Celuch, K. (2015). Managing Content, Product and Motivations in Meetings and Events Industry. Akademia Finansów i Biznesu Vistula. 240 Pages, ISBN 8364614010, 9788364614019.

Reviewed by *Craig Webster*¹

Received: 11/04/2016

¹ Assistant Professor, Family and Consumer Sciences, Ball State University, Muncie, IN 47306, USA; email: cwebster3@bsu.edu

© 2016 Varna University of Management. All rights reserved

Citation Celuch, K. (2015). *Managing Content, Product and Motivations in Meetings and Events Industry*. Akademia Finansów i Biznesu Vistula. 240 Pages, ISBN 8364614010, 9788364614019. Reviewed by Craig Webster, *European Journal of Tourism Research* 13, pp. 139-141

Few books introduce brilliant new ideas to a field that change the field forever. Many academic books are rather bland and make no sustained contribution to a field. But this book fills a very specific niche in the market and I can envision its usefulness to many, even if it is neither particularly original nor visionary. This is a well-organized and interesting book that deserves attention and is a good supplementary resource for the field. People should know about it and should promote it, as it is a useful and interesting book that introduces the field of meetings and the events industry to students in ways that are organized and easy to understand. I feel that it would be a good text for some students to use in university courses in events. At any rate it is a good reference text and probably the best a person could ask for in terms of giving a good introductory overview of the meetings and events industry in Poland.

The intention of the book is to inform readers about the meetings and events industry in Poland with a "European perspective." In some ways it is an overview of the Polish

meetings and events industry while at the same time also being a textbook of sorts, explaining what the industry is and how it functions. It seems as if the book is something that evolved out of notes from seminars on the Polish events industry, making it somewhat of a hybrid between a background book on the Polish industry and an introductory text on meetings and events. If a reader is not interested in the Polish industry, she or he can still glean a great deal of background of the meetings and events industry. If a reader is not interested in how the industry functions, she or he can learn about the potential of the market in Poland and what is being done in Poland.

The book is divided into seven chapters. The first chapter is an introduction to the industry. The second is a short chapter, introducing the next three longer chapters, those dealing with the content, product, and motivation of events. Following those, there is a short chapter on strategy of meetings and events. Finally, there is a concluding chapter. One of the enigmatic elements of the book is that the

chapters are not numbered. The structure is also a bit odd, in a way, as the second chapter is merely an introduction to the following three chapters. At the end of each of the chapters "Content," "Product," and "Motivation," there are five short case studies. At the end of the chapter "Motivation," there are eight examples of incentive travel meetings. The case studies and examples are helpful and highlight that the industry is a practical industry and is not an industry that should only be approached from a theoretical perspective.

One of the major strengths of the book is that it is attractive and "modern" looking. The author obviously put a great deal of time and energy into making the book attractive outside and inside. The front cover is colorful and attractive but at the same time professional-looking. The inside of the book is filled with a great deal of visual information that is attractive and makes the book much easier to read. The visual information (charts, tables, and photos) makes the book not just a bit more attractive but also helps convey the content of the book in a clear way. In short, it is a good looking book, as well as being a book that conveys information about the industry in an effective way. Most authors would not do this, probably because printing costs for so many colorful photos and other visuals would be prohibitive.

One criticism that could be made about the book is that it is Polish-centered. While the book was probably made for a Polish audience, it generally translates well to a non-Polish audience. Most of the examples that are given in the book are Polish as are many of the references made in the book. While many of us may be used to references in textbooks that are from Canada, the USA or the UK, the users of textbooks are not usually used to references to other countries. In a way, it is somewhat refreshing, showing us the biases in the textbooks that we typically use and do not notice. I do wonder whether some students may question if the book is relevant, as most of the references are to Poland. But then, I notice that students are somewhat overly and unnecessarily sensitive

to this. From my experience teaching Events Management in the USA, I found that students sometimes wonder whether a textbook is appropriate for them, as the textbook we use (written by a Canadian author) uses many references to Canadian events. I wonder if references to Poland would make students wonder if the book is less relevant to the industry in the USA/UK/Australia. While it was originally written in Polish, the translation is quite good and understandable, despite some occasionally awkward translations or language.

Another criticism of the book is that it lacks a glossary. While many of the definitions are in the text, it would be a bit more efficient if there were a glossary, it would likely make it a bit better as a textbook. While SMERFS are mentioned and defined in the text, for example, it would be helpful if there were a glossary to refer to.

I would recommend this book for use as a supporting text in Events Management or supporting text in some other circumstances. I would not suggest it for first year students, as they would probably require first an introduction course in Tourism or Hospitality in order to fully benefit from the book. I could imagine this book being used in a course in Events but as a textbook it would likely not be enough for a typical course. I envision using this as a textbook with a major class project in the course, ensuring that students have some exposure to the language and concepts in the field along with practical experience. Alternately, I can easily envision using the book as a textbook, using a number of case studies in conjunction with the textbook.

However, the book may be a bit too basic for students at the post-graduate/graduate level, apart from being used as a reference text with useful figures. For those of us teaching, the figures would be useful to assist in illustrating concepts that can be discussed in class. At any rate, the book should be in any library of tertiary institutions in which Events Management is taught, since it is useful, easy to read, has useful figures, and is simply

attractive. I feel that students of Event Management from “transitioning economies” in Central and Eastern Europe would find the book most interesting and it would best resonate with them, with 1990 being the starting point for the current industry in countries that had changed regimes rapidly.

All-in-all, the book is useful and helpful for many people and I do hope that people purchase it to use as a supporting text in classes or a reference in college and university libraries. Although it focuses on the Polish industry, it is a decent background text and the enthusiasm for the potential of the

Polish industry's future really comes through. It is not a book for everyone and not a book that will rock the world. But it is useful and informative. Certainly, the attractiveness of the book and the energy and enthusiasm of the author is catchy, making readers want to work in the meetings and event industry.