**3.1 Introduction:**

Event Management encompasses the planning and production of all types of events, include meetings and conventions, exhibitions, festivals, and other cultural celebrations, sports competitions, entertainment spectaculars, ceremonies and numerous other special events. Event Managers might be required to form and administer the organizations that produce or govern events. Skills in event management will also be useful for careers in related fields such as tourism, hospitality, arts, culture, sports, recreation and leisure.

**3.2 Event Studies:**

Not only are events produced increasingly by professional event managers, but a field of study and research has recently developed to support this profession and its industry. Professionals calling themselves “event manager” should be able to explain what is unique about events, why they are important to society and the economy, and how they are evolving. If your career or job involves the production, co-ordination, marketing or evaluation of events, you want to know that your efforts are important and valued.

“Event studies” is a field of research and teaching focused on the nature and importance of events in society, the economy and the environment. Learning more about events directly contributes to increased professionalism in event management. Event studies borrows from other fields and academic disciplines, including anthropology, history, sociology, psychology, leisure studies, sports and business management, art administration, geography, planning, design and economics. Event managers, to the extent that they learn from their experiences and communicate that knowledge to others, also contribute to developing the filed.

Much of what has been written about event management, marketing and impacts makes a contribution to greater understanding of the phenomenon of events. While event management necessarily focuses on planned events with a social or economic purpose, event studies have a somewhat broader scope of concern.

**3.3 Research:**

Following is the research done by people on this system:

* **Special event management and event marketing (2013) by HuseyinKose and Mehpare Tokay Argan (School of Physical Education and Sports, Anadolu University, Turkey):**

**Summary:**

Events are leisure activities and work possibilities for people. Events bring people together and make them have good time. They enhancethe quality of people’s life; they can provide significant economic benefits and can also provide revenue for special projects. Regardless of size, events require a high degree ofplanning, a range of skills and a lot of energy. According to Anderson and Wesley, when using events, companies get the possibility tohave their own-right to the consumer during the duration of the event. This means that if a company manages to get the consumer to attend the event, the distortion from the competitors will be gone or at least minimizedduring the duration of the event. Also, events contain tangible elements, such as food, beverages and other products sold or given away, but are essentially a service in that they consist of intangible experiences of finite duration within a temporary, managed atmosphere.

* **T. Sofield and F. Li (1998). Historical Methodology and Sustainability: An 800 year old Festival from China:**

**Summary:**

These researchers took an historical perspective on an 800-year-old festival in China, seeking an understanding of its survival and evolution in the context of political, sociocultural and economic forces.Sofield and Li concluded that tourism was playing an important role in the dynamics of change in China, particularly because heritage events that were once banned are now officially viewed as tourism “products.” The cultural authenticity of this ancient event is beyond doubt, and it meets the definition of a sustainable event because of this authenticity, its obvious longevity and a high level of official and community support.

* **Liz Fredline, Leo Jago, and Margaret Deery (2008). The development of a generic scale to measure the social impacts of events:**

**Summary:**

The concept of “social capital” is relevant – i.e., what citizens, organizations, corporations and government agencies “invest” in making more livable, safe, and healthy communities. Anything that impacts on “quality of life” is part of the social impact concept developed by these authors, and so that include economic factors like jobs and income.While some impact studies are “extrinsic”, applying frameworks or models to the study of social impacts which suggests an evolution of attitudes towards tourism as its negative effects become increasingly obvious and annoying to residents so these authors use an “intrinsic” approach based on determining resident perceptions and attitudes.Residents are asked to self-assess changes attributable to events and how their quality of life is affected.

* **Donald Getz and Joanne Cheyne (2009). Special Event Motives and Behavior:**

**Summary:**

This article provides a review of the literature on leisure and travel motives, and research to date specific to motivation for attending events. The authors develop a conceptual model for exploring and explaining event motives consisting of three intersecting dimensions: generic leisure and travel motives (needs satisfaction; seeking and escaping); extrinsic motives (business reasons, obligation, and incentives to attend); event-specific motives (benefits targeted at special interests). For any person or group attending an event some combination of these motives might apply. In addition, the authors suggest that resident motives and tourist motives are often overlapping when it comes to seeking novelty, having fun and pursuing their special interests, but that for residents many events offer routine leisure choices on par with other forms of local entertainment.

* **Larry Dwyer, Robert Mellor, Nina Mistilis and Trevor Mules (2010) Forecasting the economic impacts of events and conventions:**

**Summary:**

Their first article in this issue of Event Management develops a comprehensive framework for assessing event impacts, both tangibles and intangibles, while this second article shows how to make impact forecasts. Both were derived from research completed to enable Tourism New South Wales to make better event support decisions. Results from previous impact studies of a number of sport events and festivals were compared, with the conclusion that their methodologies and quality were inconsistent. Also, very few studies in Australia had included media and fiscal impacts. Similarly, published reports on convention impacts were compared, with the observation that they differed in methodology, scope of analysis, data collection and accuracy. Results of this major review led to recommendations for standardized impact assessments and forecast, and in particular the need for consistency so that reliable trends can be measured.