

The Role of Events in Tourism

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Abstract: The article explores the trends and prospects of event in tourism industry, which is a promising and dynamically developing segment of the global tourism market. The object of the study is event tourism as a type of tourism, the subject of research is the prospects for the development and functioning of the event tourism.

Keywords: Events, Marketing research, Tourism, Parties, Members.

Introduction

The most important problem of modern tourism is to increase its efficiency. An analysis of the development of world tourism shows that its effectiveness largely depends on the formation of a highly profitable and prestigious entertainment industry.

Recently, the effective holding of mass events has become increasingly important for the development of this sphere, i.e. those involving a large number of people. Purposefully organized mass events attract many international and domestic tourists. Such events create a steady demand for all types of tourist services: for their advertising, booking, transport services for tourists, their accommodation, food, cultural, entertainment, information, insurance, sports, health and excursion support, etc.

To correctly determine the effectiveness of mass events in tourism, it is necessary, first of all, to draw up predicted (planned) and actual balances of expenses and income from these events. The analysis showed that there are no such balances in many programs and business plans for the development of tourism in the regions, cities and tourism companies of our country. Meanwhile, only the accounting standards in force in a particular country, applied to the preparation of such balance sheets, make it possible to economically and legally correctly determine the actual amount of profit from mass entertainment and other events in tourism. Errors and miscalculations of this kind are observed even in international practice.

Main part. Before discussing the role of events in tourism, it is important to remember the fundamental difference between event management and event tourism. As we know, event tourism is a subsection located at the intersection of two large areas - tourism management and event management. In terms of event management, the focus is on the general format of events, as well as aspects such as anthropology, geography and economics of events. Event management is related to design, production and management.

From a tourism management point of view, the focus is on promotion of the tourist destination through the event market segment. Events (including mega-events) are important motivators for tourism and they often feature as important components of a tourism development strategy. Despite the existing differences

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between the two perspectives, the main motivation for holding events can be defined as the development of tourism in the territory and improving her image.

In conditions of high saturation with advertising messages information environment of modern society, when it becomes more and more difficult to interest the consumer, there is a need to apply new approaches to the organization of promotion, including tourist destinations. In relation to the territories, event marketing (Event marketing) can be viewed as a set of activities, aimed at promoting the territory, its popularization through bright and memorabl events, special events.

Special events, influencing the consciousness of the target audience, allow bringing the territorial product closer to the consumer, strengthening the emotional connection between a specific place and the consumer, creating an atmosphere that ideally matches the brand of the territory.

Priority directions in the management of the tourism system:

- development of the tourism industry and related infrastructure of 3-star and 4-star hotels with a modern level of comfort and an average price category;
- overcoming the administrative and economic barriers of the monopoly structure of the passenger transportation market; and their consequences in the form of high rates for accommodation and air travel;
- training in tourism for emergencies such as a pandemic, retraining of tour operators;
- improvement of service in tourist centers, expansion of a small range of event events in the republic that can satisfy the dynamic and demanding demand of the modern consumer.

The presence of a modern material and infrastructural base plays one of the main roles in ensuring the competitiveness of the tourism industry. When consuming a complex service, each tourist by default needs roads, transport hubs, engineering networks and other infrastructure facilities to access the goals of tourist interest and consume the corresponding services. In addition, it is necessary to provide comfortable living conditions in the destination (engineering networks, communications, public transport, financial institutions, information portals, etc.). All these processes that are implemented in tourism, taking into account industry specifics, are reproduced in other areas of the service sector.

An important role is played by legal security and the presence of other incentives that encourage tourists to make a trip, which form the tourist attractiveness of the destination and ensure the effective use of cultural heritage sites.

As part of MICE tourism in the regions, a unified register has been created and the “Meetings & Events Catalogue” has been developed. To coordinate MICE events, a Congress and Exhibition Center was created in the structure of the State Committee for Tourism Development and potential objects were studied.

From a historical point of view, event tourism is young, which means it provides a wide field for implementation, allows you to highlight still unoccupied niches in this area. Tourists who have chosen event tourism as the head of the trip coincide with a certain event. This situation explains the growing popularity of event tourism, because the combination of traditional recreation and participation in various entertainment events creates a unique tourist tandem. This allows us to say that the key tasks of event tourism include the ability to connect the atmosphere of a holiday with individual conditions of rest, in order to create indelible impressions. Today, event tourism can be considered one of the most promising and rapidly developing areas of tourism.

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Conclusion: In conclusion, I would like to note that at present event tourism is a relatively young and promising direction in the development of the tourism industry. The uniqueness and attractiveness of the event tour in the combination of traditional recreation and participation in the most spectacular events on the planet, which makes it quite popular. The main feature of event tourism is a lot of bright unique moments. Such trips remain in the memory as one of the brightest moments in life. The festival is one of the varieties of event tourism, which allows you to combine the scale of the event with the effectiveness of a PR campaign. With all this, festivals make a significant contribution to the social and economic life of the region where they are held.

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