

EVENTS MANAGEMENT FOR THE INFANT AND YOUTH MARKET



Hugues Seraphin

Events Management for the Infant and Youth Market

This page intentionally left blank

Events Management for the Infant and Youth Market

EDITED BY

HUGUES SERAPHIN

Oxford Brookes Business School, UK



United Kingdom – North America – Japan – India – Malaysia – China

Emerald Publishing Limited
Howard House, Wagon Lane, Bingley BD16 1WA, UK

First edition 2023

Editorial matter and selection © 2023 Hugues Seraphin.
Individual chapters © 2023 The authors.
Published under exclusive licence by Emerald Publishing Limited.

Reprints and permissions service

Contact: permissions@emeraldinsight.com

No part of this book may be reproduced, stored in a retrieval system, transmitted in any form or by any means electronic, mechanical, photocopying, recording or otherwise without either the prior written permission of the publisher or a licence permitting restricted copying issued in the UK by The Copyright Licensing Agency and in the USA by The Copyright Clearance Center. Any opinions expressed in the chapters are those of the authors. Whilst Emerald makes every effort to ensure the quality and accuracy of its content, Emerald makes no representation implied or otherwise, as to the chapters' suitability and application and disclaims any warranties, express or implied, to their use.

British Library Cataloguing in Publication Data

A catalogue record for this book is available from the British Library

ISBN: 978-1-80455-691-7 (Print)
ISBN: 978-1-80455-690-0 (Online)
ISBN: 978-1-80455-692-4 (Epub)



ISOQAR
REGISTERED

Certificate Number 1985
ISO 14001

ISOQAR certified
Management System,
awarded to Emerald
for adherence to
Environmental
standard
ISO 14001:2004.



INVESTOR IN PEOPLE

Table of Contents

About the Contributors	ix
List of Contributors	xv
Acknowledgements	xvii
Introduction	1
<i>Hugues Seraphin</i>	
Section 1: Events for Infants and Young Adults: Theoretical Frameworks	
Chapter 1 Children’s Engagement in Event Tourism: A Conceptual Framework	9
<i>Zohre Mohammadi and Fatemeh Fehrest</i>	
Chapter 2 Childhood Family Events, Memories, Nostalgia and Sustainability Discourse: Conceptual and Theoretical Perspectives	25
<i>Shem Wambugu Maingi and Vanessa G. B. Gowreesunkar</i>	
Chapter 3 Marketing Sustainable Events for Children	39
<i>Marco Martins, Ricardo Jorge da Costa Guerra, Lara Santos and Luísa Lopes</i>	
Section 2: A Youth and Childism Perspective of Events	
Chapter 4 University Sustainability Career Information Events for Future Leaders	55
<i>Karen Cripps</i>	

Chapter 5 How Children Experience Major Sports Events: Narratives of the Mediterranean Games, Oran, Algeria 2022	67
<i>Yasmine Ait-Challal, Souad Djedi-Birady, Faouzi Ghidouche and Kamila Ait-Yahia Ghidouche</i>	

Chapter 6 The Agency of Children and Young People in Sustainability Transitions: Eco-Spiritual Events on Hare Krishna Eco-Farms in Europe	85
<i>Tamas Lestar and Giuseppe Pellegrini-Masini</i>	

Chapter 7 Turning Winchester (UK) Into an Eventful Children City: Investigating the Creation of a Webtoon Festival	101
<i>Charlie Mansfield and Hugues Seraphin</i>	

Section 3: Planning and Delivering Events: A Practical Guideline

Chapter 8 7 Steps to the Perfect Children’s Event	121
<i>Chris Powell</i>	

Chapter 9 Venue Considerations When Planning Child Centric Events	139
<i>Emma Delaney</i>	

Chapter 10 Sports Events and Children: ReesLeisure Management Approach	153
<i>Abi Knapton</i>	

Section 4: Case Studies

Chapter 11 Children at Weddings: How to Manage Parents and Children Before, During and After the Wedding	171
<i>Marie Haverly</i>	

Chapter 12 Creating Unique Workshops and Events for Children: The Case of Birdhouse Studio	181
<i>Sarah Green</i>	

Chapter 13	Organising Events With Children With Disabilities at ANPRAS (Mauritius): Insights and Implications	197
	<i>Vanessa G. B. Gowreesunkar and Shem Wambugu Maingi</i>	
Chapter 14	A Kids TEDx? Handing Over the Microphone to Children to Bring Us All Inspiration, Learning and Wonder	209
	<i>Jan Carlyle</i>	
Conclusion		219
	<i>Hugues Seraphin</i>	
Index		221

This page intentionally left blank

About the Contributors

Yasmine Ait-Challal holds a Master's degree in Business Sciences with a marketing option. She is currently preparing a PhD in Territorial Marketing at EHEC Algiers (Business School – Kolea University Centre). She is also a member of the Marketing laboratory within the same school. Her research mainly focusses on sports events and their impact on destinations. She has participated in colloquiums and conferences. Her last one was in an international colloquium in India (ICOMBS 2022).

Kamila Ait-Yahia Ghidouche is a Professor at EHEC Algiers (Business School – Kolea University Centre). She teaches modules related to marketing, consumer behaviour and territorial marketing. She is currently Deputy Director of research programming at DGRSDT/MESRS (Directorate General for Scientific Research and Technological Development, Ministry of Higher Education and Scientific Research). Her main areas of research are marketing and its fields of application, more specifically: attractiveness and territorial marketing, the image of cities, the impact of events on cities, citizen participation and smart cities. She has moreover published several articles on the subject and has presented her work in numerous international conferences (IPBA, MTO, INTI, CIST...). In addition, she is a member of scientific committees in many conferences on marketing and tourism in North Africa.

Jan Carlyle is the Founder and Managing Director of events agency Autumn Live Ltd, who deliver live, online and hybrid events and experiences within the creative, digital, tech, health and wellbeing sectors. Jan is also the curator and licensee for TEDxWinchester (which ran in 2020, 2022 and is licenced for 2023). She is an award winner with BIMA, recognised as a Champion for Change as part of BIMA100. Jan chairs Be One Percent, a charity dedicated to alleviating poverty through collective giving, and is a trustee of The Cowrie Scholarship Foundation, which funds Black British students to attend university in the United Kingdom.

Karen Cripps is a Senior Lecturer in Leadership at Oxford Brookes Business School, UK. She holds a PhD in Sustainable Supply Chain Management in UK Tour Operations, and her research focusses on the application of responsible management in education. She is an active member of the United Nations 'Principles of Responsible Management' (PRME) network, with a particular interest in the 'sustainability mindset'. She acts as a 'sustainability leader' mentor for the World Economic Forum 'Global Shaper' programme, and combined with

her extensive background in sustainability management and education, Karen is now focussed on maximising student empowerment for sustainability careers.

Emma Delaney has 25 years' experience as an event management practitioner and an academic. This includes working in visitor attractions, theatres and local authorities and delivering events for a variety of clients including political parties, the Trades Union Congress (TUC) and the National Health Service (NHS). Emma has a first degree in languages, from The University of Wales, Trinity St David, and both her MA in Education (with distinction) and PhD were awarded from the University of Chichester. Emma is a Senior Lecturer at the University of Surrey within the School of Tourism and Hospitality Management. Emma's publications include *Working with Venues for Events* (under the name Emma Nolan, Routledge, 2018), and her current research interests are centred on the MICE sector. She is particularly interested in destination competitiveness for MICE events and the site selection process in the organisation of international association conferences.

Souad Djedi-Birady is a Lecturer in Marketing in the School of Higher Commercial Studies (EHEC Algiers). She has worked for prestigious food brands at her early career before turning to academia. Dr Souad DJEDI holds a PhD in the field of Marketing (2021), her thesis exploring how children interact with food brands. Her current work focusses on consumer studies with a keen interest for children as current and future consumers. Her interest in researching children is now directed more towards issues of responsible and sustainable consumption in this target group.

Fatemeh Fehrest is a PhD candidate in Tourism at James Cook University. Her thesis topic is on humorous interpretation for children in tourism settings. She is particularly interested in working with children and enhancing their learning experience in the context of tourism through engaging them in fun activities.

Faouzi Ghidouche is a Professor at EHEC Algiers (Business School – Kolea University Centre) and member of the Thematic Interest Group 'Retailing in emergent countries' of the French Association of Marketing (AFM). He has also served as Head of HEC Algiers. His primary research subject focusses on studying large-scale trade and retailing. He presented his work and his contributions in many international conferences (CIST, IPBA, INTI) related to trade and services in emerging countries.

Vanessa G. B. Gowreesunkar is an Associate Professor with varied research interests in tourism. She is a citizen of Mauritius with a PhD cutting across three disciplines, namely Tourism Management, Communication and Marketing. Vanessa is the Associate Editor of the Emerald *International Journal of Tourism Cities*. With over a decade of experience in teaching, training and research, Vanessa has brought her contributions in various international universities and educational institutions. She currently serves as Associate Professor at the Anant National University in India. Previously, she was assuming the role of Head of Department for Hospitality and Tourism at the University of Africa. Vanessa is

an editorial board member of several scientific journals and has a number of publications in Scopus-indexed journals. Vanessa is the main editor of a number of international textbooks, and she has authored/co-authored several research articles and book chapters.

Sarah Green is a Senior Lecturer in Digital Marketing at the University of Winchester. During her 30-year career in design branding and communications she has worked on a multitude of projects and events in the United Kingdom and abroad. With expertise in art and design she has formulated original and unique learning experiences for young children and students. In 2014 Sarah established Birdhouse Studio, a design education company with a specialism in teaching young children the principles of design in a high-quality, fun and engaging way. This included the planning, content and management of many workshops, after-school clubs, parties and other events that focussed on embracing the practices and approaches of ‘grown-up’ design and creative industries. Sarah is currently undertaking a Doctoral study on the impact of the design of spaces on the user experience.

Marie Haverly is an experienced wedding and event planner who currently leads the BA (Hons) Event Management UG programme at the University of Winchester. She has recently published a wedding planners guide and strives for excellence in event management study and employability skills within the event industry. Marie has a keen interest managing visitor expectations at weddings and events, and this includes ensuring children are well cared for and entertained. Marie has been an academic since 2015, prior to which she ran a successful wedding planning business in Hampshire, UK, and worked with over 600 couples over this time. She now enjoys sharing her knowledge and skills with students and fellow event planners.

Ricardo Jorge da Costa Guerra holds a PhD in Tourism, Leisure and Culture from the University of Coimbra, under the subject of health and wellness tourism and local development strategies. He completed an MSc in Tourism Management and Development and a degree in Tourism Management and Planning both at the University of Aveiro. Recently, he obtained the title of Specialist in Hospitality and Catering. Currently, he is an Assistant Professor and Subdirector of the Higher School of Tourism and Hospitality of the Polytechnic Institute of Guarda, where he coordinates the Degree in Hotel Management. He is also the representative of the Polytechnic Institute of Guarda in the Network of Higher Education Institutions for the Preservation of the Mediterranean Diet. He is an integrated researcher at CEGOT and also collaborates with CiTUR and UDI/IPG and has published several peer-reviewed articles, books, book chapters and participated in investigation projects.

Abi Knapton is an events manager at ReesLeisure, a sports event management company based in Hampshire. She leads on the operations of many sporting events including the ABP Southampton Marathon, Winchester Marafun and TryTri Events. She graduated with a degree in Events Management from the University of Winchester in 2020.

Tamas Lestar holds a PhD in Management and Sustainability from the University of Essex. He is a Senior Lecturer in Responsible Management and Leadership, University of Winchester. For several years, he has been studying spiritual communities and practices in the context of dietary change and sustainability transitions. Tamas investigates how religion enables or disables health and well-being, prosperity (without growth) and pro-environmental behaviour.

Luísa Lopes has been since 1999 an Assistant Professor at the Polytechnic Institute of Bragança. She holds a PhD in Business and Management Studies with a focus on Marketing and Strategic Management awarded by the University of Porto. She has a long curriculum in the private sector in functions linked with management and marketing. Her research interests include Relationship Marketing; Public and Nonprofit Marketing; Services Marketing; Higher Education Teaching; Tourism Marketing and Consumer Marketing. At the Polytechnic Institute of Bragança she holds various organisational positions and has promoted innumerable academic events. She attended several academic conferences both as an author and as a speaker. As a researcher she also collaborates with the Center of Tourism Research, Development and Innovation (CiTUR).

Charlie Mansfield has been a university lecturer since 1995 and taught at the University of Plymouth in Tourism Management and French, where he was also co-director of the heritage research centre. He completed a major, funded research project for the CNRS with the University of Paris 1 Panthéon-Sorbonne in digital heritage management and was a research academic with the University of Edinburgh from January 2005 until July 2009 where he successfully completed an AHRC-funded research project to digitise medieval texts. He is an independent researcher and travel writer, regularly running summer schools for literary travel writers and DMOs.

Marco Martins began his academic studies with a BA in Marketing and Advertising at the Higher Institute of Business and Tourism (ISCET). In 2012 he was awarded with a PhD in Tourism Sciences by the Université de Perpignan Via Domitia (France). Now he is an independent researcher, but he was an invited lecturer in several higher education institutions in Portugal, of which were ESACT of the Polytechnical Institute of Bragança, ESTH of the polytechnic Institute of Guarda; ISCET – Higher Institute of Business and Tourism – ISCET, among others. He is an editorial board member in the *Journal of Advanced Research*, a published author and reviewer for several leading journals.

Zohre Mohammadi is a Lecturer at University of Greenwich and a Senior Research Fellow in Tourism at James Cook University, Singapore. She received her PhD in Tourism in 2019 with her qualitative study on Childhood Travel Experiences and Motivations. Her research focus is on tourism behaviour and

experience, tourism marketing and events, activities and amenities for children in order to introduce new emerging markets.

Giuseppe Pellegrini Masini is an Associate Professor at the Norwegian University of Science and Technology NTNU and an environmental social scientist working on the drivers and barriers affecting the development of bottom-up initiatives and social innovations involving renewables, sustainable transportation and energy consumption in buildings. His specific focus is on energy justice, climate justice and related policies. Currently, he is a principal investigator and WP leader in the H2020 ACCTING project, while in the recent past, he worked on the H2020 ENTRANCES and SMARTEES projects. In 2017, he gained his PhD at Heriot-Watt University (School of Energy, Geoscience, Infrastructure and Society), where he researched social acceptability of onshore wind farms. He has published with Routledge a monograph titled ‘Wind Power and Public Engagement: Co-operatives and Community Ownership’, and several of his papers were cited in official reports of the IPCC Intergovernmental Panel on Climate Change.

Chris Powell is the Director of The Event Expert provides event management courses and event consultancy services covering all types of business, public and virtual events. As a 25-year career event professional, he has been helping his clients from the United Kingdom, Europe and the Middle East develop the ideas, skills and confidence to run successful and rewarding events. He is a self-confessed live and virtual event groupie... a lover of all things events, speaker, blogger and author. With over 500 events delivered and 6,000+ event managers trained he is above all else, an events practitioner.

Lara Santos hold a PhD in Marketing and Strategy (2019) awarded by a consortium formed by University of Minho, University of Aveiro and University of Beira Interior, a Master’s in Social Economy (2009) awarded by University of Minho and a degree in Social Service (2006) awarded by the Portuguese Catholic University.

At the moment she is an Assistant Professor at School of Communication, Architecture, Arts and Technologies of the Lusófona University. She is also invited Assistant Professor at the School of Communication, Administration and Tourism of the Polytechnical Institute of Bragança. Furthermore, she is a researcher at TRIE – Transdisciplinary Research Center for Entrepreneurship and Ecosystem Innovation, and has published some peer-reviewed articles, participated in research projects and is reviewer for the *Cross Cultural and Strategic Management* journal.

Hugues Seraphin is a Senior Lecturer in Tourism, Hospitality and Events Management at the Oxford Brookes University. Hugues Seraphin holds a PhD from the Université de Perpignan Via Domitia (France). He has 20 years of teaching experience (including 12 years at The University of Winchester Business School, UK).

Shem Wambugu Maingi is a Lecturer within the Department of Hospitality and Tourism Management, Kenyatta University. He is an African researcher on sustainable tourism development in Africa and currently co-editing books in the area. He is an expert member of the International Scientific Committee on Cultural Tourism of ICOMOS (ICTC) as well as a member of the IUCN WCPA Tourism and Protected Areas Specialist Group TAPAS.

List of Contributors

<i>Yasmine Ait-Challal</i>	Marketic, Ecole des Hautes Etudes Commerciales, Algeria, yasmine.aitchallal@gmail.com
<i>Kamila Ait-Yahia Ghidouche</i>	Marketic, Ecole des Hautes Etudes Commerciales, Algeria, kamilaghidouche@gmail.com
<i>Jan Carlyle</i>	Autumn Live Ltd, UK, jan@autumnlive.co.uk
<i>Karen Cripps</i>	Oxford Brookes Business School, UK, kcripps@brookes.ac.uk
<i>Emma Delaney</i>	University of Surrey, UK, e.delaney@surrey.ac.uk
<i>Souad Djedi-Birady</i>	Marketic, Ecole des Hautes Etudes Commerciales, Algeria, s.djedi@hec.dz
<i>Fatemeh Fehrest</i>	James Cook University, Australia, Farima.fehrest@my.jcu.edu.au
<i>Faouzi Ghidouche</i>	Marketic, Ecole des Hautes Etudes Commerciales, Algeria, f.ghidouche@hec.dz
<i>Vanessa G. B. Gowreesunkar</i>	Anant International National University, India, gaitree.gowreesunkar@anu.edu.in
<i>Sarah Green</i>	The University of Winchester, UK, sarah.green@winchester.ac.uk
<i>Marie Haverly</i>	The University of Winchester, UK, marie.haverly@winchester.ac.uk
<i>Abi Knapton</i>	ReesLeisure, UK, abi@reesleisure.co.uk
<i>Tamas Lestar</i>	The University of Winchester, UK, tamas.lestar@winchester.ac.uk
<i>Charlie Mansfield</i>	University of Plymouth, UK, cmeserveorg@gmail.com

- Marco Martins* Instituto Politécnico de Tomar and centro de Geociências (CGEO), Portugal, marco.mpm@gmail.com
- Zohre Mohammadi* University of Greenwich, UK; James Cook University, Singapore, z.mohammadi@gre.ac.uk
- Giuseppe Pellegrini Masini* Norwegian University of Science and Technology NTNU, Norway, giuseppe.p.masini@ntnu.no
- Chris Powell* The Event Expert, UK, chris.powell@theeventexpert.co.uk
- Hugues Seraphin* Oxford Brookes Business School, UK, hugueser.tourism@gmail.com
- Shem Wambugu Maingi* Kenyatta University, Kenya, MAINGI.SHEM@ku.ac.ke

Acknowledgements

The emerging topic of childism in Events Management (and related topics) has been addressed in this book from different perspectives by both academics and practitioners. As editor of this book, I would therefore like to thank all the contributors for sharing their experience and expertise through the chapters they have submitted. I would also like to thank them for the quick turn-around of their chapter after receiving feedback from me. Finally, I would like to thank *Emerald Publishing* for its support with this project.

This page intentionally left blank

Introduction

Hugues Seraphin

Overview

Existing research on events have highlighted how important they are for communities and individuals (Andrews & Leopold, 2013; Fox, Gouthro, Morakabati, & Brackstone, 2014; Mallen & Adams, 2013; Yeoman, Robertson, Ali-Knight, Drummond, & McMahon-Beattie, 2009). To do so, Andrews and Leopold (2013), for instance, have used a variety of arguments. Amongst these are: (1) History. They have indeed highlighted the fact events, and, more specifically, festivals and cultural events, have always been prominent whether in pre-modern society, modern society and post-modern society.

This view is also shared by Fox et al. (2014, p. 4), who argued that ‘special events have been part of human society ever since there have been people to get together for a short time to do something different’. Andrews and Leopold (2013) have also highlighted the (2) social aspect of events, which is playing a significant role in developing social capital amongst individuals within a community. To play this cement role, Mallen and Adams (2013) have explained that events are evolving at the same pace of individuals within the community. The term ‘event-based tourism’, for instance, has appeared because of the growing tourism and economic impact of events for some communities (Yeoman et al., 2009). Finally, Andrews and Leopold (2013) emphasised on the (3) legacy aspect of events, through the concept of *habitus*, meaning that the type of events individuals tends to like are often inherited from their parents.

Even though literature in the field of event management has evolved since the first ever publication in 1922 (Getz & Page, 2020), the fact remains that no existing literature has considered examining events management from the perspective of infants and young adults. Additionally, existing research has offered a variety of typology of events (Getz, 2008; Getz & Page, 2020), but none of them have considered infants and young adults. This study is therefore arguing that investigating events management from an infant and young adult perspective is an opportunity to review grounded theories in events management. The same could be said for other leisure activities and industries closely connected with events such as tourism (Yeoman et al., 2009) and hospitality (Getz & Page, 2020; Yeoman, 2013).

Investigating events management studies without considering infants and young adults is unethical. Indeed, it is unlawful to deny minors and young adults access to certain types of products and services because of their age alone (Engshagen & Wilson, 1995). This view is further supported by Lovelock and Lovelock (2013), who argue that leaving out a group less well off than another is unethical. Additionally, the United Nations Convention on the Rights of the Child (articles 3 and 12 UNCRC) also states that it is part of the legal right of children to have their say in matters which have impacts on their wellbeing (Nottingham, 2022). The current lack of interest for children in events management studies could be explained according to Nottingham (2022) by the fact children are not allowed to vote (and therefore rely on others to represent their interests), what puts them in a weak position, hence the reason the dogma of ethics is not systematically applied to them.

Having said that, recent research has emphasised on the fact that the voice of individuals under-age ought to be heard (Canosa & Graham, 2016; Canosa, Wilson, & Graham, 2017; Poria & Timothy, 2014; Shiraani & Carr, 2021). Indeed, in tourism, which is a field of research directly connected with events management, there is a growing number of publications focussing on under-age members of the society (Canosa & Graham, 2016; Canosa & Schanzel, 2021). These publications are covering a wide range of topics, such as sustainability (S raphin, 2022), marketing (S raphin & Gowreesunkar, 2020), ethics (Canosa & Graham, 2016; Shiraani & Carr, 2021), entrepreneurship (Canosa & Schanzel, 2021) perspectives, etc.

The discrepancy between considering children as important stakeholders of a community and children considered as not being that important is pushing towards the more balanced view adopted by S raphin and Green (2019) who are arguing that children are important stakeholders for a community because they have ideas which are worth being heard, but their view should be considered with extreme care due to the fact they sometimes have a metaphorical perception of the world, as opposed to objective. To address the gap in literature in events management, this edited book is focussing on infants (0–12) and young adults (13–24).

The life course framework of Zacher and Froidevaux (2021) presents the different stages of life, namely childhood (0–12) and adolescence/youth (13–24), which are the period where individuals go to school and develop their career interests and their personal agency. The period of early adulthood (25–39) and middle adulthood (40–60) is the period where individuals find their partners, start a family (children), build their career and increase their consciousness. Finally, the period of later adulthood (61–84) and very old age (85+), which is the period of transition from work to retirement, is also the period when family holidays are used for intergeneration or transmission of values (Gram, O’Donohoe, Sch nznel, Marchant, & Kastarinen, 2019; Kemper, Ballantine, & Hall, 2019).

Structure of the Book

The book is articulated around four main sections, namely – Events for infants and young adults: Theoretical Frameworks (section 1); A Youth and Childism

Perspective of Events (section 2); Planning and delivering events: A Practical guideline (section 3) and Case studies (section 4).

Events for Infants and Young Adults: Theoretical Frameworks is articulated around three chapters. The first chapter ‘Children’s Engagement in Event Tourism: A Conceptual Framework’ proposes a framework for understanding children’s engagement in events. The proposed framework incorporates a variety of theories and models to conceptualise the engaging experience of children. This framework can enhance and deepen the understanding of children’s experience of events and their complexity to enhance children’s wellbeing and assist with policy and event practices. As the framework emphasises the significance of the level of engagement, it is specified that children’s event profiles should be unique and tailored to their needs and interests.

The second chapter, ‘Childhood Family Events, Memories, Nostalgia and Sustainability Discourse: Conceptual and Theoretical Perspectives’, provides a conceptual and theoretical perspective on the roles and impacts of childhood research in sustainability discourse. Family events are integral towards developing inclusive and integrated societies and in realising SDG 16. Childhood is always eco-socialised, i.e. socially, economically and ecologically integrated with other forms of life, to the extent that childhood nostalgia forms the basis for future sustainable events and tourism choices.

The third chapter, ‘Marketing Sustainable Events for Children’, is aiming at developing a framework to make awareness, engagement and empowerment strategies central when developing events for children. In today’s world events are used as a means to achieve an array of objectives including changing behaviours.

A Youth and Childism Perspective of Events is articulated around four chapters. Chapter 4, ‘University Sustainability Career Information Events for Future Leaders’, explores the nexus of sustainability and employability, within the context of Higher Education career events. It provides insights into how sustainability-related career information events can be managed to support the personal and professional development of graduates most effectively.

Chapter 5, ‘How Children Experience Major Sports Events: Narratives of the Mediterranean Games Oran, Algeria, 2022’, explores children’s experiences of major sporting events. So doing, the chapter proposes to explore both the perception of children’s experiences as spectators of an event; the trace of emotions and memories left in the mind of the events and finally, the implications of children’s experiences on future sports practice.

Chapter 6, ‘The Agency of Children and Young People in Sustainability Transitions Eco-Spiritual Events on Hare Krishna Eco-Farms in Europe’, discusses how two Hare Krishna eco-farms and their eco-spiritual events are experienced by children. More specifically, the chapter is based on the attendance of infants to an annual fair that takes place in two different Hare Krishna communities.

The final chapter of this section, ‘Turning Winchester (UK) Into an Eventful Children City: Investigating the Creation of a Webtoon Festival’, provides a methodological approach to assess the importance of children events within a local community. From a practical point of view, it highlights to organisers of events in Winchester gaps that need to be addressed.

4 *Hugues Seraphin*

As for *Planning and Delivering Events: A Practical Guideline*, it is articulated around three main chapters. Indeed, ‘7 Steps to the Perfect Children’s Event’ (Chapter 8), gives an overview of the seven steps event managers should take to ensure they deliver successful children’s events. The advice shared in this chapter is for all types of events for children.

Chapter 9, ‘Venue Considerations When Planning Child Centric Events’, provides a detailed and practical assessment of key venue considerations for event managers, when planning child-centric events. This is all the more important as events that are designed around the needs of children are particularly challenging to plan, and thus choosing the right venue to stage such an event is a substantial task.

Chapter 10, ‘Sports Events and Children: ReesLeisure Management Approach’, is about the management of sports event for children. So doing, the sport events company, ReesLeisure which operates the ABP Southampton Fun Run, Winchester Children’s Triathlon, Southampton Sporterium (Cycling) Youth Races and Family Ride is used as a case study. The chapter explores some of the key operational steps and marketing activity required to organise children’s sports events.

The final section of the book, namely: *Case Studies*, is structured around the following chapters. Chapter 11, ‘Children at Weddings: How to Manage Parents and Children Before, During and After the Wedding’, discusses whether children should be invited to weddings and wedding receptions and how to ensure their presence is enjoyable for all including the young persons themselves.

Chapter 12, ‘Creating Unique Workshops and Events for Children – The Case of Birdhouse Studio’, provides an overview of lessons learnt by an entrepreneur on both on how to plan events for children and on how to run a business focussing on after-school leisure activities for children. Whilst there is a wealth of theory and academic models on the management of businesses and events, the focus of the chapter is primarily practical with lessons learnt from direct, and sometimes hard-earned experience.

Chapter 13, ‘Organising Events With Children With Disabilities at ANPRAS (Mauritius): Insights and Implications’, chooses to focus on children with disabilities and seeks to demonstrate that children with disability have a louder voice than other children. Children with disabilities are an integral part of the society, but they often confront challenges due to barriers that people throw in their way. As a result, their participations in public events are often limited. Despite several treaties and conventions, children with disabilities still face discrimination that spreads into all spheres of life and not much is done to empower them to become resilient.

Finally Chapter 14, ‘Kids TEDx: Handing Over the Microphone to Children to Bring us all Inspiration, Learning and Wonder’, focuses on TEDYouth, a day-long event for middle and high school students, with live speakers, hands-on activities and great conversations. Scientists, designers, technologists, explorers, artists, performers, etc share short talks, serving both as a source of knowledge and inspiration for youth around the globe.

References

- Andrews, H., & Leopold, T. (2013). *Events and the social sciences*. Abingdon: Routledge.
- Canosa, A., & Graham, A. (2016). Ethical tourism research involving children. *Annals of Tourism Research*, 61(15), 1–6.
- Canosa, A., & Schanzel, H. (2021). The role of children in tourism and hospitality family entrepreneurship. *Sustainability*. doi:[10.3390/su132212801](https://doi.org/10.3390/su132212801)
- Canosa, A., Wilson, E., & Graham, A. (2017). Empowering young people through participatory film: A post methodological approach. *Current Issues in Tourism*, 20(8), 894–907.
- Enghagen, L. K., & Wilson, R. H. (1995). Keeping it legal: Refusing to minors and young adults. *Cornell Hospitality Quarterly*, 36(1), 70–74.
- Fox, D., Gouthro, M. B., Morakabati, Y., & Brackstone, J. (2014). *Doing events research. From theory to practice*. Abingdon: Routledge.
- Getz, D. (2008). *Event studies: Theory, research and policy for planned events* (2nd ed.). London: Routledge.
- Getz, D., & Page, S. J. (2020). *Event studies: Theory, research and policy for planned events* (4th ed.). London: Routledge.
- Gram, M., O’Donohoe, S., Schänzel, H., Marchant, C., & Kastarinen, A. (2019). Fun time, finite time: Temporal and emotional dimensions of grandtravel experiences. *Annals of Tourism Research*, 79. doi:[10.1016/j.annals.2019.102769](https://doi.org/10.1016/j.annals.2019.102769)
- Kemper, J. A., Ballantine, P. W., & Hall, C. M. (2019). Combining the ‘why’ and ‘how’ of teaching sustainability”: The case of the business school academics. *Environmental Education Research*, 25(12), 1751–1774.
- Lovelock, B., & Lovelock, M. (2013). *The ethics of tourism*. London: Routledge.
- Mallen, C., & Adams, L. J. (2013). *Event management in sport, recreation and tourism: Theoretical and practical dimensions* (3rd ed.). London and New York, NY: Routledge.
- Nottingham, E. (2022). Securing sustainable tourism: Children’s right and adults’ responsibilities. In H. Séraphin (Ed.), *Children in sustainable and responsible tourism* (pp. 159–170). Bingley: Emerald Publishing Limited.
- Poria, Y., & Timothy, D. J. (2014). Where are the children in tourism research? *Annals of Tourism Research*, 47, 93–95.
- Séraphin, H. (Ed.). (2022). *Children in sustainable and responsible tourism*. Bingley: Emerald Publishing Limited.
- Séraphin, H., & Gowreesunkar, V. (Eds.). (2020). *Children in hospitality and tourism: Marketing and managing experiences*. Berlin: De Gruyter.
- Séraphin, H., & Green, S. (2019). The significance of the contribution of children to conceptualising and branding the smart destination of the future. *International Journal of Tourism Cities*, 5(4), 544–559.
- Shiraani, F., & Carr, N. (2021). Disabled children are not voiceless beings. *Annals of Tourism Research*. doi:[10.1016/j.annals.2021.103257](https://doi.org/10.1016/j.annals.2021.103257)
- Yeoman, I. (2013). A futurist’s thoughts on consumer trends shaping future festivals and events. *International Journal of Event and Festival Management*, 4(3), 249–260.

6 *Hugues Seraphin*

- Yeoman, R., Ali-Knight, J., Drummond, S., & McMahon-Beattie, U. (2009). *Festival and events management: An international arts and culture perspective*. Oxford: Butterworth-Heinemann.
- Zacher, H., & Froidevaux, A. (2021). Life stage, lifespan, and life course perspectives on vocational behaviour and development: A theoretical framework, review, and research agenda. *Journal of Vocational Behaviour*, 126, 1–22.

Section 1
Events for Infants and Young Adults:
Theoretical Frameworks

This page intentionally left blank