

Event Studies

Theory, research and policy for
planned events

Third Edition

Donald Getz and Stephen J. Page



Events Management

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Event Studies

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 research notes, expert opinions and examples throughout the book from a wide range of international events and scholars.
- An updated companion website to include PowerPoint slides and an updated Instructor's Manual including suggested lecture outlines and sequence, quizzes per chapter and essay questions.

Donald Getz is Professor Emeritus, the University of Calgary. He works as a management consultant and also holds guest positions at several universities. In addition to event studies, areas of expertise include wine and food tourism, evaluation and impact assessment, consumer research and special-interest travel. Professor Getz co-founded and was Editor-in-Chief of *Event Management: An International Journal*.

Stephen J. Page is Professor and Deputy Dean (Research and Professional Practice) in the Faculty of Management, Bournemouth University. He holds an Honorary Doctorate from the University of West London and is an Honorary Professor at Cardiff Metropolitan University. He has worked as a tourism consultant with different organizations, including the United Nations World Tourism Organization, VisitScotland, Scottish Enterprise, Highlands and Islands Enterprise, Harrah's Casinos and Sky Tower, Auckland, New Zealand among many other clients. He is the author and editor of 39 books on tourism, leisure and events and is Reviews Editor of the leading tourism journal, *Tourism Management*.

Books in the Events Management Series

Edited by Glenn Bowdin, Leeds Metropolitan University, UK

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13. **Event Studies 3^{ed}**
Donald Getz and Stephen J. Page
14. **Marketing Destinations and Venues for Conferences, Conventions and Business Events 2^{ed}**
Tony Rogers and Rob Davidson

Plates

- 1 Accelerating techno-culture and its VR dreamscapes promise much for the future of events
- 2 Glastonbury Festival, UK. Music tourism contributed £2.2 bn to the UK economy in 2012
- 3 Exhibition district in Guangzhou city in Guangdong province, China
- 4 Up Helly Aa in Lerwick, Scotland. More than a thousand volunteers work on the festival each year, and it is a focal point for community cohesion
- 5 Copacabana Beach, Rio de Janeiro. *Reveillon*, the New Year's Eve celebration on Copacabana Beach in honour of the sea goddess, *Iemanjá*, has become a major tourist draw
- 6 Roskilde Festival, Denmark. To keep ahead in the festival market, innovators in the field of managerial systems, technologies and services are deliberately invited to use the grounds as test benches for new ideas
- 7 China Pavilion at World Expo 2010. Major events can have the effect of shaping an image of the host community or country, leading to its favourable perception as a potential travel destination
- 8 Saudi Arabia has extensive experience of providing healthcare at mass gatherings acquired through decades of managing millions of pilgrims at the Hajj
- 9 Globalization and localization of Mardi Gras are occurring simultaneously with the result being a mix of homogenizing and particularizing influences in New Orleans
- 10 While food lovers attend many festivals and other food-related events, the highly involved foodies are most likely to prefer hands-on experiences such as cooking lessons from chefs
- 11 TransRockies Challenge mountain-bike event. Results of a survey of attendees suggest that many serious sport tourists develop travel careers centred on competitive events
- 12 Chelsea Flower Show. An analysis of the market for horticulture shows in England showed that while age is a key demographic variable, a more valuable means of segmenting the population is by their level of enthusiasm for gardening
- 13 Qualitative and longitudinal research conducted at the Galway Arts Festival found that festivals tend to 'emerge as bottom-up enterprises, small in size, local in scale and, initially, heavily dependent on dedicated volunteers'

- 14 Recent research into volunteer motivation offers the possibility of improved recruitment and retention techniques for volunteer organizations
- 15 Athens Olympic Stadium. There is no 'best' right way of capturing all the impacts of a mega event like the Olympics
- 16 Washington, DC Cherry Blossom Festival. Researchers combined passive participant observation with the use of a checklist and photographs to document issues and visitor behaviour at this large-scale public event

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Series preface

The events industry, including festivals, meetings, conferences, exhibitions, incentives, sports and a range of other events, is rapidly developing and makes a significant contribution 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 stakeholders and to balance their needs and objectives. Though mainly operating at national levels, there has been a significant growth of academic provision to meet the needs of events and related industries and the organizations that comprise them. The English-speaking nations, together with key Northern European countries, have developed programmes of study leading to the award of diploma, undergraduate and postgraduate awards. 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.

The rapid growth of such courses has meant that there is a vast gap in the available literature on this topic for lecturers, students and professionals alike. To this end, the *Routledge Events Management Series* has been created to meet these needs and to create a planned and targeted set of publications in this area.

Aimed at academic and management development in events management and related studies, the *Events Management Series*:

- provides a portfolio of titles which match management development needs through various stages;
- prioritizes publication of texts where there are current gaps in the market, or where current provision is unsatisfactory;
- develops a portfolio of both practical and stimulating texts;
- provides a basis for theory and research underpinning programmes of study;
- is recognized as being of consistent high quality; and
- will quickly become the series of first choice for both authors and users.

Preface to the third edition

Edition three of *Event Studies* brings Professor Stephen J. Page to the book, as co-author.

Stephen J. Page is well known for his contributions to tourism and event studies, in particular as co-editor of the *Routledge Handbook of Events*.

While all the fundamentals of the book remain the same, periodic updates are desirable for several reasons. First, the literature on planned events keeps expanding at a rapid pace, particularly with the publication of many new special-topic books and journal articles as the new synthesis by Getz and Page (2015) documents for event tourism. These add new insights and expand our thinking about event studies. Second, the world keeps changing. Some new trends are emerging, and others identified in the past have become mainstream. Finally, each new edition provides the opportunity for authors to expand on certain topics of great interest and especially to take advantage of research we have undertaken. We hope that readers benefit from the changes made, and in particular direct your attention to the following:

- new and enhanced research notes that add breadth to the originals
- new and revised expert opinions
- new photos
- new figures
- references to many new articles and books to provide a much greater synthesis and roadmap of the literature on events
- an expanded discussion of curriculum and pedagogy for event studies, event management and event tourism
- expansion of the ontological and theoretical discussion related to events.