



**PEDAGOGIC CASES FOR EVENT MANAGEMENT
AND EVENT TOURISM**



Editors: Vassilios Ziakas & Donald Getz

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Rationale and Purpose

Case studies are a key pedagogic method in management as they enable to apply theory in practical contexts and solve organizational problems. They also encourage learners to critically think, reflect and envision alternative ways of managing organizations. This way a case study is not simply a problem-solving exercise, but more importantly, it can engender learning and new insight on diachronic issues and pathogenies. While there are many management-related texts with case studies on different fields and disciplines, the literature on events lacks a comprehensive collection of teaching case studies that cover thoroughly the management aspects of events. This gap must be filled. Event educators should have readily available in their hands a choice of well-crafted cases to illumine issues and interrelationships in event management practice, apply concepts and theories, facilitate critical thinking of learners, as well as advance standards of practice through reflective and blended learning.

It is with this purpose in mind that we are putting together this collection of pedagogic cases. The collection aims to be comprehensive of event management and event tourism main areas, including *inter alia*, planning, design, operations, human resources, leadership, marketing, policy, strategy, governance, placemaking, leveraging, collaboration, partnership-working, stakeholder management, sustainability, resilience, impact assessment and evaluation. It is intended to offer case studies that mirror the practices and challenges in the event/tourism management industry across the globe – in different regional contexts and cultures – integrating theory with policy, functional and operational perspectives. The case studies in this collection will also be accompanied with teaching notes that explain learning outcomes, theoretical underpinnings, teaching methods, and provide detailed learning activities, questions and tools for analysis and guided assignments.

Synopsis and Table of Contents

The collection will enable event management educators and learners to get access to a variety of teaching and learning practices. The scope of the case may vary contingent on the theory applied, the extent for use in a classroom, and pedagogical requisites. The goal is to be inclusive and comprise as many cases covering from a critical perspective various policy, functional and operational issues of event management and/or its intersection with tourism. Each case may in total be between 4000-5000 words, including teaching notes. This means that the teaching narrative should be approximately 2000-2500 words, and similarly, the teaching note should be around 2000-2500 words. The following list outlines the broad range of topics that contributors may choose to focus on their case:

1. Contemporary Issues and Evolution of the Event Industry, including history, trends, challenges and advances
2. Ethics and Commercialization
3. Event Planning and Feasibility
4. Event Experiences
5. Human Resource Management
6. Marketing and Communications
7. Operations Management
8. Risk Management and Legal Issues
9. Financial Management
10. Event Governance
11. Stakeholder Management and Conflict Resolution
12. Event Design
13. Event Development
14. Event Leveraging
15. Innovation, Technology and Events Transformation
16. Sustainability and Sustainable Event Management
17. Crisis Management and Resilience
18. Strategic Management
19. Event Portfolio Management
20. Evaluation and Impact Assessment
21. Placemaking and Regeneration
22. Quality of Life and Subjective Wellbeing
23. Politics, Power and Human Rights
24. Event Tourism Policymaking and Development
25. Event Tourism Strategic Planning
26. Event Tourism and Sustainability
27. Event Tourism Issues and Controversies
28. Collaboration and Alliances in Event Tourism
29. Best (Event Tourism) Practices of Destination Management Organizations
30. Best Practices of Event Organizations

Formatting Guidelines

- Use APA style for writing and referencing
- Use British English throughout the text
- Make sure that you have granted written permission for the illustrations used in the case (photos, diagrams etc. but not tables)

Timeline

20 July 2022 – Submission of Case Studies to Editors

20 August 2022 – Feedback from Editors to Authors

15 October 2022 – Submission of Final Versions to Editors

For questions please contact the editors:

Vassilios Ziakas: v_ziakas@yahoo.co.uk

Donald Getz: getz@ucalgary.ca