Article

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# What is the purpose of this article?

Purpose of this article “**Contemporary issues in events, festivals, and destination management**" is to provide a critical review of different articles which includes special issue related to the events, festival and destination management. This article also aims to highlight findings and contributions of various researchers done on events, destinations, and festival.

# What about this article interest you?

Being interested in knowing about the latest trends of marker and management, this article appealed my interest. Another reason, this article interested me is, it reflects research of multiple researchers who spotted and highlighted different issues in managing festivals, events, and destinations, where they are to be arranged. I develop more interest in this article as it enlightened and guided researchers, experts, marketers, event management and event organizers.

# How do the findings of this article affect marketers/professionals/researchers?

This article affects marketers as they assist them in the successful planning, marketing, and management of any festival and event. It helps marketers in understanding community perception and evaluating consumer satisfaction. This article provides assistance to the researches who wanted to explore the issues faced by the management when they plan any festival and event. Through this article, people and organizations interested in event management could come to know about the latest trends (Van Niekerk, 2017, pp. 842-847). This article includes the work of eleven different experts and provides professionals with much work and analysis that they could use in their professional lives. Marketers and professionals are going to learn much about the evolution and innovations being brought in different festivals and events. This article is helping those who are linked with the tourism profession as it guides them about certain important factors i.e. community engagement, environmental conditions, and public perspective and economic conditions of the destination. The findings of this article affect the researcher/professionals/marketers by providing them the insight of other experts so that they could explore more dimensions regarding the contemporary issues they one may face in events, festivals and destination management.

Reference

Van Niekerk, M. (2017). Contemporary issues in events, festivals and destination management. *International Journal of Contemporary Hospitality Management*, *29*(3), 842-847.