends • The role of information technology The SAGE Handbook of Hospitality Management constitutes a single, comprehensive source of reference which will satisfy the information needs of both specialists in the field and non-specialists who require a contemporary introduction to the hospitality industry and its analysis. Bob Brotherton formerly taught students of Hospitality and Tourism at Manchester Metropolitan University. He has also taught Research Methods to Hospitality and Tourism students at a number of international institutions as a visiting lecturer; Roy C. Wood is based in the Oberoi Centre of Learning and Development, India

Conferences and Conventions 3rd edition - Tony Rogers 2013-01-04

Conferences and Conventions: A Global Industry 3rd edition provides a comprehensive introduction to the key elements of the global conference, convention and meetings industry. It examines the industry's origins, structure, economic, social and environmental impacts, education, training and career opportunities, and the industry's future development. It also explores its links with the wider tourism industry, and suggests that there should be a realignment of these links, putting a greater focus on designing, executing and measuring meeting and convention contents so that they have a purposeful impact on participants, thus creating greater value for stakeholders. It suggests that there should be greater emphasis on the role that meetings play in economic, professional and educational development, promoting the benefits they provide in knowledge exchange, scientific research, technology transfer, networking and motivation and showing clearly what such business events actually accomplish. This revised 3rd edition has been updated to reflect current trends and emerging topics and achieve a more international approach. This edition has also been updated with the following features: New content on social media, web based marketing, the use of technology, experiential marketing and events, the role of trade shows in conventions, issues of sustainability, and moves to create a profession for event management. Fully integrated and updated case studies to highlight current issues and demonstrate theory

in practice. Also contains new case studies on the growth markets of Asia, Brazil and the Middle East. A detailed meetings and events industry lexicon. This book is written in an accessible and engaging style and structured logically with useful features throughout to aid students' learning and understanding. This book is an invaluable resource to students following Events Management, Hospitality and Tourism courses.

The Report: Bahrain 2008 -

Marketing Destinations and Venues for Conferences, Conventions and Business Events - Tony Rogers 2015-11-19

Marketing Destinations and Venues for Conferences, Conventions and Business Events introduces students to key areas of marketing and promotion that are essential if destinations are to compete successfully in the rapidly expanding global business event sector. It achieves this by looking at issues surrounding business event marketing, strategic planning, destination and venue selling strategies and future challenges. The 2nd Edition has also been updated to include: New content on: destination marketing organisations' and venues' use of technology, use and impact of social media, sponsorship and partnership issues, economic changes as well as their responses to demand for sustainable meetings locations Updated and new case studies on growth areas and emerging markets e.g. Middle East, Asia, Eastern Europe/Russia, Africa and South America, but also to include material on mature markets, destinations and venue operators A genuinely international focus in terms of content and examples New review and discussion questions and, where appropriate, learning outcomes New online resource package for students and lecturers including: weblinks, power point slides and project questions (coming soon). Accessible, global and informative, this is essential reading for all future business event and conference managers.

City Tourism - Robert Maitland 2009

Capital city status attracts and drives tourism by enhancing a city's appeal to the tourist and its international standing. With a focus on city tourism themes, this book examines subjects including the identity of a city in a tourism context and practical matters such as promoting the city as a product. By examining tourist activities in national capitals, the book addresses issues in capital city development as tourist destinations with a broad, international approach and case studies on major tourist cities.

Event Management: For Tourism, Cultural, Business and Sporting Events - Lynn Van der Wagen 2018-04-01

Event Management, specifically written for the Diploma of Event Management and Advanced Diploma of Event Management, is a comprehensive resource for anyone wanting to build their expertise in professional event management. This edition adopts a scaffold learning pedagogy, helping students move through the material logically and efficiently while building on their understanding of tourism, cultural, business and sporting events.

Destination Marketing - Steven Pike 2020-10-20

Destination Marketing offers the reader an integrated and comprehensive overview of the key challenges and constraints facing destination marketing organisations (DMOs) and how destination marketing can be planned, implemented and evaluated to achieve successful destination competitiveness. This new third edition has been revised and updated to include: 27 new and updated case studies, including destinations such as Sri Lanka, Barbados, the UAE, and crucially relevant topics such as the Australian bushfires and the threat of COVID-19 Brand-new pedagogical features such as in-chapter class activities, key term definitions, and highlighted critical points New content on cross-sector consortia marketing for meetings and events, social media influencer marketing, the role of technology, resource consumption and climate change, creativity and innovation in developing destination branding, experiential destination marketing and the influence of culture and sustainability on destination marketing Links to free access of the author's journal articles on destination marketing Updated additional online resources for lecturers and students including PowerPoint slides, quizzes and discussion questions It is written in an engaging style and applies theory to a range of tourism destinations at the consumer, business, national and international level by using topical examples.

Tourism in Russia - Frederic Dimanche 2015-09-09

This book addresses tourism as a system, provides essentials of tourism management and marketing,

Meetings, Expositions, Events, and Conventions - George G. Fenich 2014-12-27

For use in events and convention management courses Experience the World of Meetings, Expositions, Events, and Conventions Meetings, Expositions, Events, and Conventions: An Introduction to the Industry acquaints readers with the burgeoning field of event planning. Constructed with the Delphi method based on the opinions of experts and educators, the text is divided into the most up-to-date and relevant topics of the MEEC world. A comprehensive overview of all aspects of the MEEC industry, the Fourth Edition is the ideal text with which to introduce newcomers to this broad field. The text features case studies and examples that help readers relate the material to a future career in Event Planning, as well as major trends in this fast-growing field.

Winning Meetings and Events for your Venue - Rob Davidson 2014-01-31

It provides a clear and comprehensive guide to the wide range of techniques required by sales and marketing staff to effectively win meetings and events business for their venue. An easy-to read manual setting out the most useful and relevant techniques in a coherent and logical manner.

Conferences and Conventions - Tony Rogers 2010-05-14

Providing a comprehensive, in-depth analysis of the international conference industry, *Conferences and Conventions: a global industry* second edition examines the industry's origins, structure, economics, career opportunities, and future development. It also explains its links with the wider tourism industry. Now in its second edition, it is packed with a wealth of new international case studies covering the city of Melbourne, Queen Elizabeth II conference centre, London, Abu Dhabi, MCI Group, the Scottish Exhibition and Conference Centre, Glasgow and team San Jose, California. It also has new sections on: * Market segmentation and web marketing * Conference and event budgeting * Technology and communications, from video conferencing to web casting and pod casting * Corporate social responsibility and sustainable and green events. *Conferences and Conventions: a global industry* is illustrated with case studies and examples from around the world, including Great Britain, Canada, Australasia, Dubai, Greece, Thailand, South Africa, USA, Austria and many other destinations. It also provides challenging and reflective questions at the end of each chapter so that readers can test their knowledge and think about the issues raised, accompanied by practical assignments. Tony Rogers is Executive Director of the British Association of Conference Destinations and Association of British Professional Conference Organisers, UK

The Long Tail of Tourism - Alexis Papathanassis 2011-04-23

The 'long tail' of holiday offerings implies dramatic shifts in the sector's concentration levels and its competitive dynamics. In order to examine the applicability and validity of this scenario, a number of key holiday niches are examined in terms of their demand development, supplier landscapes, operational challenges and future potential.

Marketing Destinations and Venues for Conferences, Conventions and Business Events - Rob Davidson 2012-05-31

Marketing Destinations and Venues for Conferences, Conventions and Business Events covers key areas in marketing and promotion, such as: * Trends and issues in destination and venue marketing * Strategic marketing planning, ROI and strategy evaluation * Destination and venue selling strategies * Future challenges, opportunities and supply-side developments

The Report: Abu Dhabi 2015 - Oxford Business Group 2016-05-09

Hydrocarbons revenues still form the bulk of Abu Dhabi's GDP and while falling prices are a concern, the emirate has been moving steadily towards its economic diversification targets in line with Abu Dhabi Economic Vision 2030. The past 10 years has seen the non-oil sector expand strongly on the back of business-friendly government policies, as a result of which non-oil sector growth now outpaces that of the oil sector. Outside of hydrocarbons, construction and manufacturing represent the biggest GDP contributors in the emirate, with the construction sector poised to enter a period of renewed expansion and manufacturing identified as a key area for future growth, leveraging the emirate's natural resources, growing downstream capabilities and strategic location. Elsewhere Abu Dhabi's financial sector continues to assert itself and the expected 2015 launch of Abu Dhabi Global Market, the UAE's second financial free zone, is expected to boost activity in the sector. Meanwhile visitor numbers to Abu Dhabi continue to rise, with around 3.5m arrivals in 2014, up 25% on the previous year. This growth is expected to continue as

major infrastructure upgrades continue apace. These include the expansion of Abu Dhabi International Airport and the development of the 1200-km wide Etihad rail project.

Technology Application in Tourism Fairs, Festivals and Events in Asia - Azizul Hassan 2022-05-03

It is an unconditional reality that the tourism industry in Asia is becoming exposed to innovative technologies more than ever before. This book reports the latest research in the application of innovative technology to the tourism industry, covering the perspectives, innovativeness, theories, issues, complexities, opportunities and challenges affecting tourism in Asia. A blend of comprehensive and extensive efforts by the contributors and editors, it is designed especially to cover technology applications in tourism fairs, festivals and events in Asia. The application and practice of technologies in tourism, including the relevant niches of fairs, festivals and events are also covered, with a focus on the importance of technology in tourism. This book highlights, in a comprehensive manner, technologies that are impacting the tourism industry in Asia, as well as the constraints it is facing. It deals with distinct topics, such as tourism promotion, technology-driven sustainable tourism development, social media, accessibility and so on to cover fairs, festivals and events. This book is a significant contribution towards the very limited knowledge in this identified research area, with examples from selected Asian countries. This book is designed to accommodate both qualitative and quantitative research linking theory and practice. This book has a clear focus on outlining the research issues. Each chapter of the book highlights a methodology that was used, with rationale for its use. This book addresses a number of revisions that unify the theme or framework to integrate the chapters.

GCE AS Travel and Tourism Single Award for Edexcel - Alan Marvell 2005-12

This full colour student book provides candidates with all the mandatory units they need to complete the Single Award. It is exactly matched to specifications of Edexcel.

International Perspectives of Festivals and Events - Jane Ali-Knight 2008

International Perspectives of Festivals and Events addresses contemporary issues concerning the potential of festivals and events to produce economic, social, cultural and community benefits. Incorporating a range of international perspectives, the book provides the reader with a global look at current trends and topics, which have until now, been underrepresented by current literature. *International Perspectives of Festivals and Events* includes a broad range of research, case studies and examples from well-known scholars in the field, to form a unified volume which informs the reader of the current status of festivals and events around the world. In a fast-moving industry where new theory and practice is implemented rapidly, this is essential reading for any advanced student or researcher in festivals and events. * Provides a contemporary look at the current issues in the field * Expertly edited and contributed to by an international group of subject specialists * Advances and emphasises the interrelationship of multidisciplinary academic approaches, contexts and research methodologies in festivals and events

Tourism Business Frontiers - Dimitrios Buhalis 2006-08-11

As the global tourism industry continues to expand and to become more complex, it is vital that those in the industry are equipped with a thorough knowledge of all topics involved. *New Tourism Consumers Products and Industry: Present and Future Issues* provides this comprehensive coverage and more. Written by a team of globally renowned thinkers and researchers, it not only provides a brief historical overview of tourism, but delves deeper, to discuss emerging trends, consumer types and looks at the way the industry itself is changing and developing. It provides the manager of tomorrow with the ability to look beyond normal planning horizons and identify potential opportunities from these changes. *New Tourism Consumers Products and Industry: Present and Future Issues* is part of a two part set with its companion text, *Tourism Dynamics, Challenges and Tools: Present and Future Issues* which takes the reader on a logical progression to look at issues relating to the external environment in which the tourism industry functions. Both texts thereby provide the reader with a complete set of tools and knowledge recognise the key areas of growth and change, and the ability to use the new tools and technologies available to develop them and maximise business potential.

Business Events - Rob Davidson 2018-12-17

The dynamic and fast-expanding business events sector plays a vital role in the professional lives of hundreds of millions of people worldwide by providing settings in which they can meet for the purposes of

negotiation, deliberation, motivation, the dissemination of knowledge, and the celebration of their greatest career-related achievements. This book provides a sound practical and theoretical context for the study of this subject by covering, in depth, all categories of business-related events including corporate meetings, association conferences, political events, incentive travel, exhibitions, corporate hospitality, awards ceremonies and SMERF (social, military, educational, religious and fraternal) gatherings. This new edition has been extensively revised and updated to reflect recent developments in business events, including: Five new chapters on business events destination marketing, knowledge, sustainability, ethics and technology New 'It's my job' voice boxes offering practical insights from people employed in the business events industry A wide range of new case studies illustrating business events throughout the world, including emerging business events destinations such as Russia and the Middle East Written in an accessible yet analytical manner, Business Events is essential reading for all students of events, tourism and hospitality management.

Routledge Handbook of Tourism in Africa - Marina Novelli 2020-11-29

This book provides a comprehensive and readable overview of the critical debates and controversies around tourism in Africa, and the major factors that are affecting tourism development now and in the future. Drawing upon research emerging from collaborations between a growing number of African academics and practitioners based in the continent and in the African diaspora as well as international colleagues, the Handbook offers key critical insights into the issues, challenges and trends that Africa and African tourism is facing. Part I covers continent-wide issues such as climate change, ICT, heritage and development. The remaining parts are organised along geographic lines, with each chapter covering the development of tourism, current trends and discussion of critical issues such as community participation, gender, backpacking, urban tourism, wildlife tourism and conservation. Combining an overview of key theories, concepts, contemporary issues and debates, this book will be a valuable resource for students, academics and practitioners investigating the role of tourism in Africa.