Events design and experience / Graham Berridge

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Abstrak

The events industry, including festivals, meetings, conferences, exhibitions, incentives, sports and a range of other events, is rapidly developing and makes a significant contribu- tion to business and leisure related tourism. With increased regulation and the growth of government and corporate involvement in events, the environment has become much more complex. Event managers are now required to identify and service a wide range of stake- holders and to balance their needs and objectives. Though mainly operating at national lev- els, there has been significant growth of academic provision to meet the needs of events and related industries and the organisations that comprise them. These courses focus on providing education and training for future event professionals, and cover areas such as event planning and management, marketing, finance, human resource management and operations. Modules in events management are also included in many tourism, leisure, recreation and hospitality qualifications in universities and colleges.