



Research Themes for Events

R. Finkel, D. McGillivray, G. McPherson, P. Robinson

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Following on from Research Themes for Tourism, which sought to both provide a snapshot of tourism subjects and provide an overview of major themes for students new to tourism, this book seeks to cover the same ground with events. Events Management as a subject has been well documented from a practical angle, but this will be the first book to cover events from a research perspective. Core subjects such as consumer behaviour, authenticity and new technologies will be included, and the research angle will be covered by addressing key concepts, theories and discussions centring on these subjects. For example, how has this type of event developed, why has it become successful and what impact does it have? Case studies are also included to provide a well-rounded approach to the subject.

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