



Event Studies: Theory, Research and Policy for Planned Events (Events Management)

By Donald Getz

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Event Studies is the only book devoted to developing knowledge and theory about planned events. This book 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.


Event Studies 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.

Since the first edition of this book there have been many important developments in this field and this second edition features:

1. New sections have been added on: trends and issues in the world of planned events; examination of three discourses; event-related careers and professionalism; new theory on the event travel career trajectory; implications of social worlds and social media, and new theory on convergence in the forms and functions of events.
1. Expert contributions and personal viewpoints from a number of respected events academics
2. Updated Research Notes to connect readers to the vast and diverse current literature, methods and techniques pertaining to events.
3. Instructor's Guide including PowerPoint Slides for each chapter at

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Editorial Review

About the Author

Donald Getz is Professor, School of Tourism, The University of Queensland, and also at the School of Hotel Management, University of Stavanger, Norway.

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