

Advances in Africa Events Management Research: Challenges, Opportunities, and Future Priorities

Special Issue Alert



EXTENDED

Abstract submission

~~1 February 2025~~

7 March 2025



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Advances in Africa Events Management Research: Challenges, Opportunities, and Future Priorities

The events sector in many parts of Africa is thriving, even by global standards. For example, Cape Town, South Africa, was named the “World’s Leading Festival and Event Destination” at the World Travel Awards from 2018-2020. Events and festivals of all sizes are hosted on the continent, with the most prominent being the 2010 FIFA World Cup in South Africa. The development of the event sector across the continent is exemplified by the upcoming hosting of mega-events, such as the 2026 Summer Youth Olympic Games in Dakar, Senegal, and the co-hosting of the 2030 FIFA World Cup in Morocco. With Egypt signaling its intention to bid for a future Olympic Games, many are questioning if not now, then when will Africa host the Games.

While the academic growth of event management is still emerging across the continent, African event management studies often lack a viable or limited avenue for their presentation to the global academic and non-academic communities through high-standard journals. For example, there have been only seventeen papers in the Event Management journal to date that have specifically focused on or included an African event focus. These papers have looked at festivals and exhibitions (Borstlap & Fourie, 2020; Kruger, 2020; Kruger & Borstlap, 2019; Kruger et al., 2009; Kruger & Saayman, 2010, 2013, 2018; Saayman & Saayman, 2005; Slabbert & Saayman, 2011; Van Zyl & Botha, 2004; Viljoen & Kruger, 2019); cultural events (Du Preez & Kruger, 2022); sporting events (Scholtz et al, 2019; Solberg & Preuss, 2015), event volunteering (Bang et al., 2014); events education (Venske, 2018); and event leveraging (Kirby et al., 2018). This list indicates that the published studies have emanated from just a small group of researchers, with a predominance of festival and exhibition-related studies.

Thus, this special issue is designed to allow studies focused on the African landscape to address the shortfall and broaden the scope of the published research from Africa. Furthermore, the editors believe that these African studies have the potential to provide insights and nuances for the benefit of the global event management academic community. Africa is becoming a critically important global region, due to factors such as its economic growth potential, high population growth, and young digitized

population. This has the potential to challenge the traditional narratives about the continent and lead to a burgeoning event sector.

The special issue will be prefaced with a paper by the editors that highlights the broader contributions of African research and sets a research agenda for further development of Event Management research in Africa.

Specifically, this special issue on **Advances in Africa Events Management Research** encourages an open conversation and investigation regarding all aspects of event management research from African perspectives. We are particularly interested in empirical studies and conceptual papers advancing theory development, experimental research, and case study research based on valid academic research methods. Manuscripts should typically fall within, but are not limited to the following topics and thematic focus areas for events and festivals of varying scale, within Africa:

- Emerging Trends in Event Management Research in Africa
- Technology, Digitalization, and the Future of Events in Africa
- Community Engagement, Stakeholder Participation and Event ecosystem
- Mega-Event Bidding and Hosting, and Legacy Considerations
- Small-scale and Niche Events as Catalysts for Social Change and Inclusion
- Risk, Resilience, and Crisis Management in African Events
- Events, Destination Competitiveness, and Regional Collaboration
- Socio-Cultural and Economic Impacts of events
- Storytelling and Authentic Event Experiences
- Sustainable and Responsible Events
- Immersive Event Experiences through Technology (AR/VR)
- Event Management Education

Submissions that utilize a range of rigorous research procedures, including quantitative, qualitative, mixed-method, or conceptual approaches, are encouraged. We specifically promote research that offers relevant and applicable results for educators, industry experts, administrators, and policymakers in the event management sector. All contributions must explicitly recognise how African culture and perspectives are driving new ways of thinking and doing events. **Please specify the theme under which your abstract is being submitted.**

Timeline:

- Abstract submission (limit to one page): February 1, 2025 (Recommend)
- Full manuscript subscription: June 1, 2025
- Anticipated publication dates: November 2025

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