



Festival and Special Event Management (Wiley Australia Tourism)

Johnny Allen, William O'Toole, Ian McDonnell, Robert L. Harris

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Festival and Special Event Management 3rd edition continues the comprehensive overview of the theory and procedures associated with festivals and special events established in the first edition. The new edition introduces new developments, professional a toolsa and regional impacts of festivals and special events. The role of information technology and economic analysis, regional development and the role of volunteers in festival and special events are all discussed. The new edition has been thoroughly updated to offer students a current, relevant textbook for their study and professional reference. * Revised content on the economic impacts of events * New chapter on event tourism * New end of chapter case studies * New chapter on event project management

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