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Festival and Special Event Management - Johnny Allen ...

Kyungmi and Uysal (2003, p. 160) suggest that festivals and special events have the capability of providing both tangible (such as additional income, tax revenues for locals) and intangible...

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International Journal of Event and Festival Management Issue(s) available: 34 – From Volume: 1 Issue: 1, to Volume: 11 Issue: 4. Category: Tourism and Hospitality. Search. All Issues; EarlyCite; Volume 11. Issue 4 2020. Issue 3 2020. Issue 2 2020. Issue 1 2020. Volume 10. Issue 3 2019. Issue 2 2019. Issue 1 2019. Volume 9 ...

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The special events sector of the industry broadly consists of private events, sporting events, public events, and fairs & festivals. They are considered 'special' events because they are outside of the host 's normal business, program, or activity.

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### Festival & special event management by Allen, Johnny

Festival and Special Event Management has been translated into Portugese, Chinese, and Korean, and has also been adapted for the UK market. The authors have taught event management throughout Australia and in locations as diverse as Kuala Lumpur, Beijing, Edinburgh, Auckland and Cape Town.

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### Festival and Special Event Management: Allen, Johnny, O ...

The Barbican has continued to strengthen its team with the appointment of Silvana Ambrosiou as a Business and Event Manager. Silvana began her role in the Barbican Business Events team earlier this month and will be responsible for the management of commercial events, client relationships and liaising with the various departments across Barbican Centre.

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