Preface

The events industry has seen rapid growth in the past few decades and while the industry has a promising future, disruptions caused by the Covid-19 pandemic have challenged those in the industry and those researching events to rethink future directions. Types, size and scale of events and the setting or venue for which they are held are vast, with creativity as a key initiative and the use of new technologies an important driving force. Planning, producing and hosting events are important and strategic for destinations, as they can help with place branding and image, lead to increased opportunities and contribute new opportunities locally for communities. Despite the size or type of event, may it be an afternoon or weekend community celebration held in a local park, an international conference held in a large city or a mega-sporting event, all events have an impact on the people, places and environments in which they take place. This book recognizes the importance of addressing, understanding and evaluating event impacts. All of the contributors teach and research in the areas of events, and therefore recognize the importance of contributing to a research agenda for event impacts. The concept of this book was inspired by the growth of research evaluating the range of impacts that events create and cause in places around the world. The book includes 19 chapters with 25 contributors from around the world. While the examples included in this book are snapshots and offer a range of insights and examples, the purpose of the book is to show avenues for research, written for students, practitioners and scholars who are interested in research or concerned with issues facing the contemporary events industry. We also believe that this book can be used as both a key or supplementary reading source in a range of event management or event studies classes, but is not limited to these classes as the insights relate to a range of social science disciplines and management fields.

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