



Resource Guide:

Developments and Issues in International Events

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Introduction

It is crucial for education to have an international focus and that it exposes students to international issues. This guide links globalisation processes with international events. It is a highly conceptual in content, as such a topic is usually delivered in the final year of undergraduate study; many of the theories and sources also could be applied to a post-graduate environment. Definitions of 'international events' vary, so it is a good idea to begin discussion about what is meant by the term in the beginning of class. These events are mainly seen as mega and hallmark events that are international in size and scope, meaning that they attract international audiences, international media and international performers or players. Cities, regions or nations usually bid and/or compete to host them. There is a tendency to focus mainly on sporting events in this area, such as the Olympics, World Cup and Commonwealth Games, but there are many other event genres that can be classified under the 'international' heading, such as arts, pageants, conferences and so forth. The Meetings, Incentives, Conferences and Exhibitions (MICE) market is another area for examination with its plethora of international events, such as environmental conferences, G20/G8 summits and other geopolitical conferences and various types of event. The definition can be opened further to include more diverse events, which can be described as international because they were established in other parts of the world by ethnic cultures and communities. Examples of these may be Chinese dragon boat races or religious pilgrimages. These have many similar themes as the larger events and can draw upon many of the same conceptual underpinnings.

Aims

To enable students to:

- Critically review the development of international events and analyse their impacts upon host communities;
- Conceptualise the relationship between globalisation and international events and analyse the meaning and significance of such events;

- Critically identify the use of international events as vehicles for political ideologies and the implications thereof;
- Synthesise and evaluate the multi-faceted use of international events for economic, social and cultural ends.

Learning Outcomes

A selection of these Learning Outcomes would fit the requirements of most modules.

On successful completion of the module the student will be able to:

- Review and critique the development and legacies of international events, using diverse and international case studies and examples;
- Critically identify and assess the political implications of international events, by drawing specific attention to their construction and consumption within diverse and inclusive frameworks;
- Conceptualise the mediation of international events and critically analyse its impact upon the diverse social world;
- Conceptualise globalisation and international events and critically evaluate their inter-connections.
- Critically analyse the regulation of international events within an analysis of the conceptualisation of the international risk society.
- Critically define citizenship and evaluate the role of events in engendering diverse and international concepts of citizenship.
- Apply appropriate theoretical frameworks to an examination of the meaning and significance of international events.

Module Content

- Defining International Events: What is understood to be global, international, multi-national and national?
- International Events as Theatres of Power: Nationalism and Imperialism
- Constructing and Reconstructing Identities through International Events
- Mediating the International: The Role of the Media in Events
- Globalisation and International Events
- The Use of International Events in Cities and Tourist Culture: Propaganda for Tourism or Propaganda for Political Regimes?
- The Impacts of International Events
- Cultural Citizenship in International Events
- International Events in a Risk Society
- Use of diverse and international case studies and examples to illustrate relevant points.

Bibliography

Adorno, T. (1991) *The culture industry: selected essays on mass culture*. London: Routledge.

> A good source to introduce students to culture industries and consumer cultural theory. Although challenging, it is important to ground their understanding of contemporary issues in Adorno's seminal frameworks.

Alfino, M., Caputo, J., Wynyard, R. (eds.) (1998) *McDonaldization Revisited: Critical Essays on Consumer Culture*. Connecticut: Praeger Publishers

> Key themes surrounding the McDonaldization thesis are explored.

Anderson, B. (1983) *Imagined Communities: Reflections on the Origins and Spread of Nationalism*. London: Verso.

> International events and nationalism are linked on many different levels. This helps students to understand the impacts nationalism can have and the approaches it can take.

Anholt, S. (2009) *Places: Identity, image and reputation*. London: Palgrave Macmillan.

> Part of destination branding and marketing literature, this shows how international events, image and place-making are tied together.

Appadurai, A. (1990) Disjuncture and difference in the global cultural economy. *Theory, Culture and Society*, 7, 295-310.

> In order to understand the 'need' for international events, students must understand the global cultural economy and the various drivers of this phenomenon.

Appadurai, A. (1996) *Modernity at large: cultural dimensions of globalization*. Minneapolis: University of Minnesota Press.

> Focusing more on the cultural elements of globalisation, this is helpful for students with regard to cultural events and the linking of the international and local.

Beck, U. (1992) *Risk Society*. London: Sage

> The foremost source on risk in contemporary society and how international events are attached to it.

Berking, H. (2003) 'Ethnicity is everywhere': on globalization and the transformation of cultural identity. *Current Sociology*, 51 (3-4), 248-264.

> Globalisation and international events have impacts on communities and cultures. This discusses identity and cultural diversity issues pertaining to this theme.

Bocock, R. and Thompson, K. (1992) *Social and cultural forms of modernity*. Cambridge: Polity Press.

> Helpful for establishing theoretical frameworks for the social and cultural forms of globalisation.

Boyle, M. (1991) The politics of the representation of 'the real': discourses from the Left on Glasgow's role as European City of Culture. *Area*, 23 (3), 217-228.

> A very good case study for exploring the impacts on cities and local communities as a result of international events.

Bryman, A. (2004) *The Disneyization of Society*. London: Sage

> Exploring the McDonaldization thesis applied to Disney, this is an accessible source to help students understand the key concepts of commercialisation, consumption, the experience economy and the role of international events therein.

Burbank, M., Andranovich, G. and Heying, C. (2001) *Olympic Dreams: The Impact of Mega-Events on Local Politics*. Boulder, CO: Lynne Rienner.

> Exploring the political side of international events, this uses the Olympics as an example to illustrate key points.

Chomsky, N. and Herman, E. (2008) *Manufacturing consent: The political economy of the mass media*. London: The Bodley Head.

> Main themes analysed here are the role of the media, international politics and international economics. Students should read Chomsky for developing conceptual frameworks about contemporary society.

Crane, D., Kawashima, N. and Kawasaki, K. (eds.) (2002) *Global Culture: Media, Arts, Policy and Globalisation*. London: Routledge.

> The role of the international media in influencing policy and cultural development on an international scale.

Debord, J. (1994) *Society of the spectacle*. New York: Zone Books.

> Another seminal work that events management students should be familiar with. This book analyses society in terms of cultural industries and entertainment economy. A critical discussion of the so-called 'society of the spectacle' is important for anybody working in the events industry today.

Dinnie, K. (2007) *Nation branding: Concepts, issues, practice*. London: Butterworth-Heinemann.

> Looking at the national side of destination branding and marketing, this is helpful to understand issues of image, image and competition in the international arena.

Donald, J. (1999) *Imagining the Modern City*. London: The Athlone Press.

> A good background regarding the development of the city and city's (self-) imaging.

Dower, N. and Williams, J. (eds.) (2002) *Global citizenship: A critical introduction*. London: Routledge.

> Knowledge of international events and issues of citizenship are worth developing in this context, and this source is helpful for exploring this concept in an increasingly interconnected world.

Duncan, J. and Ley, D. (eds.) (1993) *Place/Culture/Representation*. London: Routledge.

> This examines issues of place and culture, and students can apply how events can form a bridge between the two.

Edensor, T. (2002) *National Identity: Popular Culture and Everyday Life*. Oxford: Berg.

> This explores how culture can contribute to shaping personal identity and national identity.

Featherstone, M. (ed.) (1990) *Global culture: Nationalism, globalization and modernity*.

London: Sage Publications.

> Featherstone is an important scholar with in the field of globalisation and what we understand by the words 'post-modern society'. His books are important for developing theoretical understanding of the issues involved in these key concepts. Further books by Featherstone include:

Featherstone, M. (1991) *Consumer Culture and Postmodernism*. London: Sage.

Featherstone, M. (1992) Postmodernism and the aestheticization of everyday life. In Lash, S. and Friedman, J. (eds.) *Modernity and identity*. Oxford: Blackwell Publishers, 265-290.

Featherstone, M. (1993) Global and local cultures. In Bird, J. et al (eds.) *Mapping the futures: local cultures, global change*. London: Routledge, 169-187.

Featherstone, M. (1995) *Undoing Culture: Globalisation, Postmodernism and Identity*. London: Sage.

Featherstone, M. and Lash, S. (1999) *Spaces of culture: City, nation, world*. London: Sage.

Featherstone, M., Lash, S., Robertson, R. (eds.) (1995) *Global modernities*. London: Sage.

Friedman, J. (1990) Being in the world: Globalization and localization. *Theory, Culture and Society*, 7 (2), pp. 311-328.

> Linking the international and the local, this is a useful source for demonstrating the impacts globalisation has on local communities, cultures and cities.

Friedman, J. (1994) *Cultural identity and global process*. London: Sage.

> As above, but with more emphasis on local cultural aspects in a globalised network.

Florida, R. (2002) *The rise of the creative class: and how it's transforming work, leisure, community and everyday life*. New York: Perseus Books Group.

> Florida's work discusses the creative industries and cultural economy and what that might mean for cities in terms of reputation, resources and regeneration.

Florida, R. (2003) Cities and the creative class. *City & Community*, 2(1), 3-19.

Florida, R. (2005) *Flight of the creative class: the new global competition talent*. New York: HarperCollins.

Gellner, E. (1983) *Nations and Nationalism*. Oxford: Blackwell.

> A look at national identity and negotiation, this book can be used to link international events with ideas of nationhood, nationality and pride.

Guillén, M. (forthcoming) *Is globalization civilising, destructive or feeble? A critique of five key debates in the social-science literature*,

<http://knowledge.wharton.upenn.edu/papers/938.pdf>.

> A good summation of globalisation and the current debates about its impacts.

Hall, C. (1992) *Hallmark Tourist Events*. London: Routledge.

> An events-focused source regarding large-scale events and their tourism implications.

Hill, C. (1996) *Olympic Politics*. Manchester: Manchester University Press.

> The political aspects of the Olympics are examined in detail in this book.

Hall, S. (1997) *Representation: cultural representations and signifying practices*. London: Sage.

> A theoretical text, this is useful for critically analysing the symbolic nature of international events and how they are represented in the media and what this may mean.

Hannerz, U. (1990) Cosmopolitans and locals in world culture. *Theory, Culture and Society*, 7, 237-251.

> Looking at international culture, this explores the idea of international citizenship and 'cosmopolitan' lifestyles.

Hannigan, J. (1998) *Fantasy city: pleasure and profit in the post-modern metropolis*. London; Routledge.

> An exploration of the idea of entertainment economies, cities as theme parks and the increase in commercialisation of everyday life.

Held, D. and McGrew, A. (eds.) (2003) *The global transformations reader: An introduction to the globalization debate*. London: Wiley.

> A useful text surrounding the multifaceted issues pertaining to globalisation. It is useful for students to understand these processes in order to contextualise international events within them.

Howes, D. (1996) *Cross-cultural consumption: Global markets and local realities*. London: Routledge.

> This evaluates economic globalisation from both the production and consumption points of view.

Jameson, F. (1991) *Postmodernism, or, the cultural logic of late capitalism*. London: Verso.

> The seminal source for understanding post-modern theory and how it relates to the economic and social systems in place now.

Judd, D. and Fainstein, S. (eds.) (1999) *The Tourist City*. New Haven, CT: Yale University Press.

> Combining urban theories with tourism theories, this is well suited for positioning international events discourses within the frame of place and image.

Kearns, G. and Philo, C. (eds.) (1993) *Selling Places: The City as Cultural Capital, Past and Present*. Oxford: Pergamon.

> Drawing on place marketing literature, this source deals with ideas of image, media, representation and city positioning in the landscape of globalised inter-urban competition.

Kellner, D. (1992) Popular culture and the construction of post-modern identities. In Lash, S. and Friedman, J. (eds.) *Modernity and identity*. Oxford: Blackwell Publishers, 141-177.

> Drawing from the work of Featherstone, this scholarly text also examines issues of image and identity in a post-modern world.

Kolb, B. (2006) *Tourism marketing for cities and towns: Using branding and events to attract tourists*. Butterworth Heinemann, London.

> Focusing on city marketing and destination branding, this source is accessible for students in understanding how this is done (such as attracting tourists with events) and what it can mean for communities and places.

Kotler, P., Haider, D., Rein, I. (1993) *Marketing places: attracting investment, industry, and tourism to cities, states and nations*. New York: Maxwell Macmillan International.

> Destination marketing and branding as well as imagining are analysed with relation to tourism opportunities and impacts. The role of international events within this nexus is made apparent.

Larsen, J. and Park, H. (1993) *Global television and the politics of the Seoul Olympics*. Boulder, CO: Westview Press.

> Using the Seoul Olympics as a case study, this analyses issues pertaining to the media and national politics with regard to hosting an international event.

Lash, S. and Friedman, J. (eds.) *Modernity and identity*. Oxford: Blackwell Publishers.

> This provides a conceptual background to ideas of identity and the influences involved in shaping them.

Lee, M. (1993) *Consumer culture reborn: the cultural politics of consumption*. London: Routledge.

> This deals with issues of commercialisation and consumer society, which shape the consumption and demand for events and spectacles.

McNeill, D. (1998) Writing the new Barcelona, in Hall, T. and Hubbard, P. (eds.) (1998) *The entrepreneurial city: geographies of politics, regime, and representation*. New York: Wiley.

> Applying Barcelona as a case study, this discusses the transformations of a city made possible by an international event and the investment and vision which goes along with it.

Matheson, C. (2010) Legacy planning, regeneration and events: The Glasgow 2014 Commonwealth Games. *Local Economy*, 25 (1), 1-23.

> Using Glasgow as a case study, this critically analyses the legacy opportunities and political issues surrounding hosting an international event.

May, J. (1996) Globalization and the politics of place: Place and identity in an inner London neighbourhood. *Transactions of the Institute of British Geographers*, 21 (1), 194-215.

> Using London as a case study, this analysis shows how identity can shift during urban regeneration. Given the location of many international events in major cities, this is especially pertinent for discussing the impacts such changes can have on local populations.

Meethan, K. (1996) Consuming (in) the civilised city. *Annals of Tourism Research*, 23(2), 322-340.

> Consumption meets city meets opportunities for event transformations.

Meethan, K. (2001) *Tourism in global society: place, culture, consumption*. New York: Palgrave Macmillan.

> Tourists add a different dimension to the conceptualisations of cities and can have an influence on local cultures.

Meethan, K., Anderson, A., Miles, S. (2006) *Tourism, Consumption and Representation: Narratives of Place and Self*. London: CABI Publishing.

> Working through issues of place-based or place-influenced identity, this also connects to

the effects tourism and the media can have on the negotiated self.

Miles, S. (1998) *Consumerism as a way of life*. London: Sage.

> This explores issues of consumption, which is useful for developing the role of events within this kind of society.

Miles, S. (2001) *Social theory in the real world*. London: Sage.

> A useful text for theoretical grounding and exploration.

Mittelman, J. (2001) Mapping globalization. *Singapore Journal of Tropical Geography*, 22 (3), 212–218.

> A useful globalisation text for then linking globalisation and global events.

Mittelman, J. (2005) *Whither globalization?: The vortex of knowledge and ideology*. London: Routledge.

> As above. The definitions are useful.

Morgan, N., Pritchard, A., Pride, R. (2004) *Destination branding: Creating the unique destination proposition*. London: Butterworth-Heinemann.

> This is dedicated to place imaging and destination management in an international context.

Pine, J. and Gilmore, J. (1999) *The experience economy: work is theatre and every business a stage*. Boston: Harvard Business School Press, Boston.

> A very important source for understanding international events as experiential businesses.

Rantanen, T. (2004) *The media and globalization*. London: Sage.

> The role of the international media is examined. This is very useful for international communications discussions with regard to international events.

Ritzer, G. (1993) *The McDonaldization of society: An investigation into the changing character of contemporary social life*. London: Sage.

> The seminal work introducing the McDonaldization thesis, one of the most relevant and important social theories.

Ritzer, G. (1999) *Enchanting a disenchanted world: Revolutionizing the means of consumption*. Thousand Oaks, CA: Pine Forge Press.

> An analysis of consumption patterns and issues in recent times.

Robbins, D. (2000) *Bourdieu and culture*. London: Sage.

> Helpful cultural theory for grounding work with regard to the social aspects of international events.

Robertson, R. (1992) *Globalisation: Social theory and global culture*. London: Sage.

> The social and cultural aspects of globalisation are analysed herein.

Roche, M. (1992) Mega-events and micro-modernization: on the sociology of the new urban tourism. *The British Journal of Sociology*, 43 (4), 563-600.

> A great source for examining international events and their place within urban tourism

literature.

Roche, M. (2000) *Mega-Events and modernity: Olympics and Expos in the growth of global culture*. London: Routledge.

> A pivotal source for understanding the development of international events and their impacts on shaping society.

Rojek, C. (1995) *Decentring leisure: Rethinking leisure*. London: Sage.

> Theoretical discussions of how the leisure industries are developing in the current environment.

Rojek, C. and Urry, J. (eds.) (1997) *Touring cultures: Transformations of travel and theory*. London: Routledge.

> This sets out tourism theory in order to help inform events theory.

Said, E. (1998) *Culture and imperialism*. Vintage, London.

> This imparts cultural theory with regard to issues of diversity, cultural exchange and power.

Said, E. (2003) *Orientalism: Western conceptions of the Orient*. Penguin Classics, London.

> As above, with more emphasis on imperialism.

Schirato, T. and Webb, J. (2003) *Understanding globalisation*. London: Sage.

> A background text examining globalisation processes.

Smart, B. (ed.) (1999) *Resisting McDonaldization*. London: Sage.

> This analyses the McDonaldization thesis and presents counter-arguments to its processes.

Smith, A. (1991) *National identity*. London: Penguin.

> States that national identity can be linked to international events due to their ability to bring out national pride and greater understanding and exchange.

Sreberny-Mohammadi, A. (1997) The many faces of cultural imperialism. In Golding, P. and Harris, P. (eds.) *Beyond cultural imperialism*. London: Sage, 49-68.

> Situated in the discourse concerning global and local relationships, this analyses power tensions regarding local cultures in an increasingly international market.

Stevenson, N. (ed.) (2000) *Culture and citizenship*. London: Sage.

> As part of the citizenship and identity dialogue, this explores the connections between culture and what is conceived of as citizenship.

Teo, P. and Li, L. (2003) Global and local interactions in tourism. *Annals of Tourism Research*, 30 (2), 287-306.

> Tourism often brings that which is international to the local level, and this analyses what happens when such a thing occurs.

Tomlinson, J. (1999) *Globalisation and culture*. Cambridge: Polity Press.

> An examination of cultural globalisation processes.

Toohey, K., Taylor, T., Lee, C. (2003) The FIFA World Cup 2002: The effects of terrorism on sport tourists. *Journal of Sport & Tourism*, 8 (3), 186-196.

> Using the World Cup as a case study, this revolves around the risk society thesis as it pertains to tourism and place image.

Urry, J. (1990) The 'consumption' of tourism. *Sociology*, 24(1), 23-35.

> This presents tourism theory as related to consumer theory.

Urry, J. (2001) *The tourist gaze*, second edition. London: Sage.

> The seminal work analysing the inter-relationships between tourists and their hosts and what this means for communities and places.

Toohey, K. and Veal, A. (2000) *The Olympic Games: A social science perspective*. Wallingford: CAB International.

> This builds theoretical frameworks for international events using the Olympics as a case example.

Vertovec, S. and Cohen, R. (eds.) (2003) *Conceiving cosmopolitanism: Theory, context, and practice*. Oxford: Oxford University Press.

> This source focuses on the idea of international citizenship and conceptualises what this might mean in a globalised society.

Waterman, S. (1998) Carnivals for the elites?: the cultural politics of arts festivals. *Progress in Human Geography*, 22(1), 54-74.

> This discusses the value, meaning and role of arts festivals for communities and places.

Whitelegg, D. (2000) Going for gold: Atlanta's bid for fame. *International Journal of Urban and Regional Research*, 24 (4), 801-817.

> Using Atlanta as a case study, this examines the positive aspects and the challenges for a city in hosting the Olympics.

Wynne, D. and O'Connor, J. (1998) Consumption and the post-modern city. *Urban Studies*, 35(5-6), 840-864.

> Focusing on urban consumption issues, this lays the groundwork for discussions surrounding bidding for and hosting international events in contemporary society.

Zukin, S. (1993) *Landscapes of power: From Detroit to Disney World*. Berkeley: University of California Press.

> This is a challenging work but very important for students to discern and conceptualise the patterns of consumption emerging in society and what this means for communities and places.

Journals

Event Management

> This eponymous journal "intends to meet the research and analytic needs of a rapidly growing profession focused on events." It is often the most relevant and accessible journal for meeting students' needs when applying academic underpinnings to their practical work.

International Journal of Events Management Research

> This journal “seeks to enhance, disseminate and promote research findings and good practice in all aspects of event management.” For this reason, it is very useful for students looking to support, justify and analyse their decisions in planning events.

Journal of Policy Research in Tourism, Leisure and Events

> This journal will help students develop theoretical frameworks. It “provides a critical focus on a variety of policy debates relating to the tourism, leisure and events sectors.”

Leisure Studies

> Sports and sporting events are mainly at the forefront of the literature presented herein. Overall, *Leisure Studies* can help students who are concentrating on the contemporary leisure environment.

Tourism Management

> Events feature predominantly in this journal, thus highlighting the links between tourism and events. Many of the issues students study can be found in this journal.

International Journal of Cultural Policy

> This journal covers cultural policy, including events policy, but also has a broader scope. It is especially useful for those students examining cultural events.

Annals of Tourism Research

> Very well regarded in the field, this journal “is a social sciences journal focusing upon the academic perspectives of tourism.” The work within the journal is of a high calibre and is often very conceptual, which will develop students' theoretical understanding as it relates to key issues in the field.

Urban Studies

> Although not strictly an events journal, this often includes work related to international events, such as the Olympic Games and their impacts on society.

Local Economy

> This journal also often includes work related to events issues, such as regeneration, communities and other cross-over categories with events management.

Organisations associated with international events

International Olympic Committee (IOC)

<http://www.olympic.org>

FIFA World Cup

<http://www.fifa.com>

Rugby World Cup

<http://www.rugbyworldcup.com>

Commonwealth Games Federation

<http://www.thecgf.com>

PGA Golf Tournament

www.pga.com

Miss Universe Pageant

<http://www.missuniverse.com>

International Special Events Society (ISES)

<http://www.ises.com>

International Festival and Events Association (IFEA)

<http://www.ifea.com>

United Nations Climate Change Conference

<http://unfccc.int/2860.php>

G20 Conference

<http://www.g20.org>

Toronto Film Festival

<http://tiff.net>

Cannes Film Festival

www.festival-cannes.com

Venice Biennial

<http://www.labiennale.org>

Rio Carnival

www.rio-carnival.net

New Orleans Mardi Gras

www.mardigrasneworleans.com

The Notting Hill Carnival

www.thenottinghillcarnival.com

Hajj Mecca Pilgrimage

<http://www.meccapilgrimage.com>

Expo

<http://en.expo2010.cn/>

World's Fair

<http://www.worldsfairs.com>

Edinburgh International Festival

www.eif.co.uk

MTV Music Awards

www.mtv.com

Outline Learning and Teaching Programme

Week	Activities	Week	Activities
1.	1. Defining International Events 2. Origins and Perspectives of Globalisation	2.	1. Events as Theatres of Power 2. Nationalism and Imperialism
3.	1. Constructing and Reconstructing Identities through International Events 2. International and Local Linkages	4.	1. The Role of the Media in International Events 2. Propaganda and Politicisation: Bidding for International Events
5.	1. Impacts and Legacies of International Events from Pre- to Post-Event Processes 2. Social, Economic and Environmental factors	6.	1. Cultural Citizenship in International Events 2. International events in a risky society: Is it worth it?
7.	1. PEST factors of International Events 2. Environmental and Sustainability factors	8.	1. Legacy creation and evaluation 2. Social Development and Impacts
9.	1. Strategic Development of International Events 2. Resources Management	10.	1. Stakeholders of International Events 2. International Events Industry Professionals
11.	1. Funding, Bidding and Hosting 2. Sponsorship and International Event	12.	1. Developing Nations and International Events 2. Human Rights and International Events