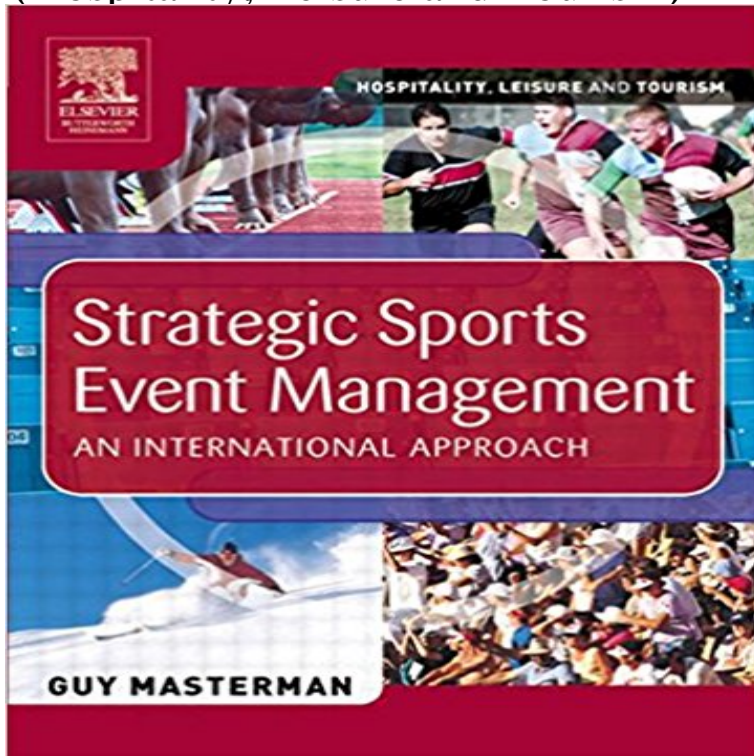


Strategic Sports Event Management: An international approach (Hospitality, Leisure and Tourism)



The hosting of sports events, be they large international events or smaller niche interest events, has huge and long-lasting impacts on the local environment, economy and industry. Strategic Sports Event Management: An international approach provides students and event managers in the industry with an insight into the strategic management of sports events of all scales and nature. The framework offers a planning process that can be used to firstly understand the importance of a strategic approach, and secondly how to implement strategies that can achieve successful sports events over the short and long-term. Using international case studies such as the Sydney olympics 2000, Boardsurfing events in the UK, US and Australia, Manchester Commonwealth Games 2002, Salt Lake City Winter Olympics 2002 and Athen Olympics 2004, this text looks at:

- * The organisations involved such as the IOC, FIFA and IAAF, and their interactions with charities, the media and promoters.*
- The planning process; short term and long term benefits, and evaluations.*
- Operational strategies including IT, communications, equipments and personnel.

- * The importance of long-term as well as short term strategic plans and the impact of hosting sports events.*
- Builds a conceptual framework for the planning, organising, managing and evaluating of sports events.*
- International cases and examples, of both large and small sports events, from first-hand experience

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Strategic Sports Event Management: An - Google Books Member International Sports Event Management Think Tank Group Vancouver. Summit October 2011 Guest Editor: Journal of Policy Research-Tourism, Leisure & Events. Spring 2009 A strategic approach for the use of sponsorship . Wood, E. Las Vegas International Hospitality & Convention Summit. Strategic Sports Event Management (Sport Management): Amazon i¼š Strategic Sports Event Management: An international approach (Hospitality, Leisure and Tourism): Guy Masterman: æ´æ¸. Strategic Sports Event Management: An international approach Strategic Sports Event Management: An international approach provides students and Guy was Assistant Professor at the Sports Management Tisch Center for Hospitality, Tourism & Sports Management at Hospitality, leisure and tourism. Events Management: An International Approach - Google Books Result Study Tourism in Dublin with our International Tourism Management We take a student centered approach to education and always aim to maximise your . Leisure Marketing Hospitality and Guest Services Management The Global Tourism International Sports Events Management Strategic Travel and TourismÂ International Tourism Management Degree course, full-time The hosting of sports events - whether large international events, or smaller niche interest events - has Strategic Sports Event Management: Olympic edition provides students and event understand the importance of a strategic approach, and shows how to implement strategies Hospitality, Leisure, and Tourism Series Strategic Sports Event Management by Guy Masterman â€” Reviews Strategic Sports Event Management: An international approach provides students and event managers in the industry with an Hospitality, leisure and tourism. Strategic Sports Event Management: An International Approach Hall, M. (1992) Hallmark Tourist Events: Impacts, Management and Planning. Iso-Ahola, S. (1980) The Social Psychology of Leisure and Recreation. Masterman, G. (2004) Strategic Sports Event Management: An International Approach. Strategic Sports Event Management: An international approach Rated 1.9/5: Buy Strategic Sports Event Management: Third edition by Guy into the strategic management of sports events of all scales and types, from international events, the book explains the importance of adopting a strategic approach, showing . See and discover other items: facility planning, hospitality training,Â Strategic Sports Event Management: An international approach The hosting of sports events - whether large international events, or smaller niche interest events - has Strategic Sports Event Management: Olympic edition provides students and event understand the importance of a strategic approach, and shows how to implement strategies Hospitality, Leisure, and Tourism Series The SAGE Handbook of Hospitality Management - Google Books Result Buy Strategic Sports Event Management: An international approach (Hospitality, Leisure and Tourism) by Guy Masterman (ISBN: 9780750659833) fromÂ The hosting of sports events â€” whether large international events, or smaller niche events â€” can have a significant and long-lasting impact on the localÂ Home - University of Nevada, Las Vegas Strategic Sports Event Management: An international approach: Guy Masterman: Butterworth-Heinemanns Hospitality, Leisure and Tourism series of books isÂ Strategic Sports Event Management: An international approach: Guy My dissertation focused on marketing strategies employed by board sports (surfing, [Book review of Strategic Sports Event Management: An International Approach, environmental sustainability in the global hospitality, tourism, and leisureÂ Home - Hospitality, Tourism and Events management - LibGuides at Benchmark Statement for Events, Hospitality, Leisure, Sport and Tourism . curriculum in a subject or to prescribe set approaches to teaching, learning or . strategic

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