

Hallmark Events

- **Major events drawing international attention**
- **Examples**
 - Carnivals and festivals such as Mardi Gras
 - Cultural or religious events such as a British royal wedding
 - Major sport events such as the Super Bowl

(continued)

Planning And Evaluation Of Hallmark Events

Jeff Wilks,J Stephen,F. Moore



Planning And Evaluation Of Hallmark Events:

The Planning and Evaluation of Hallmark Events Geoffrey J. Syme, 1989 Recueil des articles et présentations de la conférence Analyse d'initiation méthodologie et valuation des grands événements touristiques hallmark events Aspects et études de cas De sensibilité australienne la diversité des auteurs et des cas abordés en font un ouvrage intéressant bien qu'un peu daté La troisième partie analyse l'impact des événements Coupe de l'America Formule 1 aux niveaux politiques économiques urbanistiques et psychologiques

Hallmark Tourist Events Colin Michael Hall, 1992-10-20 A recognized authority in the field the author details the history and defines the role of hallmark events ranging from cultural festivals to Olympic Games focusing on their relationship to tourist development and marketing Considers planning implications and their importance as major income generators Tackles marketing questions and provides a workable strategy for the design and management of hallmark events that is full of sound practical advice based on global experience

Festival and Events Management Ian Yeoman, Martin Robertson, Jane Ali-Knight, Siobhan Drummond, Una McMahon-Beattie, 2012-06-14 Festival and Events Management an international perspective is a unique text looking at the central role of events management in the cultural tourism and arts industries With international contributions from industry and academia the text looks at the following Events cultural environments Managing the arts leisure experience Marketing policies and strategies of art and leisure management Chapters include exercises and additional teaching materials and solutions to questions are provided as part of an accompanying online resource

The Palgrave Handbook of Olympic Studies H. Lenskyj, S. Wagg, 2012-04-11 A comprehensive state of the art reference collection bringing together an authoritative and international line up of scholars to examine key social and political issues related to the Olympics An essential one stop volume for a wide range of academics students and researchers

Sport Tourism Brent W. Ritchie, Daryl Adair, 2004-07-26 This book examines the economic social and environmental impacts and issues associated with the development of sport tourism globally including the lack of research and coordination between industry and government The book suggests the need for a more balanced analysis of the impacts and issues associated with future sport tourism development

The Economics of Staging the Olympics Holger Preuss, 2004-01-01 This book arises from the need to analyse in detail the various economic aspects that the Olympic Games mean for host cities Since 1984 increasingly more cities in the world have announced their interest in staging the Olympic Games making it a festival with significant economic dimensions What followed have been economic triumphs and tragedies glories and fiascos all are included in the 36 years of Olympic history reviewed in this book foreword

The Routledge Handbook of Events Stephen J. Page, Joanne Connell, 2014-10-14 The Routledge Handbook of Events explores and critically evaluates the debates and controversies associated with this rapidly expanding discipline It brings together leading specialists from range of disciplinary backgrounds and geographical regions to provide state of the art theoretical reflection and empirical research on the evolution of the subject It is the first major study to examine what events is as a discipline in

the twenty first century its significance in contemporary society and growth as a mainstream subject area The book is divided in to five inter related sections Section one evaluates the evolution of events as a discipline and defines what events studies is Section two critically reviews the relationship between events and other disciplines such as tourism and sport Section three focuses on the management of events section four evaluates the impacts of events from varying political social and environmental perspectives and section five examines the future direction of growth in event related education and research It offers the reader a comprehensive synthesis of this field conveying the latest thinking and research The text will provide an invaluable resource for all those with an interest in Events Studies encouraging dialogue across disciplinary boundaries and areas of study

Design for Sport Anxo Cereijo Roibás, Emmanuel Stamatakis, 2017-03-02 Design for Sport shows how socially responsible design can contribute to make sport practice widespread in the general population including disadvantaged and hard to reach groups and those that have been traditionally excluded such as the elderly disabled people those living in deprived areas and from lower socioeconomic strata plus certain minority ethnic and religious groups Contributions from around the world provide compelling case studies and an international perspective While the main benefit from expanding sports practice in developed societies would be reduction of chronic disease rates and social inclusion in the developing world where political instability and conflict are more common the authors look at how sport can have other functions such as a means of post disaster relief They discuss how Participatory Design PD techniques and appropriate ethnographies can be implemented in order to better understand users needs and requirements as in the case of Paralympic sport where the increased sophistication of equipment used has evolved to meet the demands of the athletes Reflecting the multi disciplinary and cross disciplinary nature of design for sport the book also features case studies that look at environmental design to improve sport accessibility social wellbeing economic development and environmental sustainability

Managing Tourist Health and Safety in the New Millennium Jeff Wilks, J. Stephen, F. Moore, 2013-06-17 Managing Tourist Health is a seminal study which combines a range of state of the art reviews of the issues facing tourism managers and professionals in the fast growing area of tourist health and safety An international range of contributors each a specialist in their chosen field have written papers for this book to explain many of the complex issues affecting tourists the tourism industry and governments in ensuring tourism is viewed as a safe and enjoyable experience for all The contributors have a wealth of interdisciplinary experience ranging from medicine law tourism research safety science ergonomics management consultancy among other cognate areas of study Future research directions are examined in many of the chapters together with current state of the art knowledge in relation to key studies The editors have worked in this area of research since the late 1980s and have accumulated a wide range of academic professional and consultancy experience for governments and the private sector The book extends this understanding through a multi disciplinary perspective combining some of the leading researchers who have published in this area since the emergence of tourist health as a legitimate area of study in the

1970s Event Studies Donald Getz, Stephen J. Page, 2016-02-22 Event Studies is the only book devoted to developing knowledge and theory about planned events It focuses on event planning and management outcomes the experience of events and the meanings attached to them the dynamic processes shaping events and why people attend them This title draws from a large number of foundation disciplines and closely related professional fields to foster interdisciplinary theory focused on planned events It brings together important discourses on events including event management event tourism and the study of events within various disciplines that are able to shed light on the roles importance and impacts of events in society and culture New to this edition New sections on social and intangible influences consumer psychology and legal environment planning and policy framework to reflect recent developments in the field Extended coverage of philosophy and research methods and how they can best be used in event studies social media as a marketing tool and the class and cultural influences of events New and additional case studies throughout the book from a wide range of international events Companion website to include PowerPoint slides and updated Instructor s Manual including suggested lecture outlines and sequence quizzes per chapter and essay questions *Visitor Attractions and Events* Adi Weidenfeld, Richard Butler, Allan M. Williams, 2016-04-28 Both visitor attractions and events play pivotal roles in the appeal of tourism destination regions to visitors by virtue of being the main motivator of tourist trips and determining consumers choices However more recently visitor attractions have become more multifaceted have proliferated and fragmented in terms of form location scale and style and their role is undergoing major changes in a post modern world as a result of consumer demands and competitive innovations Visitor Attractions and Events for the first time theoretically and empirically explores the relations between events and attractions to offer new thinking of the role of space and place in shaping development management practices and strategies in the sector as well as future implications The book reveals how location is pivotal in the development planning and management of visitor attractions and events Whereas the location of natural attractions is relatively fixed in space and their locations cannot be predetermined or relocated human made or contrived attractions are more influenced by the planning process in the context of the locational decision making process Competition and cooperation between visitor attractions and the aspects which shape these relations including complementarities compatibility knowledge spill overs and diffusion of innovations product similarities and spatial proximity remain largely ignored in the visitor attraction sector and thus are major elements in the focus of this book Comparative examples ranging from small to major attractions in a wide variety of locations are included This significant volume will appeal widely to all those interested in the visitor sector such as tourism events leisure studies destination management and sociology **Events Management** Glenn Bowdin, William O'Toole, Johnny Allen, Rob Harris, Ian McDonnell, 2006-03-15 Events Management second edition provides an introduction to the principles and practices associated with planning managing and staging events The book Introduces the key concepts of event planning and management Discusses the key components for staging an event and covers the whole process from

creation to evaluation Examines the events industry within its broader business context Provides an effective guide for producers of events Contains learning objectives and review questions to consolidate learning Now in its second edition this successful text has been fully revised and updated to include new case studies and chapters on event tourism project management of events strategic marketing and issues and trends It is full of real life case studies which illustrate key concepts and place theory in a practical context Examples include the Edinburgh International Festival Glastonbury Festival Vodafone Ball MTV Awards Notting Hill Carnival T in the Park and the Daily Mail Ideal Home Show Events Management is the must have introductory text providing a complete A Z of the principles and practices associated with planning managing and staging events Events Management is supported by a website <http://em.worldofevents.net> which includes updates downloadable figures from the book and an online history of events together with links to websites and other resources for both students and lecturers *Proceedings of the ... New Zealand Geography Conference*, 1989 **Sport Tourism**

Destinations James Higham, 2007-03-30 Few forces in contemporary society influence the fortunes of tourism destinations more immediately than sport From football fans to kayaking Sports Tourism Destinations issues opportunities and analysis examines the planning development and management of sport tourism destinations With contributions from international experts this book looks at the dramatic effects sports tourism has on the economy and future of tourism destinations Divided into four parts the book systematically covers Sports tourism destination analysis applies principles of destination resource analysis to the study of sport tourism destinations Destination planning and development illustrates the mutually beneficial links between sport tourism and destination planning Destination marketing and management explores theoretical and applied aspects of sport tourism destination marketing and management Sport tourism impacts and environments identifies and discusses critical issues of sustainable development at sport tourism destinations Practical case studies in each chapter illustrate and highlight the links between sport tourism theory and practice making this book a vital resource for lecturers and students alike Sport & Tourism: A Reader Mike Weed, 2007-10-31 This Reader provides comprehensive coverage of the scholarly literature in sports tourism Divided into four parts each prefaced by a substantial introduction from the editor it presents the key themes state of the art research and new conceptual thinking in sports tourism studies Topics covered include understanding the sports tourist impacts of sports tourism policy and management considerations for sports tourism approaches to research in sports tourism Articles cover a broad range of the new research that has a bearing on sports tourism and include diverse areas such as the economic analysis of sports events sub cultures in sports tourism adventure tourism and tourism policy *Global Wine Tourism* Jack Carlsen, 2007 Wine regions are attracting increasing numbers of tourists through tours wine festivals and events and winery restaurant and cellar door experiences Using a host of case studies from Europe North America South Africa Australia and New Zealand this book reviews the latest wine tourism research and management and marketing strategies The book highlights the lessons learnt for wine tourism and related

industries and concludes by examining the future of the wine tourism industry Olympic Industry Resistance Helen Jefferson Lenskyj, 2008-06-05 Scholar and activist Helen Jefferson Lenskyj continues her critique of the Olympic industry looking specifically at developments in the post 9 11 and postbribery scandal era Examining events and activism in host cities as well as in several locations that bid unsuccessfully on the Olympics Lenskyj shows how basic rights and freedoms particularly of the press and of assembly are compromised Lenskyj investigates the pro Olympic bias in media treatment of bids and preparations the fallen hero phenomenon that includes doping and female athletes who pose nude in calendars and takes issue with Olympic education curricular materials for schoolchildren Also discussed are the problems of housing and homelessness created when the Olympics become a catalyst for urban redevelopment projects **Events Management** Glenn A. J. Bowdin, Johnny Allen, Rob Harris, Leo Jago, William O'Toole, Ian McDonnell, 2023-07-31 A must have introductory text of unrivalled coverage and depth focusing on events planning and management the fourth edition of Events Management provides a complete A to Z of the principles and practices of planning managing and staging events The book offers a systematic guide to organising successful events examining areas such as event design logistics marketing human resource management financial planning risk management impacts evaluation and reporting The fourth edition has been fully updated and revised to include content covering technology including virtual and hybrid events concepts such as social capital soft power and events social inclusion equality accessibility and diversity and the latest industry reports research and legal frameworks The book is logically structured and features new case studies showing real life applications and highlighting issues with planning events of all types and scales in a range of geographical locations This book has been dubbed the events management bible and fosters an interactive learning experience amongst scholars of events management tourism and hospitality **Global Tourist Behavior** Erdener Kaynak, Muzaffer Uysal, 2012-11-12 Global Tourist Behavior contains travel and marketing research that explores the integral global nature of tourism The globalization of tourism has resulted in more culturally diverse travelers with different preferences motivations expectations and needs while at the same time worldwide movements toward democracy have made some locations more accessible than ever before New diversity in global tourist behavior and the reciprocal interaction between travelers and destinations will pose new challenges and create new opportunities for tourism professionals Global Tourist Behavior helps readers meet these challenges by providing unique and invaluable new research on global travel behavior as an integral component of travel and tourism marketing research It features original empirical research by tourism scholars representing a variety of locations worldwide including North America the Caribbean Eastern Europe Germany Indonesia Korea the Netherlands the United Kingdom and Zambia The geographically diverse chapters in Global Tourist Behavior present research on marketing places to tourists tourists knowledge of culture issues in cross cultural tourism tourism channels and distribution systems international tourism and marketing expert systems in tourism marketing management the impact of mega events health tourism Tourism promoters

decisionmakers and students will find the information on international travelers preferences expectations motivations images attitudes and choices of tour packages extremely helpful The book can also be used as a guide for attracting international tourist business and developing appropriate marketing and management strategies for specific destinations *Proceedings of the ... New Zealand Geography Conference* New Zealand Geographical Society, 1989 Includes the Proceedings of the New Zealand Geography Conference

Planning And Evaluation Of Hallmark Events Book Review: Unveiling the Power of Words

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