Event Portfolio Management: Theory and Methods for Event Management and Tourism

Vladimir Antchak, Vassilios Ziakas and Donald Getz
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Introduction to the Events Management Theory and Methods Series

Event management as a field of study and professional practice has its textbooks with plenty of models and advice, a body of knowledge (EMBOK), competency standards (MBECS) and professional associations with their codes of conduct. But to what extent is it truly an applied management field? In other words, where is the management theory in event management, how is it being used, and what are the practical applications?

Event tourism is a related field, one that is defined by the roles events play in tourism and economic development. The primary consideration has always been economic, although increasingly events and managed event portfolios meet more diverse goals for cities and countries. While the economic aspects have been well developed, especially economic impact assessment and forecasting, the application of management theory to event tourism has not received adequate attention.

In this book series we launch a process of examining the extent to which mainstream theory is being employed to develop event-specific theory, and to influence the practice of event management and event tourism. This is a very big task, as there are numerous possible theories, models and concepts, and virtually unlimited advice available on the management of firms, small and family businesses, government agencies and not-for-profits. Inevitably, we will have to be selective.

The starting point is theory. Scientific theory must both explain a phenomenon, and be able to predict what will happen. Experiments are the dominant form of classical theory development. But for management, predictive capabilities are usually lacking; it might be wiser to speak of theory in development, or theory fragments. It is often the process of theory development that marks research in management, including the testing of hypotheses and the formulation of propositions. Models, frameworks, concepts and sets of propositions are all part of this development.
The diagram illustrates this approach. All knowledge creation has potential application to management, as does theory from any discipline or field. The critical factor for this series is how the theory and related methods can be applied. In the core of this diagram are management and business theories which are the most directly pertinent, and they are often derived from foundation disciplines.

All the books in this series will be relatively short, and similarly structured. They are designed to be used by teachers who need theoretical foundations and case studies for their classes, by students in need of reference works, by professionals wanting increased understanding alongside practical methods, and by agencies or associations that want their members and stakeholders to have access to a library of valuable resources. The nature of the series is that as it grows, components can be assembled by request. That is, users can order a book or collection of chapters to exactly suit their needs.

All the books will introduce the theory, show how it is being used in the events sector through a literature review, incorporate examples and case studies written by researchers and/or practitioners, and contain methods that can be used effectively in the real world.
About the authors and contributors

Dr Vladimir Antchak is Senior Lecturer in Applied Management at the University of Derby, UK. His research interests focus on event portfolio design and management, place experience, destination branding and strategic storytelling. He has over 10 years of experience in events management, including organisation of business forums and conferences, cultural exhibitions, international business visits and presentations. The geography of completed projects includes Austria, Germany, Italy, the Netherlands and Russia.

Dr Vassilios Ziakas is Associate Professor at Plymouth Marjon University, UK with a research interest in sport and leisure policy through the lens of an interdisciplinary approach that seeks to create linkages among the sectors of sport, recreation, leisure, tourism and events. His primary emphasis is on strategic planning for obtaining a range of sustainable community benefits. His research has been published in a range of leading journals and is widely cited. He is author of the book Event Portfolio Planning and Management: A Holistic Approach (Routledge, 2014) and co-editor of the Routledge Handbook of Popular Culture and Tourism (Routledge, 2018).

Professor Donald Getz is a leading international researcher, author and consultant in the fields of tourism and event studies. Dr. Getz is Professor Emeritus, the University of Calgary, where he worked in the Haskayne School of Business from 1991 through 2009. Following his retirement, he held part-time research positions at the University of Queensland (Australia), University of Stavanger (Norway), and the University of Gothenburg (Sweden), and he was Visiting Professor at Linnaeus University in Sweden. Today, he is Visiting Professor at the University of Derby, UK. He has authored a number of relevant books including Event Management and Event Tourism, Event Studies, Event Tourism, Event Evaluation, and Event Impact Assessment, and co-authored Event Stakeholders.

Dr Valentina Gorchakova is Senior Lecturer at the University of Derby, teaching and leading an online business and management programme. She returned to academia after spending more than 10 years working in business, not-for-profit organisations and the UN Development Programme. Her research interests lie within service and arts marketing, branding, place-making, cultural and event tourism. She is also exploring the area of online learning, and learning in adulthood.

Ms Zuzana Vokacova has recently graduated from the University of Derby in MSc Events Management, which she passed with distinction. She has experience organising projects and events including congresses and business conferences, which she gained through working for a Professional Congress Organizer in Prague and interning at the International Congress and Convention Association in Amsterdam. She is passionate about events and traveling and her professional specialisation is in the meetings industry. She is currently working as an event project manager.
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