Editorial:

Special Issue of the European Journal of Tourism Research**“Mega Events and Tourism Policies”**

Guest Editors

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Recent years have witnessed an increasing number of mega events being hosted by destination. The role of mega events in destination development and marketing is well recognized. Such events also help destinations and economies to become distinctive and can aid in the formation of destination images. At the same time, the negative impacts of events have meant that their contributions to the sustainable development of the host destinations have been challenged. Few large-scale events live up to their full potential and deliver their long term promises. Further research is needed to ensure that the long-term benefits of mega events are maximized, their negative impacts are mitigated and their full marketing potentials are reached. With this as background, the purpose of this special issue is to provide event and tourism researchers, scholars, and policy-makers with a point of reference for research on mega events and their implications for tourism policies and planning. The volume consists of four peer-reviewed research papers on this topic.

Maria Banyai and Luke Potwaka's qualitative study investigates the changes in destination image of Vancouver, Canada following the Vancouver 2010 Olympic Winter Games. An important lesson to learn from this research is that staging a sport mega-event, by itself, does

not influence destination image unless effective marketing strategies are adopted. John Harris, Andrew Lepp, and Sangkwon Lee's research explores the image of Wales as a nation and a potential tourism destination in relation to the 2010 Ryder Cup. The research highlights some of the complexities involved in promoting Wales as a nation and points towards the many layers of identities shaping particular images. Martin Schnitzer and Marc Stickdorn adopt a mixed-method approach to investigate visitor satisfaction with the UEFA Euro 2008. Based on a dual importance grid analysis, key success factors in organising mega sports events are identified, particularly with respect to fan zones and public viewings. Maximiliano Korstanje's paper revisits the role of conflict in media events using the Argentine Bicentenary as the case study.

The publication of this volume would not have been possible without the help of several individuals. First and foremost, we would like to thank Dr Stanislav Ivanov, Editor-in-chief of the European Journal of Tourism Research for providing us with the opportunity to edit this special issue. We would also wish to thank the reviewers for putting time and efforts in reviewing the papers and providing valuable comments on the manuscripts.