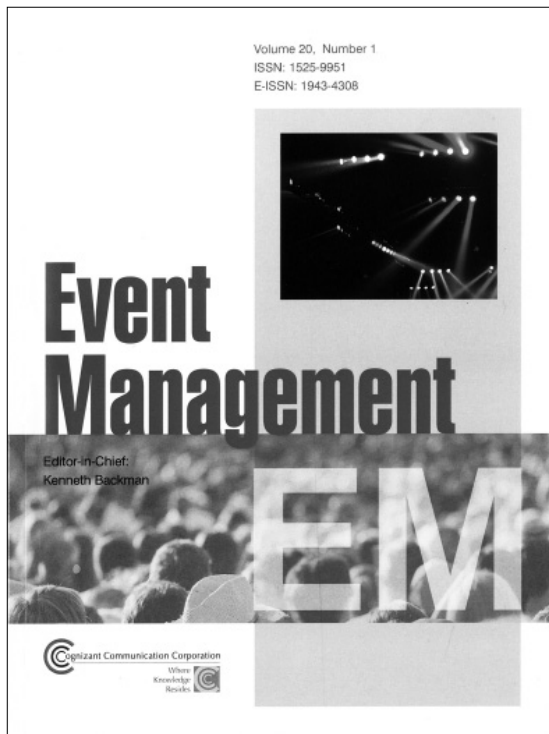


journal review

Event management

In a series of twenty tourism international and interdisciplinary scientific journals previously shown in the review section of *TOURISM*, it is appropriate to review *EVENT MANAGEMENT (EM)* as well. In 2016, it entered the twentieth year of continuous quarterly issuing in English.



The basic aim of the journal is to research and analyze various events such as those covered by the acronym MICE (meetings, incentives, conventions, exhibitions). This term diverse meetings, performances and events, which attracts many participants according to their interests and preferences. They have a significant economic impact, which make it a lucrative tourism business. There are plenty of different meetings: from small seminars and round tables to large conferences, festivals, exhibitions, etc., all of which require adequate infrastructure and organization. It is no wonder then, that this market segment has one of the highest growth rates in the world.

Event Management is considered a leading journal in these specific forms of tourism trends. Its'

contributions are carefully reviewed by the thirty membered Editorial Board, mostly from the academic communities of North America. It contains mostly original scientific papers, along with book reviews and important information from that field.

Short content list of the last 19th volume and the first issue of the jubilee 2016 volume will provide at least a glimpse into published works, which are presented at a high methodological and graphical level. Each issue contains from eight to ten contributions and their contents cover a wide range of topics from theoretical analysis of different types of the events to different case studies. It is usually about sports, cultural and entertainment events. There are also topics related to the issues of volunteering, organization, event branding and marketing, technological aspects, destination image, etc.

Several papers deal with issues related to the demand: its motivations, perceptions and satisfaction, in short, the behavior of involved actors, but also the complex effects of events on carrying capacity of destinations in its' physical and psychological terms. The effects of mega-events, which are organized by FIFA, the International Olympic Committee, and other world or regional sports organizations have a wide impact and significant financial effects. There are also events such as the world exhibitions (EXPO) or, for example, food exhibitions, film festivals and important political and diplomatic meetings.

The journal explores the role of local communities in the preparation and unfolding of event tourism, which in turn can significantly contribute to local and regional development and employment. The issue of sponsorship in various events is also investigated, as is the frequency of participation in events and training for their management. Finally, *Event Management* considers the prospects and trends in this expansive and promising market.

There is no doubt that tourism is increasingly oriented towards spectacles which have significant attractive power, especially in city tourism. These events are organized mainly with the aim of publicity, which is not a new phenomenon. In any case, event-tourism has immeasurable role in a wide range of selective forms of tourism that is, cultural, sports, congress, religious and other types of tourism.

EVENT MANAGEMENT
An International Journal
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