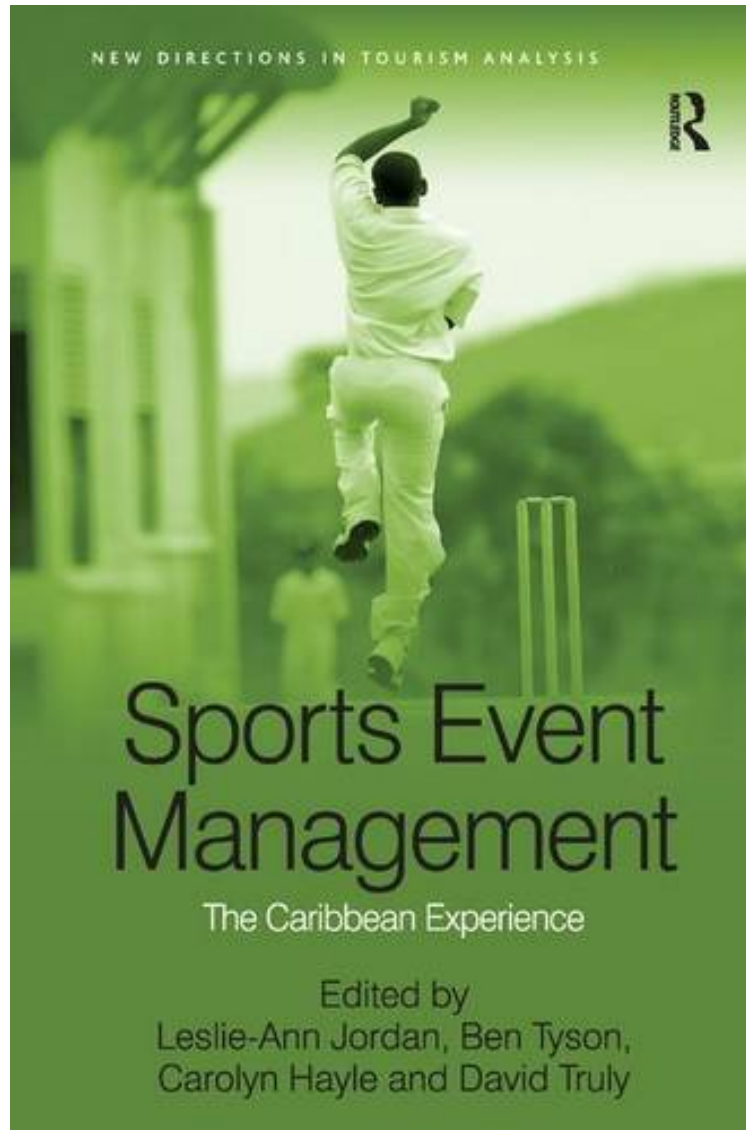


Sports Event Management: The Caribbean Experience (New Directions in Tourism Analysis)

*From David Truly Leslie Ann Jordan Carolyn Hayle
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time, and all praised *Sports Event Management: The Caribbean Experience (New Directions in Tourism Analysis)*:

Exploring sports event management from a Caribbean, small island developing state perspective, this volume uses the events of the recently held Cricket World Cup 2007 (CWC 2007) as a launching pad for identifying best practices and the way forward. The CWC 2007 was the first time in any sport, a World Cup was staged in nine independent countries. None of the Caribbean territories hosting a match has a population larger than Jamaica's 3.4 million; most have less than a quarter of a million people; economies are small and infrastructure limited. The hosting of this event produced significant lessons that the region and the world can learn from concerning sports event management.

'An excellent addition to tourism literature and a must read for students of tourism and industry practitioners. The text provides a unique insight into the major challenges confronting Small Island Developing States (SIDS) in staging a major international sport event. The book not only lists the challenges but addresses the solutions adopted which led to the successful staging of the event.' Diaram Ramjee Singh, University of the West Indies, Mona, Jamaica 'This book brings together the complex manifestations of sports events with the unique context of the Caribbean, providing critical insights into the opportunities and threats that arise with the hosting of sports events. It is a required read for those with interests in sports studies, events management and tourism in the Caribbean.' James Higham, University of Otago, New Zealand 'Lucidly written and cogently argued the authors of this book analyse the largest sporting event to have been held in the English speaking Caribbean - the Cricket World Cup 2007. Marshalling a variety of data they present a compelling narrative of the event demonstrating that while there was much to celebrate about the manner in which it was managed, there are many very important lessons to be learned. This book should be read by academics, policy makers, sports administrators and all those all who have an interest in sports management, particularly in developing countries.' Ian Boxill, University of the West Indies, Mona, Jamaica 'The contents of *Sports Events Management: the Caribbean Experience* will appeal to an international readership in sociology, geography, economics, sports studies, sports management and cultural studies. The breadth of coverage and composition of the specialist chapters makes this a compelling and substantive addition to the sports event management literature.'

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About the Author
Dr. Leslie-Ann Jordan is Hospitality/Tourism Lecturer in the Department of Management Studies at the University of the West Indies Ben Tyson is Professor in the Department of Communication at Central Connecticut State University, USA, Dr. Carolyn Hayle is Senior Programme Officer at the Institute for Hospitality and Tourism, University of the West Indies and Dr. David Truly is Associate Professor in the Department of Geography at Central Connecticut State University, USA