

## Managing International Events

---

This book provides a comprehensive overview and examination of the international aspect of Events Management and the many challenges and complications that arise in the planning and delivery specifically of cross-border and cross-cultural events. Authored by a current academic and ex-practitioner in the field, this book boasts an excellent balance of theory with practical advice and guidance. Chapters cover all the key concepts needed to manage and deliver an international event and fully reflect the current trends and issues facing the sector today. These include: sustainability, digital communication, social media, Big Data, corporate social responsibility, accessibility, security issues, and managing volunteers among many others. International case studies are included in each chapter accompanied by study questions and useful weblinks for further reading and research. This will be of great interest not only to students and researchers of International Events Management, Tourism and Hospitality, but also to current practitioners in the Events sector.



Auf Anfrage

Lieferfrist: bis zu 10 Tage

---

**Artikelnummer:** 9781138572775

**Medium:** Buch

**ISBN:** 978-1-138-57277-5

**Verlag:** CRC Press

**Erscheinungstermin:** 30.09.2020

**Sprache(n):** Englisch

**Auflage:** 1. Auflage 2020

**Produktform:** Kartoniert

**Gewicht:** 460 g

**Seiten:** 366

**Format (B x H):** 174 x 246 mm

