

**Event Studies: Theory, research and policy for planned events, D. Getz and S.J. Page
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Event Studies: Theory, Research and Policy for Planned Events is written by two leading academics, Professor Donald Getz and Professor Stephen Page. Both have extensive experience in the field of event studies and this comes through very clearly within the scope of this book and new material developed since the 2nd edition, as well as new illustrations and references. Further input is provided by expert opinions from other leading figures in event education, including Professors Joe Goldblatt, Philip Long and William O'Toole. Although the field of event management is rapidly changing, this book is very current and topical with much recognition of future trends and technological advancements. This updated edition recognises the speed at which the industry is evolving and includes insights into many specialist areas.

This book is one of the few to look at planned events through developing theoretical approaches, with a focus on established project planning and management models and frameworks. The focus in this edition is on pedagogy and the curriculum, as well as ontological and theoretical discussion. Conversely, because the field of study is expanding so rapidly, this book attempts to cover a wide range of topics and acts as a useful reference on many subjects.

The authors have updated the education model from the older pyramid design, with event studies at the pinnacle, to a new approach showing event studies as field subsuming event management and event tourism. This approach continues the argument as to whether event studies is now a distinct discipline or not. If as Tribe (2004) argues that tourism is not a discipline but a field of study drawing on several disciplines, then the same must be true for events. However, this book argues that it is one's own highly individualistic perspective and interests that determine the discipline to draw on and as such the field is multidisciplinary. Whilst the argument is by far not a new discovery, it is the creation over time of its own theories and methodologies that is fast moving for event studies as an academic field. From the educational position, the book discusses how teaching institutions take differing approaches to curriculum design for event studies. Globally, there is considerable demand for event professionals, especially in developing countries so the need to produce well educated lifelong learners is more widespread than in the last 20 years.

The book begins with an explanation of the study of planned events and Professor Goldblatt's use of the term *eventology*. This leads to an intriguing section on how literature has evolved in the field of study and is therefore an excellent read for any event management student. Chapter Two, *The World of Planned Events*, begins with a review of social and historical development and some interesting typologies. This chapter helps to clarify new terms emerging in the industry such as iconic and prestige, and there is an interesting argument on types of activity events.

Another notable inclusion in the book is a chapter on new terminology around genres of events, such as guerilla gigs and pillow fight clubs!

Moving on, Chapter Three focuses on fields of study and disciplines associated with the study of events including anthropology, sociology, philosophy, religious studies, and psychology. This chapter is very contemporary and cutting edge including discussion around liminality, ethics and ethnographies, innovation theory, social network and exchange theories, anti-social behaviour and other societal issues. Chapter Four discusses economics, management, political science, law, history, human and geography and future trends in brief sections. All of these subjects, and how these interweave in planned events, are really important for an event management student to be aware of although the management section is light and could do with more content considering how many students are studying the management role within the events industry. The 'Future studies' section looks at social constructs and Delphi techniques associated with scenarios but there is little mention of future trends around Augmented Reality, Virtual Reality and Artificial Intelligence.

Chapter Five examines related professional fields and is a very important chapter in this book as it focuses on leisure, the leisure philosophy and leisure experience, all of which are crucial to the study of events. The chapter also looks at events in the context of tourism, hospitality, interpretation, arts and cultural studies, theatre, health urban and community studies. Chapter Six recognises Pine and Gilmore's experience economy concept, and experience and meanings of events. Notable sections centre on co-creation and meaning, with the inclusion of a very interesting matrix of meanings. Chapter Seven considers event design and how experiences can be designed from the theming through to project management and service quality discussions. Much of this literature and discussion on sensory experiences can also be found in other books yet the study questions at the end of this chapter are interesting starting points for some thoughtful debate with students.

Chapter Eight discusses antecedents and decision making and even though Maslow can be considered to be a bit dated with the self-actualisation notion of attainment, it is still a valid inclusion in understanding customer behaviour. Chapter Nine focuses on planning and management which includes some more management material particularly around leadership and entrepreneurship but also stakeholder management and planning theory, logistics, open systems and marketing. Chapter Ten covers outcomes and the impacted, with discussion on personal, social, cultural and political outcomes and media involvement, investment, impact assessments, cost benefit analysis, and sponsorship potential. Chapter Eleven looks at events and public policy. It is challenging to be apolitical but public policy needs to be a part of the events agenda. The chapter outlines the influence of economic policies, social marketing, social equity and regulation for the events sector. Chapter Twelve discusses knowledge and theory of

event studies and discusses the inter-disciplinary nature of the industry. It looks at thematic approaches that are emerging and case studies to embed the material, as well as the future research agenda.

Some shortcomings might be that some of the additions to the book are those of special interest to the authors and ones in which they have themselves published, which could narrow down the opportunity to consider other evolving topics. Whilst the new research notes and the expert opinions make a valued contribution to the book, there are only seven of them in areas of specialized interest. However, there is always a quandary as to which topics should be included in a text on events, given event studies draw from such a wide range of disciplines and professional fields, but as the book takes an holistic approach it is useful for all disciplinary approaches.

Consistently through the book, at the end of each chapter there is a study guide, study questions, links to videos and key pointers. In summary, this text is a worthwhile read for any event student, and a useful reference point for all events courses.

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