

The event tourism as a component part of brand development strategy in Ukraine

UDC 338.484.2

VovkK.M.

Postgraduate Student of the 1st year, Department of Tourism
S. Kuznets KhNU of Economics

Annotation: It is important to find the best way to solve the problem of development of the territory, even in economic and political instability. The modern marketing strategies involve some approaches to apply the certain strategy. The event tourism is one of the effective strategies to solve mentioned problems.

Key words: event tourism, strategy development, cultural potential, brand territory.

The tourism industry is one of the most profitable branches in the world. This sector provides 292 mln working places. Now it accounts 1 to 10 jobs in the global market of workforce [1]. By 2027 Travel & Tourism is expected to support more than 380 mln working places globally. It equates 1 to 9 from all working places in the world and this sector is expected to contribute around 23% of total global net job creation over the next decade. Meanwhile, total Travel & Tourism GDP is expected to account for 11.4% of global GDP and global visitor exports are expected to account for 7.1% of total global exports [2].

Why the tourism industry is so profitable? Because tourism activity helps people to satisfy one of the basic people's needs – to take information about their and other countries, get acquainted with cultural traditions, see the sights and simple curiosity. Naturally, one of the most important moments of any activity is getting emotions. Only an event can give an unrepeatably emotion comparing with traditional tourism.

The event is unique. It can be one of the attractions of tourist destination, moreover, it can make an impact on economic situation in a region and it can be promotional tool for image of location. For example, the results of the Edinburgh Festivals 2015 Impact Study show that the Edinburgh Festivals make a

significant contribution to the quality of life, international reputation and economic vitality of Edinburgh and Scotland, and continue to be Scotland's world-leading cultural brands [2]. After events the economic impact was measured at GBP 280 mln in Edinburgh and GBP 313 mln in Scotland, representing 19% and 24% increase reported in 2010. They support 5 660 new FTE jobs in Edinburgh and 6 021 in Scotland compared to 5 047 and 4 757 respectively in 2010 [2].

Ukraine has a range of advantages: geographical position, flexible mentality. Firstly, Ukraine is located in a very good geopolitical zone. It is the crossroads where the West meets the East. Thus, Ukraine has a cultural potential as a result of natural historical development. Secondly, Ukrainians have very flexible mentality, thinking as a nation of two civilizations, using rationalism and individualism of the West on one hand, and traditionalism and conservatism of the East on the other. So Ukraine has all preconditions to create such a tourism product which would be interesting for consumer from other countries. Such an interesting and universal product is event tourism.

The sport mega event in Ukraine Euro-2012 has contributed to the development of positive world image of Ukraine. In particular, Kharkiv received direct investment from fans about 11 mln euros. Each fan left at least 100 euros, totaling 110 thnd [3]. But nowadays situation in the East affects badly on the image of Ukraine. According to 2012-2013 research Country brand index Ukraine was on the 98 place and on the 74 according to 2014-2015 research [4]. Future brand publishes the Country Brand Index every year, which includes an overall ranking 75 countries and rankings by dimension; Future Brand collects quantitative and qualitative data from approximately 2,500 opinion-formers and frequent international business or leisure travelers in 17 countries.

So what is brand? What is event? And what is event tourism?

Encyclopedia of modern Ukraine [5] defines brand as conscious associations and emotions that arise in a person's perception of a certain word or image, form their habits and lifestyle. The brand is an intangible asset which is valued by consumers; the category of social psychology, the insignificant amount of goods' attributes, the help of which consumers have positive associations and distinguish it among competitors, namely goods, his name, character, manufacturer, characteristic, packaging, advantages, implies the presence of a corporate one culture [6].

An event is a set of phenomena that attracts their ambiguity, importance to a particular society or humanity as a whole, for small groups or individual individuals [7]. According to D. Getz, events are important motivators of tourism. Planned events are spatial-temporal phenomenon. It is unique because of interactions among the setting, people and management systems, including design elements and the programs [8].

Event tourism is a selective choice of tourist destination to participate in a selected event [9]. The event tourism includes such types of tourism as cultural tourism, sport tourism, business and scientific tourism. Scientific tourism is very attractive part of tourism.

The scientific attainment of the country can be heritage for all over the world. The most strength country in the world carries out about high level science and education. The follow classic scheme of development science is fundamental research – applied research and experimental working out – the simples of new materials and technologies – to applicate these simples in production. Despite off und a mental research has identification of specific type of the sports – «blue sky research» [10]. So civilization countries have competitive in a number of received knowledge. It is very extremely important for potential development and image of any country.

We can develop science through integration with other country. The best way to solve these tasks is science conference in our country. Any conference needs financing. To reach this purpose we can organize special tour – excursion to a scientific laboratory, institutes and universities. For example, microcosm is a museum of particle physics, located at CERN [11]. Facilities at CERN open to the public and scientists. European Organization for Nuclear Research is known as CERN, the world's largest particle physics laboratory, which is situated in the northwest suburbs of Geneva on the French-Swiss border. There are 49 research institutes, 657 higher educational establishments (six Ukrainian universities were included in the rating of 1000 best universities of the world according to the QS version), more than 400 museums in Ukraine [12,13].

To conclude, it is possible to create one of the possible event brands in Ukraine as «Ukraine is the country of science».

References translated and transliterated

1. The World Travel & Tourism Council. [electronic resource]. - Access mode: <https://www.wttc.org/>
2. Uniting Travel. Agenda for Growth and Development . [electronic resource]. – Access mode <https://www.unitingtravel.org/global-priorities>
3. .Electronic resource: – Access mode <http://kh.ukrstat.gov.ua>
4. The Future Brand Index. [electronic resource]. – Access mode <https://www.futurebrand.com/>
5. Encyklopediya Suchasnoï Ukraïni. – K. : Nacional'na Akademiya nauk Ukraini, 2004. – T. 3. – 442 s.
6. Balabanova L.V. Marketingova tovarna politika v sistemi menedzhmentu pidpriyemstv / L.V. Balabanova, O.A. Rindina. – K. : Profesional, 2006. – 336 s.
7. Dolzhenko G.P. Shmytkova A.V. Sobytijnyj turizm v Zapadnoj Evrope i vozmozhnosti ego razvitiya v Rossii / Izvestiya vysshih uchebnyh zavedenij. Severo-Kavkazskij region. Seriya: Obshchestvennye nauki.- 2007.- № 6.-s. 116-119
8. D. Getz - Event tourism: Definition, evolution, and research/ D. Getz - Tourism Management 29 (2008) p 403–428.
9. Shaekina Zh.M., Mamraeva D.G., Tashenova L.V. Razvitie sobytijnogo turizma v Kazahstane skvoz' prizmu EHKSP0 - 2017// Vestnik KarGU - 2016-№4(84) [electronic resource]. – Access mode <https://www.vestnik.ksu.kz>
10. Roman CHerniga Nauka v Ukraine: osobyj put' razvitiya ili glubokij upadok? [electronic resource]. – Access mode <https://zn.ua>
11. L. Molokáčová, Š. Molokáč Scientific tourism – Tourism in Science or Science in Tourism? /Acta Geoturistica, 2011 - v. 2 , n. 1, p. 41-45
12. Electronic resource: – Access mode <https://uk.nure.info>
13. Electronic resource:– Access mode <http://www.nbuviap.gov.ua>

Vice-Rector on Scientific and Pedagogical work

PhD in Economics, professor

Yermachenko V. E.

Scientific supervisor

Doctor in Economics, professor

Naumik-Gladka K.G.

Postgraduate Student of the 1st year

Vovk K. M.