

## **A PROJECT REPORT ON**

### **The Challenge of Event Management as A New Trend in Hospitality Industry**

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#### **ABSTRACT**

Event management is the application of project management to the creation and development of large scale events such as festivals, conferences, ceremonies, formal parties, concerts, or conventions.

With the help of qualitative content analysis approach, this study reviewed 45 published studies and research on online teaching and learning since 2008, primarily focusing on how theories, practices and assessments apply to the online learning environment. The purpose of this paper is to provide practical suggestions for those who are planning to develop online courses so that they can make informed decisions in the implementation process. All around the world, educational institutions are looking toward online learning platforms to continue with the process of educating students. The new normal now is a transformed concept of education with online learning at the core of this transformation. Today, digital learning has emerged as a necessary resource for students and schools all over the world. For many educational institutes, this is an entirely new way of education that they have had to adopt. Online learning is now applicable not just to learn academics but it also extends to learning extracurricular activities for students as well. In recent months, the demand for online learning has risen significantly, and it will continue doing so in the future. Based on the findings, the authors argued that effective online instruction is dependent upon 1) well-designed course content, motivated interaction between the instructor and learners, well-prepared and fully-supported instructors; 2) creation of a sense of online learning community; and 3) rapid advancement of technology. In doing this, it is hoped that this will stimulate an on-going discussion of effective strategies that can enhance universities and faculty success in transitioning to teach online. Under current debates on the cost and quality of higher education, this study could help for the improvement of higher education and student enrollment and retention. Keywords: online education, online teaching, online learning community, asynchronous learning, cognitive presence, social presence, teaching presence, online higher education.

**Aim** – The challenge of event management as a new trend in hospitality industry.

## **OBJECTIVES–**

- 1) Study about what the challenges are faced by event Management Company as a new trade in hospitality industry.
- 2) To study about new technique in event management in hospitality industry.
- 3) To study about improve customer satisfaction in event management.
- 4) Providing a basic for service assurance, reporting and service improvement.

## **Limitations -**

- 1) Time Limit
- 2) Money constraint is there

## **Purpose of study -**

This research presents finding of challenges and trends of event management in hospitality industry. The hospitality industry is changing due to technological advancements that will require future skill in technology while natural resources of our environment. Event management setup with skills handling budgets running marketing campaigns managing people and logistics. You get to make people happy do something social and be a part of the festival.

## INTRODUCTION

Event has been around eternally. The word 'event' is resultant from the Latin word event and was originally used to explain big happenings out of the ordinary. Management has its extraction in the Latin word 'manidiare' which is derived from the Latin word 'manus'. The word 'management' is used to reveal the movement of organizing a group of people to achieve a preferred outcome.

The event management sector was thriving and bustling in 2019. And that growth will continue as 2020 begins. Big trends that shook the industry in the past year include artificial intelligence, cyber security, personalization, and catboats. Now that 2020 has arrived, it is quite interesting to see which technologies and innovations will affect or become the latest event management solutions.

Success in the event management sector requires more than choosing the perfect event management software for your organization. It also requires a keen eye for technological changes and improvements that have the potential to impact as well as disrupt industry standards and established practices.

It involves studying the brand, identifying the target audience, devising the event concept, planning the logistics and coordinating the technical aspects before actually launching the event. The process of planning and co-ordinating the event is usually referred to as event planning and can include budgeting, scheduling, site selection, acquiring necessary permits, coordinating transportation and parking, arranging for speakers or entertainers, arranging decor, event security, catering and emergency plans.

The events industry now includes events of all sizes from the Olympics down to business breakfast meetings.

Many industries, charitable organizations, and interest groups hold events in order to market themselves, build business relationships, raise money or celebrate achievement.

Event management is considered one of the strategic marketing and communication tools by companies of all sizes. From product launches to press conferences, companies create promotional events to help them communicate with clients and potential clients.

A number of elements such as music, live entertainment or even the particular venue may be used to influence the tone and atmosphere of an event.

may also use news media to target their audience, hoping to generate media coverage which will reach thousands or millions of people. They can also invite their audience to their events and reach them at the actual event.

Sustainable event management (also known as event greening) is the process used to produce an event with particular concern for environmental, economic and social issues.

Sustainability in event management incorporates socially and environmentally responsible decision making into the planning, organization and implementation of, and participation in, an event.

It involves including sustainable development principles and practices in all levels of event organization, and aims to ensure that an event is hosted responsibly. It represents the total package of interventions at an event, and needs to be done in an integrated manner. Event greening should start at the inception of the project, and should involve all the key role players, such as clients, organizers, venues, sub-contractors and suppliers.

Abroadmeaningof Event:

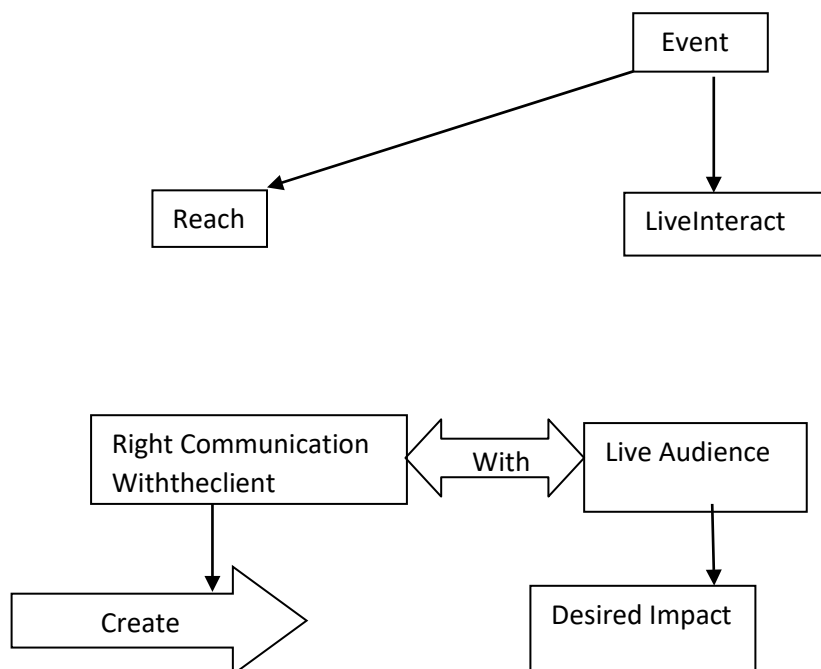


Figure:1(Source: [www.slideshare.net/yashwant434/24687200-eventmarketingproject](http://www.slideshare.net/yashwant434/24687200-eventmarketingproject))

## **Event**

It can also be explained as-

E–Entertainment

V–Venue

E–Equipment

N–News

T–Tea

S–Strategy or approach

(Source: *A Book on Event Management*-. Annie Stephen,  
Hariharan, 2014 Himalaya Publishing House)

## **REVIEW OF LITERATURE**

A literature search and a literature review are the underpinning upon which to erect or construct the research. The search delivers the building blocks and their view demonstrates a detailed awareness of the nature of the information. Mutually the outcome is all-encompassing understanding of the literature and delivers professional confidence and informed practice.

India has seen a hasty growth of the Event Management Industry. Event management includes identifying the characteristics of overwhelmed audience, coming up with then event concept, designing the logistics and coordinating the technological aspects before really launching the event.

### **Types of Events**

The Events can be classified into three ways:

- 1) Corporate Events
- 2) Private Events
- 3) Charities or Fund-Raising Events

(Source: [hndeeventmanagement.weebly.com/classification--types-of-events.htm](http://hndeeventmanagement.weebly.com/classification--types-of-events.htm))

#### **1) Corporate Events**

Corporate events, used for a business to promote their companies brand and products such as

- Ensuring teambuilding exercises
- Business dinners
- Conferences
- Networking events
- Seminars
- Product launches
- Meetings

A business will use corporate events to help build professional relationships between employees which will benefit staff announcement to make a business expand.

Corporate Events may be utilized by businesses of all sizes to seem for new business, generate a corporate or brand image, and maintain and build loyalty with existing suppliers and customers.

## **2) Private Events**

Private events are used for individuals who can book venues such as

- Wedding
- Birthday parties
- Festival gatherings

## **3) Charity/Fundraising Events**

Charity events are used for individuals to raise money for a charity of their choice by events such as

- Society balls
- Sports events
- Charitable
- Auctions

Some charity events may ask for sponsors for an individual contribution in an event to elevate money for charity the events range from

- Sponsored runs
- Sponsored cycling
- Sponsored skydiving
- Sponsored walks etc.

Sponsorship represents a give and take connecting a non-profit and a business. In Sponsorship money is donated toward costs int connected with a charity event, and in return ,the charity event affords the business low-cost public experience and marketing .A charities sponsorship success rate is muscuarly dependent on the perks that it can offer likely business partners(Lyons,2012).

- **Size of Events**

Inter MS of Size events can be classified as follows:

- **Mega Events**

The largest events are called as Mega Events; which are generally targeted at International markets. All such events have a specific succumb interm so f increased tourism,media exposure and economic collision.

Example :The Olympic Games, Common Wealth games, Maha Kumbh Mela

- **Major Events**

These events attract note worthy local interest and large number of participants as well as generating significant tourism profits.

Example : Jaipur Literature Festival

- **Regional Events**

Regional events are designed to increase the demand of a specific tourism destination or region.

Example: Delhi Half Marathon, Pushkar Mela

- **Minor Events**

Most events fall into this category and most event managers gain their experience. Annual events fall under this category. There are onetime events including Historical, Cultural and Musical and dance performance. Meetings, Conventions, Award ceremonies, exhibition and many other community and social event fit into this category.

Example: Annual Trade Fair Organized in Delhi

### Event Management Process



Figure:2(Source:<http://www.slideshare.net/rnbernard/five-steps-to-a-successful-event>)

Each player in the Event Management industry follows a unique process to assure unfailing performance and success.

The first step of the event management process is research, which is basically the process of collecting information. Research is among the most imperative steps of managing an event because it is carried out before the event lowers several risks, allowing planners to accomplish results that are as close to the designed results as possible. Investigation allows planners to concentrate on fulfilling and meeting the demands, preferences, needs, and goals of potential customers.

When the research stage is fulfilled, the event manager gains a complete perspective about the event to be planned. This helps the event manager design the event, which constitutes the subsequently step of the event management process. This is another significant step in the process as it is during this phase that event organizers have to consider and plan out every small aspect of the event, thus laying out the blue print for the final event. The tradition/culture of any business plays an important part in designing of event



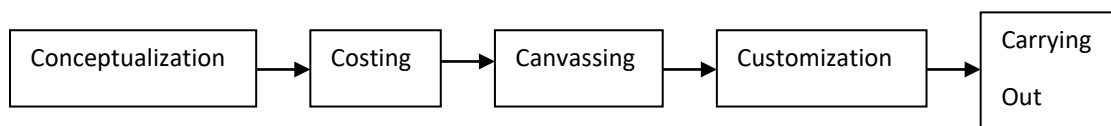
Once the designing is completed, the planning and ground work for the event begins. This is amongst the lengthiest stages of the event management process. After that step is event synchronization, which is the implementation phase of the event management process. It is during this stage that the actual event takes place.

The final step in the process is evaluation. An event can be analyzed in unusual ways, such as all the way through written surveys, phone or e-mail-based surveys, etc. Evaluation can be carried out before as well as after an event. The see valuations help event manager storealize participants' opinions as well as collect other information and facts that can be used to analyze the success/failure of events.

For corporate as well as non-corporate, events are a and have to be handled and maintained well and with planning as well as insight. Events are gatherings of people and occasions-the key is to have a good congregate on where people are not uncomfortable and where they leave the celebration or event feeling satisfied.

### **The Event Life Cycle–5C's(Life Cycle Phase of Event))**

The goal of any event organizer is to put on the best event possible, to come away knowing that an event was a great success. However, some events are frequent and need to stay significant year after year. Consequently, the activities or action obligatory for marketing and managing events require certain steps to be followed that can be called the five Cs of events.



*Figure: 3 (Source: A Book on Event Management- Annie Stephen, Hariharan, 2014, HimalayaPublishingHouse)*

### **Conceptualization**

It involves conception of the idea and the theme for the event. It also takes into consideration the objective and the elementary need for hosting the event. Planning the theme of the event with due consideration to the objective, target audience, venue for the event, time constraints, media coverage and planning the core elements of an event.

### **Costing**

It involves preparation of cost estimates and the sources of acquiring funds. It also involves

the preparation of budgets. Creating a provision for risk coverage and managing uncertainties also forms part of the activities. Budgeting for profit margins, safety margins estimate etc. will ease out the financial management issues.

### **Canvassing**

This step requires much planning as Canvassing activities would involve obtaining sponsorships. Fundraising, networking and advertising to generate the required mileage for the success of the events.

### **Customization**

Everything is customized to suit the target audience and is semimade the message effectively. Its emphasis on client satisfaction which is very important for making an Event successful. It involves a blend of creativity and suitability on at the changing trends and tastes of the customers.

### **Carryout**

In this approach, execution of plans takes place that will further the interests of the client. It includes set of activities and operations that lead to accomplishment of objective. It is a stage where the event's activities are in progress.

### **Event Designing**

Event Designing refers to designing events with a focus placed on the quality of the user requirements, experience and culturally related solutions. Designing of the event is an important task of the event manager.

Event Designing is a blue print of the activities involved in an event. Event designing is aimed at creating a lasting impression in the minds of the participants and offering it a distinguished appeal.

The Elements in Event Designing are as follows:

- Theme
- Layout
- Decor
- Technical Requirements
- Entertainment
- Catering
- Supplies

## **Event Managements an Industry**

Event Management is a huge industry with mega shows and events hosted regularly. In India personal functions like marriages, anniversaries and birth day parties have become urgent social matters, and have to be proficiently organized. The climb of thorny, big and mega companies has brought out a stream of meetings, seminars, exhibitions, conferences, product launches with everything being a stuff of class and style. Then comes the enormous celebrity shows, international artists show, shows for a cause, road shows, competitions, that India has seen of very late.

The Event management industry seems a historic strengthening over the last three decades, which has made it hard to comprehensive an overview of all the facets of Events and Event management. While several companies in this rising trade have good organizational structures and management processes in place, a somewhat puzzling picture evolves when looking at the entire event industry. However, in spite of that confusing structure remaining in place, the International Special Events Society (ISES) states that the event industry is still one of the world's fastest swelling, economically-lucrative industries, while "in the Western World most of the benefit have been squeezed out of process upgrading and neo classical economics" (Clifton, 2009).

The topical enlargement of festivals and events as an industry around the world means that the management can no longer be ad hoc. Events and festivals, such as the Asian Games, have a large crash on the communities and, in some cases, the whole country. A bunch of industries, charitable organizations, and interest groups will grab hold of events of some size in order to market them, build business relationships, generate money or observe.

In present era, the "green" thought is going to be an admired trend in the Event Management industry. Event planners are nowadays including environment-friendly mechanism. These include eco-friendly components, regionally found food items, and reusable plants and flowers. Several event planners are also working with recyclable label badges to diminish onsite wastage. Re-fill able drinking water channels are also being introduced in an effort to rotate bottled water.

Sadly enough, there has been no one body that has represented the benefit of this industry to Government, corporate industry forums, private and municipal licensing bodies, taxation authorities, or even individual clients, vendors or artists.

## **New and Innovative Trends in Event Industry**

The event industry is in a constant state of evolution and as such, revolutionary strategies and concepts that are as successful as they are original is no easy task. Looking in the past years, there has been a hasty change in use of social media and many other new technological tools, resulting in increased attention paid to the customers and generate new market segments, green measures and sustainability, and bigger demands from event sponsors. In an Event Farm blog, Brian Pisin (Nov. 2015) says there are few new trends that the Event Industry is following:

1) Social Media & New Technology

The important knowingly tools planners and marketers can use to formation about events, interact with attendees, plead for feedback, and create year-round commitment with a target audience is social media like face book, twitter. In addition, new apps and mounting technology have ended it easier for event and meeting planners to increase the lifetime of their gatherings and even turn on investment.

2) Building Engagement

Social media can be considered as the most popular tool to hold customers right ,but event professionals are looking at additional ways to build buzz, interaction ,and reliability from the constituents of their gatherings.

3) Event starting to replace the word "event" with "knowledge."

A new technological innovation in event industry, like use of social media and other digital communities, produces more extensive familiarity neighboring an event. To an assured extent ,appealing attendees primarily at the event itself, these new technologies grant numerous additional opportunities to interact before, during and after an event.

4) The emotional connection between a brand and consumer is more important than ever.

5) Event App

Event apps are innovative to the events industry – making things easier, quicker and more interactive .One of the biggest event trends in coming year will be an increase in the engagement of interactive mobile event apps, both during event sand outside of them.

## EVENT FUTURE BASED ON –

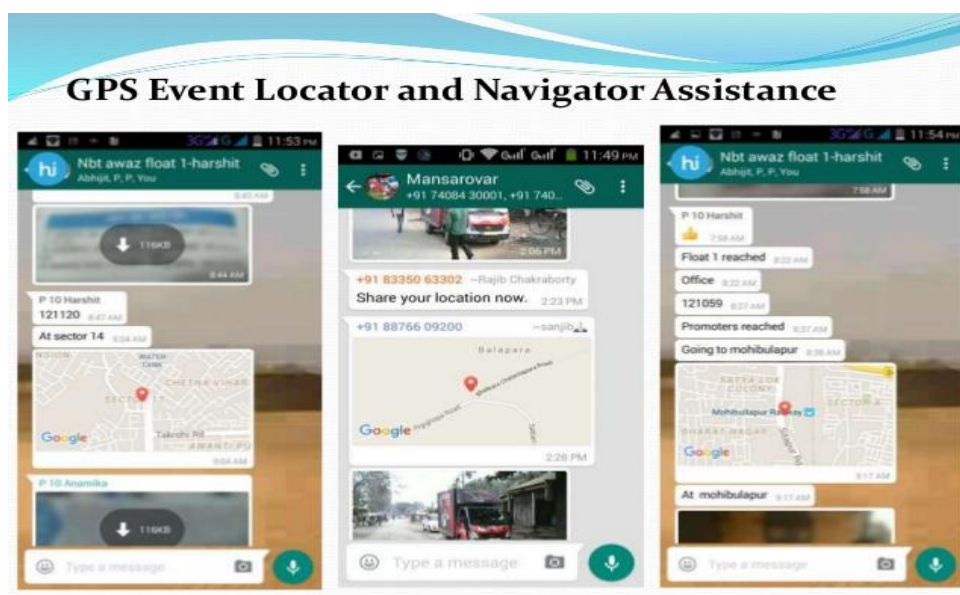
- Technology
- Strategy
- Planning
- Themes
- Creativity
- Interactivity
- Social
- Media
- Environment
- Budget



## HOT NEW TRENDS – EVENT -

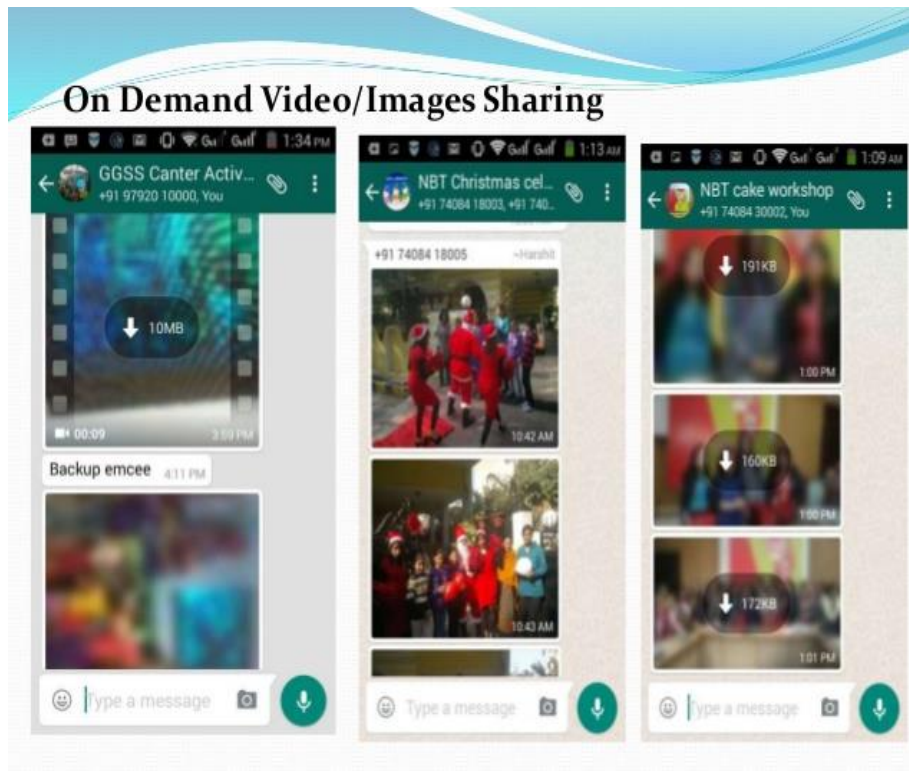
❖ Watch out.

❖ GPS Event locator and Navigator assistance.

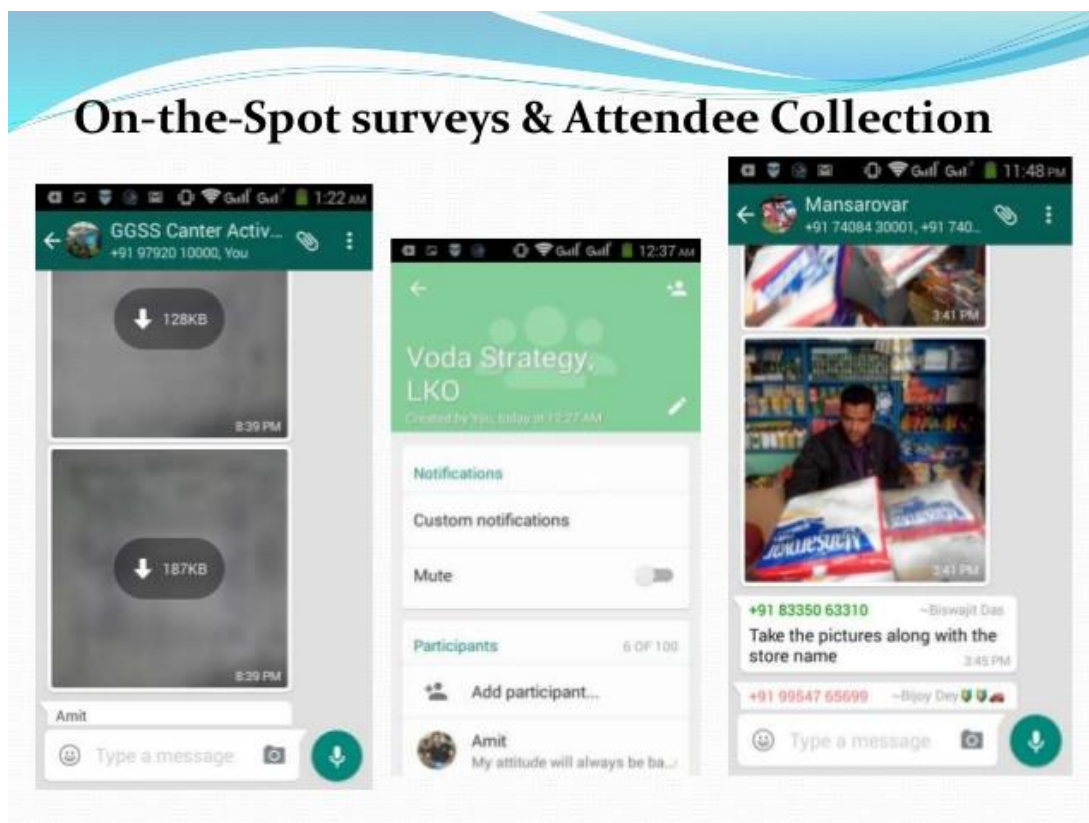




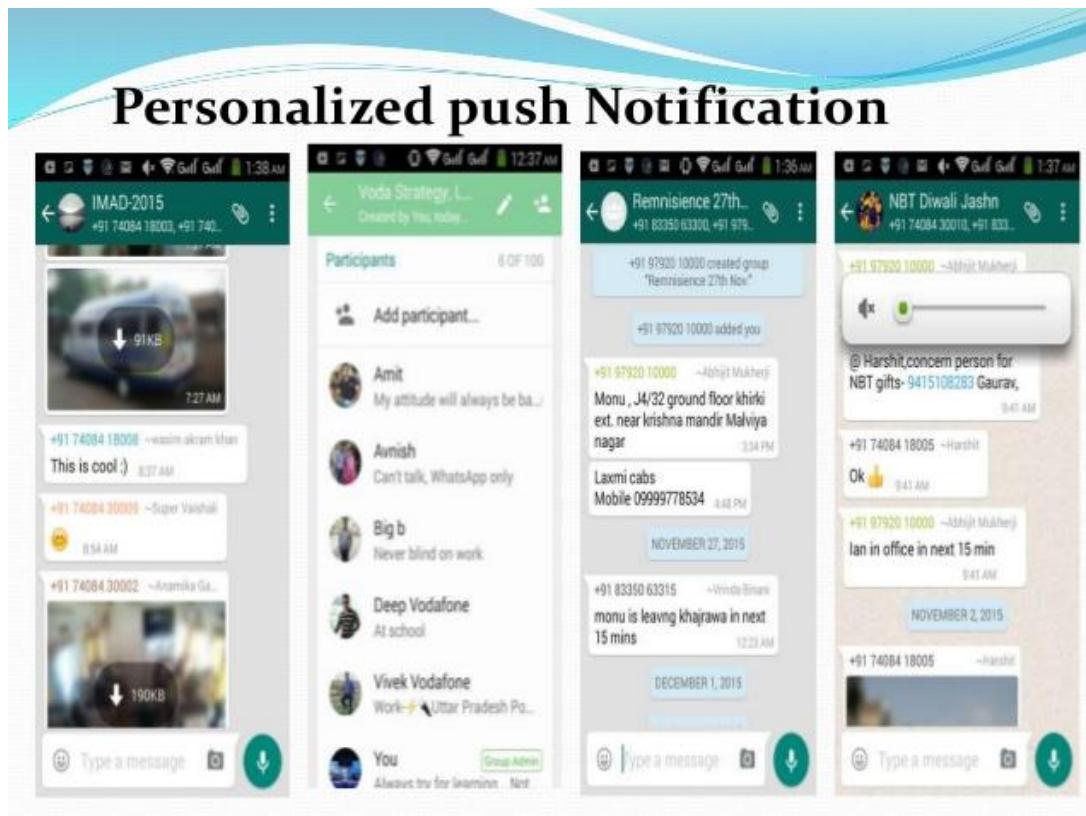
- ❖ On demand video / Image sharing.



- ❖ On-the-spot surveys & Attendee collection.



- ❖ Personalised push notification.



- ❖ Hi tech video making for Attendee.





❖ Visual might be the new text.

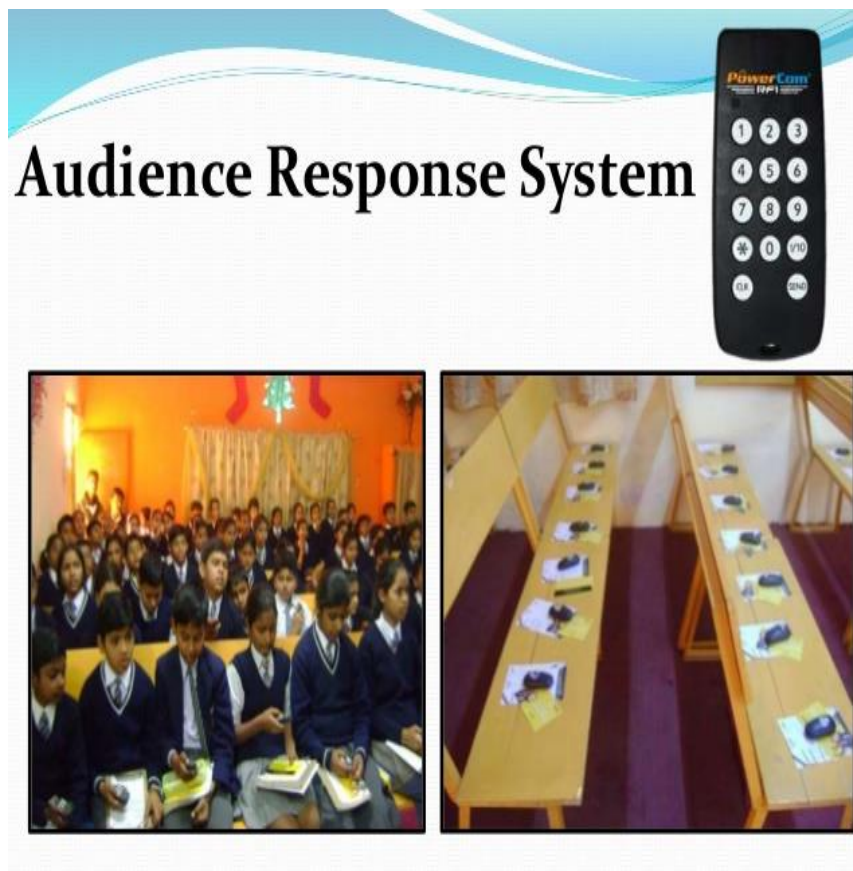


❖ Safety and security.

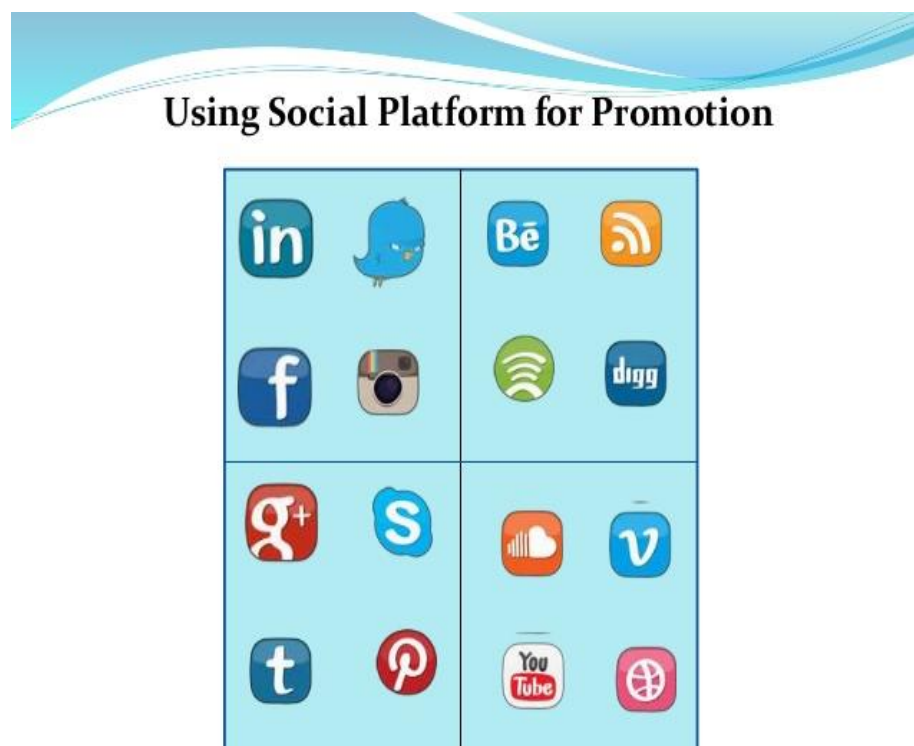




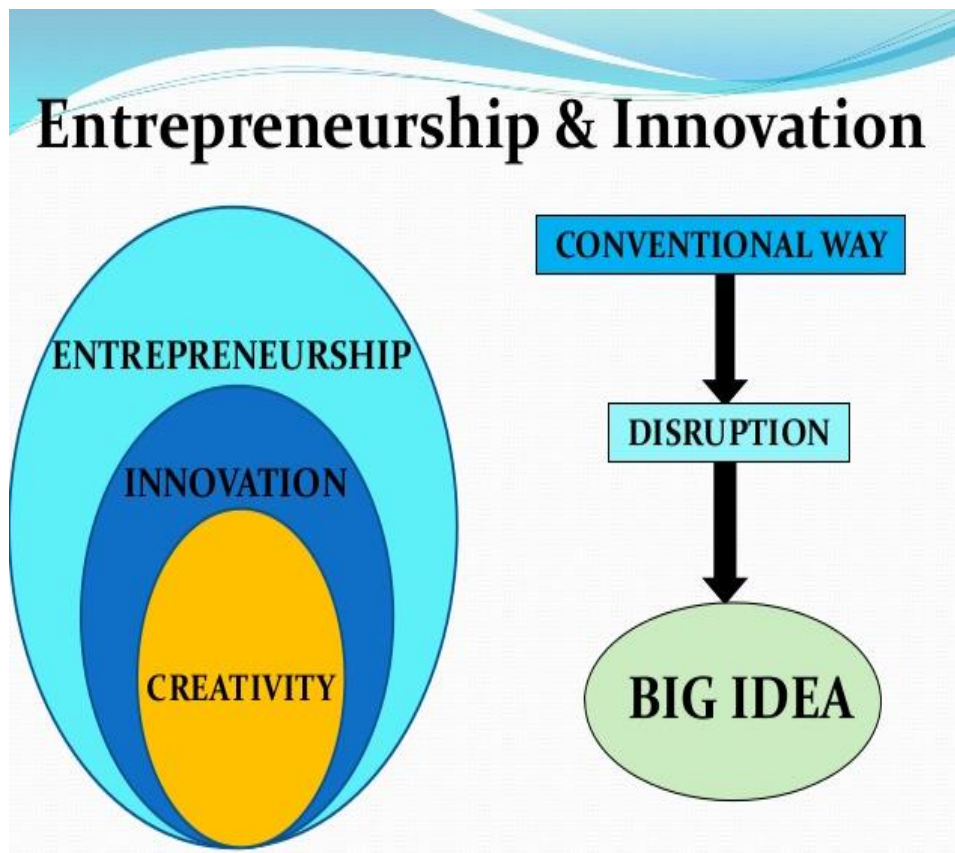
- ❖ Audience response system.



- ❖ Using social platform for promotion.



❖ Entrepreneurship & Innovation



The event management industry is seen as a sunrise industry in the service segment. Main motivation for the growth in the industry is sudden break open in live entertainment shows, corporate events like product launches and dealers' meetings, exhibitions, conferences, and seminars.

Events are relaxation activities and work possibilities for people. Events fetch people together and make them have good time. They develop the quality of people's life; they can provide important economic benefits and can also provide returns for special projects. Apart from of size, events require a high degree of planning, a range of skills and a lot of energy (Hillary Commission for Sport, 1997).

*According to the researcher, Events main motive is to bring together public at one place. It can be any type of Event or of any size may be major or minor. But this is an Event only that gives the information about the trends, fashion or life style that improves the living of standard and also develops the quality of people's life to stand up in a society to move with the world. But to organize an Event proper planning should be done to create the Event flourishing.*

Kose, H. (2011) said that when using Events, companies get the opportunity to have their own-right to the consumer during the extent of the event. This means that if an organization manages to induce the consumer to attend the event, the alteration from the competitors is gone or at least minimized during the period of the event. Also, Events contain substantial elements, such as food, beverages and other products sold or given away, but are basically a service in that they consist of vague experiences of finite duration within a temporary, managed atmosphere.

In continuation, Event management and event marketing have emerged over the past decade as a lively sector of the tourism and leisure industries. The number, multiplicity and popularity of events have also grown throughout this phase. As the number of events increase, there is a growing apprehension

*Source:*

*<http://www.aabri.com/NC2011Manuscripts/NC11061.pdf> in 2011 by Kose, H. (JMMR*

About the continuing need to develop event management professionals who are able to create, systematize, and manage events.

*Event marketing also needs proper attention so as to inform the public at right time, in a correct manner with proper advertising. For making a proper plan, the person should hire an Event Management Company as they had an experience and contacts as well to promote the Event.*

Chaudhari, V. & Wang, J. (2007) focus on Corporate Social Responsibility. The above-mentioned researcher finds out that, despite the broad recognition of the significance of CSR in contemporary business practices, the number of companies that have CSR information on their web sites is strikingly low. Or the companies are not fully recognizing the worth of open communication about CSR practices to meet the needs of a gradually more transparent market place and to help build corporate reputation. Therefore, they advise that companies in India need to invest more thought and effort into using technology to their advantage whether it is to create customized content for different stakeholders, provide a clear vision for CSR, or even present information creatively and aesthetically. In their quest to be globally competitive, Indian companies would do well to develop equally competitive standards of CSR practice and communication.

*Corporate Social Responsibility (CSR) plays an important role in building image and good reputation of a business in the society. This CSR should be highlighted to the general public so as to create goodwill for the company.*

*Source:*

*Chaudire, V., & Wang, J. (Nov. 2007), "Communicating corporate social responsibility on the internet a case study of the top 100 information technology companies in India", Management Communication Quarterly, Vol. 21 No. 2, pp.232-247*

Tseng, C.L & Chu, K.K. (2014) describes the concept that may provide some insights and strategies to practitioners to make them more realizing and identifying of service innovation on event marketing performance. Both the above researcher suggested that the enterprise can easily get what catches in the eyes of customer and in what they are really interesting. The enterprise could choose one or more service innovation to promote their products and touch their customers. Great and successful event marketing not only could make the target customers more realize what the advertisement really wants to reveal, also can help them to know what they bring about behind the story of the products (history, background, feeling, style). Furthermore, in order to promote service innovation in industry, extension of more application of ICT technology and innovation service is convenient. High innovation services improve customer satisfaction, increase market share, and enhance profitability of service organizations.

Takes, M., Chalip. L. & Green, C. (2015) investigates that how small or medium sized Events affect the overall wellbeing of people living in the host community by analysing a variety of tangible and intangible impacts, including economic, social and sport participation impacts. It particularly addresses the deliberate choices that host communities make when organizing non-mega Events, including results of those choices. According to three above researchers, the potential for tighter social networks and connectedness of the local population with the event, be it as politicians, spectators, volunteers, marketing destination managers, or event organizers, makes non-mega events significantly different from mega events with regard to their effect on local communities. The formation of local partnerships and coordination efforts are

*Source:*

*Tseng, C.L., & Chu, K.K. (May 2014), "Research of Service Innovation on Event Marketing Performance": [researchgate.net/publication/262344650\\_AISS4](https://www.researchgate.net/publication/262344650_AISS4) -52*

Specifically highlighted as essential underlying processes to make desired outcomes in the context of non-mega sport events.

Sanjay Kankaria says in an article in Economic Times on May 27, 2012 a Hyderabad-based Mahotsav Events Academy, which plans to open five new centres offering integrated full-time learning programme in event management and wedding planning, said that it expects the event management industry to attain Rs 5,000 Crores size by 2015. Advancements in technology is helping the industry in all the spheres, like production, multi-location, exhibitions and marketing, and it is getting more professional, he added. Talking about Mahotsav Events Academy, he said, "Our programme is attracting youth to consider unconventional careers in view of unlimited opportunities in event management and wedding planning.

Buckley, R. (2012) reviewed societal and ecological impacts, responses and indicators for the typical tourism sector worldwide, in five categories: population, peace, prosperity, pollution and protection. Buckley concluded that sustainability is as important in tourism as in any other sector and it is equally difficult to achieve. The most complicated component is to ascertain environmental accounting measures, therefore these remains a priority for research. Measurement and management of all types of tourism impact remain important.

According to the researcher, Sustainability in tourism can also be achieved keeping in mind, the social and cultural factors too. As to attract more tourism, now- a- days, special Green Events are organized also keeping in view the environmental factor during the weekend or during vacation season,

*Source:*

*G) Article published in Economic times, May (2012): “Event management industry to touch Rs 5k cr by 2015”, Director of Rachnoutsav Events Academy - Sanjay Kankaria*

*11) Buckley, R. (2012), “Sustainable tourism: Research and Reality”, Annals of Tourism Research, 39(2), 528-546*

*which also generate economic benefit for the nation.*

Groza, M., Cobbs, J. & Schaeffers, T. (2012) highlighted on managing a sponsored brand. According to these three, the equivalence or fit between a sponsored brand (i.e., brand of a team, league, or event) and sponsoring firm is a central belief of sponsorship research. The influence of such congruence on the sponsored brand however, has received limited attention. They enlighten that corporate sponsorship represents a billion-dollar industry largely based on the leverage and activation of a sponsored entities' brand equity through an associative relationship. In this industry, many events rely on multiple sponsors at different levels to fuel their business model. *For example, in beginning, IPL gains its familiarity due to sponsorship like Mumbai Indians owned and sponsored by Reliance group (Mukesh Ambani) or Kolkata Knight Riders owned by Red Chilies Entertainment (Shahrukh Khan) and sponsored by Nokia.*

Sairam, S., Suresh, S., Hegde, S., Shaikh, B. (2016) presents an android mobile phone application to make it easier for a layman to plan an Event in a hassle-free manner as Event management is the application of project management to the creation and development of large- or small-scale events such as festivals, conferences, concerts or conventions, this application will assist in planning a successful and fun Event. This proves that there is a rapid growth in Event Management Industry.



**Source:**

36) Groza, M., Cobbs, J., & Schaefer, T. (2012), "Managing a sponsored brand: the importance of sponsorship portfolio congruence", in *International Journal of Advertising*, 31(1), pp. 63-84

Sairam S., Suresh. S, Hegde S, Shaikh. B (March 2016): *International Journal of Innovative Research in Science, Engineering and Technology*, Vol. 5, Issue 3, March 2016:

"Event Management an Android Application", ISSN (Online): 2319-8753 ISSN (Print): 2347-671

"How to successfully manage an Event", a book by John-N.S. (2015), explained that Event management is the new form of effective marketing of products and services or businesses that directly reaches out to prospective customers with surplus of services. And for any event to succeed, it has to undergo and take care of these three stages below:

Pre Event : Conceptualization and Planning

The Event: Execution

Post Event: Wrapping

Pilwatch, M. (2003) stressed on Human Resource Management in the Events industry that deserves careful attention due to the special and challenging context. The events industry is marked by a fluctuating demand for human labour and hence by peculiar staffing arrangements involving contractors, temporary staff, agency staff and volunteers. However, event personnel play a crucial role in staging a successful event. As a result of the change and vivacious demand for human labour, most events are staffed with short- term personnel in peculiar work arrangements. Even though some might not be directly engaged by the Event organization and a few might not even be remunerated at all (volunteers), it's the responsibility of Human Resource Management to align all these people behind the common goal of delivering a thriving Event. Thus, an event leader should employ a transformational leadership approach that appears appropriate for unifying, inspiring and encouraging such a diverse workforce. This is especially crucial since all the workers considerably contribute to

visitors' experience of the Event and their assessment of service quality.

All the reviews have different way of saying but come to one conclusion that the number, multiplicity and popularity of Events have grown throughout the

**Source:**

John-N., S., (2015): *A book on "How to successfully manage an Event"*, Event Pillwatsch.  
Madeleine (2003), Northumbria University: "*Human Resource Management in the events*" context.

(<http://www.academia.edu/8283155>)phase. As the number of Events raises up, there is a growing apprehension about the long-lasting need to develop Event management professionals who are able to create, systematize, and manage events.

*For organizing an Event, there are various factors to kept in mind like, Event Advertising and Promotion, Event Sponsorship, Uniqueness in Events, Managing the social and cultural things during an Event, Event Theming, Managing Human Resource Management, Eye Tracking System during an Event, organizing an Event to create more tourism and so on.*

*The present research reflects that it is true; there is rise in income of people. They want to get organize some unique and lavish Events. Many people want to spend money on the Wedding functions and want to earn some memorable moments from it, but due to shortage of time and efforts, in next few years the trend of hiring an Event professional will increase. These days the willingness of client decides to spend the money in different way as from others. Like they are more interested in Destination Wedding or Theme Wedding which is more in culture today, and for this the public is ready to spend money lavishly.*

*Udaipur and Jodhpur Event organizers in Rajasthan are already organizing these types of Wedding. Moreover, a pre-wedding shoot is also done for bride and groom to have a special*

As published in Business Standard (in Aug. 2009), by techno park advisors this Event industry caters to events in four broad categories: Leisure, cultural, personal and organizational. The event industry is at a burgeoning stage and exceptionally unorganized, comprising mainly homemakers and self-employed businessmen. Increasing household as well as company incomes, growing range of corporate awards and conferences, television and sports events, reality shows and so on are helping this sector grow. With rising incomes, people are also spending more on weddings, parties and other personal functions. Few institutes also there, who offer specialized training for this industry, but with growing awareness on the opportunities, the number is likely to grow.

Costa, C. (2001), attempted to demonstrate that the evolution of town and tourism planning has followed distinct directions, and so a gap between both disciplines may be noticed. The study also demonstrates that there is a close immediacy between town and tourism planning, one reason being that tourism planning has emerged as a specialization of town planning. The study also attempted to demonstrate that the new direction that is emerging in the field suggests that tourism planning ought to be viewed from a rational and technical point of view (professionalism), which has to be matched against the particularity of every place, the needs and wishes of the people that live in the area, market forces, the availability of manpower and funding, and the position of the place in the world market.

*Source:*



As published in Business Standard in (Aug. 2009) [http://www.business-standard.com/article/management/kit-the-indian-event-management-industry-99081800084\\_1.html](http://www.business-standard.com/article/management/kit-the-indian-event-management-industry-99081800084_1.html)

Costa, C. (2001), "An emerging tourism planning paradigm - A comparative analysis

*Between town and tourism planning"* International Journal of Tourism Research, 3(6), 425-44

The Event and Entertainment Management Association (EFMA), India's apex body of the events and experiential marketing industry hosted its eighth edition of EFMAX Global Conclave and Awards, where the Sudhanshu Vats, Group CEO, Viacom18 Media (Oct. 2016) said (exchange4media News Service) that 28-30% growth, Indian Events industry could reach Rs. 6,700 Crores (\$10 billion) in a 10-year horizon. Events have the inimitable talent to bring people physically together, and to encourage and make them communicate in ways that cannot be easily duplicated by other means or media. In the year 1990, the corporate sector internationally exposed the place of the event in their business and it was commonly used then. Nevertheless, this movement reflects the recognition of the influence of events by the corporate sector, and its increasing use of events as tools both to improve company morale and business procedures, and to increase profitability and income.

In July 2007, the 4th International Event Management Research Conference which was held in Melbourne where the theme of the conference was Re-eventing the City: Events as Catalysts for Change: The preceding was that the events have the potential to impact upon the cities in which they take place in a variety of ways. They can, for example, provide as: agents of environmental and cultural rejuvenation; vehicles for economic expansion and development; catalysts for tourism development; vehicles for society education and development; and starting points for the method of re-imaging/re-imagining particular places. Events, mostly large-scale events, also raise precise issues in urban contexts, such as those associated with opportunity and environmental costs and legacy management. It can also be observed that competition between cities to confine events of various types through the request process, or to attract visitors through the creation of new events, is growing dramatically.

*Source*

A.1) <http://postnoon.com/2011/12/25/event-management-industry-set-to-grow-to-rs2300cr/13832>

*Feeling and for which both of them are very excited.*

Tong, Wang, Takeuchi & George (2016) highlights thematic Issue on Corporate Social Responsibility towards the society. The intricacy in “organizing and managing” CSR is exacerbated for multinational corporations. Increasingly, many countries and region have started to specify certain aspects of CSR for corporations operating in their territories. For example, there is a new rule in India of 2% that mandates corporations to spend 2% of net profits on charitable causes under the supervision of a board-level CSR subcommittee. The policy mandates indicate government and societal expectations that businesses reallocate some of their profits toward social development causes as a norm rather than a voluntary choice.

Research done by Egresi, I. & Kara, F. (2014), highlights on the motives of tourist to attend the Events. Accordingly, there is the subsistence of Event motivations that are commonly valid. With some minor changes reflecting the nature of the festival or event or reflecting totally different geographical characteristics of the event place, this balance of motivations might then be simply transferred from one location to another, and it's valid for both large - scale and small-scale events in developed and developing countries.

Binney, L.L., Robertson, M. & Juneck, O. (2013) all contributed in suggesting

*Source:*

*Tong, Wang, Takeuchi & George (April 2016), “Corporate Social Responsibility: An overview and New Research Design”, in Academy of Management Journal, Vol. 59, No. 2, 534–544.*

*23) Egresi, I. & Kara, F. (Nov. 2014): “Motives of Tourist Attending Small Scale Events: The case of three local festivals and Events in Istanbul, Turkey”, Geoportal of Tourism and GeoCities, ISSN 2065-0817, E-ISSN 2065-1198, Year VII, no. 2, vol. 14*

*Binney, L.L., Robertson, M. & Juneck, O. (2013) in event Vol. 4 Issue: 3, Doi: 10.1108/IJEFM-06-2013-0010*

New directions and ideas that events study and its proponents can pursue in light of the rapidly changing global environment. It is through exploring new ideas and new ways of doing things, as events educators and researchers, can ensure that the students are well prepared for their careers in the events industry and that both academe and practitioners collaborate to professionalize the field and foster its credibility from within. They also state that Event management practitioners must embrace new knowledge domains and innovation in order to adapt to a rapidly changing business environment and fickle consumer demand.

Wan, Y., K., P., Chan, S., H., J., (2013) investigates the factors that affect tourists' satisfaction towards food festivals and explores whether tourists intend to revisit and/or recommend food festivals to others. On the basis of personal interviews, the factors that influence their satisfaction levels are location and accessibility, food, venue facility, environment/ambiance, Service, entertainment, timing and festival preventive. Mair, J. Whitford, M. (2013) concludes in their research that there are several areas that have been comprehensively researched that include definitions and types of events, and events logistics and staging. Whitford states that more stress should be given for the studies on the socio-cultural and ecological impacts of events alongside with a better indulgent of the relationship between events and public policy agendas.

*Source:*

78) Wan, Y., K., P., Chan, S., H., J., (2013), “Factors that affect the levels of tourists’ satisfaction and loyalty towards food festivals: a case study of Macau”, *International Journal of Tourism Research*, 15 (3), pp. 228-240.

Mair, J. Whitford, M. (2013). “An exploration of events research: event topics, themes

And emerging trends”.*International Journal of Event and Festival Management*. Vol 4 No 1, pp. 6-30

Etiosa, O. (2012) observed that Event Tourism is a sector that has all the potentials of developing any tourism destination, or host community/ city. It is like a tool used in placing a destination at a level where other nationalities and nationals want to imagine with. Host community can have an impact on hosting the events socio-culturally, environmentally, cost-effectively and politically. Furthermore, there has to be a lot of cooperation among the organizers, associations and interest

groups concerned within the hosting of events in the community so that there could be more commitment, dedication and focus towards the goals, objectives of these events and therefore the aspirations of the people for which the events are meant.

According to Oladunni Roselyn Abiodun (2011), Sponsorship plays an important role during an Event. The companies are capable to advertise their goods and services while using Sport Events as a podium to reach out to a wider audience target. Sport marketing is a thriving aspect these days of carrying out marketing strategies so as to have a grip over competitors and also to have the company viewed in a positive means by both fans and spectators who happen to be the customers of the sponsoring firms. This can also create awareness about the product to the general public. *For example In2016 Pro-Kabaddi League sponsored by some companies like Airtel (Open Network), Vini Cosmetics, Nestle Munch, Bisleri, Castrol, and Britannia.*

Flinn&Bowdin (2006), said that the intention of fairs has changed over time to what are seen today as events that mainly operate for pleasure, with rides, sideshows and stalls.

*Source:*

27) Etiosa, O. (April 2012): *A thesis on “The impacts of Event Tourism on Host Communities”*: Central Ostrobothnia University of Applies Science

Oladunni Roselyn Abiodun (2011): *“The Significance of Sponsorship as a Marketing*

*Flinn., G. M. J., & Glenn A J Bowdin G. A. J., (March 2006) “Identifying and analysing existing research undertaken in the events industry: a literature review for People1st” on behalf of the Association for Events Management Education (AEME)*

Sacha, R. (2007) explains the social consequences of rural Events that can be grouped in five domains. These are networks and interactions, affective, learning and developing, socioeconomic and physical. The social nature of events contributes to a positive atmosphere and sense of occasion to be evident within a community.

Shakeel, M. & Khan, M.M., (2011) gives more weightage on the impact of Guerrilla Marketing on consumers. In critical frame work Shakeel and Khan confirms the connection between guerrilla marketing and consumer perception with respect of celebrity marketing.

*Guerrilla marketing is one of the emergent marketing techniques which can be used in promoting an Event. It is an unusual way to advertise and to highlight the uniqueness of the event in the crowd.*

Social media marketing campaigns need to be addressed from a psychological angle that permits marketers to see how consumers respond each to the event as a product and to the marketers themselves, as people. This new media was highlighted by Bartoletti, M. (2013), Social Media like Facebook, Twitter, Instagram etc.

In continuation, Integrated New Media Marketing as given by Bartoletti M. is as follows:

*Source:*

*64) Sacha, R. (2007), "Identifying social consequences of rural events": Griffith University, Event Management, Vol. 11, pp 89-98*

*Shakeel, M. & Khan, M.M., (July 2011), "Impact of Guerrilla Marketing on Consumer Perception", Global Journal of Management and Business Research Volume 11 Issue 7*

*Bartoletti, M. (2013), "The Importance of Social Media in Their Contribution to the Marketing of Sport Events", A thesis in Tourism and Hospitality Management, Modul Vienna University*

## **CHALLENGE WHAT'S WE FACE –**

- ❖ Doing Everything.
- ❖ Finding the right event technology.
- ❖ The ability to satisfy everyone.
- ❖ Communicating the Drem in such a way that People can all come together to create it.
- ❖ Quality manegement.
- ❖ Vendor management.
- ❖ Client Involving – Setup

## RESERCH

## METHODOLOGY

The research means to search for knowledge. Research methodology is the systematic, theoretical analysis of methods applied to a field of study.

**Title of research** – The challenge of event management as a new trend in hospitality industry.

**Selection of area**–The area selected for the study will be Nagpur city.

**Selection of sample**–The researcher adopted the survey type of research in which sample where collected by cluster sampling under this system Nagpur city.

**Size of sample** – sample size was limited to 50 feedbacksonly.

**Sample unit**–Nagpur city

## DATA COLLECTION-

In order to get the information about the study the researcher collectedthedata from two main sources which were.

**Primary data** –The researcher collectedprimary data by administering a questionnaire. The data is collected from Nagpur event management.

**Secondarydata** –The secondary data consisted informationgathered byreferring journals, Books, Articles, Magazines, newspapers and websites on event management sector.

**Data Analysis** –The response to the structure close –endedquestion wererated in percentages. The percentage of respondents for each for each alternative was given the data was analysed simple percentage method.

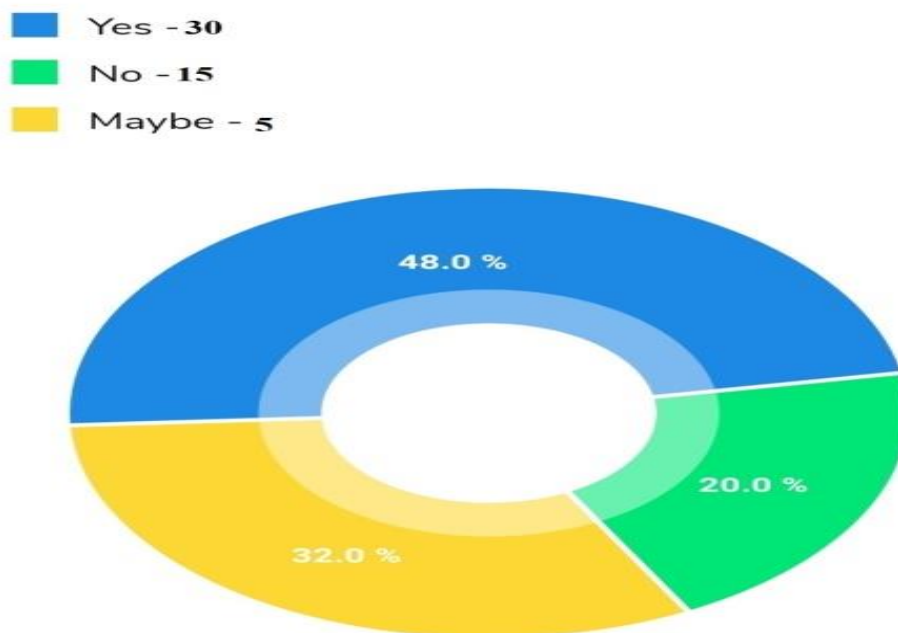
## RESULT AND DISCUSSION

**Table 1**

**The new trend is better than event management.**

Sr no	Particular	Responded	Percentage
1.	yes	30	48%
2.	No	15	32%
3.	May be	5	20%

From the about table it has been observed that 48% said yes where as 32% said no and 20% said may be .That the new trend is better than event management



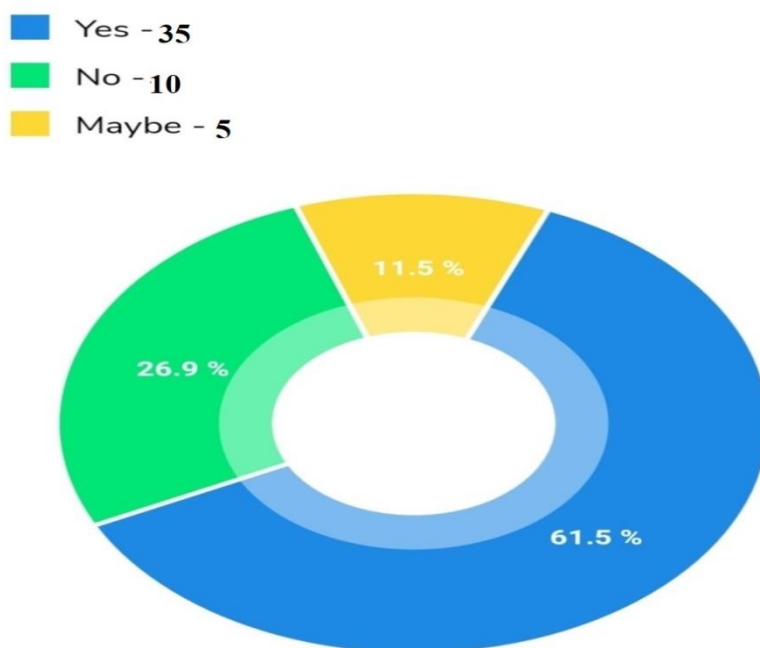
**Fig 1**

**Table 2.**

**You like to manage your event through eventries.**

Sr. No.	Particular	Responded	Percentage
1.	yes	35	61.5%
2.	No	10	26.9%
3.	May be	5	11.5%

From the about table it has been observed that 61.5% said yes, where as 26.9% said no and 11.5% said may be that the you like to manage your event through eventries



**Fig 2**

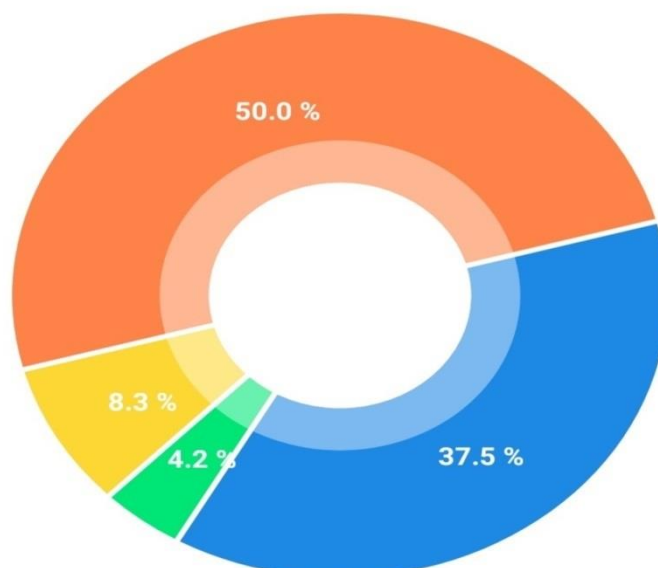


**Table 3**

**The trends in event management.**

Sr.No.	Particular	Responded	Percentage
1.	Innovative	15	37.5%
2.	Authenticity	5	4.2%
3.	Integration	5	8.3%
4.	All the above	25	50.0%

From the about table it has been observed that 50% said all the above , 37.5% said innovative , 8.3% said integration , 4.2% said authenticity that the trends in event management .



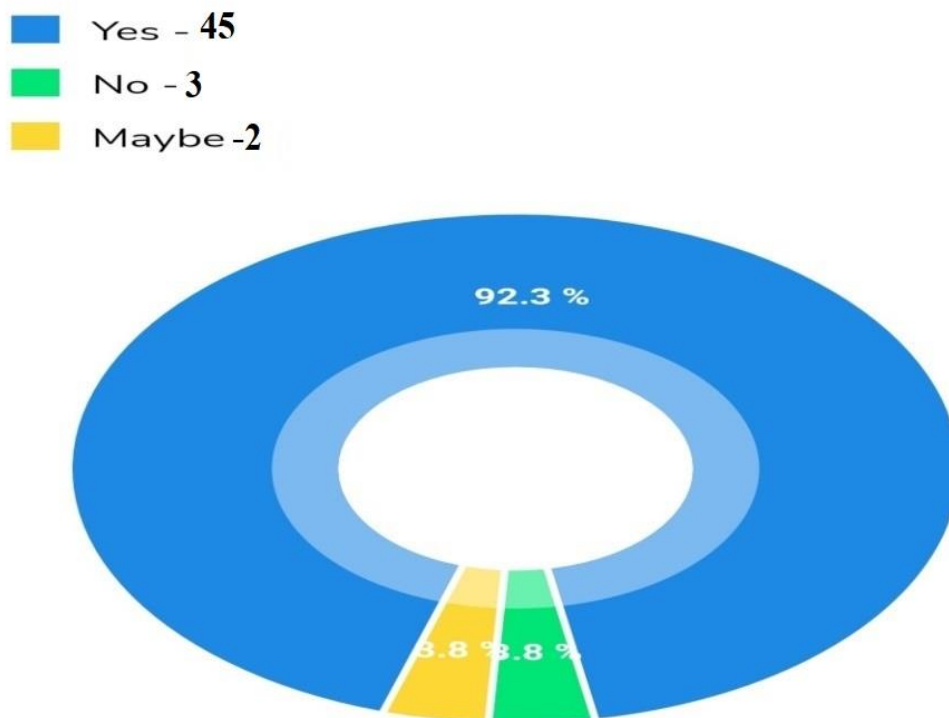
**Fig 3**

**Table 4**

**You prefer the new trend event management in your function .**

Sr.No.	Particular	Responded	Percentage
1.	yes	45	92.31%
2.	No	3	3.85%
3.	May be	2	3.85%

From the about table it has been observed that 92.3% said yes , 3.85 % said no and 3.85% said may be that the you prefer the new trend event management in your function .



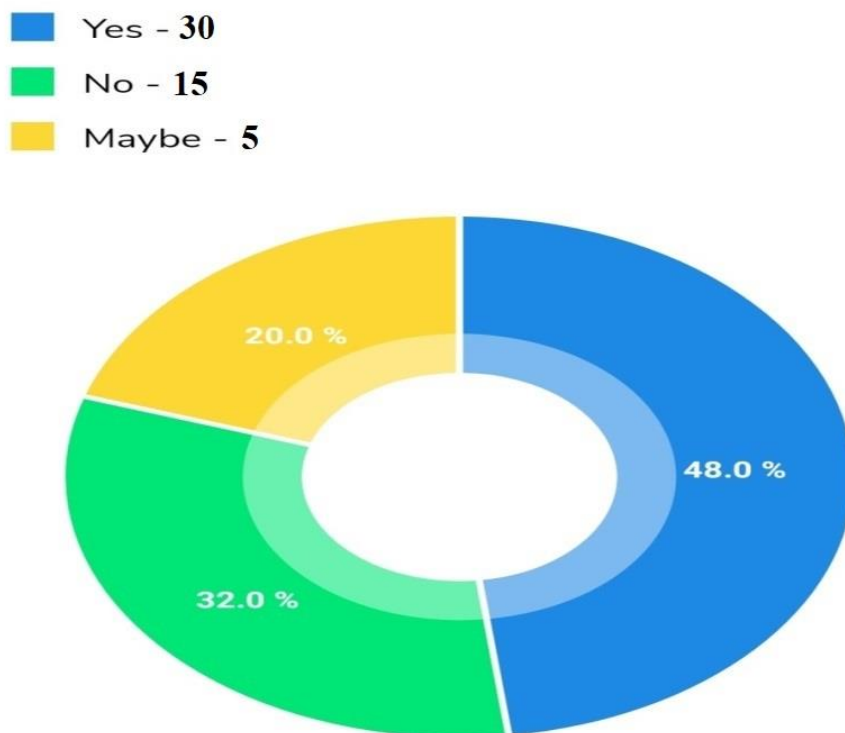
**Fig 4**

**Table 5**

**Modern event management is costly.**

Sr.No	Particular	Responded	Percentage
1.	yes	30	48.0%
2.	No	15	32.0%
3.	May be	5	20.0%

From the about table it has been observed that 48% said yes , 32% said no and 20% said may be that the modern event management is costly .



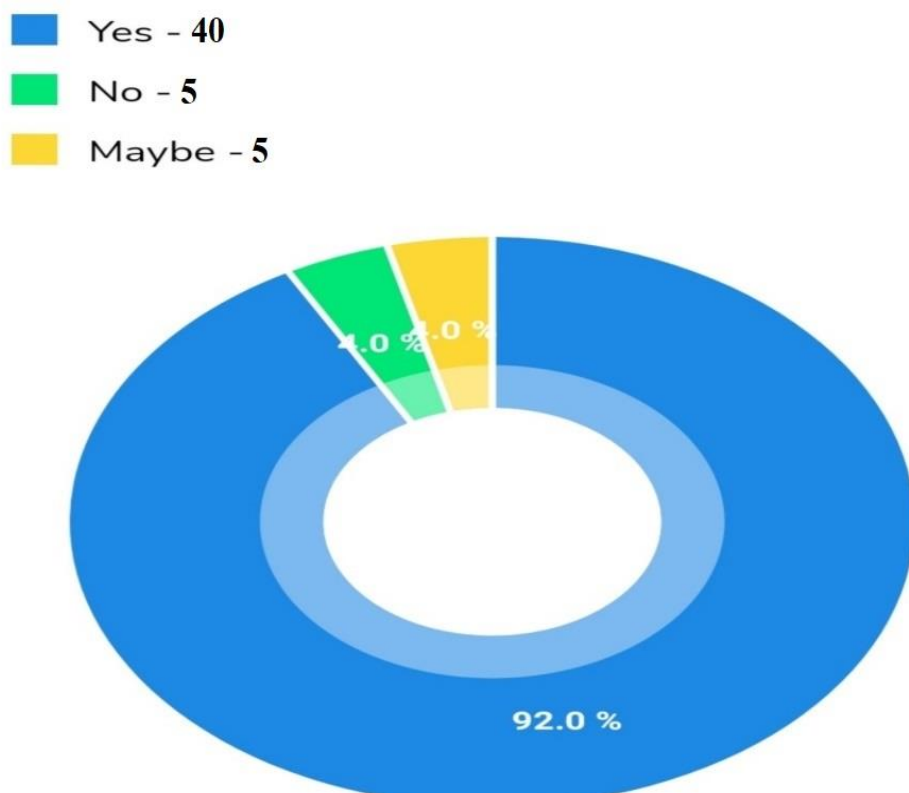
**Fig 5**

**Table 6**

**In future we are providing modern event management.**

Sr.No.	Particular	Responded	Percentage
1.	yes	40	92.0%
2.	No	5	4.0%
3.	May be	5	4.0%

From the about table it has been observed that 92.0% said yes where as 4.0% said no and 4.0 %said may be that the in future we are providing modern event management



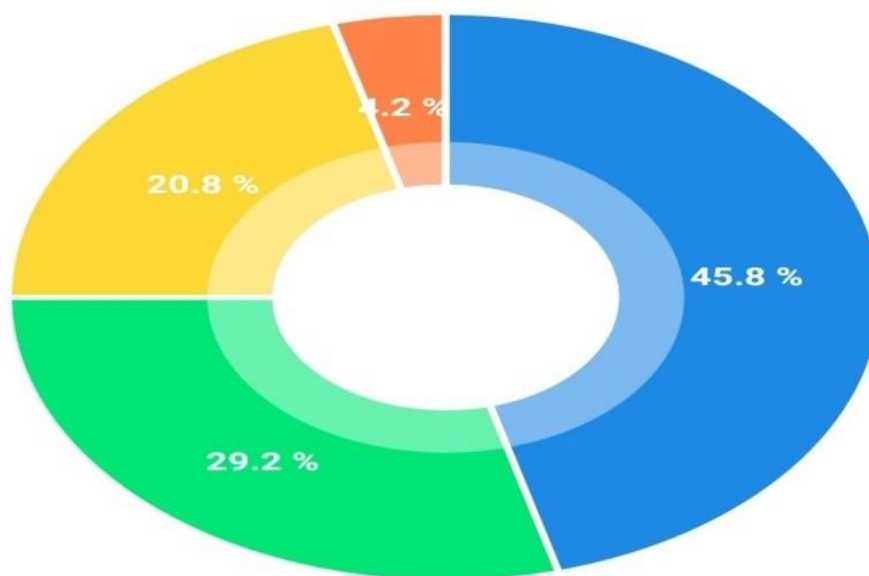
**Fig 6**

**Table 7**

**Most popular type event site used.**

Sr.No.	Particular	Responded	percentage
1.	Hotel /Resort	30	45.8%
2.	Banquet hall	8	29.2%
3.	Club	10	20.8%
4.	Conversation center	2	4.2%

From the about table it has been observed that 45.8% said hotel/resort , 29.2% said banquet hall, 20.8%said club and 4.2% said conversation centre that the most popular type event site used



**Fig 7**

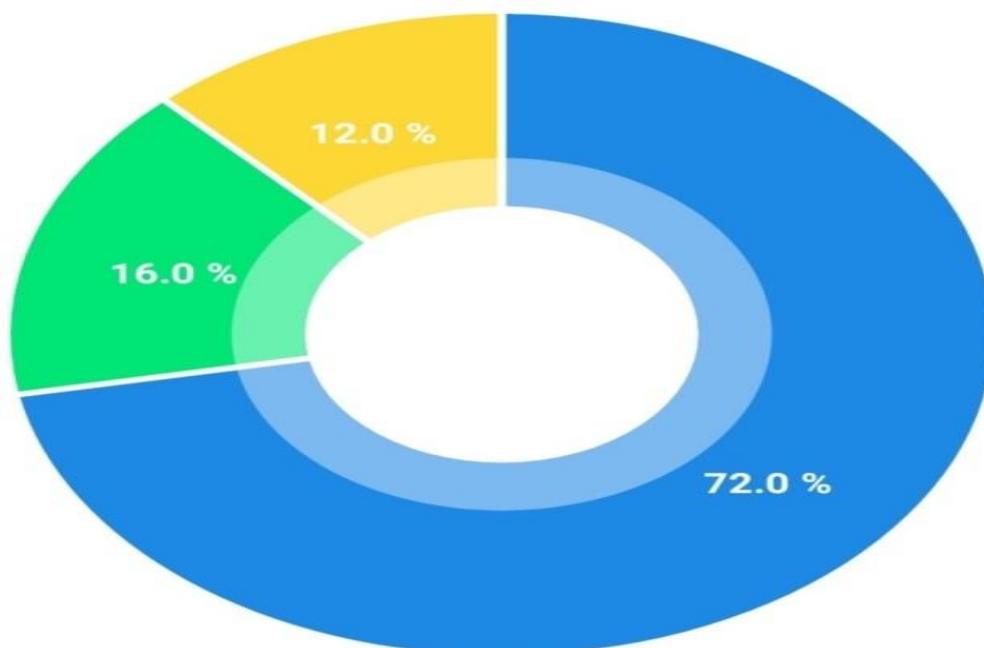
**Table 8**

**Online new trend event management.**

Sr. No .	Particular	Responded	Percentage
1.	yes	30	72.0%
2.	No	10	16.0%
3.	May be	10	12.0%

From the about table it has been observed that 72% said yes ,16% said no and 12 % said may be that the online new trend event management

■ Yes - **30**  
■ No - **10**  
■ Maybe - **10**



**Fig 8**

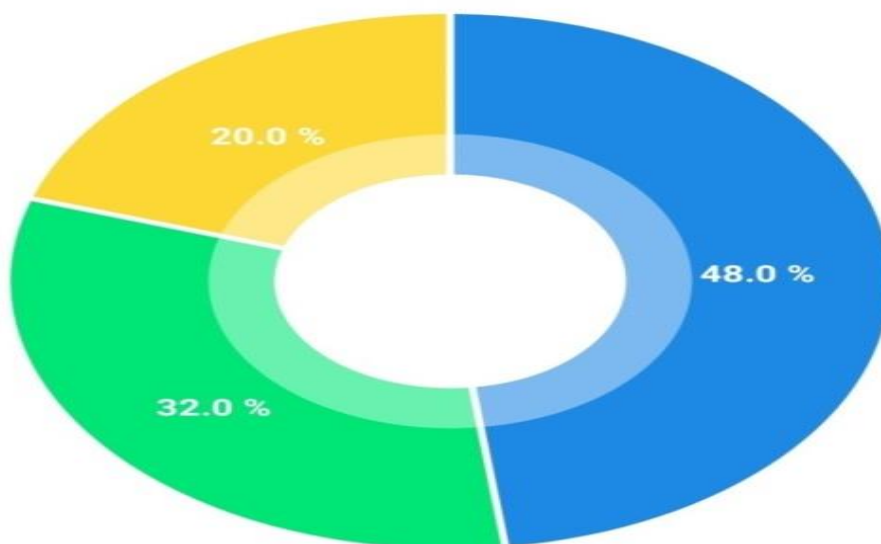
**Table 9**

**Event that the company wishes to organize in near future .**

Sr. No	Particular	Responded	Percentage
1.	yes	35	48.0%
2.	No	10	32.0%
3.	May be	5	20.0%

From the about table it has been observed that 48.0% said yes ,32.0% said no and 20% said may be that the event that the company wishes to organise in near future .

■ Yes - 35  
■ No - 10  
■ Maybe - 5



**Fig 9**

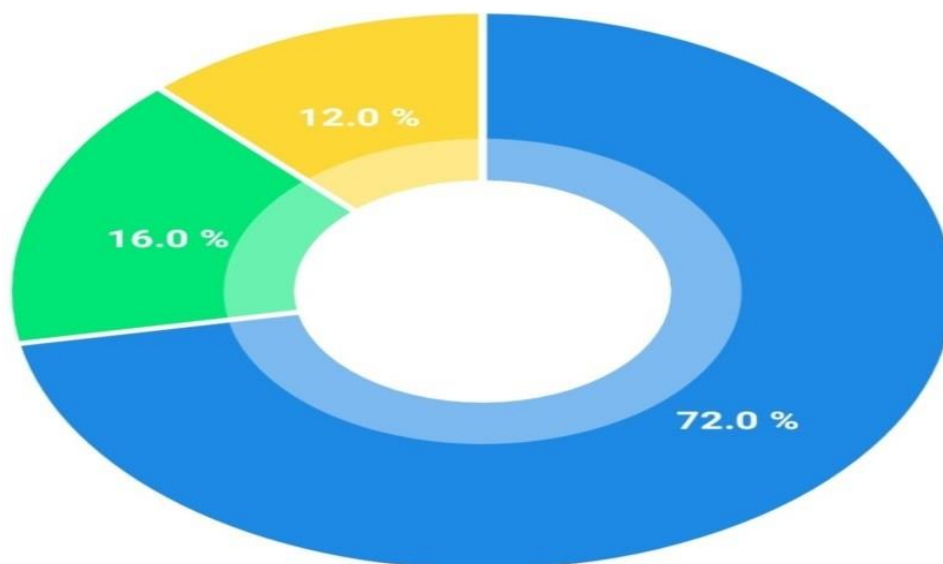
**Table 10**

The method of promoting an adopted by the event management company .

Sr.No.	Particular	Responded	Percentage
1.	yes	45	72%
2.	No	4	16%
3.	May be	1	12%

From the about table it has been observed that 72% said yes ,16% said nowhere as 12.0 said may be that the method of promoting an adopted by the event management .

■ Yes - 45  
■ No - 4  
■ Maybe - 1



**Fig 10**



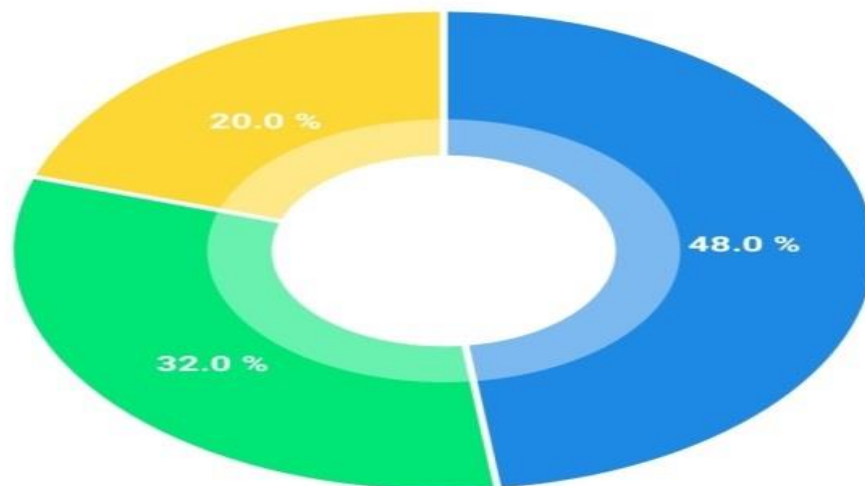
**Table 11**

**Event planning to maintain order and safety.**

Sr.No.	Particular	Responded	Percentage
1.	yes	35	48%
2.	No	10	32.0%
3.	May be	5	20.0%

From the about table it has been observed that 48% said yes , 32% said no where as 20% said may be that the event planning to maintain order and safety

■ Yes - **35**  
■ No - **10**  
■ Maybe - **5**



**Fig 11**

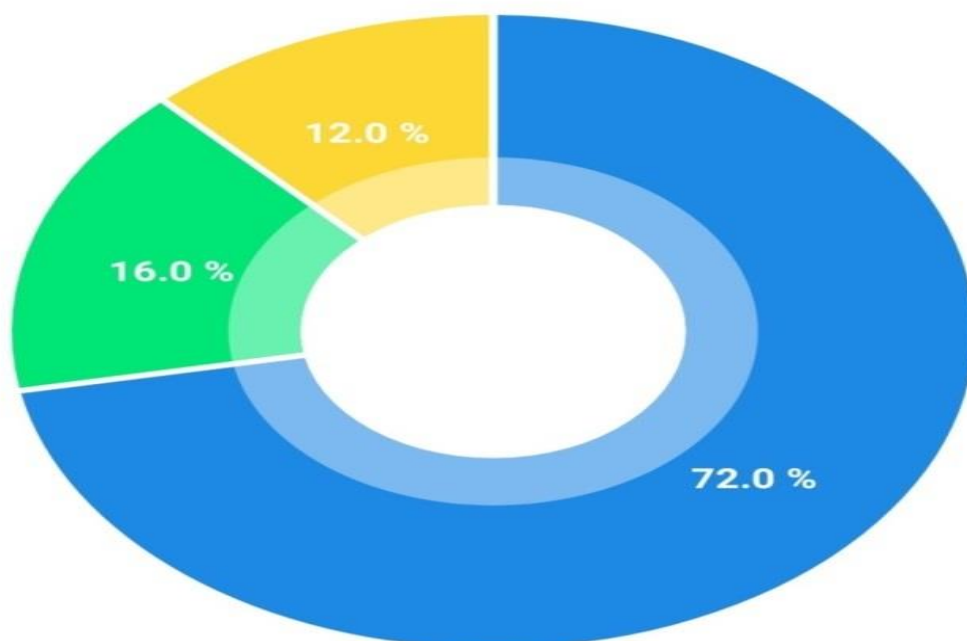
**Table 12**

**The next three years new trend in the Event industry growth .**

Sr.No.	Particular	Responded	Percentage
1.	yes	40	72%
2.	No	8	16%
3.	May be	2	12%

From the about table it has been observed that 72% said yes, 16 % said nowhere as 12 5 said may be that the next three years new trend event industry growth .

■ Yes - 40  
■ No - 8  
■ Maybe - 2



**Fig 12**

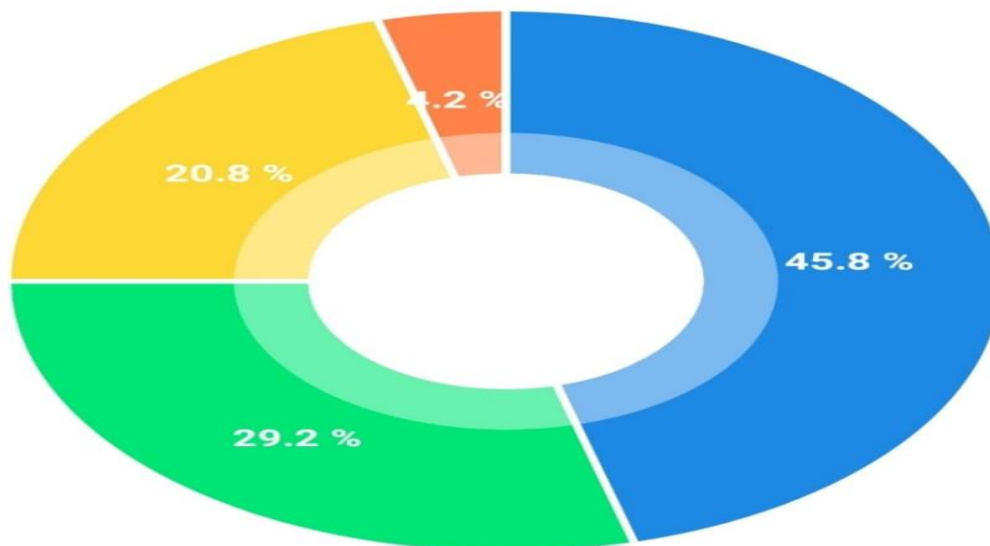
**Table No 13**

**Event marketing is**

Sr no	Particular	Responded	Percentage
1.	A good	30	45.8%
2.	Tangible	8	29.2%
3.	A product	10	20.8%
4.	A service	2	4.2%

From the about table it has been observed that 45.8% said a good, 29.2% said tangible, 20.8% said a product where as 4.2% said a service that the event marketing is

**Fig 13**



**Table No 14**

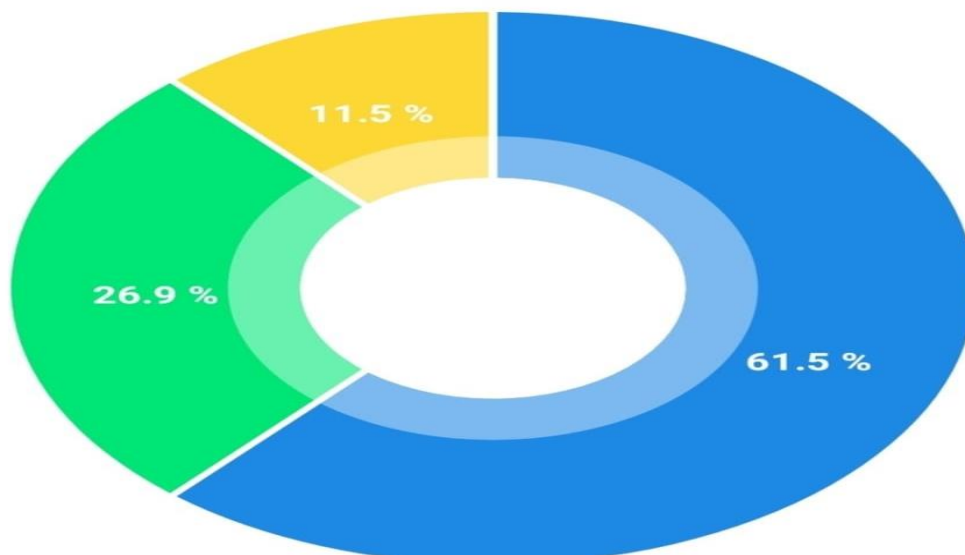
**Event planning tools have you used**

Sr No	Particular	Responded	Percentage
1.	Yes	30	61.5%
2.	No	15	26.9%
3.	May be	5	11.5%

From the about table it has been observed that 61.5% said yes ,26.9% said nowhere as 11.5% said may be that the event planning tools have you used

**Fig 14**

■ Yes - 30  
■ No - 15  
■ Maybe - 5



**Table No 15**

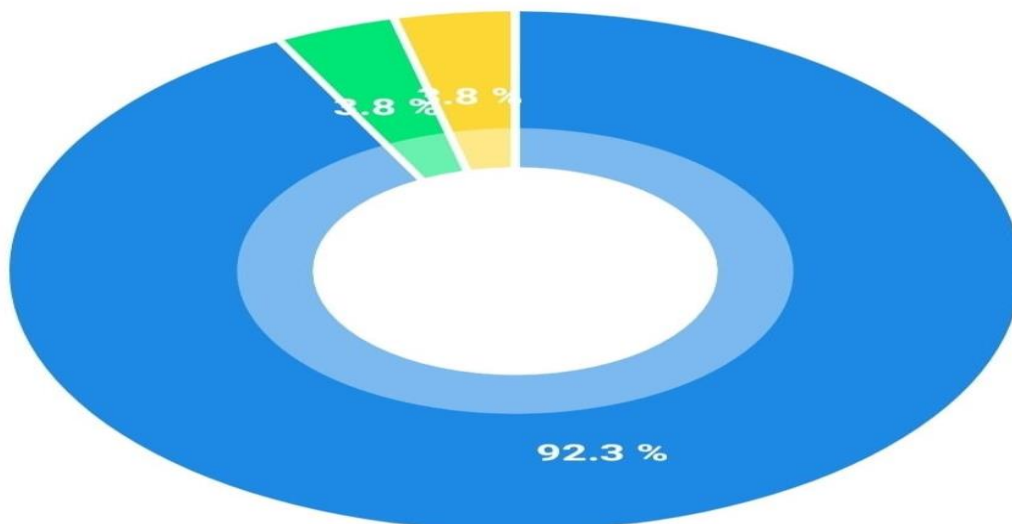
**Your experience with social media event is good.**

Sr no	Particular	Responded	Percentage
1.	Yes	46	92.3%
2.	No	2	3.8%
3.	May be	2	3.8%

From the about table it has been observed that 92.3% said yes, 3.8% said nowhere as 3.8% said may be that your experience with social media event is good

**Fig 15**

■ Yes - 46  
■ No - 2  
■ Maybe - 2



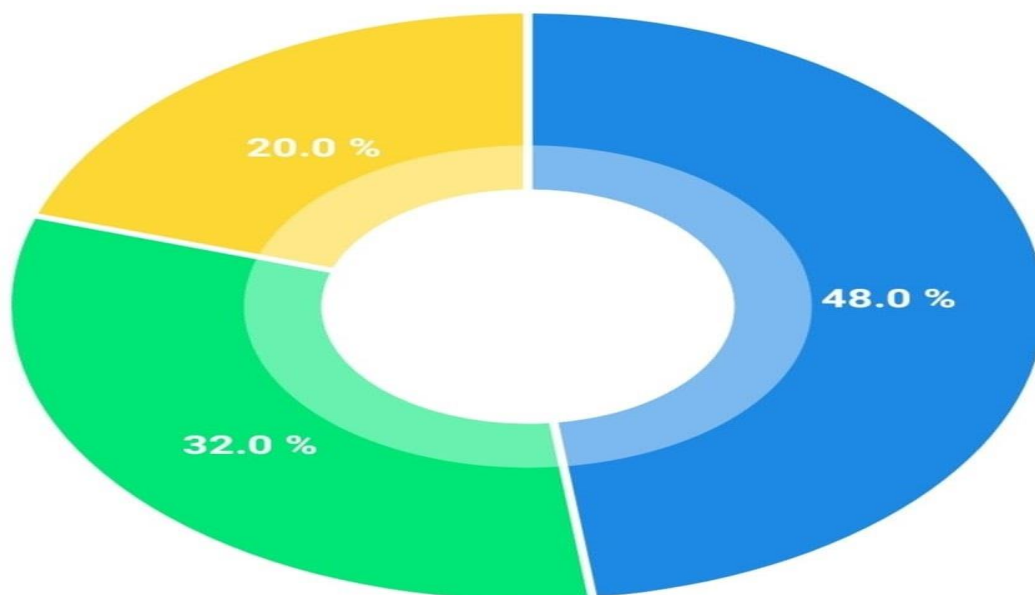
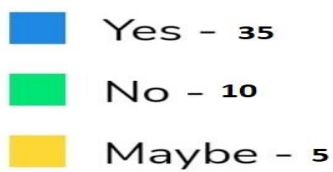
**Table No 16**

**You measure the success of an event .**

Sr No	Particular	Responded	Percentage
1.	Yes	35	48.0%
2.	No	10	32.0%
3.	May be	5	20.0%

From the about table it has been observed that 48.0% said yes 32.0% said nowhere as 20.0% said may be that the you measure the success of an event

**Fig 16**

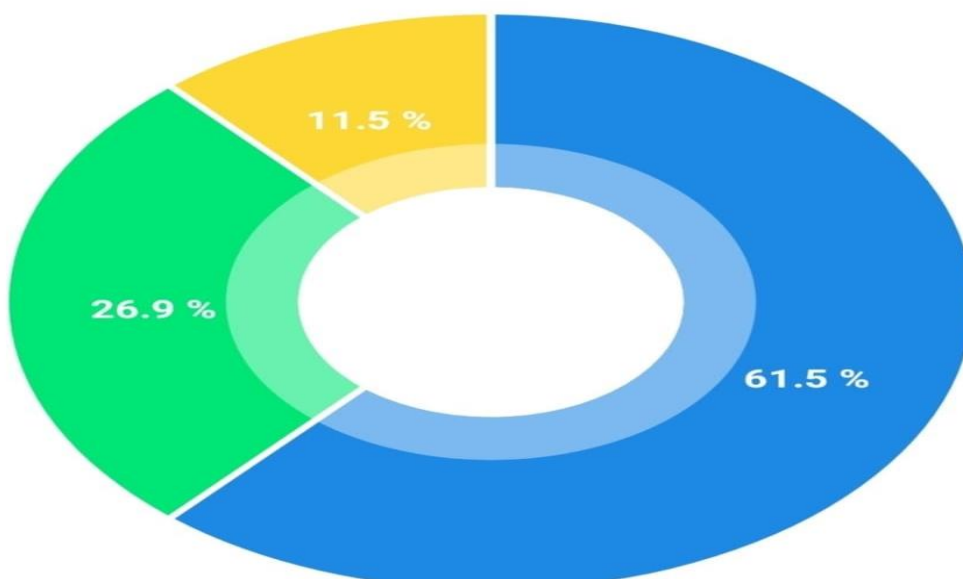
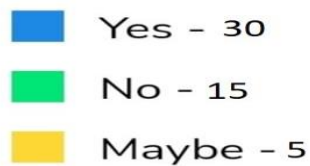


**Table No 17**

**You recall any sponsors of the event**

Sr No	Particular	Responded	Percentage
1.	Yes	30	61.5%
2.	No	15	26.9%
3.	May be	5	11.5%

From the above table it has been observed that 61.5% said yes 26.9% said nowhere as 11.5% said may be that you recall any sponsors of the event.



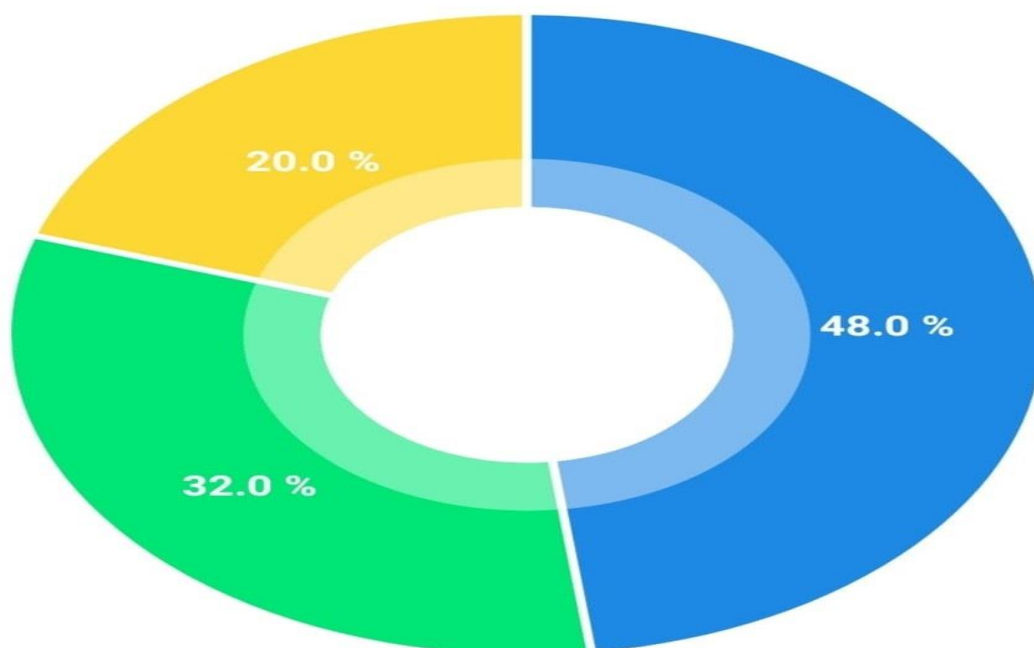
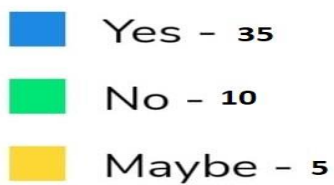
**Fig 17**

**Table No 18**

**You have any issue registering for attending event.**

Sr No	Particular	Responded	Percentage
1.	Yes	35	48%
2.	No	10	32%
3.	May be	5	20%

From the about table it has been observed that 48% said yes, 32% said no where as 20% said may be that the you have any issue registering for attending event



**Fig 18**

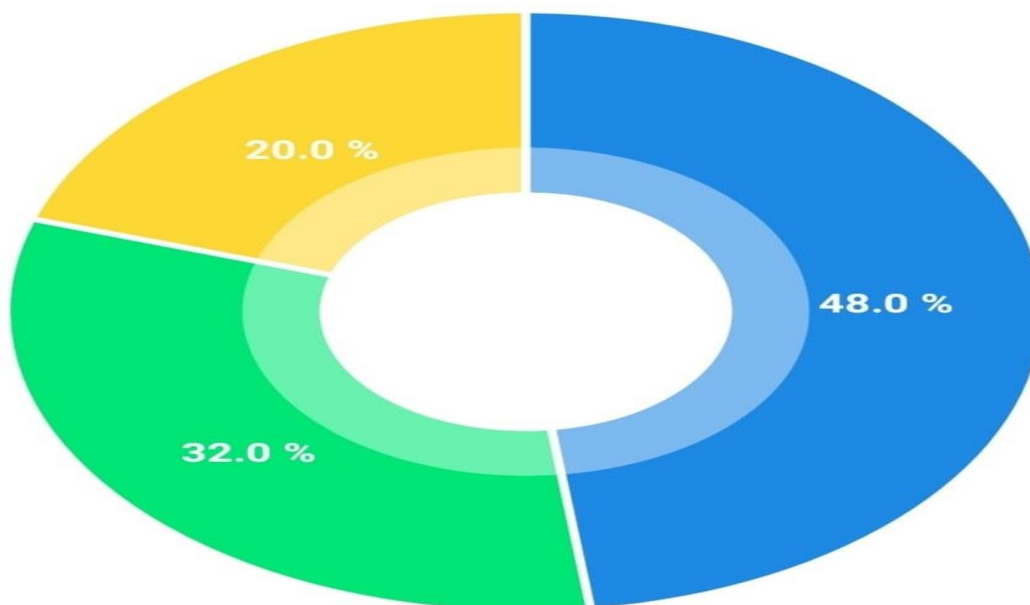
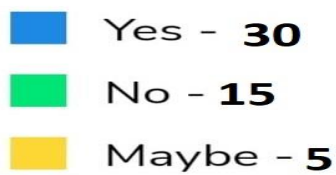


**Table No 19**

**Likely are you to be in contact with someone you met through the networking event.**

Sr No	Particular	Responded	Percentage
1.	Yes	30	48%
2.	No	15	32%
3.	May be	5	20%

From the about table it has been observed that 48% said yes, 32% said no where as 20% said may be that the likely are you to be in contact with someone you met through the networking event .



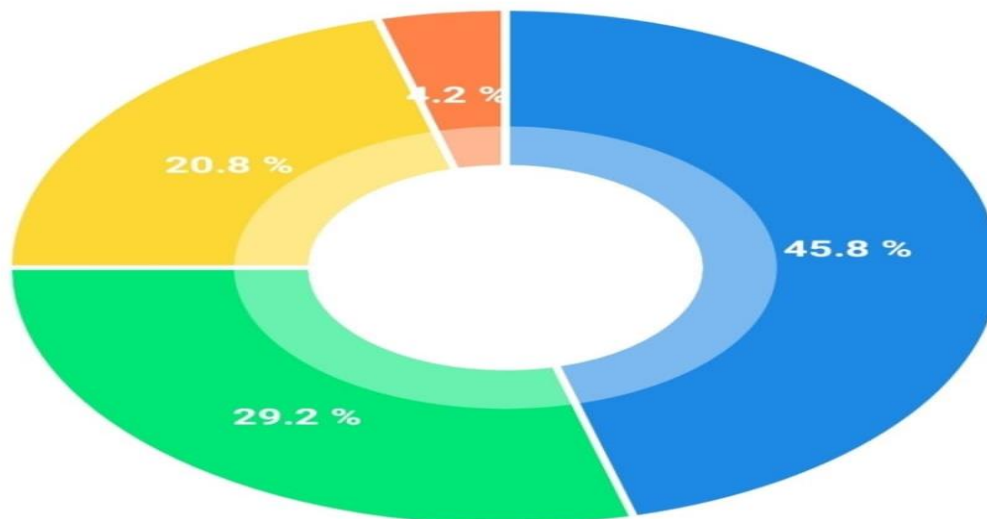
**Fig 19**

**Table No 20**

**The creativity side of the event design industry .**

Sr No	Particular	Responded	Percentage
1.	Event planner	30	45.8%
2.	Event manager	10	29.2%
3.	Event coordinator	5	20.8%
4.	Event administrator	5	4.2%

From the about table it has been observed that 45.8% said event planner 29.2% said event manager 20.8% event coordinator where as 4.2 % said event administrator that the creativity side of the event design industry .



**Fig 20**

## SUGGESTION AND RECOMMENDATIONS

Having carried out a research, where semi structured questionnaire surveys have been conducted, presented, analysed, the findings have been made.

According to the research done by the researcher it has been found that ,Event planning is incredibly stressful for even the most seasoned pros. There are never enough hours in the day, and something always goes wrong. Anything you can do to be more efficient makes for a better event and a less stressful life.

Having a place to store this quick tasks will keep you from worrying about them while you're focusing on bigger things. Organising an event which will attract attendees of certain profiles and backgrounds is all about branding it as such. Innovative Added Va

Adopt Guerrilla marketing strategies which involve the use of unorthodox and sometimes unusual methods whereby marketers try to get attention for their events in front of a built-in audience.

A new concept - Eye tracking technique should be adopted by the Event Management Company which is a sophisticated device that tracks and record where people look and how they move their gaze. This will help the company to evaluate their performance of the event organise Making use of Event apps which is an innovative tool to the Event industry that makes things easier, quicker and more interactive about the Event. For example Event mobile, an app which is incorporated in Toronto, Canada in 2006 and it is the first event app platform worldwide reaching thousands of event planners and millions of attendees in over 40 countries and the first event was on baby boomers conference and secondly double Dutch event app in 2012, having its headquarters in San Francisco, U.S.

## SUMMARY

The event management sector was thriving and bustling in 2019. And that growth will continue as 2020 begins.

Event management is the application of project management to the creation and development of large scale events such as festivals, conferences, ceremonies, formal parties, concerts, or conventions.

Sustainable event management (also known as event greening) is the process used to produce an event with particular concern for environmental, economic and social issues.

A new concept - Eye tracking technique should be adopted by the Event Management Company which is a sophisticated device that tracks and record where people look and how they move their gaze. This will help the company to evaluate their performance of the event organise Making use of Event apps which is an innovative tool to the Event industry that makes things easier, quicker and more interactive about the Event. For example Event mobile, an app which is incorporated in Toronto, Canada in 2006 and it is the first event app platform worldwide reaching thousands of event planners and millions of attendees in over 40 countries and the first event was on baby boomers conference and secondly double Dutch event app in 2012, having its headquarters in San Francisco, U.S.

## CONCLUSION

The researcher wants to conclude that the event management is new trend it has been found that there are many people.

We can expect to see these trends hit events everywhere in the coming years. As attendees become even more globally aware, expectations for engaging, personalized events will rise. With event technology racing ahead, planners will be able to give attendees experiences that are valuable and memorable, suited to their needs, interests, and preferences.

From unbelievable event technology to a revitalized focus on person-allied learning environment and attendees work/life balance the future of event planning new trends and technology looks bright

In next three years, the Event Management Company will have a new turn; more Events are likely to be organized in a unique way .Different 29% Event Management Organization says that in next 3 years there will be multiple demands of Event organizers and more national and

International opportunity for Event Execution will be there.

Different 14% Event Management Organization says that there will be more Fashion shows and high end events in Jaipur city in next 3 years.

According to 7% Event organizers there will be new job opportunity in the Event sector due to increase number of Event.

7% Event organizers says that this Event sector will be helpful in Economic growth too.

According to next 7% Event organizers the Events related to kids will also increase.

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