

# Tourism Hospitality Event Management

## Springer

Events Management Crisis Management in Event Planning and Resilient Event Practices Sustainable Events Management Technological Innovation and AI for Sustainable Development in Events and Festivals International Encyclopedia of Business Management Event Management The Study of Food, Tourism, Hospitality and Events Revolutionizing the AI-Digital Landscape Bibliographic Index Interfaces Hospitality Technology Hotel & Motel Management Today's Facility Manager Library Journal Tropical Ecology Biographical and Portrait Cyclopedia of Fayette County, Pennsylvania The Working Press of the Nation Weekly Notes of Cases Argued and Determined in the Supreme Court of Pennsylvania, the County Courts of Philadelphia, and the United States District and Circuit Courts for the Eastern District of Pennsylvania National Live Stock Journal Facilities Design & Management Nicole Ferdinand Emmet McLoughlin Razaq Raj Anukrati Sharma Sue Beeton Alex Khang John M. Gresham

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taking an explicit international approach to the subject events management combines theory and practice to address the challenges and opportunities of working in a global world to help prepare students for the realities of the events management sector written by a high profile international team of editors and contributors the text features cases spanning europe africa asia australia and north america and covers key topics and issues such as fundraising sponsorship

globalization and sustainability it also aims to bolster student employability through the inclusion of features such as practical asides case studies and a diary of an events manager to give students a window into the real life of a practitioner brand new to the second edition three new chapters covering industry related contemporary developments in social media events tourism and the future of international events new case studies in every chapter illustrating real life and diverse practical applications of each topic updated theory about the critical global issues affecting events and the main drivers of change in the industry a companion website featuring links to interactive learning resources an instructors manual for lecturers events related videos for fun additional educational viewing and author selected sage journal articles for advanced learning suitable for courses in events management and international events management

this is the first textbook to fully integrate crisis preparedness resilience and sustainability into a unified event management framework the book offers a practical interdisciplinary approach combining theory case studies and real world applications tailored for both students and professionals it moves beyond traditional risk management by exploring ethical decision making inclusion technology and post crisis recovery in diverse event contexts each chapter includes student activities applied examples and discussion prompts fostering critical thinking and real world problem solving it is an invaluable resource for undergraduate and postgraduate students studying event management tourism and hospitality as well as early career professionals and industry practitioners who are seeking to enhance their understanding of crisis preparedness and resilience in events

this book introduces the reader to sustainable events management theory and practice based on academic research and illustrated with empirical case studies the book provides a comprehensive view of sustainable management and how it relates to the many sectors within the events industry it emphasises the fundamental importance of local communities businesses and stakeholders to events organisation in regional national and international locations it brings into focus international governing bodies and national government strategic objectives as the corner stones for sustainable development in the events sector the relationship between strategic objectives and on the ground operational responsibilities are presented using research by contributing authors and accredited organisations to add scope and depth best practice case studies are used throughout the book to highlight and explain particular sustainable management issues and practices the scope of the book is international and designed to educate undergraduate and postgraduate students and to support

practitioners in their operational and administrative duties within their industry sectors

from sustainable event planning to the influence of vr ai and mobile applications on tourist behaviour this book explores the dynamic landscape where innovation meets tradition it studies the intersection of green technologies sustainable infrastructure and the delicate balance between cutting edge tools and the intrinsic emotional aspects of human engagement aligned with the united nations 17 sustainable development goals the book highlights ai s potential to drive meaningful contributions to a sustainable future it anticipates the imminent transformation of festivals and events through technological innovation and ai implementation it will allow the reader to gain insights into how automation streamlines logistics optimizes marketing efforts and enhances the overall attendee experience

the encyclopedia of business management four volume set is a comprehensive resource that covers over 200 topics across various areas of business management each entry is written in an accessible manner making complex concepts easy to understand the encyclopedia addresses interdisciplinary subjects such as cultural entrepreneurship tourism innovation and marketing promotions by emphasizing definitions and practical applications the entries help readers grasp the relevance of each topic expert editors lead each section ensuring that the contributions are authoritative and well rounded the encyclopedia is divided into seven broad themes including business entrepreneurship human resource management innovation management international business organizational behavior project management supply chain management and sport and tourism management each section s articles begin with a technical analysis of key definitional issues followed by an exploration of the topic s broader context this structured approach provides a holistic examination of the subjects allowing readers to gain a comprehensive understanding of vital business management concepts provides a comprehensive overview of the main business management topics focuses specifically on business management from a range of perspectives includes new and emerging business management topics presents an interdisciplinary focus in terms of business management practices features templates across all chapters for ease of navigation and use

this book elaborates upon critiques and discusses 21st century approaches to scholarship and research in the food tourism hospitality and events trades and applied professions using case examples of innovative practice the specific field considered in this book is also placed against the backdrop of the larger

question of how universities and other institutions of higher learning are evolving and addressing the new relationships between research scholarship and teaching

this book investigates the growing influence of artificial intelligence in the marketing sphere providing insights into how ai can be harnessed for developing more effective and efficient marketing strategies in addition the book offers a comprehensive overview of the various digital marketing tools available to entrepreneurs discussing their features benefits and potential drawbacks this helps entrepreneurs make well informed decisions when selecting the tools most suited to their needs and objectives it is designed to help entrepreneurs develop and implement successful strategies leveraging the latest tools and technologies to achieve their business goals as the digital landscape continues to evolve rapidly this book serves as a valuable resource for entrepreneurs looking to stay ahead of the curve and capitalize on new opportunities the book s scope encompasses many topics including customer experience content marketing ai strategy and digital marketing tools

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