

Kyiv National University of Trade and Economics
Tourism and Recreation Department

FINAL QUALIFYING PAPER

on the topic

**«EVENT PRODUCT PROMOTION OF TERNOPIL
REGION ON INBOUND TOURISM MARKET»**

Student of the 2^d year, group 13 am,
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**Task
for a final qualifying paper**

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“Event product promotion of Ternopil region on inbound tourism market”

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The object - the process of event tourism product promotion of Ternopil region on international market.

The subject – methodological, theoretical and practical aspects of event tourism product promotion of Ternopil region on international market.

4. Consultants of the research and titles of subsections which were consulted:

| Section | Consultant (last name and initials) | Date and signature | |
|---------|-------------------------------------|--------------------|-------------------|
| | | The task given | The task received |
| 1 | Dupliak T.P | 27.11.2020 | 27.11.2020 |
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5. Contents of a final qualifying paper (list of all the sections and subsections):

INTRODUCTION

PART 1. THEORETICAL AND METHODOLOGICAL BASIS OF EVENT TOURISM PRODUCT PROMOTION

1.1. Essence and types of event tourism

1.2. Features of event tourism product promotion

Conclusions to part 1

PART 2. ANALYSIS OF EVENT TOURISM PRODUCT PROMOTION OF TERNOPIL REGION ON INTERNATIONAL MARKET

2.1. Analysis of Ternopil region tourism market

2.2. Characteristic of event tourism product of Ternopil region

2.3. Assessment of event tourism product promotion of Ternopil region on international market

Conclusions to part 2

PART 3. IMPROVEMENT OF EVENT TOURISM PRODUCT PROMOTION OF TERNOPIL REGION ON INTERNATIONAL MARKET

3.1. Actions to improve event tourism product promotion of Ternopil region on international market

3.2. Evaluation of the effectiveness of the proposed measures to improve event tourism product promotion of Ternopil region

Conclusions to part 3

CONCLUSIONS

REFERENCES

APPENDICES

6. Time schedule of the paper:

| No. | Stages of the final qualifying paper | Terms of the final qualifying paper | |
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| | | planned | In fact |
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| 6. | Writing and pre defense of the 3 rd part of the final qualifying paper | 18.09.2021-31.10.2021 | 28.10.2021 |
| 7. | Preparation of the final qualifying paper (title, content, introduction, references, appendices), presentation of master diploma paper on the department and pre defense in the committee, additional processing, getting a review from a teacher in a related department | 01.11.2021-12.11.2021 | 08.11.2021 |
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7. Date of receiving the task «27» November 2020

8. Scientific adviser of the research _____ Dupliak T.P.

9. Guarantor of the educational program _____ Mykhailichenko G.I

10. The task received by the student _____ Vivchar I.P.

11. Resume of a scientific adviser of a final qualifying paper

Student Iryna Vivchar executed the final qualifying paper full-scale in the set terms in obedience to the time schedule of the paper.

The content, structure and execution of the paper answer requirements of the high school, have a practical value and academic novelty, a clear method and direction of researches.

The final qualifying paper contains the introduction, main text (3 parts), conclusions, references and appendices.

In the first part defined theoretical and methodological basis of event tourism, it's essence and ways of promotion.

In the second part the tourism market of Ternopil region is analysed, in particular the event tourism market and promotion of event tourism product on international market.

In the third part is defined the main actions of improvement of promotion for the event tourism product of Ternopil region on international market.

A final qualifying paper can be admitted to defense in the Examination Board and deserves a positive estimation.

The research is an independent work of the author. The work has been successfully tested for plagiarism.

Scientific adviser of a final qualifying paper _____ Dupliak T.P.

12. Resume about a final qualifying paper

A final qualifying paper can be admitted to defense in the Examination Board.

Guarantor of the educational program _____ Mykhailichenko G.I.

Head of the Department _____ Tkachenko T.I.

_____, _____, 2021

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INTRODUCTION

Actuality of final qualifying paper. The importance and role of creating a high quality and competitive event tourism product in the foreign tourism market for the development of the state economy is very difficult to overestimate, because the tourism industry is one of the most important factors when we are talking about influencing the economy and prosperity of a country and region.

Tourism is increasingly influencing the formation of world gross national product, the number of trips made by tourists from different countries is growing every year, and events play a crucial part in attracting tourist flow to the country. Thus, event tourism can be identified as an indicator of economic development of the state, because it is a factor that affects tourist flows to a particular state or city, as a consequence - the receipt of funds in the state budget, increasing the country's status in the world. Event tourism in particular is a leading factor in the formation of a strong economy, and the key to successful event tourism is developed and well-promoted event tourism product, focused and developed to stimulate foreign tourism and a successful marketing strategy.

The relevance of this topic is confirmed by the number of publications, seminars, books, congresses on the topic of development, regulation, successful formation and marketing of a tourist product aimed at foreign consumers. The event tourist industry and its influence in the world, its development and demand for the event tour product was the object of research of Tkachenko T. and Dupliak T. [1], Zlatanov S. [2], Getz D. [3], and others. The potential of our lands, zoning, distribution of tourist resources, which is the key to the formation of an event tourist product was studied by Maslyak P. [4] and Kiptenko V. [5] as well. The key to successful development and promotion of event tourism is to improve and focus on the potential of each region, and one of the most outstanding regions in terms of event tourism is Ternopil region. Works of mentioned authors reflect the current state of the tourism industry, event tourism development and its importance, the level of

interest of foreign consumers in travel to Ukraine and the country's potential for the development of event tourism on the level of regions.

Purpose of the paper – study of theoretical and practical aspects of event tourism product promotion of Ternopil region on international market and development of recommendations for its improvement.

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Methods of research for the final qualifying paper. The theoretical basis of this study was the study and analysis of tourist flows, the interest of visitors and tourists in traveling to the Ternopil region with the purpose of visiting certain events, as well as the study of the main aspects of event tourism product formation.

The research is based on the use of general scientific and special research methods. In writing the method of analysis (publications, statistics), the method of systematic approach, as well as the method of comparison, for example, was used to compare and contrast the percentage of tourists visiting Ternopil region before and during the pandemic.

The information base of the research consisted of scientific publications, publications in the press and Internet publications, reporting materials of the research object, materials of seminars, conferences, presentations, as well as draft laws.

Scientific innovation of the final qualifying paper consists in development of the event tourism product of Ternopil region based on its potential in the present day as well as implementing progressive approach in creating event-oriented products in world practice.

Practical value of results of final qualifying paper. Research results of tourism destination promotion, as well as investigations of the essence of event tourism, partially prefilled in the scientific article «Essence and Types of Events in Tourism» in the collection of scientific articles of KNUTE students (Appendix A), will lead to understanding the principles of promotion of event tourism product, how

the improvements shall be implied and adjusted for promotion of tourism product of Ternopil region.

Structure of final qualifying paper. Final qualifying paper consists of three parts, introduction and conclusions, references (48 titles), 16 tables and 11 figures and 5 appendices.

PART 1

THEORETICAL AND METHODOLOGICAL BASIS OF EVENT TOURISM PRODUCT PROMOTION

1.1. Essence and types of event tourism

The concept of the term “event” is quite diverse, and the factor of the attractiveness of a destination for tourists is influenced deeply by any event that might suggest an interesting and entertaining vacation or trip. In the context of tourism and the tourism system, events constitute a key element both in the area of origin – it means that events are an important factor in stimulation of tourism, and in the area of destination events play key role in the development and marketing plans of most destinations [5].

As a result of analyzing the sources and definitions, we can define events in tourism as tourism activities associated with a variety of significant social events, as well as rare natural phenomena that attract large numbers of compatriots and tourists from foreign countries with their uniqueness.

The definition of “event tourism” first appeared in the 1980s in Europe [2]. Then event tourism did not stand out as a separate direction in tourism, but was part of such tourism areas as adventure tourism, ecological tourism, gastronomic tourism and some others.

Later, it emerged and established itself as a separate branch of tourism. However, the very phenomenon of event tourism has very deep roots. Most modern festivals are based on historical events, holidays and traditions. Event tourism includes a number of cultural, sports, ethnographic, exhibition tourism activities. The event, as a tourist resource, has a distinctive effect - it “forces” the development of various sectors of the tourism industry to more effectively use their own potential.

But far from all of the events held should be attributed to it, only those that bring any income and, therefore, can be considered a resource component of the venue. Event tourism events are of great economic importance. During their period,

the activity of all objects of the tourism industry is intensified. Consumer demand significantly exceeds supply. There is a revival of local cultural traditions, customs, and development of folk art (table 1.1).

Table 1.1

Definitions of term “event”

| Source | Definition |
|---|---|
| Cambridge Dictionary [6] | Anything that happens, especially something important or unusual. |
| Merriam Webster Dictionary [7] | A social occasion or activity. |
| Van Eck, Glenn [8] “The role of events on tourism” | Events are high-value tourism attractions: they act as catalysts to change and image-makers for business (conventions, trade shows, etc.) and leisure travel (sports events and cultural festivals, etc.). |
| Hristina Dimeska [9] “Events and their impact of tourism – The case of Skopje” | The first manifestations or events in the world have occurred long ago and initially referred to major events and celebrations in the family as private – a celebration of birth, weddings, engagements, etc., and public social life, organized celebration of holidays, various religious ceremonies, sporting events. |
| Sonja Zlatanov [2] “The role of events in tourism development” | Event in the economic sense is a part of service economy, and different approaches to defining the event are the consequences of the specific characteristics of the environment in which some of the authors work and create. In addition, the events are highly versatile; therefore the definition of the events can be flexible to suit different situations. |
| The Accepted Practices Exchange Industry Glossary of TERMS [10] | An organized occasion such as a meeting, convention, exhibition, special event, gala dinner, etc. An event is composed of several different yet related functions |
| Donald Getz [11] “Progress and prospects for event tourism research” | Events are spatial – temporal phenomena that each is unique because of interactions among the setting, people, and management systems, including design elements and the program. The biggest appeal of events is that they are never the same, and that the guest has “to be there” in order to enjoy the experience full. |

The main advantages of event tourism are its all-season nature and high profitability. However, profitable event tourism has not yet been widely developed in Ukraine. The country has not yet formed any periodically recurring socially significant events that attract large masses of domestic tourists.

Also, the advantages of event tourism include the fact that every year it is replenished with new event tours. Tourists visiting the region with the aim of

becoming a participant in the event are potential consumers of other types of tourism in the region (table 1.2).

Table 1.2

Classification of events according to scale [5]

| Type of event | Definition | Example of event |
|------------------------|---|---|
| International event | Arrival of tourists from 3 and more countries. Significant advertising. Scope of coverage tourists | Carnival in Rio de Janeiro, Venice Carnival, Olympic Games, Bullfighting, Tomato fights, New Year in China and Thailand, etc. |
| National event | Festivals are held within country. Advertising in the national media. Attracting tourists of their own countries | Oktoberfest (Germany), Stanford Festival (United Kingdom), Sorochyn Fair (Ukraine), etc. |
| Regional (local) event | Holidays held within several villages, or in one city. Ads about events are placed only in district or regional newspapers. Little studied and little advertised events among tourists from other regions and other countries | "Temple holidays" in the villages, Lightning, City Days, fairs etc. |

In the case of a large-scale event, it stimulates the development of the region's infrastructure and the receipt of income from tourism, so the region benefits from a particular event. A clear example of this is the holding in Ukraine of the final part of the European Football Championship in 2012, Eurovision in 2005 and 2017.

A striking example in world practice is the Indian festival Hindu Kumbh Mela (Kumbha Mela – “holiday of the jug”), held on January 24, 2001 in Allahabad. By this day, 30-50 million Indians from all over the world have gathered in one place in a short time. Many of them do not belong to people who are wealthy above the average. Donald Getz [11], a professor at the University of Calgary in Canada, categorizes events depending on the area of activities or social life of tourists that it might influence.

There is also a mixed type in this category – these are events that combine relaxation, entertainment and an informative component. Another category is based on the general concept of the event.

These can be events related to a brand. This concept of classification reflects the main components of event tourism: the purpose of the trip or like the attendees and the essence of the event and its nature, purpose, aim and other factors (table 1.3).

Table 1.3

Classification of events according to Donald Getz [5]

| Category | Examples |
|--|---|
| Cultural celebrations | festivals, carnivals, religious events |
| Political and state events | summit meetings, official visits, elections |
| Events in the field of education and science | conferences, seminars |
| Art and entertainment events | concerts, award ceremony, exhibitions, fairs |
| Sports events and competitions | professional competitions, amateur competitions |
| Social events | holidays in the country |
| Private events | weddings and other holidays |

Event tourism is a unique type of tourism, as it is inexhaustible in content. Among the disadvantages, one can single out only the impossibility of predicting the demand for an event.

Event tourism is a type of recreation for those who want to spend their vacation as interesting, rich and bright as possible, to enjoy new impressions. Event tourism is a unique opportunity to become not only a witness, but also an active participant in the unique events of culture, art and sports.

Many various sources investigate the typology of events in tourism according to various categories. Events in modern practices are held on different platforms and types of venues - from virtual and corporate to fundraisers and festivals, here's the lowdown on the most common categories. At the moment, due to the huge shift of working and studying online, a new form of holding of events is getting more popular – the online event. It can be held on different online platforms and the reason of such rapid shift is of course the pandemic and its consequences. However, as an object of event management, the events are classified according to financing, type of visitors or organization (figure 1.1).

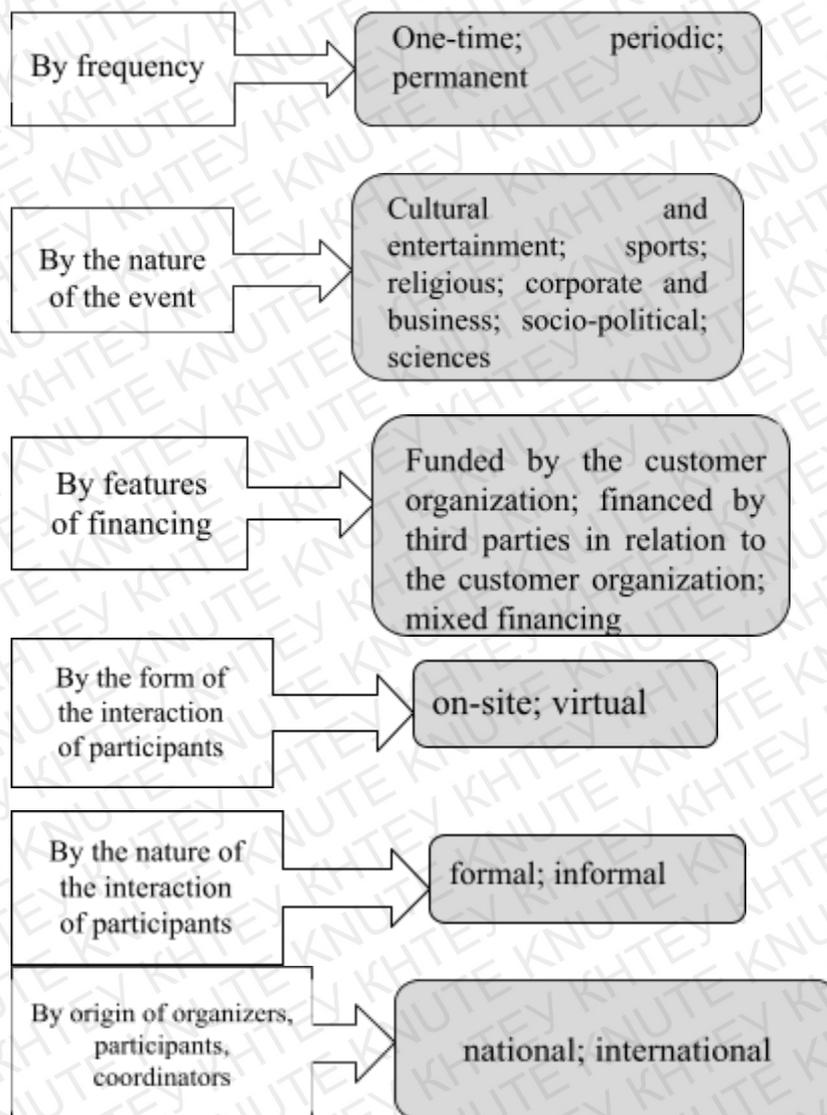


Figure 1.1. Typology of event types as objects of event management [12]

There is also a mixed type – it includes exhibitions, fairs, in which everyone can participate. Another factor of classification is the theme of the event or the purpose of the trip. Here we may distinguish between business events with a focus on business, to events aimed at recreation.

1.2. Features of event tourism product promotion

Events contribute a huge impact on development of tourism in certain regions - becoming a main motivation for tourists to travel to certain cities, regions or even

countries. The formation of the tourism product of event tourism depends on certain factors. Unlike tourist services, a tourist product takes the form of a commodity. A tourist product in the broadest sense of the word is an economic good intended for exchange.

A very important difference between a tourist product (figure 1.2) and a tourist service is that if a tourist service can be bought and consumed only at the place of its production, then a tourist product can be purchased at the place of residence, but consumed only at the place of production of tourist services. This is a fundamental difference and is used by travel agents when they sell you a trip ticket. By purchasing a voucher, you are not yet purchasing tourist services, although you have already paid money, but you are purchasing guarantees of rest [13].



Figure 1.2. Structure of tourism product [13]

The crucial point is that when organizing event tours, touristic operator should take into account a number of utilities, necessary for area to host a certain number of tourist:

- the location of the hotel/hostel/area for camping – next to the place where the event is held;
- availability of catering services nearby;
- the opportunity to visit the main attractions of the area – availability of transportation. Accessibility of location;
- availability of shops and souvenir shops [11].

Thus, we distinguish between corporate, public events, depending on who the event is aimed at. The event itself is the tip of the iceberg; the formation of tourism product in event tourism is a voluminous process covering the definition of goals,

assessment, collection of information and statistics, setting goals, organizing, managing, controlling, analyzing time and finances, ensuring that there is enough staff, services and much more.

For the successful implementation of event tourism products in modern conditions, an innovative integrated approach is needed, combining the efforts of employees of several blocks.

1. Organizational, ensuring the availability of invited artists, guests, volunteers, staff and their place of accommodation, meals, etc., and also contact with representatives of the tourist industry.
2. Production, responsible for the technical equipment of the venue and transport.
3. Advertising and information, reflecting the interaction of the organizers and sponsors of the event to promote the event in media environments using advertising and PR technologies at all stages: before, during and after the event.
4. Financial, supervising the issues of accounting of state budget funds and extra-budgetary sources - sponsors, grants, as well as settlements with suppliers and contractors.

These blocks cover almost all organizations and enterprises of the tourism industry, including event tourism: event agencies (organizing committees); enterprises providing accommodation facilities and event venues; catering and trade enterprises; information and advertising institutions; transport companies; leisure and entertainment enterprises; public tourism organizations and associations, etc (figure 1.3).; coordinating and regulating bodies in tourism at the national, regional and municipal levels [14].

As for the target audience of event tourism, according to A.V. Babkin, these are tourists with above-average income, as well as companies consisting of several couples [15]. However, when taking into consideration all the various types of events depending on a scale it can be possible to negotiate on that with A.V. Babkin, who mainly characterizes the audience of event tourism as attending fashion shows, international auctions or golf competitions - that is, respectable people of income

higher than average. If we turn to such mass events as beer festivals, national ethnic holidays, the overall picture will change slightly.



Figure 1.3. System of strategic interaction of participants in event tourism [16]

One of the most famous event managers in the world, Joe Goldblatt states: “From a formal point of view, the holiday industry was born in the 1800s when the sale of tickets for professional sporting events began, and later it gradually transformed.” It is believed that the profession itself was formed in the 1950s, and it all started with the opening in 1955 year of Disneyland [17].

Event tourism includes a number of cultural, sports, ethnographic and exhibition types of tourism. Exhibitions of equipment, sports events, concerts of famous performers, shows and musicals, festivals and fairs - all this is the center and basis of event tourism.

The main feature in event tourism - many bright unique moments that play the role of tourist magnet for visitors within the country and from abroad. Event as a tourist resource has a specific effect - it "forces" the development of various sectors of the tourism industry for more efficient use of its own potential.

In cases when it comes to large-scale events, it stimulates the development of the region's infrastructure and profits from tourism, so the region benefits from a certain event.

Historically, event tourism has emerged as an independent sphere only in the last twenty years. This rise is caused by meeting the needs of people who have always wanted to get new experiences, become a part of events, influence their course and get a joyful feeling of being involved in something bigger, which leads the tourism flow to certain region [18].

Since the tourism, hotel or resort business is not fundamentally different from other forms of economic activity, it can be argued that the main provisions of the theory of modern marketing and principles of promotion of tourism product can be fully used in promotion of event tourism.

According to researchers concerning specific features of tourism product, it can be stated that the product by itself consists from services provided to consumers in majority, and goods take up much less significant part of a tourism product [19].

Therefore, promotion of event tourism also has its own specifics. The formation and promotion of the tourist brand and product of the region is based on specific means of disseminating information.

At present, no single approach has been developed to define marketing in tourism. Therefore, it is applicable to consider different views on the issue (table 1.4). The most effective elements of international and regional marketing according to research [19] could be distinguished as following - exhibition events (international, national, regional, workshops); advertising in the media; publication of advertising and information literature; use of the latest electronic technologies (Internet, multimedia disks, E-mail-marketing); organization of study tours and promotional tours. Marketing in tourism has its own dpecific features, yet still is conducted according to basic principles of marketing and promotion of other products o services in many fields in business, like finding out the target audience, aiming for a result of the promotion process, as well as implementing the integrated approach in receiving the defined goals (table 1.4).

Table 1.4

Main principles of marketing and promotion in tourism [19]

| Principle of marketing in tourism | Implementation on practice |
|--|--|
| Orientation for solving problems of target audience | Especially important in tourist marketing is the identity of the consumer needs for their soonest satisfaction. |
| Aim for a specific result | In the long run, the activities of a travel agency are reduced to mastering a certain part of the travel market in order to maximize profits. |
| An integrated approach to achieving goals (complexity) | Success is ensured only by the combined use of effective for the company and the marketing tools. Complexity is important, as individual marketing actions (needs analysis, forecasting the tourist market, studying the tourist product, advertising, sales promotion, etc.) will not give the desired result. |
| Maximum consideration of market conditions and requirements with simultaneous impact on it | Working with a specific market should take into account its features. This requires the division of potential consumers into groups on certain grounds in order to remove who is intended for the company's product. This approach is called market segmentation and allows you to adapt to the specific needs of consumers, which also have common features and are often repeated. Maximum consideration of market conditions should be combined with a simultaneous targeted impact on it to ensure a favorable attitude of potential consumers to the company and its product. |
| Entrepreneurship and activity | It is necessary to ensure a quick and effective response to changes in the external environment - without this it is impossible to achieve competitive advantages. Only an enterprise that creatively applies the concept of tourism marketing in its activities, constantly looking for new ways to influence the market. |

As for PR-events, it is effective to organize the department of promotion of tourist services, organization of trips to the Ternopil region by representatives of

tourist organizations from various regions of the Ukraine, as well as representatives of foreign tourist organizations, with conferences and negotiations. The organization of such events helps to increase the number of positive publications and reports about the region as a tourist destination [20].

One of the most vivid examples of event tourism impact is Carnival in Rio de Janeiro, it is an annual event where the audience can be very different, from wealthy tourists who choose their costume and participate in the procession to ordinary spectators who come to Brazil just to see the whole procession on the street, while not paying a cent for the carnival itself [21].

The Government of New Zealand, thanks to a partnership with a leading event organization “New Zealand Major Events”, cooperates with the event industry for the sake of maintaining New Zealand's growing reputation as an attractive tourist destination for events of international importance. “New Zealand Major Events” is both a chief advisor and a partner of the government of the country, the investor and actually the organizer of events in New Zealand. Thus, it is through this organization that communication takes place between the government of the country and event organizers. It is worth noting that New Zealand has its own Main Event Strategy (Government’s Major Events Strategy), which emphasizes that major events are considered to be those that: bring significant economic, social and cultural benefits, attract a significant number of international participants and spectators, have a national character outside the region in which they sufficiently covered in foreign media in key markets [22].

The Strategy also highlights the potential consequences of the main events: increase income from tourism, expand opportunities for promoting New Zealand brand, creating new business and trade opportunities, expanding employment opportunities, strengthening the opportunities of the sector of events thanks to the support of the Main Events Resource Bank [23].

Great Britain also holds a place of honor among the leading countries with organization of many international events, including festivals, part of which of the country's event industry is growing rapidly [23]. The most famous festivals in the

world are held within the country (for example, Glastonbury, Festival of Literature and Art, Edinburgh Festival and International Business Festival).

In total, the British event industry is estimated at 70 billion pounds sterling. More than £ 31 billion are business events, major ways of meetings, conferences and exhibitions, while almost £ 39 billion sterling - leisure activities, including artistic and cultural activities, music events and festivals, as well as sports and recreational activities. Fraction festivals, fairs and shows in this list of events puts 6 billion pounds sterling. In June 2019, the government published the Business Event Strategy and events, according to which by 2025 the country will attract 49 million visitors, which will spend 35 billion pounds [23].

To develop this strategy, every UK government department applies its vision to support the events in its region. Yes, "Visit Britain", works to attract and conduct financially successful activities throughout country, "Visit England" together with "Visit Britain" controls and increases the economic efficiency of MICE-tourism in the UK, "Tourism Northern Ireland's" (Tourism NI) and Visit Wales encourage organizers with a variety of benefits for business events in their territories, the event department "Visit Scotland "supports the organization of events in Scotland in three directions, one of which - festival [23].

“Visit Britain” is the National Tourist Board responsible for promotion of the UK tourism product worldwide, whose annual goal is to increase the cost of international visitors to England, Wales, and Scotland, London is 1.5% higher. The five strategic priorities of Visit Britain are:

1. The growing role of tourism in the economy.
2. Supporting the productivity of the tourism industry.
3. Promoting the value of tourism among the regions of Great Britain;
4. Ensuring the effective development of tourism in the country;
5. Providing expert assistance to the UK Government on the field tourism.

There are subsidiary travel organizations in every region of the UK. “Visit England” – a body working to improve the quality of tourism in England. Together with "Visit Britain" represents the British tourist administration. “Visit Scotland” is

responsible for promoting Scotland in both the UK and at the international level. Scotland has its own Strategy of promotion of events, the purpose of which is to become Scotland as a world leader in events tourism.

The strategy identifies festivals and business events as priority areas for development of event tourism [23]. Scotland also has its own Scottish Events Association

One of the positive features of event tourism is its all-season nature. Many countries, regardless of the season, arrange events to attract tourists not only in the “high season”, but in the “low” or, as it is also called, “dead”. So, at the end of January, Italy hosts the Venice Carnival, in February - the Orange Battle carnival, in April – the Foundation of Rome festival, in July - the Festa del Redentore festival, in October, the Perugia Chocolate Festival, in November - "Festival of White Truffles in San Miniato". Taking Italy as an example, we saw events and festivals that are held throughout the year, which help to attract tourists during the "low" season. Thus, increasing the profits of a given country [24].

Also, it should be said about the clear binding of travel dates to the dates of the selected events. In addition to their positive features, they also create certain difficulties in connection with the provision of simultaneously a large number of transport, accommodation, etc. So, during a major event (Olympic Games, World Cup, etc.) it is quite expensive and limited in terms of the total number of seats. Therefore, some countries, in order to organize additional accommodation facilities and reduce the cost of tours, offer alternative accommodation facilities.

For example, during the 2002 FIFA World Cup held in Japan and South Korea, Japan organized accommodation in so-called “capsule” hotels. The rooms were a small capsule, in which one could only sit or lie down, but in which there was still a TV set for watching matches. The private sector is actively used as a venue for the 2006 FIFA World Cup held in Germany - rooms and apartments advertised and offered mainly via the Internet.

Concerning the promotion of the event, there are various ways of attracting more tourists or visitors to the festival or other event. The best platform for this is

social networks, in particular Facebook. Those platforms allow managers or organisers of events to create an official page of the event and precisely target the target audience. In the description of the event, there is a full description written specifically and to the point, giving potential audience necessary information. Also this platform allows to demonstrate high-quality images for posts and event covers. The managers can also construct the desired design. If the event is organized with partners or opinion leaders, it is a usual practice to ask them to share the announcement on their pages in social networks. This will help attract more participants.

Today in the world there is an increasing interest in festival tours that combine visiting the festival and excursion programs with sightseeing, as well as combining visiting or participating in the festival with traditional bathing and beach recreation. The cost of individual tours is quite high. However, the organization of festival tours is associated with certain difficulties, since many components have to be taken into account.

Perhaps this is why festival tourism is mainly dealt with by large tour operators with significant experience. For a beginner agency, this niche is a good chance to declare itself, and then move to a new level of development, provided that the company has enough professional resources for this [25].

From a historical point of view, event tourism is young, which means that it provides a wide field for implementation, allowing to highlight the still unoccupied niches in this area. Tourists who have chosen event tourism as the head of the trip timed 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 of its kind.

This allows us to say that the key tasks of event tourism include the ability to connect the atmosphere of the holiday with the individual conditions of rest, in order to create lasting impressions. Today, event tourism can be considered one of the most promising and rapidly developing areas of tourism.

Conclusions to part 1

1. In the first part of this paper, a definition of event tourism was given, classifications of types of event tourism and events that are the reason for organizing tourism were considered. The events are various and diverse, depending many categories can be distinguished - and all of those types of events are a massive tourist magnet. It can be seen when taking into consideration world famous festivals that influence the whole region or country's economy. An assessment was made of the state of development of event tourism both in general in world practice.

2. According to the interpretations of many domestic and foreign scientists, under event tourism means a temporary departure of a person from the place of residence to attend mass celebrations (celebrations), acquaintance with the achievements in certain arts (music, theater, sport, pop, circus or cinema).

3. Analyzing the classifications of events, we can conclude that those are often classified on the following grounds: by the typology of event (gastronomic, music, sports, ethno-festivals, etc.); on the scale of the event (local, national, international); by term and duration of the event (weekend, seasonal, year-round)

4. Foreign experience in the promotion, organization and development of event tourism is very diverse. The countries which allocate significant resources for the development of event tourism are known to increase their attractiveness and competitiveness in the international market of tourist services.

5. Analyzing the state policy in the field of event, including festival tourism, and strategies for their development as well as the promotion of tourism product on the international market in the leading countries of the world event industry, we can outline strategic directions for the development of events and, consequently, the formation of the international level of event tourism. Among such areas are: close cooperation between the public and private sectors of related industries; the functioning of the state organization for the development of customer industry and / or event tourism based on cooperation with relevant national and international organizations and associations; development of national and regional

strategies for event tourism development; membership of the country in regional and international organizations in the field of event industry and festival movement; active promotion of festival events with the help of modern television and marketing technologies

6. The field of event tourism is well-developed in world practice, and the formation of the product of this type of tourism is directly dependent on the scale and variety of events given in certain regions or countries. This can be an amazing example to be taken after the well-established events and applied to penetration of Ternopil region's events organisation, promotion and development.

PART 2

ANALYSIS OF EVENT TOURISM PRODUCT PROMOTION OF TERNOPIL REGION ON INTERNATIONAL MARKET

2.1. Analysis of Ternopil region tourism market

Ternopil region has significant advantages for tourism development, as western Ukraine is currently extremely interesting for tourists from Central and Eastern Europe. In addition, Ukraine refers to countries where a high share of tourist flows is accounted for by domestic tourism, so it makes sense to also encourage domestic tourists to master new tourist directions, in the Ternopil region including. Since we are talking about globalization and opportunities for Ukraine to enter international market, the regions face the issue of material renewal base, training of highly qualified personnel, construction of a new one brand of Ukraine in the world [26]. Special attention needs to be updated and improved tourist infrastructure, and other components. Require improving the transportation system, hotels, restaurants, shopping and insurance services, communication sphere, etc. And if in big cities it is the problem is solved, then in the regions it is still urgent [27].

The Law of Ukraine “On Tourism” defines tourism resources as “natural, historical, socio-cultural sites for tourist show, as well as other objects that can satisfy the spiritual the needs of tourists, to promote the recovery and development of their physical strength ”[28]. Ternopil region has a convenient transport and geographical location and is located in the Western region of Ukraine, its area is 13.8 thousand square kilometres. It borders with Rivne, Lviv, Ivano-Frankivsk, Chernivtsi and Khmelnytsky regions. Ternopil is a land of rich cultural heritage, historically important architecture and traditions that make many cities of Ternopil region an attractive destination for a visit (Appendix B).

Ternopil region is also located near the border with the countries of the European Union - Romania, Slovakia, Poland, Hungary. With the effective development of tourism in the region, investment as from the outside state and

private investors, improving infrastructure, Ternopil region can become not only a developed tourist point for Ukrainian tourists, but also for foreigners.

As of January 1, 2018 to the nature reserve fund Ternopil region owns 639 specially created and announced protected areas. Their total area is 122.9 thousand hectares, which is about 9% of the total area. Such areas include natural reserves, sanctuaries, nature parks, landscape parks, botanical gardens and zoos, various natural monuments such as caves, waterfalls, etc. These areas are the most attractive for tourist and excursion activities [29].

Ethnographic tourism centers are also concentrated in the Ternopil region. Exactly here is the place of settlement of the Lemkos – a unique ethnic group in nation of Ukraine. They still retain the features of their speech, traditional cuisine, special traditions. In the Ternopil region preserved centers of folk crafts - weaving, Easter painting, folk embroidery, carpet weaving, wood carvings, metalwork. There are 28 state museums in the region, 8 of which are regional subordination. The most famous are Ternopil Regional Museum of Local Lore, Borshchiv Regional Museum of Local Lore, Regional Lesya Kurbas Memorial Museum-Estate, Kremenets Museum of Local Lore, Bohdan Lepky Regional Museum, Lemkivske Selo Museum Complex Bychova tract, and others [30].

A number of events and festivals are held annually in the region. Every year they attract thousands of tourists from the region and all over Ukraine. Among most famous are Faine City International Music Festival, JuraFest International Book Festival, All-Ukrainian festival-competition of Cossack song “Baida”, Lemko Culture Festival “Bells of Lemkiv”, and other many folklore and art festivals [30]. In the Borshchiv region the most distinctive element of cultural heritage is flourishing embroidered shirts, Borsch festival, Culinary Art Festival "KoropFest", and others [31].

Increasing the capacity of tourist and recreational infrastructure by attracting domestic and foreign investment is one of the priority areas of socio-economic and cultural development of Ternopil region in recent years. Increasing the share of inbound and domestic tourism, excursion activities should become an effective tool

for economic growth of the region and increase its prestige in the domestic and international tourism markets.

The trend observed throughout Ukraine is true for the Ternopil region - since 2014 the number of tourists began to decrease and reached its minimum in 2015. Starting in 2016, tourist flows began to recover, but foreign tourists did not return to the region. At the same time, the number of outbound tourists, ie those who use the services of tourism entities to travel abroad, is much higher than the number of domestic tourists, ie those who directly visited the tourist sites of Ternopil region. More detailed information on the number of tourists for 2017, 2018 and 2019 (table 2.1).

Table 2.1

Dynamics of tourists serviced by tour operators and travel agents, for types of tourism in the Ternopil region in 2017-2020, number of tourists [32]

| Type of tourism | 2017 | 2018 | 2019 | 2020 | 2018/17, % | 2019/18, % | 2020/19, % |
|--|--------------|---------------|---------------|--------------|-----------------------|-----------------------|-----------------------|
| Outbound tourists (Ukrainians travelling abroad) | 7 526 | 9 485 | 20 823 | 7 586 | 26,03 | 120,3 | -63,57 |
| Domestic tourists | 2 032 | 3 618 | 3 776 | 613 | 78,05 | 4,4 | -83,77 |
| Total | 9 558 | 13 103 | 24 599 | 8 199 | 37,09 | 87,7 | -66,67 |

The table shows that the total number of tourists in 2019 had increased rapidly and had declined in 2020, latest year. The increase in 2019 was by 87.7% compared to 2018. But this increase occurs in the majority due to the increase in the number of outbound tourists than due to domestic tourists. Domestic tourism covered 3.8 thousand people, or 15.4% of the total number of tourists (in 2018 - 3.6 thousand people, or 27.6%).

Talking about 2020, the number of tourists in total had decreased almost by three times – the decrease is by 66.6% less than 2019. From the data discussed

above, it is clear that the number of outbound tourists is a significant share of tourist flows in the Ternopil region and in Ukraine in general.

In 2019, assistance to travelers provided 94 tourism entities, including 7 tour operators, 78 travel agents and 9 entities that carried out only excursion activities. The average number of full-time employees employed in tourism industry, amounted to 146 people [32]. During 2019, 11.3 thousand vouchers worth 234.9 million UAH were sold (in 2018 - 5.7 thousand vouchers worth UAH 107.3 million). Services of tourist organizations in 2019 benefited 24.6 thousand people (in 2018 - 13.1 thousand people) [32].

The situation with infrastructure development as well as hotels and in general – accommodation is also required to be improved, although the capacity of accommodations of collective type has been growing throughout the latest years (table 2.2).

Table 2.2

Dynamics of accommodation of collective type development in Ternopil region in 2018-2020 [32]

| | 2018 | 2019 | 2020 | 2019/2018,% | 2020/2019,% |
|--|--------|--------|--------|-------------|-------------|
| Accommodation of collective type, amount | 14 | 15 | 13 | 7,14 | -13,33 |
| Capacity of accommodations of collective type, bed places | 1 267 | 1 392 | 1 269 | 9,87 | -8,84 |
| People served in accommodations of collective type, amount | 46 103 | 43 723 | 15 609 | -5,16 | -64,3 |

This indicates that the interior of the tourist product occupies a small share in the sales structure activities even among industry leaders and does not play a decisive role in profits travel companies, in contrast to the sale of outbound tourism services. The reasons for this situation are improper (for visiting and use) condition of tourist

infrastructure facilities, inconsistency of the prices and quality of services offered, as well as a low level of promotion and promotion of the tourist product of the Ternopil region on international and Ukrainian markets of tourist services.

When talking about foreign visitors of the region in general, we can see that before the strike of quarantine measures the numbers were tending to grow (table 2.3)

Table 2.3

**Dynamics of foreign tourists visiting Ternopil region in 2018-2019,
persons [32]**

| Year | Number of tourists |
|--------------------|---------------------------|
| 2018 | 27 000 |
| 2019 | 87 000 |
| 2019/2018,% | 222,2 |

As a priority in the development of tourism in Ternopil region belongs to the development of domestic tourism, and in the long run, when the issue of the effects of the COVID-19 pandemic will be overcome, - international tourism.

In general, the following types of tourism are common in Ternopil region:

- ecological tourism;
- religious (pilgrimage) tourism;
- gastronomic tourism;
- cultural and cognitive tourism;
- festival (event) tourism;
- medical and health tourism.

Ternopil region actively uses available resources for intensive development of domestic and foreign tourism: features of geographical location, picturesque landscapes, favorable climate, unique biodiversity, rich cultural and historical heritage, preserved national and cultural traditions, attractive tourist and recreational potential. This contributes to the development of tourism in the region as a highly profitable sector of the economy, aimed at forming a quality tourism product that meets the needs of domestic and foreign tourists.

Today, the issue of increasing tourism flows to the region is directly related to the problems of organization of tourist accommodation and the construction of modern tourist service facilities. The potential for tourism development in small towns and rural areas is extremely underutilized. The level of provision of roads with tourist, service and information structure is insufficient (absence of billboards and a single system of road marking for tourism facilities).

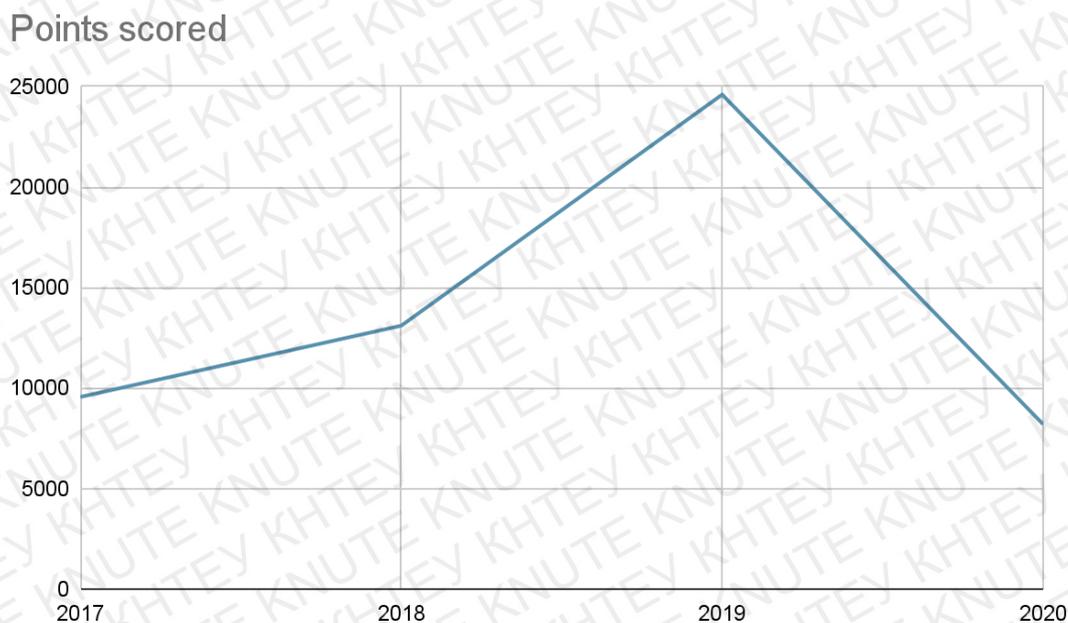


Figure 2.1. Dynamic of served tourists by tour operators and travel agents in Ternopil region 2017-2020 [32]

The graph (figure 2.1) demonstrates how Coronavirus has affected the amount of tourists visiting the region. Compared to 2019 the amount of visitors decreased by three times in 2020. The exit of the event industry from the crisis situation depends on several factors.

The main factor is the effectiveness of measures to curb the spread of the virus and avoid the second wave of COVID-19, as well as the development and availability of the vaccine. Experts do not know how soon after the pandemic people will return to the habit of participating in events, however at the moment Ternopil region is still one of the most vivid and attractive regions for event industry development [33].

2.2. Characteristic of event tourism product of Ternopil region

Ternopil and Chortkiv are two cities in the Ternopil region that are among the top ten Ukrainian cities with the best prospects for tourism development in 2020. This was reported by the tourist portal Zruchno.Travel [34].

On the eve of the new 2020 year, Zruchno.Travel, with the help of experts, identified 10 cities that last year laid the foundation for the most dynamic development of local tourism. Among them are two cities from the Ternopil region - the regional center Ternopil and Chortkiv. Nevertheless, those are not the only regions popular among visitors.

One of the most famous Ternopil festivals is “Faine Misto”. For the eighth year in a row, the main musical event of the year gathers Ternopil youth on the territory of the racetrack. “Faine Misto” is one of the Ukrainian festivals that combines almost all modern music trends, such as: rock, folk, alternative, dance. Four days of the festival, on seven different stages, more than a hundred Ukrainian and foreign bands perform.

“Faine Misto” attracts tourists with the opportunity to immerse themselves in the atmosphere of live music and incredible drive. This event is one of the most important for creation of positive image of the region, because of its cultural importance, range and inclusivity. This music festival is beloved not only by citizens of the region, but is known all over the Europe.

An integral attribute of festival tourism is the organization of gastronomic events. It is in the Ternopil region that gastronomic festivals are one of the most popular types of leisure. The festival, which combines a powerful musical program and very tasty treats, “Ternopil Gate” is held annually on the Theater Square in Ternopil.

The city of Ternopil is the main destination in the region when talking about hosting the events. Each year the city is welcoming visitors during international and cultural celebrations and festivals (table 2.4).

Table 2.4

The most popular events in city of Ternopil in 2019 [35]

| Name of the event | Description | Date |
|---|---|----------------|
| Annual Winter Fair | Performance of traditional carols, decoration of the holidays is a huge skating rink. | 1-19 January |
| Festival of Winter | The holiday takes place on frozen Ternopil pond, holding musical marathons, sports competitions. | 11-12 February |
| “Galician Festival” | An event of unique cultural customs and special Ternopil dishes | 5-7 May |
| 5th International Art Festival “Yi” | An annual festival that involves famous writers, poets, artists, musicians, filmmakers to present the achievements of contemporary art | 12-14 May |
| “Von Wacano” Craft Fest. | The first craft festival of beer and meat in Ternopil, which brings together brewers and cooks from all over Ukraine. | 13-14 May |
| All-Ukrainian Festival "Embroidered Flower" | Celebration of traditional national clothing, Ukrainian national embroidery and costume | 18-19 May |
| “Drunken Mug” | It is a holiday in the style of European traditions, the concept of which is borrowed from such festivals as Oktoberfest, which are an important part of European identity. | 19-21 May |
| Gastronomic festival "Galician parade" | Festival of national Galician foods. The decoration of the festival will be a display of unique collections of Borschiv embroideries | 2-4 June |
| “Faine Misto” International Music Festival | One of the few Ukrainian festivals where almost all modern trends of music intersect. Rock, alternative, indie, folk, pop music is performed by the best musicians and invited foreign artists | 20-23 July |
| The City Day of Ternopil | The celebration includes Feast of the Old Castle, historical performances, the feast of honey performances by various creative groups. | 28 August |
| All-Ukrainian festival of choreographic art “Galician frescoes” | Dance competition among young performers aged 7 to 25 years | 27-29 October |
| “Jazz Vez” International Jazz Music Festival | A cross-border jazz marathon that brings together dozens of cities, hundreds of musicians, thousands of music lovers, many kilometers and even more shades of jazz into a single celebration of music and freedom | 8-10 December |

During the festival of local food and culture “Ternopil Gate” talented chefs set various culinary records, one of them also was set at the ethno-gastronomic festival “Galician Parade”. In the open air, the people of Ternopil were preparing a hundred-meter embroidered cake. The Galician Parade Festival takes place in the city of Ternopil in the Taras Shevchenko Park. The event is held in the format of a folk festival to promote the culinary traditions of Galicia, organic food and the development of ethno-culture of the region.

The records do not end with the latter, at the event called “CarpFest” (the first fish festival in Ternopil), which in 2017 was marked by a record number of fish catches. The guests of the festival had the opportunity not only to taste delicious fish dishes, but also to enjoy the music of famous folk groups. The entertainment program of the festival also included Fair Show and the launch of sky lanterns.

All gastronomic festivals are accompanied by music, competition program and discos in the format of “open air” (dancing in the open air). The combination of delicious dishes and an interesting entertainment program allows fans of festival tourism to relax body and soul. It is this opportunity that develops the popularity of festivals not only in the Ternopil region, but throughout Ukraine.

However, Ternopil residents are interested not only in gastronomy. On the territory of Ternopil are many festivals on various topics. The most romantic event in the Ternopil region is a three-day balloon festival in Shevchenko Park. The program of the event includes both romantic and extreme and sightseeing flights.

On the third day there are competitions and gifts, as well as children's karaoke. The “Faine Sky” Festival gives tourists and Ternopil residents the opportunity to see the landscapes of Ternopil from a bird's eye view. Unfortunately, not everyone has the opportunity to try to fly on the balloon, because this pleasure is not cheap. Every spring, the creative part of Ternopil gathers at the three-day art festival “Yi”. The program of the event is divided into day and night, which include performances by famous bands such as: “One in a Canoe” book presentations, painting exhibitions, press conferences and film screenings. The main purpose of the festival is to promote contemporary Ukrainian art among young people, residents of

Ternopil and guests of the city [35].

Ternopil region has special features in the time distribution of festival events throughout the year (figure 2.2). As the chart confirms, the peak of such events falls on the summer months. But the emphasis on religious and thematic holidays allows you to intensify this type of tourist activity also during the Christmas and New Year holidays, as well as with reference to the days of national-patriotic or religious direction (Pokrov, Easter, Shevchenko days, etc.). Thus, we state that festival activity is an important component of the tourist activity of the Ternopil region, has the appropriate potential and resource base.

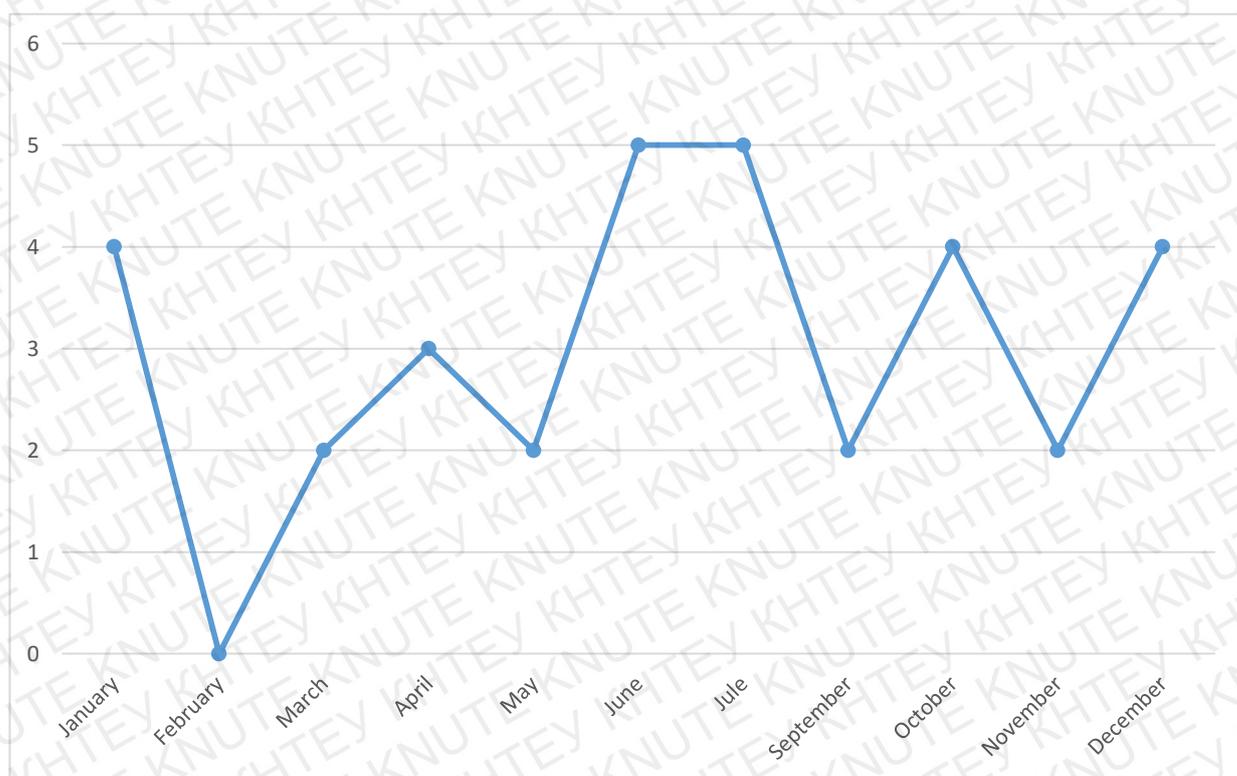


Figure 2.2. Distribution of events in 2019 in Ternopil region, annual cycle [35]

The basis for the development of festival tourism not only in Ternopil region, but also in the whole of Ukraine is the preserved ethnic and cultural traditions of the people. The all-Ukrainian folklore and art festival "Borshchiv Embroidery", which takes place in the district center of Borshchiv in Ternopil region, preserves the memory of the richness of Ukrainian folk art, in particular Borshchiv's unique

embroidery.

During the festival, an ethnographic exhibition “Borshchiv Folk Clothes” from the funds of the local museum, an exhibition of embroidered shirts of the villages of the district, united territorial communities “Vyshivanka, - a song from ancient times” was opened, and a documentary film “Borshchiv Filf Clothes” was shown.

Another ethnographic festival of Ternopil is “Bells of Lemkiv” which takes place in Monastyrsky district. Lemko customs and traditions, culture and art are presented at the festival. Guests of the festival have the opportunity to hear a Lemko song, taste Lemko dishes and see the products of folk craftsmen. “Bells of Lemkiv” plays an important role in the promotion of Ternopil region as a region where the most ethnically formed Lemko environment.

At the time of the festival “Bells of Lemkiv” set a stage in front of the bench for spectators. This is the most traditional event as well as the most long-lasting existence from all the All-Ukrainian festivals of Lemkiv culture – first festival dates back to 1999 [30].

And in 2016, the festival was accompanied by more than twenty Lemko ensembles and solists from Ukraine and abroad (Germany, Poland, Slovakia, Italy, Greece. Portugal).

Traditionally, masters of folk crafts of Lemko culture presented their products on the fire field. In addition to the concert program, there is an opportunity to see a variety of museum exhibits. Another feature of the holiday is the traditional Lemko cuisine. Master classes in blacksmithing and pottery are held [30].

The range of events held in Ternopil region is quite wide and various in regards of participants and theme of events, as well as in terms of festivals and fairs, in particular. Some events have developed branding and logo (Appendix D)

Although the most famous one is a musical festival a musical festival – Faine Misto, however the region has significant cultural and historical potential as well. The region is perfect place for becoming a tourism and cultural hub for artists, performers, writers and poets – as the region and the city of Ternopil is welcoming to youth. The development of the potential has resulted into formation of various

event (figure 2.3).

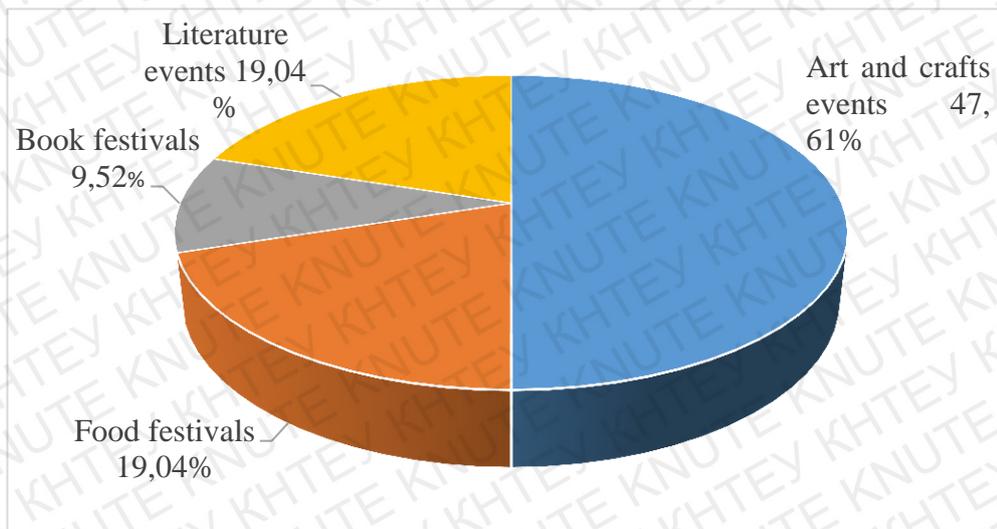


Figure 2.3. Distribution of festivals in 2019 in Ternopil region by theme [35]

As the diagram shows, the main emphasis in the theme of festivals in the Ternopil region is related to their artistic direction. Traditionally, they are aimed at preserving local (local) culture - an example may be the festival “Bells of Lemkiv”, have a historical and memorable direction (festival “Bells of Lysony” or “Baida”) or those designed to preserve the traditions and customs of the Ukrainian people “Carol Festivals”, “Ukrainian Christmas”) [35].

Significant in popularity and nature of the festival are art festivals aimed at the mass consumer – “Faine City”, “Ternopil Theater Evenings”, “Morning Dews” – those events have become a business card of Ternopil region and traditionally attract many participants and listeners from different parts of Ukraine and abroad (Appendix C). Separate branches of festivals of this type should be considered festivals of song and patriotic orientation (“Kremenets bells”, “Love your Ukraine”, “I am where there is a blessing”), which promote Ukrainian traditional music and songs. As a separate type of communication can be distinguished interaction between artist and spectator, which is actively taking place during art festivals. Unlike individual concerts, exhibitions, film screenings, they provide an opportunity to combine in a single space a fairly wide and diverse audience and provide a basis to join the aesthetic reality created by the festival, to perceive and appreciate the works

of art offered in the presentation, and in some cases - take part in creative activities.

Those various events are distributed within the Ternopil region (table 2.5).

Table 2.5

The most famous events within the Ternopil region [35]

| Name | Status | Venue | Celebrated annually since |
|----------------------------------|---------------------------------------|-------------------------------------|----------------------------------|
| “Baida” | Festival-competition kozak songs | Cities within the region | 2001 |
| “Bratyna” | Art festival | Shymysk region | 2004 |
| “Fanfary of Buchach” | festival of brass bands | Buchach | 2012 |
| “In Borshchiv vyshyvanka blooms” | Ukrainian embroidery festival | Borshchiv | 2007 |
| “Bells of Lemkiv” | Art and folk festival | Monastyrsk region | 1999 |
| “CoropFest” | Food festival | Koropets | 2013 |
| “Bells of Kremenets” | Art and folk festival | Kremenets | 2014 |
| “Malanok” | Art and folk festival | Borshchiv | 2007 |
| “Morning dew” | Competition-festival of young talents | Buchach | 2014 |
| “Slovia” | Festival of Ukrainian Artistic Word | Chortkiv | 2008 |
| Ukrainian Christmas | Art and folk festival | Cities within the region | 2012 |
| Festival of Carols | Art and folk festival | Village Yaslivets of Buchach region | 1999 |
| “Pinzel Days” | Art and folk festival | Buchach | 2016 |
| “Bells of Lysonja” | Art and folk festival | Berezhany | 2006 |

Moving in the all-Ukrainian trend, gastronomic festivals are gaining popularity, which emphasize the special features of local and Ukrainian cuisine, give the opportunity to emphasize its uniqueness and authenticity. Book festivals in the

region are gaining importance.

They draw attention to printed publications as a means of leisure and spiritual enrichment. Young authors have an opportunity to present their works, attracting visitors to the venue.

2.3. Assessment of event tourism product promotion of Ternopil region on international market

Condition of the tourism services market in Ternopil region and Ukraine is quite paradoxical. On the one hand, there are obvious advantages of Ternopil region: geographical position, soft climate conditions enough, cultural and historical heritage, nature, transport connections, amazing potential for festival tourism development. At the same time, there are a lot of weak spots: no stable funding from government (accordingly to official document about regional tourism development for the next five years was allocated almost half million dollars (or almost ninety thousand dollars per year) from regional budget or investing from business, so exist such problems as problems with infrastructure. Moreover, the main point of marketing activities nowadays is to satisfy consumers' needs by high quality product. So, this is exactly the main challenge point – to create a product which will take itself all special features, advantages, and uniqueness of Ternopil region [24].

So, in recent decades, festival tourism has covered an increasing layer of tourism. In general, this reflects the global trend in tourism, where cultural, cognitive and entertainment forms are the basis for the growth of tourist flows in developed countries. The guideline of Ukraine's foreign policy course is declared European integration, so the festival movement in our country should receive an additional impetus to development, borrowing organizational methods and forms of Central European countries. All measures in the field of tourism in Ternopil region were aimed at developing domestic tourism and were implemented under the Tourism Development Program in Ternopil region for 2021-2025, approved by the decision of the regional council of December 23, 2020 № 44 [24].

Tourism department of Ternopil regional state administration's role in promotion of image of the region is crucial. Status of department for today's day - suspended. The main activity was the General Administration. That is, before the suspension, the department dealt with the Department of Tourism and Resorts of the regional state administration is the successor to the obligations, rights and responsibilities of the Department of Tourism of the regional state administration [38].

The main tasks of the department are to ensure the implementation of state policy in the region in the field of tourism, as the following:

- 1) preparation of proposals for reforming and developing the sphere of tourism, the activities of resorts aimed at implementing laws, acts of the President of Ukraine and the Cabinet of Ministers of Ukraine, and other central executive bodies;
- 2) organization of work on the development and implementation of measures to improve the investment and innovation climate of the region in the field of tourism;
- 3) development and implementation of programs of economic and social development of the region for the short term, state and regional development programs in the field of tourism and resorts;
- 4) development of a positive image and popularization of the region in the field of tourism on the territory of Ukraine and abroad.

The department actively implements the program of preservation of cultural heritage of the Ternopil region for 2016-2020. It includes recognition of culture as one of the main factors of the identity of the Ukrainian people - citizens of Ukraine of all nationalities, promotion of Ukrainian national culture in all its diversity abroad and world cultural heritage in Ukraine [38]. For example, part of funds from the budget was devoted for development and promotion on international arena of musical troupes, art bands, of young Ukrainian musicians and performers. For promotion the national and traditional performances was approved in the budget program passport a budget of 23,343,050 UAH [38]. As well as with the support of the department the touristic logo of Ternopil region was established in 2015 (figure 2.4).

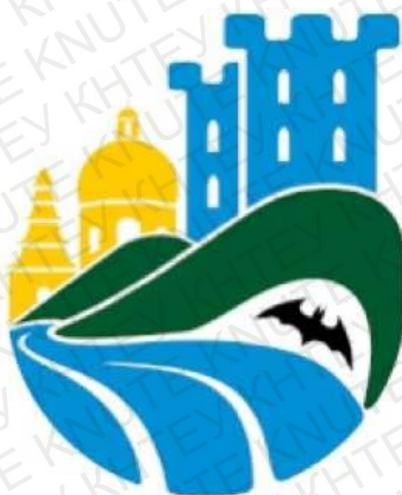


Figure 2.4 Tourism logo of Ternopil region

In order to promote various types of tourism, primarily festival tourism, a number of events are planned in the region. It is assumed that the Ternopil region should become a kind of tourist hub - Podolsk Gate to Ukraine, a region with modern tourist and transport infrastructure, a transit base for tourists traveling to the Carpathians and Europe.

The tourism industry of Ternopil region is quite differentiated, with certain priority types of tourism that need further comprehensive development: cultural and cognitive, adventure (active), religious and pilgrimage, festival and event, health and recreation, rural green. At the same time with the traditional ones there is an intensive formation of modern types of tourism: ecological, gastronomic, business, etc.

Due to the attractiveness and popularity of local natural and cultural-historical factors in the region, work is underway to create, branding and commercialize complex thematic tourist products, united by such brands as “Faine City”, “Borshchiv Vyshivanka”, “Bells of Lemkiv” and others .

A promotional campaign about summer vacation in the region was organized on the largest national specialized tourist web portal “Zruchno-Travel”. In cooperation with TM “Ternopilske” the all-Ukrainian action “Travel through Ternopil region” was launched. Travel with Ternopil”. Videos about the fortifications of the region are shown on television. Within the framework of the agreement with “Ternopil-Media Television and Radio Organization” a series of videos about tourist

objects of the region was made, which are shown on the television of local and all-Ukrainian channels, in shopping centers, and also used in the projects “Travel Ukraine” and “Visit Ukraine” are implemented under the auspices of the State Agency for Tourism Development of Ukraine [39].

During 2016–2020, advertising and presentation products were produced and distributed: flyers “Castle Holidays” and “Pottery Festival”, guides “Castles of Ternopil Region”, “Castles and Palaces”, “Miraculous Icons of Ternopil Region” and “7 Wonders of Ternopil Region”, maps of touristic Ternopil, “Calendar of events of Ternopil and region” and “Planet of Ternopil”; souvenirs with the tourist logo of the region: tourist cups, T-shirts, ballpoint pens, headphones with a stand, plastic bags, backpacks, silicone bracelets, magnets, models of locks in 3D [39].

Ternopil Tourist Information Centre offers an enogastronomic tourist route with a taste of wine, brandy, calvados, bourbon and cider, thus implementing a project to create an agritourism cluster in the Monastyrsky district through the revival of viticulture and local authentic cuisine [33].

As a result, the role of Ternopil region in the Ukrainian tourist market is constantly growing. Tourist services are provided by 29 tour operators, of which about 10 are engaged in domestic tourism, as well as more than 100 travel agents, branches of all-Ukrainian tour operators are constantly opening. The sphere of hospitality of Ternopil region is actively developing.

During the program, new accommodation facilities were opened in all districts and the regional center. As of November 1, 2020 there are more than 100 accommodation establishments (hotels, motels, hostels, recreation centers) and more than 30 farmsteads of rural green tourism. Two hotel facilities are being built in Terebovlya district [40].

Analyzing the data provided by service Google – Google Trends we can see the level of interest for the region within the last 12 months in the world between various countries around the globe (figure 2.5).

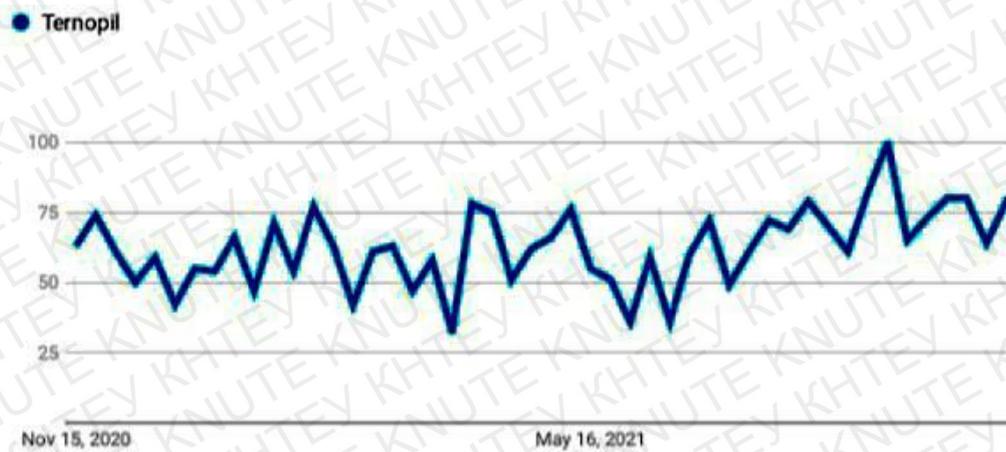


Figure 2.5. Tendency of interest for term “Ternopil” from November 2020 to November 2021 in the world according to Google Trends

The numbers show the popularity of the search term relative to the highest point on the graph for a particular region and time period. Number 100 is the peak of the term's popularity. Number 50 means that the popularity of the term is twice less. Talking about countries that show the most interest in Ternopil region, those are Kongo, Ukraine, Ghaana, Tanzania, Nigeria as leaders. The reason for it is the interest of the students from those countries for studying in Ternopil Medical university.

Countries with less significant interest of google searches are Zambia, Czech Republic, Poland, Italy, Kanada and others (figure 2.6).



Figure 2.6. Interest for term “Ternopil” from November 2020 to November 2021 within countries of the world according to Google Trends

According to information from data provided by Tourism Information Centre (TIC) of Ternopil region, tourists are happily welcomed by 6 tourist information centers and other tourist information enterprises within the Ternopil region. Development and introduction of new tourist products and excursion routes on the basis of local brands has provided an increase in the flow of domestic and foreign tourists to our region.

The cities of Kremenets, Berezhan, Zbarazh, Buchach, Terebovlia and Chortkiv are turning into tourist centers, which contributes to the positive image of Ternopil region in the tourist market of Ukraine and abroad.

TIC is an active participant in terms of promotion of image of Ternopil region within Ukraine and international market. Representatives of TIC are actively participating and take a role of a stakeholder as well as organizer, when it comes to international events, exhibitions, tourist salons and many others whether it is hosting and organising an event for international guests or participating, role of TIC is to present an image of the region. In 2021 despite of the pandemic, there were many international events that helped to promote the image of Ternopil region (table 2.6).

Table 2.6

Role of TIC of creating and promoting Ternopil region image in 2021 [39]

| Season | Event | Role of TIC |
|---------------|---|--------------------|
| Spring | International tourist exhibition UITT 2021 | Participant |
| | Europe Day | Organiser (partly) |
| Summer | Ternopil Festival of Crafts and Folklore within the international project "Secrets of Ukraine for you". | Organiser (partly) |
| | Forum: Ternopil Region: Cluster of Opportunities | Participant |
| | "Ukraine in the Monte Carlo Rally" | Organiser (partly) |
| | "Faine Misto" Festival | Organiser (partly) |
| Autumn | European Sustainable Energy Week 2021 in Ukraine | Organiser (partly) |
| | International Tourist Salon "Ukraine" UITM-2021 | Participant |
| | International tourist exhibition "TUREXPO" | Participant |

For the proper characteristic of problem of tourist industry development from the point of view of science and practice can be used one of the most popular methods of analysis and assessment - SWOT- analysis. SWOT - analyzing will allow to find out the advantages and disadvantages, opportunities and threats of the event tourism product promotion implementation (table 2.7).

Table 2.7

SWOT-analysis of event tourist industry in Ternopil region

| | |
|--|--|
| <p style="text-align: center;">Strong sides:</p> <ol style="list-style-type: none"> 1. Present potential for event tourism development; 2. Advantageous geopolitical location; 3. Saved unique traditions, handicrafts, customs as foundation for cultural event development; 4. Region is a venue for famous unique international festivals 5. Location of an airport near to city of Ternopil | <p style="text-align: center;">Weak sides:</p> <ol style="list-style-type: none"> 1. Low culture of service; 2. Low quality of tourist services because of the insufficient level of infrastructure development; 3. Weak support from government with the organs of executive power; 4. Weak publicity providing 5. Lack of well-developed tourism image on international market 6. Insufficient support from the state side. |
| <p style="text-align: center;">Opportunities:</p> <ol style="list-style-type: none"> 1. Development of state economy; 2. Development of other industries, which results in growth of business tourism, enterprise activity; 3. The possibilities of bringing capital investments in grow; 4. Input and expansion of recreational tourist services spectrum; 5. Creation of new objects of tourist sphere, territories for resting and tourism. 6. Promotion of tourist potential and positive image of the community as a developed and safe tourist center; 7. Strengthening the relationship of tourism infrastructure with other areas of socio-economic and cultural development of the community; | <p style="text-align: center;">Threats:</p> <ol style="list-style-type: none"> 1. Worsening of an economical and political situation; 2. Worsening of an ecological state; 3. Coronavirus related travel restrictions 4. High level of risk in the tourist sphere; Absence of well formed legislation; |

Based on the analysis and evaluating all the strong sides and weaknesses, it could be suggested that long-term development of tourism in the country should be based on improving the following components: investment and innovation in promotion strategy of the region; reorganization of transport support; training of qualified personnel.

SWOT-analysis is the analysis that allows generalizing strong and weak sides of tourist industry, possibility and threat of tourism development. With the help of SWOT-analysis, it is possible to define both basic strategy of tourism development, and concrete directions of stimulation of event tourism development in the Ternopil region. A result of conducting SWOT-analysis is determination of possibilities and strategic directions (priorities) of tourist industry development [41].

Such an analysis helps to determine not only the capabilities of the analyzed region in terms of certain type of tourism, but also all the available possibilities to promote and improve the image of a region [41].

Without purposeful marketing and promotional measures for the information “breakthrough” of the country on international market, the integration of tourism product of event tourism of the region into the global market of tourist services will be problematic.

Conclusions to part 2

1. Ternopil region has favorable conditions for the development of the tourism industry, as it combines favorable natural and recreational opportunities and rich historical and cultural heritage, which creates opportunities for the development of various types of recreation and tourism, to attract domestic and foreign investment.
2. Convenient economic and geographical location, picturesque landscapes, favorable climate, sufficient number of forests and parks, rivers and lakes, mineral springs, a large number of architectural, archaeological, historical monuments, cultural heritage provide a powerful tourist potential of Ternopil region. However, the tourism industry in the region is not properly developed and is not always

competitive in national and international markets.

3. Product of event tourism of the region is based and developed because of unique culture and folklore, folk crafts, delicious cuisine, which resulted in rich festival traditions. Festivals that have gained popularity far beyond Ukraine are held in the Ternopil region: “Bells of Lemkiv”, “Bratyna”, “Halytska defilade”, “Fine city” and many others.

4. The difficult economic and political situation in the country as well as constant risk of Coronavirus lockdown, the imperfection of legislation in the field of tourism deter foreign tourists and hinder the implementation of a competitive event tourism product promotion.

5. It is necessary to make the most of potential opportunities for tourism development, which in the future will bring the event tourism industry of Ternopil region to a high level, improving promotion of tourism product of event tourism on international market and providing significant revenues to the budget.

6. To achieve improvements in promotion of event tourism, a comprehensive approach should be applied, ensuring the proper functioning of existing and construction of new infrastructure, positioning the brand of Ternopil region on international market as a region attractive to tourists in Ukraine and abroad for visiting events of various types.

PART 3

IMPROVEMENT OF EVENT TOURISM PRODUCT PROMOTION OF TERNOPIL REGION ON INTERNATIONAL MARKET

3.1. Actions to improve event tourism product promotion of Ternopil region on international market

Tourism development of Ternopil region is a key responsibility of the Tourist Information Center of Ternopil, which in 2016 began work to increase the tourist attractiveness of the region. The region has a significant potential for development, because within a radius of 200 km is about 70% of Ukrainian castles, spiritual centers, the Dniester Canyon, the largest plaster cave.

Therefore, the TIC members took as a basis the strategy to make Ternopil the center of tourist heritage of the region, so that Ternopil became a kind of tourist hub, where people would stop, go to see other tourist centers and return to Ternopil. This is how the well-known in Ukraine slogan “Many cities – but only one is Faine” appeared [33].

As mentioned, Ternopil is a small comfortable town in Western Ukraine, the main decoration of which is a lake in the city center. Every year around the Ternopil Lake many festivals, competitions, concerts and other events are held, which attract tourists from nearby cities. This location has a convenient location, because it is located in the city center, around it a beautiful park, where you can put a stage, and organize gastro festivals, and do other activities. That is why we can conclude that against the background of this favorable environment, the most important thing for the Regional State Administration (when the institution continues to operate) and TIC is now to improve the quality of event tourism product and make efforts to promote it in the international market.

Most of the event tourism in Ternopil falls on the warm seasons, mostly in summer, but winter is a great time to offer the use of natural beauty of the city in a new way. In mid-February, Ternopil has been holding a Winter Day near the lake

for several years, but tourists from outside the region and especially the country know nothing about this celebration, so we can conclude that the available promotion tools either do not work or are not aimed at attracting more tourists. That is why in this work a plan for the promotion of Winter Day in the city of Ternopil will be developed, and also the expansion of services at the festival will be offered [42].

Today, one of the most effective ways to attract consumers to any activity is to promote on social networks. Social media marketing is no longer a new tool for promotion, but it remains a leader that is gaining more and more audiences every year. It is filling the Internet more and more every day, as sales through its tools, such as social networking, are constantly increasing.

The method of product promotion and communication with consumers - Social media marketing (SMM) is a classic model of Internet marketing, which is the promotion of the company's site or services through direct communication with the target audience of consumers through social resources [43].

The uniqueness of social media is that it allows the company to interact directly with consumers, without the intrusive effects of traditional marketing technologies. For example, if a company creates a page of its product (service) on social networks, users can leave there their comments, recommendations, reviews, ask questions and interact with each other to discuss the company, brand, product or service [44]. Any consumer feedback and comment (positive or negative) left by one user can be a catalyst for another user and, as a consequence, encourage the choice (refusal) of a company, brand, product, service.

The social network Instagram was chosen to build a plan to promote the selected event tourism, as it is the most effective for this type of product. Consider the features of Instagram that help to monitor audience engagement, like switching to a business account with available statistics: involvement, coverage, etc.

Direct allows to easily communicate with customers; hashtags: allow to effectively promote products, events, opinions - anything; Instagram Stories: a great way to communicate with the audience, according to statistics, they are viewed by

500 million users a day; Saved current pages or Highlights will allow to store all the necessary information in an easily accessible place, users can always find answers to current questions, see the price, time and place, reviews of other consumers.

In order for advertising on the social network to work, it is needed to prepare a profile of the event. That is to develop a business strategy for maintaining an Instagram profile and its promotion. This strategy will take place in 3 stages:

1. Creating a profile on a social network and transferring it to a business account.
2. Processing of future content. This step is very important, because the content determines whether visitors to the page will become its subscribers or want to attend the event.
3. Promotion of the profile and the actual Winter Day festival. At this stage, advertising is created.

The importance of content is difficult to overestimate, because its formation is a troublesome process that requires a separate strategy (layout of photos in the profile by color, style, details; text of publications: entertaining, expert, informational, sales; saved videos on IGTV and highlights). For effective promotion on social media platforms it is needed to know the optimal time to publish the material, when users visit the profile the most, like the posts and respond to the story.

Therefore, it is necessary to hire an SMM specialist who would create a page on the social network Instagram, generate content and increase its activity. It is important that the page meets current trends and consumer demands, like publication in the profile at intervals of 2-4 days and daily update of pages.

Content must include video materials, such as videos in preparation for the holiday, short interviews with event participants, with the organizers. It is important to organize interactives, survey subscribers about their expectations, the opportunity to make their own suggestions or interesting questions about similar events that are held annually in different countries.

In the highlights it is effective to create several folders with answers to

questions from potential tourists, prices for services that will be provided during the Winter Day, the location of all events and their time, reviews of visitors to last year's festivals.

After the page is designed, the SMM manager will develop and launch an advertising campaign that will attract as many tourists from other regions of Ukraine and other countries. Targeted advertising and advertising from influencers will be used for advertising events.

To launch targeted advertising, it is necessary to determine the target audience of the festival as accurately as possible, because a detailed description of tourists will help to choose the right settings for advertising that will hit the target.

The target audience of the event on Instagram will be people aged 16 to 45, students and young people, as well as families with children. People who intend to spend a weekend outside their own city and enjoy winter sports, as well as those tourists who are interested in the cultural and historical heritage of Ukraine. Guidelines for setting up advertising can be search queries for holidays in the Carpathians and Lviv, finding housing for the weekend in Western Ukraine.

Blogger advertising is another effective tool to influence the target audience of the event. Today there are many bloggers with audience of millions of people from Ternopil, well-known in Ukraine and beyond, so their promotion will be logical and understandable.

After all, they will be able to advertise the event as an additional opportunity to visit their hometown, to convey its beauty and comfort, to create the atmosphere of a family holiday. Therefore, advertising for influencers will be for bloggers who come from Ternopil, but went to live and work in other cities of Ukraine or countries of the world.

In this case, the marketing plan with involving the bloggers, SMM tools on the social media platforms can be implemented for promotion of the event tourism product of Ternopil region. The table. 3.1 reflects the marketing plan for the promotion of the event with the duration of each process within the organization of the event.

Table 3.1

Marketing plan for the promotion of the event in 2021

| № | Action | 1 week of December | Week 2 december | Week 3 of December | Week 4 of December | Week 1 of January | Week 2 of January | Week 3 of January | Week 4 of January | 1 week of February | Week 2 of February |
|----|--|--------------------|-----------------|--------------------|--------------------|-------------------|-------------------|-------------------|-------------------|--------------------|--------------------|
| 1 | Search for an SMM specialist | | | | | | | | | | |
| 2 | Development of promotion strategy | | | | | | | | | | |
| 3 | Create content plan | | | | | | | | | | |
| 4 | Create a profile on Instagram | | | | | | | | | | |
| 5 | Make a profile on Instagram | | | | | | | | | | |
| 6 | Publishing posts | | | | | | | | | | |
| 7 | Post in Storis | | | | | | | | | | |
| 8 | Development of an advertising campaign | | | | | | | | | | |
| 9 | Launch of targeted advertising | | | | | | | | | | |
| 10 | Advertising by bloggers | | | | | | | | | | |

As can be seen from table 3.1, targeted advertising lasts much longer than advertising for bloggers, because it is targeted at different tourists at different times, ie it will not overload the same people for a long time. Instead, advertising for bloggers will be aimed at the same group of people, the audience of a particular blogger, so a lot of advertising will irritate consumers, and advertising can work in the opposite direction.

Today TIC of Ternopil region has its own website, which has recently launched. On the site tourists can learn about Ternopil tourist, castles and fortresses, sacred, natural and architectural monuments of the region. In addition, information on recreation, culture, upcoming festivals, accommodation and meals is available.

However, current events and news tourists can find on the social network Facebook or Instagram (figure 3.1).

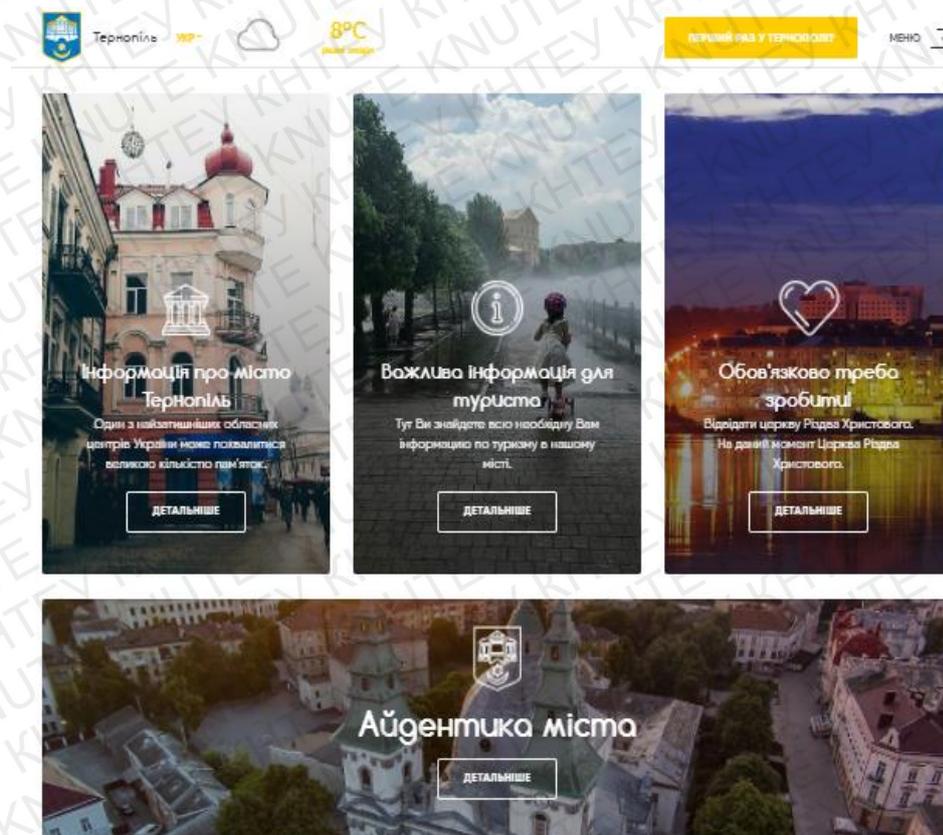


Figure 3.1. Screenshot of TIC website about tourism in Ternopil

However, this website only focuses on promotion of tourism product within city of Ternopil. One of the important measures that shall be implemented is to broaden and develop the website by including recommendations for tourists and information about cities within the region, main sightseeings, points of interest, festivals and instructions on routes that will help tourists with transportation within region.

Promotion at the international level will also take place through social networks, as mentioned earlier. The Ternopil Tourist Information Center cooperates with the Ukrainian diaspora, which disseminates information in its profiles, thus raising awareness about Ternopil and the upcoming event among foreigners. In addition, the center practices the use of so-called ambassadors, who often travel

outside Ukraine, make a sign with “Many cities – but only one is Faine” and publish them on social networks using the hashtag #Ternopil.

It is advisable to develop this marketing tool through short interviews for local blogs abroad, for example in countries such as Poland, Italy, Spain, Germany, Austria, Georgia. This will increase interest among foreigners.

Despite the promotion of the festival on social media platforms, the hotel and restaurant business should also join the advertising, like to launch an advertising campaign aimed at audiences from other cities, offer certain promotions, such as a free weekend or dinner for two before Winter Day for the most active users or random selection of winners. In this way, hospitality establishments will be able to simplify the search for accommodation and atmospheric places for dinner, increase the number of interested consumers in the event, as well as get a new target audience.

Exept from marketing, impriving and diversifying the man attraction – event – is absolutely crucial for attraction more tourists and visitors from Ukraine and abroad. Every year, Winter Day attracts hundreds of Ternopil residents to join the celebration, take part in sports competitions, relax with their families and enjoy the talents of local performers. From year to year, the celebration program has a similar scenario. There are main points needed improvement:

1. Creating more spacious environment. Every year a small skating rink opens on the main square of Ternopil for everyone, but due to the small size and large influx of people, long queues are formed, which often deter Ternopil residents and visitors from this activity. The solution to this problem may be a skating rink around the island of Chaika, located in the park Shevchenko near the lake (Appendix F). The island itself can become a place to create a park of ice sculptures. The natural skating rink on the lake is cleared every year by activists, but its area is very small, hence the small capacity. Clearing the whole area around the island will enable to increase the number of visitors, and the beauty around will attract new tourists. In many cities around the world use natural reservoirs as an ice rink, the most popular are in Austria, Sweden, Switzerland, USA and Canada, each year these skates bring significant

income from skate rental, as well as from the associated costs of tourists, because around the rinks are organized winter towns, mulled wine, souvenir shops and more.

2. Ice sculptures creation. The next direction of expansion of the Winter Day in Ternopil may be a park of snow and ice sculptures. This park will be located on the aforementioned Chaika Island. Both natural and artificial ice is used to make ice sculptures. Therefore, in order to organize a park of ice sculptures, depending on the weather conditions, it is necessary to prepare blocks of natural or artificial ice, as well as to invite masters who will carve ice sculptures.

3. Embracing traditions. A feature of winter holidays in Western Ukraine is the preservation of ancient traditions and the holding of nativity scenes of Vertep (Nativity scene). In Ternopil every year at the end of January competitions for the best Vertep scene are held. Teams from different parts of the Ternopil region come to this event and show a stylized Vertep scene in accordance with the customs of their district. However, this event does not have enough coverage even among the people of Ternopil, not to mention tourists from other countries. It will be advisable to invite teams from other regions of Ukraine and countries like Poland, Germany, Italy, France. All participants of the competition will be awarded certificates of participation, and the winners will receive a certificate of valuable gifts from the Ternopil City Council.

4. Competitions and games. In addition to the proposed activities during the Winter Day, various competitions and relay races will take place on Lake Ternopil, the park. Shevchenko, as well as on the main square of the city. Also for tourists will be offered entertainment programs such as: horseback riding and sledding with horses; quad biking on the lake; descent from the slide on special tubes; skating; hockey competitions; a winter town and a fair where everyone will be able to taste Ukrainian, European and American cuisine.

Mentioned measures will be effective in terms of improvement of the event itself, as well as attracting more international tourists to the region and to the venue – city of Ternopil – especially. This will improve the image of the city and country as a whole.

3.2. Evaluation of the effectiveness of the proposed measures to improve event tourism product promotion of Ternopil region

The analysis shows that the festival for the Winter Day is a popular event among the people of Ternopil, but due to insufficient coverage and advertising campaign, potential tourists from all over Ukraine do not learn about it. The proposed measures of improvement the quality of events shall be implemented in order to improve the organisation process as well as the capacity of the venue for hosting event for more visitors. The measures are aimed to make Winter Day more attractive for foreign visitors. Proposed measures are displayed in figure 3.2.

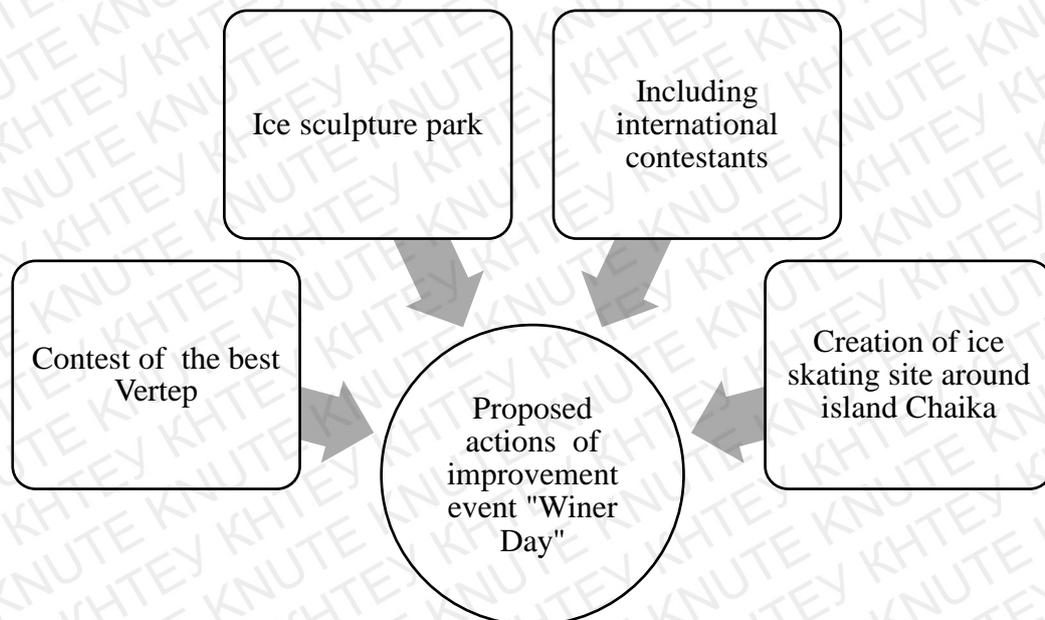


Figure 3.2. Actions aimed for attraction more visitors for Winter Day by improving organization pocess of event

Promotion tools on social networks will allow to disseminate information about the upcoming event in the selected region throughout Ukraine and abroad. The chosen advertising strategy will allow to reach the desired audience of tourists, increase the visibility of Ternopil and attract additional funds for the region from tourist activity.

Table 3.2 is reflecting the costs of the proposed marketing plan for promotion

of the event. The similar plan may be used in regards of promotion of every further event in Ternopil tregon in order to achieve more awareness of event by implementing SMM methods and other aspects of promotion.

Table 3.2

Expenses for actionsof promotion of festival Winter Day, UAH

| Actions | December | January | February | Total |
|---|---------------|---------------|---------------|---------------|
| Servises of SMM specialist | 7 600 | 7600 | 3 800 | 19 000 |
| Content creation – photos and videos | 2 500 | 0 | 1 200 | 3 700 |
| Target advertisements | 2 184 | 9360 | 3 744 | 15 288 |
| Promotion and advertisement on social media platforms of bloggers @tanyaprentkovych @alina_frendiy @tanet_vip | - | 31 200 | 18 720 | 49 920 |
| Total | 12 284 | 48 160 | 27 464 | 87 908 |

Thus, the largest expenditures on the marketing plan will be in January – UAH 48,160, according to expense items, the largest share (56.7%) belongs to blogger advertising – UAH 49,920. Total evaluation of marketing plan costs will be 87908 UAH. Attracting 500 tourists who will arrive for 2 nights will allow to receive about 1000 UAH from each per day. This is UAH 1 million that the hotel and restaurant business will receive, of which 10% are deductions and taxes, so UAH 100,000 will be received by the city budget in the short term.

Table 3.3. shows potential tourists, the duration of their stay, the average costs and expenditures' purposes during spending time at the venue, transportation and actually participating at the event. Participants are expected to be of different nationalities, international and Ukrainians, - the visitors will have a dedication to traditions and interest in istory and culture in common with each other at the event. The expenditures are estimated and calculated per one person (tourist/visitor of the certain festival).

Table 3.3

Potential participants of the Winter Day in Ternopil

| Indicator | Characteristics |
|---|--|
| Target audience | People aged 16 to 45, students and youth, as well as families with children. People who intend to spend the weekend outside their own city and enjoy winter sports, as well as those tourists who are interested in the cultural and historical heritage of Ukraine. |
| Duration of the stay in the place , where the event is held | 2-3 days |
| Average expenditures per person | 1000 UAH per day |
| Expenses purpose | <ul style="list-style-type: none"> • Accommodation • Food • Transport within the city • Entrance tickets to the Vertep contest • Master class • Other forms of entertainment |

Impact of social media on people is difficult to overestimate, especially during times of the pandemic. The effectiveness of promotion of event tourism product on social media can be evaluated when analyzing the overall integration of SMM marketing in different spheres and fields of business and our lives.

During the strict quarantine restrictions, the number of social network users (potential consumers) increased significantly - by 2020 by 10%, thus exceeding half of the world's population [45]. The media and messengers have become the only way to communicate with family and friends, and in the field of tourism - the main source of informing tourists and maintaining contact with them. The rapid use of social media has increased the reach, impressions and activity of brands that seek to interact with consumers who are at home. The pandemic significantly accelerated the transition to digital advertising, which led to a sharp increase in the cost of promotion on social networks - by 61.7% in the third quarter of 2020 [46].

In this difficult situation, social media has become a source of inspiration for tourists and a tool for maintaining their brand and communication with consumers

for tourism businesses.

Social Media Marketing, SMM, also referred as external promotion – is marketing in social media with lots of advantages for promotion tourism product. The main advantages of SMM include:

- increasing trust and sales of tourism products due to the growth of recognition and the formation of a positive image;
- customer loyalty even when setting higher prices for travel services;
- natural advertising: people will advise the product and share it with their followers, simply because they like the tourist site [47].

Promotion of the tourist product in social networks should start with the internal optimization of the website, followed by the involvement of visitors from both specialized and general social networks.

The methods of promotion on social networks are divided into:

- free - creation of groups, communities, fan pages, promotion of media content, to which you can add the name of the travel company or website address;
- paid - targeted advertising, ie advertising aimed at a specific group of people; advertising in applications, this includes games, programs for creating images, avatars, etc .; contests with prizes or promotions with discounts that give the opportunity to activate the target audience.

Social networks are diverse and changeable, so over time, new methods of promotion may emerge. Promotion prices on social networks depend on the method of promotion. Thus, on average, the creation of an advertisement by Ukrainian companies or organisations with a link to a page on a social network or to the website of a domestic travel company (work with the target audience specified by the client) is 25% of the advertising campaign budget. The minimum budget for social promotion is UAH 4,000 [48]. Thus, the use of social networks in promoting the Ternopil region tourist product on the world market is low-cost, and it allows reaching wide audience, as well as promptly inform real and potential customers about new offers, to form a demand for tourist services, thus – the measures have long term and short term effect (table 3.4.).

Table 3.4

Assessment of the effect of marketing activities for Ternopil region by the short and long term

| Short term | Long term |
|---|--|
| Increase of tourist flow during the events | Improving the tourist image of Ternopil region |
| Profit from the sale of tickets to the festivals, concerts, competitions (example – for Vertep contest) | Increase of international tourist flow to the region |
| Increase of profit made from fairs, holiday markets | Increase in income from the tourist tax, filling the budget of the city |
| Growth of revenues of hotel and restaurant business | Awareness of Ternopil region as a tourism magnet throughout the country and abroad |
| | Rising number of so called “weekend” tourists |
| | Increasing the number of tourists at the upcoming events of event tourism |

The proposed measures about improvement of planning and organization of different events, on the example of one of the celebrated festivals in Ternopil, will increase the duration of the Winter Day to 2 or 3 days and attract tourists from outside the Ternopil region and outside the country to winter entertainment and cultural heritage of the Ukrainian people. Tourists will come for 2-3 days and, accordingly, will stay overnight in hotels in the city, visit local restaurants, shopping centers and of course events dedicated to event tourism.

Due to the active actions of the TIC, that has launched the active development of image of region in social media starting from 2018, as well as designing and implementing tourist maps of the region for visitors, various contests, participating in various exhibitions and tourism salons, the flow of tourists to Ternopil has increased from 75 thousand tourists in 2015 to more than 400 thousand in 2019. The share of foreigners also increased, from 27 thousand people in 2018 to 87 thousand tourists in 2019.

The largest share of tourists comes from Poland, Italy and the USA. The increase in the number of international tourists was due to participation in

international exhibitions and forums. In addition, the tourist center cooperates with the Ukrainian diaspora in other countries, which in turn publishes bright posts on social networks about the Faine City and invites you to visit it. This approach is creative and encouraging, promoting the positive and welcoming image and brand of the region on the international market. During international exhibitions, representatives of the tourism business have the opportunity to get acquainted with the achievements of international and domestic companies, negotiate, enter into lucrative contracts with leaders in the tourism industry, share experiences with foreign colleagues and partners in promoting countries and tourist destinations, observe successful examples of other countries. Promotion on the international market will be of special importance, because foreigners, in particular Europeans, like to travel and do it more often than Ukrainians, they need a push to visit Ukraine and Ternopil. The participation of international tourists in the successfully held Winter Day will in the future attract even more of their compatriots and as a result – improve the popularity of the region and its event tourism product.

In order to further develop event tourism in the Ternopil region and attract more international tourists, it is advisable to develop other festivals and events that could be of interest to foreigners. Such events include festivals that would recreate the events of the past and tell about the history of Ukraine and Ternopil region in particular. The location of such an event could be a well-preserved castle near Zbarazh, as it is one of the castles closely connected with Polish history. Located in the town of Zbarazh, 24 kilometres from Ternopil, Zbarazh Castle's walls still remember the national liberation war and the siege of Bohdan Khmelnytsky. The castle became Zbarazh's most famous point of interest. It is located in a park, near the city center. This place is called Castle Hill.

From the outside, Zbarazh Castle looks quite simple, without frills, and at the same time convincing. And no wonder - because it was not built for beauty, but for defense. At the same time the castle complex combines the features of a palace and a fortress. In the past, 50 guns were guarded by Zbarazh Castle. The entrance to its territory is guarded by a massive tower, which is adjacent to the bridge. The castle

is surrounded by fortress walls with four bastions at the corners.. Mentioned features make this castle a perfect venue for holding an event, as the open territory and the historical building makes the place perfect for holding performances, market fairs. The festival program will last 3 days, Friday - Sunday and will include various types of events. Here is an approximate program of event tourism in Ternopil region (table 3.5).

Table 3.5

The program of the festival near Zbarazh

| Time | Friday | Saturday | Sunday |
|---------------|---|--|---|
| 11:00 – 19:00 | Historical exhibition “Life of the Cossack era” | Historical exhibition “Life of the Cossack era” | Historical exhibition “Life of the Cossack era” |
| 12:00 – 19:00 | Workshops with crafts: pottery, weaving, carpentry, painting, foundry, blacksmithing | Workshops with crafts: pottery, weaving, carpentry, painting, foundry, blacksmithing | Workshops with crafts: pottery, weaving, carpentry, painting, foundry, blacksmithing |
| 13:00 – 15:00 | Cossack cuisine, recipes, features, interesting facts - presentation. After - preparation of traditional foods. | Presentation “Everything about life during the Cossack era” | Master class of skills of Cossaks with demonstration and performance. Military affairs, combat interactions, training of infantry and cavalry |
| 15:00 – 17:00 | Discussion Club "Historical Reconstruction" | Theatrical reproduction of the Cossack court | Theatrical reproduction of the siege of Zbarazh |
| 17:00 – 19:00 | Reproduction of camp equipment, armor demonstration | Cossack tournaments | Equestrian program-performance |
| 19:00 – 20:30 | Cossack tournaments | Siege of castle – theatrical reproduction | Performances of local artists – dancers and singers |

In addition to the above program of the festival, it is necessary to place

authentic benches with delicacies and Ukrainian cuisine, as well as with souvenirs that are directly related to the Cossack era, Ukraine and Ternopil. It will be important to place attractions for the youngest, various carousels, archery, photography in armor and more. An event of this type can attract more foreign tourists, including Poles, who will be interested to learn more not only about Ukrainian history, but also part of it.

. Conclusions to part 3

1. The favorable geographical location, cultural heritage, of Ternopil region determines the availability of international tourists to visit and participate in many of the events held in the region each year. That is why Ternopil is chosen to host a festival-competition of water and motor sports, as this is facilitated by a large pond in the city center. It is also beneficial for winter holidays, which are also located on the frozen lake. One of such holidays - Winter Day - was considered and analyzed in regards of the possibilities of improving the quality of the tourist product of event tourism in Ternopil region, as well as the tools that need to be involved in promoting the product on the international market.

2. Tourism in Ternopil was affected massively by COVID-19 pandemic, as the rest of the world, thus the measures of promoting tourism product and development of tourism image of the region were chosen in accordance to latest tendencies of promotion - SMM marketing. The action plan was created, as well as the effectiveness of the measures was evaluated.

3. Ternopil is struggling with the pause of work of Department of Tourism of Ternopil State Administration. Right now the active measures and the responsibilities are mostly carried out by TIC, which makes the process of improvement less easy and rapid.

4. The measures and recommendations described in the action plan shall be implemented to work, in order to promote the region on international social media platforms, as it is an effective and approachable way of event tourism product

promotion as well as improving the quality of the event organization itself – therefore improving the event tourism product of the region. These actions will help to achieve long term and short term benefits for the region.

CONCLUSIONS

1. Tourism contributes to the intensive development of individual territories, communities, regions and entire countries. Tourism for the region should be a source of revenue to the budget, a means of recreation and health that is available to everyone, as well as a means of acquainting the population with the rich historical and cultural heritage of peoples and nations.

2. Different types of touristic activity is an important catalyst for the development of the region. From an economic point of view, the tourism industry needs a development strategy and effective management at various levels. The strategy of promotion of tourism product is determined by the general trends of economic development in general, as well as innovative technologies and systems. The importance of developing a tourism product is justified by massive positive impact and improvement in lots of spheres of development of the region that tourism influences.

3. The development of the tourism industry in the Ternopil region is possible thanks to natural resources, favorable comfortable temperate-continental climatic conditions and rich potential in development. Having studied the prospects and features of the development of event tourism in the Ternopil region, certain conclusions were reached.

4. Event tourism resources are among the dynamic factors in the formation of tourist flows, as they include the motivational prerequisites for traveling to the place where the event or phenomenon occurs. This type of tourism was studied and investigated by various authors, as event tourism acts as an effective tool for forming a positive tourist image of a region; is a communicative system of functioning of socio-cultural interactions, embraces cultural traditions and draws attention to unique features of the region, which is celebrated during the events. Today, event tourism can be seen as a factor in increasing the number of tourists, and as an effective mechanism for creating and maintaining a positive image of the region.

5. Event tourism as a kind of cultural and cognitive tourism performs

important functions: economic, cognitive, recreational and entertainment. One of the features of the functioning of event tourism in the market of tourist services is to take into account the factor influencing the tourist image of the territory. An important component should be the formation of the market of tourist services, taking into account the capabilities of the region and its cultural characteristics.

6. The main task of event tourism promotion and development for international market is the desire to build a single social space as a creative industry for the development of the region. We are talking about social partnership between governmental structures and business, cultural heritage. It is important to make optimal use of the tourist and recreational resources in order to preserve them, obtain a socio-economic effect without disturbing the imbalance of the environment and the economy in the organization and holding of festival events.

7. SMM marketing plays a very important role in shaping the success of the promotion of the region's image in today's world of digitalisation, so marketing techniques should be actively used in promoting event tourism product. While disregard for such an important structural element as marketing in social networks is unacceptable in today's tourism industry.

8. The positive impact of information technology on the dynamics of domestic and international tourism flows leads to the transformation of tourism from one that focuses on serving organized tourists - for a multidisciplinary area of activity, aimed at meeting the diverse needs of individual tourists. Despite the widespread use of information technology, the level of their usage in promoting Ternopil region is quite limited, due to: low level of development of information and communication infrastructure, lack of tourist databases in region, low level of development of virtual state enterprises tourist activity with operative information on demand, supply, prices, tariffs.

9. Also the region has been organising the tourism activity in unusual way, as the Department of Tourism of Ternopil State Administration paused its work in the beginning of the summer in 2021, which makes the decision making processes difficult, as all the responsibility is taken by Tourism Information Centre. But if the

value and possibility of social networks in managing promotion will be understood and implemented, event tourism in Ternopil region will reach a whole new level.

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APPENDICES*Appendix A***Essence and types of events in tourism**

**Kyiv National University of Trade and Economics
Tourism and Recreation Department**

***TRENDS OF INTERNATIONAL TOURISM
BUSINESS DEVELOPMENT***

**Articles of master programs students
Specialty 073 «Management»
(specialization «Tourism, Resort and Recreation Management»),
242 «Tourism» (specialization
«International Tourism Business»)**

Kyiv 2021

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Work is executed under scientific guidance of the Doctor of Sciences (in Economics), Professor
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ESSENCE AND TYPES OF EVENTS IN TOURISM

**VIVCHAR I., 2 course of master FRHTB KNUTE,
 specialty «Tourism», specialization «International tourism business»**

The article shows significance of event tourism, its contribution to an increase in the tourism resource potential of the country as a whole. Using the research of theoretical and methodological basis of this type of tourism the definition of event tourism and its essence are discussed.

Key words: event, festival, carnival, tourism.

У статті висвітлено значення подієвого туризму та його вплив на збільшення туристично-ресурсного потенціалу країни в цілому. За допомогою використання досліджень теоретичних та методологічних засад даного типу туризму основні його визначення та сутність розкрито.

Ключові слова: подія, фестиваль, карнавал, туризм.

Actuality of the article: In the entire system of world tourism, share of event tourism is increasing every year. The relevance of the topic is obvious since event tourism is now one of the most actively developing and promising areas in tourism and attracts numerous visitors to various regions each year.

The purpose of the article is to analyze the event tourism definition, essence and product.

The concept of the term «event» is quite diverse, and the factor of the attractiveness of a destination for tourists is influenced deeply by any event that might suggest interesting and entertaining vocation or trip. In the context of tourism and the tourism system, events constitute a key element both in the area of origin – it means that events are an important factor in stimulation of tourism, and in the area of destination events play key role in the development and marketing plans of most destinations [2].

Tourism is a special type of activity during travel, in free time from work to meet human needs in physical and moral education, knowledge, communication, recreation. Types of tourism are distinguished according to the target function and motives. Currently, experts identify such types of tourism as religious, business, health and wellness, ecological, adventure, cruise, entertainment, scientific and event tourism [5].

Event tourism is understood as tourism activities associated with a variety of significant social events, as well as rare natural phenomena that attract large numbers of compatriots and tourists from foreign countries with their uniqueness. The definition of «event tourism» first appeared in the 1980s in Europe. Then event tourism did not stand out as a separate direction in tourism, but was part of such tourism areas as adventure tourism, ecological tourism, gastronomic

tourism and some others. Later, it emerged and established itself as a separate branch of tourism. However, the very phenomenon of event tourism has very deep roots. Most modern festivals are based on historical events, holidays and traditions [4].

Event tourism includes a number of cultural, sports, ethnographic, exhibition tourism activities. But far from all of the events held should be attributed to it, only those that bring any income and, therefore, can be considered a resource component of the venue. Event tourism events are of great economic importance. During their period, the activity of all objects of the tourism industry is intensified. Consumer demand significantly exceeds supply. There is a revival of local cultural traditions, customs, development of folk art.

The main advantages of event tourism are its all-season nature and high profitability. However, profitable event tourism has not yet been widely developed in Ukraine. The country has not yet formed any periodically recurring socially significant events that attract large masses of domestic tourists. Event tourism is a unique type of tourism, as it is inexhaustible in content. The table 1 demonstrates the definitions of term «event tourism» provided by different sources.

Table 1
Definitions of term «event tourism»

| The author | Definition |
|------------------|---|
| D. Getz [2, 3] | Event tourism at a destination level is the development and marketing of planned events as tourist attractions, catalysts, animators, image makers, and place marketers. This process includes bidding on, facilitating and creating events, and the management of portfolios of events as destination assets. For individual events, event tourism means taking a marketing orientation to attract tourists, sometimes as an additional segment and sometimes as the core business |
| O. Babkin [6] | Event tourism is a relatively young type of tourism based on unsurpassed holiday atmosphere, individual conditions of rest and unforgettable impressions. The main feature of event tourism – many bright unique moments. This is a promising and dynamically developing type of tourism |
| L. Ustymenko [7] | The definition of event tourism can be represented as: a trip to participate or contemplate a certain event (carnival, festival, holiday, ceremony, sporting event or natural phenomenon, etc.), which involves the availability of appropriate tourist resources and special training |

Source: prepared by author

Event tourism is a type of recreation for those who want to spend their vacation as interesting, rich and bright as possible, to enjoy new impressions. Event tourism is a unique opportunity to become not only a witness, but also an active participant in the unique events of culture, art and sports.

Donald Getz [2, 3], a professor at the University of Calgary in Canada, categorizes events that are a reason for tourism:

1. Cultural celebrations (festivals, carnivals, religious events).
2. Political and state events (summit meetings, official visits, elections).
3. Events in the field of education and science (conferences, seminars).
4. Art and entertainment events (concerts, award ceremony, exhibitions, fairs).
5. Sports events and competitions (professional competitions, amateur competitions).
6. Social events (holidays in the country).
7. Private events (weddings and other holidays).

The crucial point is that when organizing event tours, touristic operator should take into account a number of utilities, necessary for area to host a certain number of tourist:

- the location of the hotel/hostel/area for camping – next to the place where the event is held;
- availability of catering services nearby;
- the opportunity to visit the main attractions of the area – availability of transportation.

Accessibility of location;

- availability of shops and souvenir shops.

There is also a mixed type – it includes exhibitions, fairs, in which everyone can participate. Another factor of classification is the theme of the event or the purpose of the trip. Here we distinguish between businesses events with a focus on business, to events aimed at recreation. There is also a mixed type in this category – these are events that combine relaxation, entertainment and an informative component. Another category is based on the general concept of the event. These can be events related to a brand. This concept of classification reflects the main components of event tourism: the purpose of the trip, the attendees and the essence of the event. In that way event tourism is an exceptional opportunity for travelers to become one of the witnesses of an unforgettable event of sport, culture and art. Such events remain in the memory as one of the brightest moments in life.

Table 2 shows the events used in tourism products. Types of event tourism according to classification, proposed by Naruta Y. and Garina T. in their research [8].

Types of event tourism

Table 2

| Event | Example |
|-----------------|---|
| National events | National holidays, championships and competitions, carnivals, sales days parades, balls, shows, fairs, celebrity birthdays, masquerades, music competitions and festivals |
| Sporting events | Football matches, world tennis, rally, boxing, hockey, figure skating, golf cricket, sports dancing ski competitions, rugby polo |
| Exhibitions | The largest exhibitions in various fields: transport, business advertising, information technology, culture, industry, medicine, construction |
| Concerts | Performances of world stars, jazz concerts, famous tenors of the world, music competitions and festivals |

Source: [8]

Today in the world there is an increasing interest in festival tours that combine visiting the festival and excursion programs with sightseeing, as well as combining visiting or participating in the festival with traditional bathing and beach recreation. The cost of individual tours is quite high. However, the organization of festival tours is associated with certain difficulties, since many components have to be taken into account. Perhaps this is why festival tourism is mainly dealt with by large tour operators with significant experience [1].

Let us dwell in detail and consider such a type of event tourism as a festival, as event tourism is usually strongly associated with festivals in particular. Some studies tend to associate those terms and suggest that they go hand in hand and are in fact related. According to the definition, a festival is a numerous holiday, a display of the achievements of professional and amateur artistic creativity. A distinctive feature of the festival is certain calendar dates and established spatial frameworks, namely, a country, region, city, theater or concert venue. It is worth noting here the presence of a special audience, to which the artistic concept of the festival is oriented. The first festivals were of a musical nature, and they originated in England. From year to year, the popularity of festivals has only increased and now we can talk about a whole industry of festival activities with a wide range of directions [5].

The analysis of literature in the field of arts showed the absence of a detailed definition of the festival as an organizational and artistic form. The definition of this term is «the festival is a wide public, festive meeting, accompanied by a review of the achievements of some kinds of arts» [4]. Currently, the classification of festivals by type is very conditional, this is due to the fact that today's festival has a mixed character due to the variety of events that make up it.

Depending on the time and place of the event, festivals are seen as:

- seasonal;
- closed, held in closed areas, in a chamber setting;
- open, held «in the open air», in open areas, against the background of landscape landscapes.

Depending on the scale of the festival:

- urban;
- regional;
- regional;
- international;
- ethnic;
- intercultural.

Depending on the ideological focus:

- professional;
- historical, retrospective (re-creating a historical event, era, legends and rituals of the area).

For example – the Viking festival in Finland.

- festivals of modern technologies. For example – the British festival of cars, the Canadian festival «Arcadia», dedicated to computer technology, the international festival of animation in Brazil.

Depending on the main audience:

- for children,
- youth,
- categorical;
- general.

Depending on the type of arts submitted to the competition program for evaluation:

- art festivals (drawing, painting, modeling festivals);
- mixed (creativity festivals).

It is worth paying attention to the fact that the holding of the festival presupposes a scale and mass character, which means that it does not go without the attention of the press, which often allows using the holding of the festival as an effective PR campaign. In addition, it is indisputable that the festival has a beneficial effect on the cultural, social and economic life of the region where it is held. Therefore, city municipalities, regional administrations provide comprehensive assistance in organizing festival events, since they have the opportunity to receive additional income from their holding.

Participation in the festival brings mutual benefits to both participants and spectators:

- Festival participants can present their ideas, share achievements in various fields of activity, get an idea of the ideas of other participants, make useful contacts in their field, as well as hear an opinion about their work, gain recognition in the professional field.
- For the spectators of the festival it is an opportunity to become an eyewitness of an unforgettable event, get impressions, learn new things, meet and communicate with interesting people.

However, one should not forget about the organizers of festivals, without which it is simply impossible to hold such events, there is a symbiosis of enthusiasm, creativity, and entrepreneurial talent [4]. All of the above allows us to put an equal sign between festivals and folk festivals, and this makes them massive and popular. Earlier it was stated that festivals are used as disguised PR-actions, which are very effective at the same time, which allows them to be used with enviable regularity. And here from the organizers is required a special ability to combine performances of pop stars and creative teams with various advertising campaigns. The result of the festival will be

mutual benefit - cultural diversity and sales growth for the organizing companies. Such a solution for promoting goods to the masses can be called simple and ingenious. In this way, it is evident that the tourism resources and potential for formation of event tourism industry of a country is strongly dependent on its cultural potential and tourism resources in general.

Conclusion. Event tourism is a unique type of tourism. The research shows that one of the most important factors in the development of this type of tourism is the resource potential of the regions. Insufficient level of development of event tourism is associated with the lack of developed infrastructure in the region as well as the lack of awareness. Event tourism is a special type of tourism, to meet human needs in physical and moral education, knowledge, communication, recreation. Types of tourism are distinguished according to the target function and motives and the definition of event tourism is various and diverse depending on the source and the author, though all of them agree on unapologetic essence of event tourism in development of tourism in general and attraction of travelers.

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CONCEPTUAL BASES OF RURAL AND ECOTOURISM PRODUCT

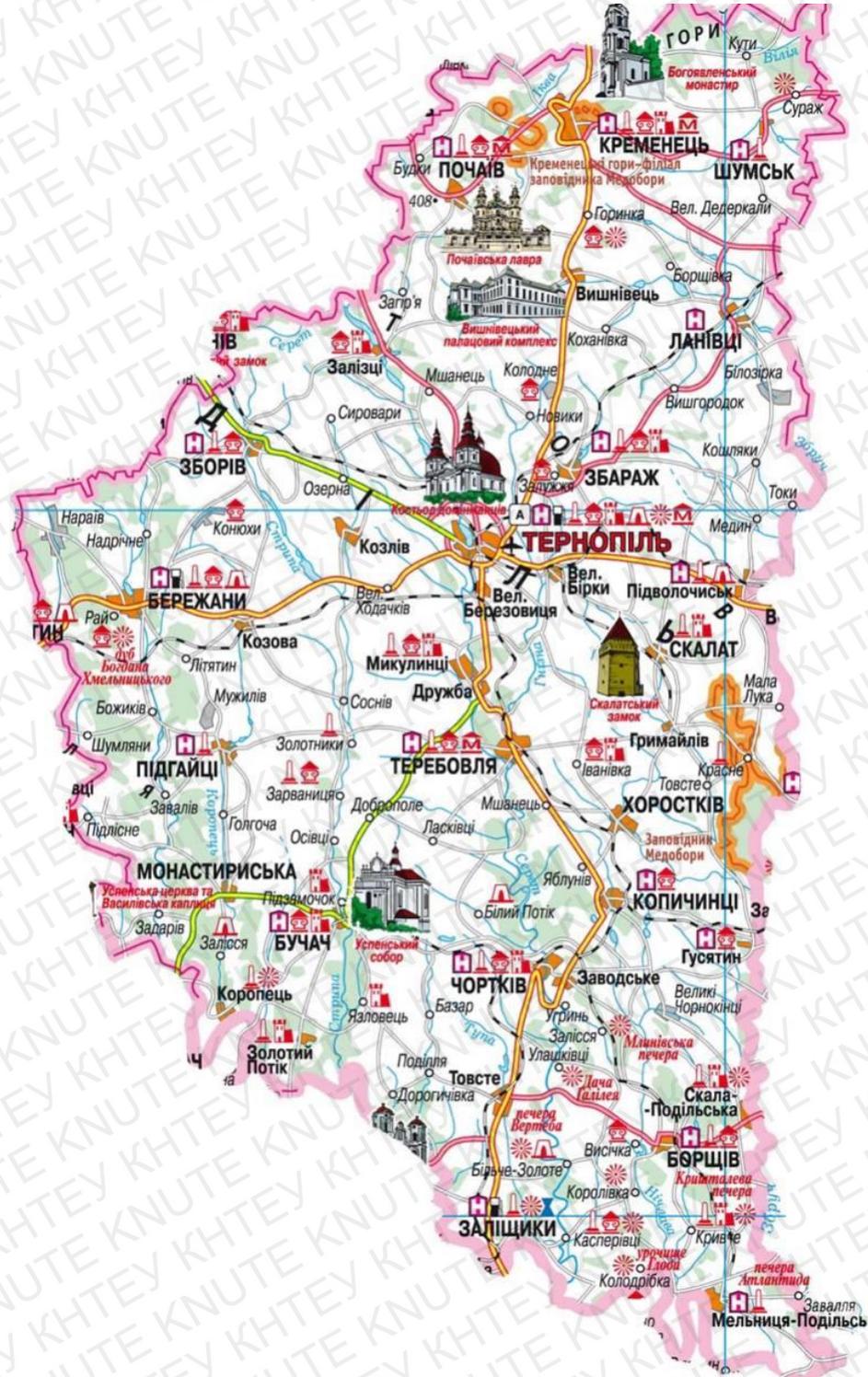
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According to many researches, it is clear that rural recreation plays an important role in the diversification of modern tourist destinations. Its diversity attracts more and more tourists from around the world, including Ukraine.

The article deals with the definition, purpose, elements and world practice of rural and ecotourism as an object of scientific research.

Keywords: rural tourism, ecotourism, rural area, environment, agriculture, sustainability, ecovillage, culture.

Tourism map of Ternopil region



List of cultural events celebrated in Ternopil region in 2019

| Name of an event | Description | Date |
|--|--|----------------|
| Winer Town | Ternopil at different times is fine in its own way. In winter, the city shows the beauty of Ukrainian Christmas traditions. During the holiday will sound carols, shchedrivki, vinsing. There will be a parade of nativity pedders. the winners of the competition for the best shop and the best design of the showcase in Ternopil - "Christmas miracle" and "New Year and extravaganza" will be awarded. The decoration of the holidays is a huge ice rink, around which the winter fair unfolds. | January 1-19 |
| Lake Hockey Competition «Ternopil Hockey Classic» | Sports competitions in ice hockey at ternopil pond in the open air. 24 teams from all over Ukraine will take part in the competition. | January 28-29 |
| Festival "Winter Day" | The holiday takes place on the embankment of Ternopil pond. There will be a town of folk masters. There will be music marathons, sports competitions. | February 11-12 |
| The first All-Ukrainian festival of children's cinema, animation and television "KinoKhvylyka" | Festival of popularization of domestic children's cinema, animation and television programs | April 7-9 |
| Open International Festival of Spiritual Song "I Am Where There Are Blessings" | The only and unique festival of spiritual song in Ukraine, which will be visited by more than 1000 participants from different parts of Ukraine and six countries of the world. | April 21-22 |
| May Festival | Holiday of unique Galician flavor, with a huge number of cultural events and special Ternopil dishes | May 5-7 |
| V Art International Festival "Y" | Annual festival, which involves famous writers, poets, artists, musicians, filmmakers in order to present the achievements of modern art | May 12-14 |

Continuation of Appendix C

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| Von Vacano Kraft Fest - beer, meat and Fine City | Von Vacano Kraft Fest. - the first craft beer and meat festival in Ternopil, which is visited by brewers and cooks from all over Ukraine. It will be delicious and fun. The Eurovision Song Contest 2017 fan zone will operate on the territory of the festival. | May 13-14 |
| 20th International Art Festival "Singing Field" | The festival is dedicated to Mother's Day, the holiday of popularization of the city with wide artistic traditions, rich culinary heritage and healthy organic food | May 13-14 |
| Ternopil Fashion Days | Design festival of fashion shows with the participation of famous domestic and foreign designers | May 18-19 |
| All-Ukrainian festival of embroidery and costume "Vyshyvanka blossom" | The purpose of the festival is to preserve and restore traditional national clothing, to develop Ukrainian national embroidery and costume | May 18-19 |
| Days of Europe | Arrangement of the "European Town", presentation of business, cultural and artistic potential of ternopil partner cities | May 19-20 |
| Festival "Hop mug" | It is a holiday in the style of European traditions, the concept of which is borrowed from festivals such as Oktoberfest, which are a significant part of European identity. | May 19-21 |
| International Investment Forum "Ternopil Region Invest - 2017" | Within the framework of the investment forum, a presentation of the tourist potential of the city and region will be held | May 25-26 |
| Student Festival "StudFest - 2016" | Students from different cities of Ukraine live in a tent city and compete for the title of the best sports and intellectual team. | May 27-28 |
| Gastronomic Festival "Galician Defilada" | Festival of national Galician food made of natural products. The decoration of the festival will be the display of unique collections of Borshchiv embroidered products | June 2-4 |
| All-Ukrainian open-air festival "KinoVulytsia" | Festival of popularization of Ukrainian and foreign cinema | June 15-17 |

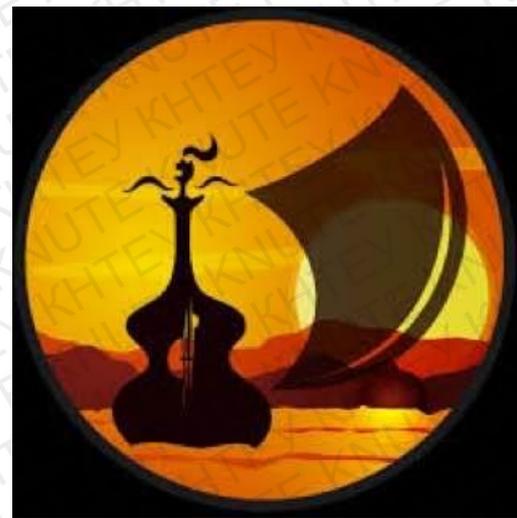
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| All-Ukrainian festival of master classes "City of Masters" | Presentation of achievements and skills of masters of folk art | 8 of July |
| Carp Fest | The decoration of the city is Ternopil Pond. Constant companions of Stav are fishermen. The main theme of the festival is fish dishes. The highlight of the festival will be mass Kupala festivities, because the holiday will take place on Ivan Kupala. | July 6-9 |
| V International Music Festival "Faine City" | One of the few Ukrainian festivals in which almost all modern areas of music overlap. Rock, alternative, indie, folk, pop music performed only by the best musical artists and invited foreign artists | July 20-23 |
| Street Food Festival "Street Market" | Galician food festival with the participation of young restaurateurs and cooks. | August 24-28 |
| World Championship of Water-Motor Sports | Water-motor sports competitions with participation of participants from many countries of the world. For the first time, the European Aquatic Championship (freestyle) will be held. | August 25-27 |
| Celebration of Ternopil City Day | Celebration of the City Day during the temple holiday of the Assumption of the Blessed Virgin Mary covers the Feast of the Old Castle, historical performances, the feast of honey, flowers, performances of various creative groups. | August 28 |
| XV All-Ukrainian Festival "Ternopil Theatrical Evenings". | Festival of theatrical performances of young directing from groups from many regions of Ukraine. | September 18-24 |
| Salo and Horilka Festival | Art and culinary festival, the highlight of which will be the symbol of Ukrainian fat culture. | September 22-24 |
| Festival of retro cars "Golden Horses" | Festival with more than 50 retro cars over 35 years old from Ukraine and many countries of the world. | September 29 – October 1 |

Continuation of Appendix C

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| 2 second All-Ukrainian Forum "Kinokhyvyla" | The only film festival in Ukraine that has an open door format. Every day there will be not only movie screenings, but also lectures on the organization of the film industry, meetings with directors, screenwriters, actors. Four awards will also be introduced as part of the film forum and a competition of film screenings will be announced | October |
| International Festival - competition of children's and youth song art "Crystal Lava" | Vocal competition among young performers aged 6 to 25 years. | October 27-29 |
| All-Ukrainian festival - competition of choreographic art "Galician frescoes" | Dance competition among young performers aged 7 to 25 years | October 27-29 |
| XII International Jazz Music Festival "Jazz Vez" | Cross-border jazz marathon, which combines dozens of cities, hundreds of musicians, thousands of music lovers, many kilometers and even more shades of jazz in a single holiday of music and freedom | December 8-10 |
| Fine winter town | Traditionally, on the night before December 19, St. Nicholas brings gifts to polite children. Similarly, on the evening of December 18, the city lights a Christmas tree and gives the beauty of the winter city to its citizens and guests. This event begins the cycle of New Year's celebrations and opens the work of Fine Winter Town | December 18 - January 22 |

Festivals of Ternopil region, logos



Promotion of touristic image of Ternopil on the international market by ambassadors

