

## BOOK REVIEW

### Key Concepts in Event Management

Bernadette Quinn, editor (2013). SAGE Publications Ltd

*Key Concepts in Event Management* by Bernadette Quinn is an introductory level text that highlights and overviews topical understandings and debates essential for first-year undergraduate students taking events or leisure management courses. The book starts with a brief introduction that attempts to position academic directions and inquiry surrounding festivals and planned events to show how the subsequent key concepts included in the text relate to contemporary approaches. Approaches and understandings highlighted in the introduction are concerned with, for instance, the growth of cultural industries, economic agendas, regional development and risk management. Similar to all other key concepts books, this book's brief introduction attempts to contextualize the direction of events management, and recognizes observed shifts in the discipline of study over the last several decades. All the key concepts are listed alphabetically in this volume. Furthermore, each concept starts with a very brief one or two sentence overview and offers either a definition or topical/critical insight that shows the direction of the discussion thereafter. Broadly considering, the book covers the holistic nature of events, with much attention put on the social, cultural and community approaches, and the influence of economic and political forces/structures and stakeholders involved in events and festivals. Power relations and hierachal structures are important for students to grasp, and looking across the majority of concepts discussed, notions of power and insight into the social linkages of events are critically discussed to encourage students to look beyond simple definitions of concepts.

While it is beyond the purpose of this review to offer insight and reflect on all 35 key concepts included in this book, I have decided to focus on a few of the concepts that relate to my own work and instruction, to offer perspective into how I would use a key concepts book in my modules. This first concept I will elaborate on is authenticity, concept 1. When I discuss notions of heritage, I often incorporate issues and



complexities surrounding the term and idea of authenticity. I think the author does a good job of clarifying this term and aligning authenticity immediately with tourism studies, but then brings this concept into an events perspective to show how events scholars engage with such a complex and contested concept. With my interests aligned to socio-cultural and geographical understandings and impacts of events, the sections on community festivals (concept 3), experience (concept 10), identity (concept 12), place marketing (concept 19), social capital (concept 27) and volunteering (concept 35) are useful and will act as a base for the supplemental readings I use in my introductory level modules. The concept of regeneration, discussed as key concept 23, relates to the vast majority of concepts discussed, and the author well-incorporated understandings of scale: concerning the local, regional, national and global interplays of social, economic and political approaches and impacts. Sports and tourism are directly linked to events studies, as numerous journal articles and books are adequately discussed, and it is important that students grasp the relations, and differences, to sports, events and tourism studies because these three studies/disciplines are becoming increasingly interdependent, especially when considering a destination like Glasgow, Scotland, which is currently preparing for the 2014 Commonwealth Games. The final concept to briefly elaborate on is concept 33, sustainable events. Sustainability is at the forefront of contemporary research, as this concept deals with the notion of impact, similar to regeneration, with reference to each point of inquiry, with both offering much in terms of summative context.

Overall, I found the book to be clear and well-articulated, and the suggested readings is useful to first year undergraduate students to encourage further reading beyond what is listed on a module handbook or course syllabus. The book relates to and shows the direction of events studies, by offering interdisciplinary perspectives by drawing from numerous international cases to further elaborate the growth of the events industry in a global context and how cases inherently differ around the world. Each chapter offers definitions of each term from multiple perspectives, which I feel is important for first year students to grasp and recognize that there are multiple understandings and ways of approaching these concepts which will undoubtedly all be referred to on numerous occasions during their time as students. This book would be useful for introductory level students or any student taking their first events or leisure studies class or module, but also has scope for introductory level sports and tourism studies students. This book also acts as a reference for instructors. I used a similar book for an introductory level module

alongside other texts and journal articles. The purpose of such a book is to clarify jargon, look at some of these key concepts conceptually and use the context to further relate to in-class discussions in an attempt to look at the complexities surrounding each concept.

### **Nicholas Wise**

**Nicholas Wise** (Nicholas.wise@gcu.ac.uk) is lecturer in Sport, Events and Tourism in the Department of Business Management at Glasgow Caledonian University, Glasgow, Scotland, UK, G4 0BA.