

## CALL FOR BOOK CHAPTERS

### 1. Book title

## **Festival and Event Tourism: Building Resilience and Promoting Sustainability**

### 2. Book Editors

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### 3. Book Overview

Events are an integral part of the tourism systems as it constitutes major elements both at the origin point (events as push factors to travel) and at the destination point (event as a pull factor in marketing and development of the destination) (Getz & Page, 2016). Festivals, exhibitions, and special events conducted at a large scale not only solve the purpose of bringing economic benefits to the host community but also aid greatly in creating a favorable positive image of the place(s) hosting them (Backman, Backman, Uysal, & Sunshine, 1995). It is argued that due to their ability to attract a large number of tourists and their spending, event tourism has emerged as a strategic area for various destination managers and is being exploited as a tourism asset to boost tourism at a particular destination (Higgins-Desbiolles, 2018). Further, the sustainability of event tourism has become a rising concern given the narrow spatial and temporal nature of events resulting in challenges like negative image in the public sphere, lack of participation opportunities, and distorted dialogues among community members (Dredge & Whitford, 2011). It is hence postulated that while festivals and events come up with ample possibilities of benefits to hosting community and destination, numerous challenges have to be addressed to make these benefits and the destination sustainable.

This book will unravel those possibilities and challenges associated with festivals and events in achieving destination sustainability. Divided into four sections, this book will cover multiple broad issues of sustainability, community involvement, and destination marketing aspects of festivals and events. The first section of the book will deal with the trends, trajectories, and competition in the event tourism market along with the role of event organizers. While the second section of the book will discuss an array of issues about the sustainability of events and destinations, section three will provide a detailed view of the role of community in achieving the sustainability objective. The last section of the book will deal with the issues of marketing, branding, and promotion of events.

This book is important from many aspects, especially after the COVID-19 pandemic. As we all are aware, festivals and events are integral parts of our culture and lives. Currently, as the whole world faces an economic crisis, festivals and event tourism can play a critical role in putting the tourism industry back on the path of recovery. This book will focus on how festivals and event tourism can support the tourism industry and community development. Festivals and events are more based on relationships rather than sales, and they are more enhanced through talent and skills. While the ease of entering into events tourism market is high, it provides ample prospects to various stakeholders to earn a livelihood.

To speed up the recovery and redesigning of the tourism industry, we need to push the festival and event tourism across the globe. The book doesn't deal exclusively with COVID-19 pandemic, but parts of it focus on the recovery options/opportunities from the said pandemic. The majority of the countries are more or less facing similar problems and one of the biggest challenges is economic problems. The local community, who are directly or indirectly involved in the tourism and hotel industry will suffer massive negative impacts because of the economic crisis. Restarting the shut hotels, travel agencies and restaurants will need a lot of investments which doesn't seem feasible after the pandemic. That's the reason the editors picked Festivals and Events as a resource to mitigate the after-effects of the pandemic in an economic, social, and psychological way.

#### 4. Book Overview

***Note: While we don't expect authors to exclusively connect each chapter with the COVID-19 crisis, an acknowledgment of the current and potential impacts of COVID-19 on the events and festivals would be preferable.***

##### **Part 1: Introduction**

1. Introducing events and festivals as a tool for destination sustainability and community development (*This chapter envisage the facets of events and festivals as a tool for destination sustainability and community development*)
2. Making Events more resilient: Emerging Issues and Concerns (*The chapter will focus upon the emerging issues like travel restrictions, safety, and security of both event attendees and organizers and concerns that must be considered pre, during and post events*).

3. Factors behind a Successful Event: What works? And What Doesn't? *(The chapter will stress upon the factors that decide the fate of an event. It will also try to throw light upon the factors that provide competitive advantages to one event management firm over its rivals. Moreover, it will focus on elements including brand name, publicity stunt, which bring a competitive advantage to event organizers).*
4. Managing Events and Festivals Post-COVID-19 crisis: Maintaining the Status Quo or Resetting for the Sustainability Agenda *(This chapter will discuss whether events will return to its Pre-COVID-19 form or it will reset its agenda for a sustainable future after the COVID-19 pandemic).*

## **Part 2: Transforming Sustainability into a Strategy**

5. Sustainable Tourism and Local Festivals: Strategies for growth *(Poverty elimination is one of the most crucial advantages of tourism and festivals. The chapter will give details on how, by using a blend between tourism and local festivals, a country can enhance the employment opportunities and reduce poverty. In the chapter, the authors may include all the components of sustainable tourism or they may highlight community tourism and the impact of local festivals on the growth of the local people).*
6. Sustainable Event Management *(This chapter will explain the process and need for suitability in event planning and its management for different stakeholders of the event industry).*
7. Green Events *(This chapter will focus on green event or meeting incorporates environmental considerations to minimize the negative impact on the environment and increasing economic and ecological efficiency by minimizing the use of resources and reducing the amount of waste produced from event activities).*
8. Challenge of Sustainability in Events: *(This chapter will cover challenges and limitations faced by the stockholder/ organizers/ host community to bring the concept of sustainability (long-term visibility) in local events and also the suitable solutions by using case studies).*
9. Festivals for Cultural Sustainability: *(This chapter will focus on the contributions and potentials of fairs and festivals in preserving the traditions and culture of the destination community)*
10. Addressing the critical aspects of festivals and events: *(This chapter aims to discuss and address the critical aspects of festivals and events such as staged authenticity, commercialization, and local disempowerment, etc.)*

## **Part 3: Communities, Festivals and Events**

11. Community Development through Events: *(This chapter will cover the development of local/ host community by events (case study), developments can be considered in many ways, including education, infrastructure, lifestyle, etc).*

12. Volunteerism for events at the local community: *(This chapter will cover motivational factors, benefits, and the drawbacks for volunteer engagement in community-based events).*
13. International and National events boosting community spirit and sense of place: *(This chapter will discuss the power of various mega-events and festivals in boosting community spirit and sense of the place one belong to)*
14. Heritage Sporting Events (HSEs): Issues and Prospects *(This chapter will focus on the various issues and prospects of events at heritage sites and their contribution to heritage conservation)*

#### **Part 4: Case Studies on Festival and Event Tourism Destinations: Branding and Promotions**

15. Events – the backbone of tourist’s destination branding: *(This chapter will give details of events used as a marketing approach).*
16. Leveraging Events: A proactive and strategic approach *(This chapter will explore the various mechanisms for maximizing the short-term and long-term benefits of events)*
17. Use of Information and Communication Technology and innovative strategies to better manage events: *(This chapter focuses on the innovative strategies and ICT tools used by DMOs to manage events better. Additionally, potential ICT tools that can be useful in conducting events will be highlighted in this chapter).*
18. Sustainable Marketing of Sustainable Events and Festivals: *(This chapter will discuss the different marketing and promotional strategies that aid in event sustainability)*

#### **5. Submission Guidelines**

Prospective contributor/s can email their abstract to any of the editors i.e. Dr. Anukrati Sharma [[dr.anukratisharma@gmail.com](mailto:dr.anukratisharma@gmail.com)] or Dr. Jeetesh Kumar [[himsian@hotmail.com](mailto:himsian@hotmail.com)] or Mr. Priyakashna Mohanty [[pkmohanty90@gmail.com](mailto:pkmohanty90@gmail.com)] or Prof. BakhodirTuraev [[profturaev@gmail.com](mailto:profturaev@gmail.com)] not later than 1<sup>st</sup> September 2020. The Chapter abstract (maximum of 500 words) should include:

- a) Details such as the Chapter title, Author title, research problem, research questions, research significance, methods, frameworks and findings, and
- b) Author(s)’ short biography (max.100 words) and contact information (name, Affiliation, Address, and email). If accepted, full contributions are expected to be a maximum of 7000 words including references. **Submission of both abstract and short biography are mandatory.**

All contributions should be submitted in MS Word format and have to be original, unpublished, and not submitted elsewhere for publication.

## 6. Writing Schedules

Chapter Abstract Submission Deadline: **1<sup>st</sup> September 2020**

Chapter Abstract Acceptance Notification: 15<sup>th</sup> September 2020

Proposed Full Chapter Submission Deadline: 31<sup>st</sup> January 2021

Review of Chapters: 1<sup>st</sup> March 2021 to 14<sup>th</sup> April 2021

Submission of Revised Chapter Deadline: 15<sup>th</sup> April 2021

Proposed Book Release: July 2021

## 7. References

- Backman, K. F., Backman, S. J., Uysal, M., & Sunshine, K. M. (1995). Event tourism: An examination of motivations and activities. *Festival Management and Event Tourism*, 3(1), 15-24.
- Dredge, D., & Whitford, M. (2011). Event tourism governance and the public sphere. *Journal of Sustainable Tourism*, 19(4-5), 479-499.
- Getz, D., & Page, S. J. (2016). Progress and prospects for event tourism research. *Tourism Management*, 52, 593-631.
- Higgins-Desbiolles, F. (2018). Event tourism and event imposition: A critical case study from Kangaroo Island, South Australia. *Tourism Management*, 64, 73-86.

**\*\*\*Looking forward to your valuable chapters\*\*\***