



KAPITEL 9 / CHAPTER 9⁹

TRENDS IN THE DEVELOPMENT OF EVENT TOURISM IN UKRAINE AND VINNITSA REGION

ТЕНДЕНЦІЇ РОЗВИТКУ ПОДІЄВОГО ТУРИЗМУ В УКРАЇНІ ТА ВІННИЦЬКІЙ ОБЛАСТІ

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Introduction.

One of the priority areas of economic development in many countries, including Ukraine, is the tourism industry. In recent decades, world tourism has been actively developing, gaining the status of one of the fastest growing sectors of the economy. It is tourism that provides a large number of additional jobs in many sectors of the economy, thus helping to improve living standards. The high multiplier effect of tourism stimulates the development of 48 sectors of Ukraine's economy. Many countries have the main budget revenues from tourism. There is a significant share of the contribution from event tourism to regional budgets. This sector of the tourism industry does not require the use of tourist and recreational resources. There are several dozen cities in the world that specialize in event economy and operate on its income. The development of event tourism in Ukraine is an important area not only as a way to fill the budgets of the regions, but also as a stimulus for the development of local infrastructure. Under these conditions, it is important to study the essence of event tourism in the context of the functioning of the tourism industry of Ukraine.

According to the World Tourism Organization, in 2019 the world made 1.5 billion tourist arrivals, which is 4% more than in 2018. This increase has occurred in many regions. In 2020, approximately the same growth was expected as in 2019 - 3-4%. However, due to the spread of COVID-19 coronavirus in the world, many countries have closed their borders, abolished air and transport services and imposed severe restrictive measures.

In Ukraine, there are all the prerequisites for the development of tourism. The tourist potential of our country is not fully revealed today, as evidenced by the rather low share of the tourism industry in the structure of the country's GDP. According to the World Economic Forum, in 2017 Ukraine topped the ranking of countries with the smallest share of the tourism industry in GDP - only 1.4% [1]. In 2017, the value added created in tourism amounted to \$ 1.3 billion, which is one of the lowest in Europe. But already in 2018 the share of the tourism industry in the structure of Ukraine's GDP increased and amounted to 5.4% (184.2 billion hryvnias).

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Ukraine has significant tourist potential. In particular, it is one of the leading countries in Europe in the number of historical and cultural heritage sites. 150,000 immovable monuments of history and culture are state-owned, including 57,206 archeological monuments, 51,364 historical monuments, and 16,800 architectural and urban planning monuments. The potential fund of nature protection, health and recreational areas is 12.1 million hectares, ie 20% of the area of Ukraine, which corresponds to international indicators of rational conservation of natural and recreational resources. The one-time capacity of the landscapes of Ukraine, taking into account the permissible environmental standards, is over 40 million people. The largest share of territories and objects of the nature reserve fund are: - from 8 to 13% - Ternopil, Kherson, Zakarpattia, Ivano-Frankivsk, Khmelnytsky regions; - 5-7% - Sumy, Rivne, Chernivtsi regions; - 3-5% - Chernihiv. Lviv region. Autonomous Republic of Crimea; - up to 3% - Donetsk, Mykolaiv, Poltava regions; - up to 2% - Volyn, Zhytomyr, Zaporizhia, Odessa, Cherkasy regions; - up to 1% - Vinnytsia, Dnipropetrovsk, Kyiv, Kirovohrad, Luhansk, Kharkiv regions. The main types of tourism are: urban tourism; ecological (green); ethnic; rural; cultural and cognitive; eventful; medical, medical and health-improving; gastronomic; religious; mountain, sports, cycling; adventurous and active; scientific and educational; cruise and yacht; shopping and entertainment tourism; other priority types of tourism. Depending on the categories of people who make tourist trips, their purposes, objects used or visited, or other features, there are the following types of tourism: children's, youth, family, for the elderly, for people with disabilities, cultural and cognitive, medical and health, sports, religious, ecological (green), rural, underwater, mountain, adventure, hunting, automobile, amateur, etc.

During 2016-2020, the total number of tourists in Ukraine changed unevenly. Significant growth occurred in 2019 - up to 6132 thousand people, which is 140% more than in 2016. (Table 1). However, already in 2020 there is a significant decline in this indicator (to 2360 thousand or almost 7.5% compared to 2016 and 61.5% compared to 2019), due to the outbreak of the COVID-19 pandemic and the introduction of due to this restrictive measures in Ukraine and almost all over the world.

The decrease in the number of tourists is observed in 2020 for all types of tourism. During the study period, the vast majority of tourists were outbound tourists - citizens of Ukraine who went abroad. Their number gradually increased every year and reached a maximum in 2019 - 5525 thousand people. However, in 2020 this figure decreased by 61.5%.

The number of inbound (foreign) tourists also increased during 2016-2019,



although this figure is the lowest among all types of tourism. The largest number of foreign tourists who visited Ukraine was observed in 2019 - 87 thousand people, and in 2020 this figure decreased by more than 4 times and amounted to 12 thousand.

Table 1 - Dynamics of the number of tourists in Ukraine by type of tourism (thousand)

Indicator	Year				
	2016	2017	2018	2019	2020
Total	2550	2806	4557	6132	2360
incoming tourists	35	39	76	87	12
outbound tourists	2061	2290	4024	5525	2126
domestic tourists	454	477	457	520	222

One of the priority tasks of the tourism industry is the development of domestic tourism. However, the number of tourists traveling to Ukraine is not growing as fast. Thus, in 2016 the number of domestic tourists was 454 thousand people, and in 2019 it amounted to 520 thousand, ie an increase of 14.5%. However, in 2020 this figure has more than halved (from 454 thousand people in 2016 to 222 thousand in 2020).

In recent years, we can identify the following trends that stimulate the development of tourism:

- the desire of tourists to gain local experience - to get acquainted with the culture and traditions, local cuisine, etc .;
- increasing the number of trips to attend a certain event: sports competitions, music concerts or festivals, etc.

Today the following functions of tourism are defined: recreational, cultural, economic, educational, humanitarian, ecological, educational, religious, social. Scholars consider the main functions of traditional tourism to be economic, social, humanitarian, and ecological recreation.

The functions of event tourism are: economic, cognitive, recreational, leisure and entertainment, noting that the last three functions are subjective. But the complexity of event tourism reflects a wider range of functions, the implementation of which has a close relationship with other types of tourism. The standard organization of tours includes the use of resources: personnel, organizational and managerial, infrastructural, natural, informational, cultural. To ensure the tour uses

not only the basic tourist infrastructure (accommodation, food, transport), but also specialized, depending on the type of tourism.

The advantage of event tourism is the use of the potential of the event not only as an additional resource, but also as an amplifier of a certain function of tourism (Fig. 1). The difficult economic and political situation in the country, hostilities in the east, the annexation of Crimea, the Covid-19 pandemic have negatively affected the development of tourism. Inbound tourism has declined significantly, with most Ukrainians either not planning to travel or vacationing within their country or region. Due to quarantine, the tourism sector in Ukraine and around the world has found itself in a difficult position.

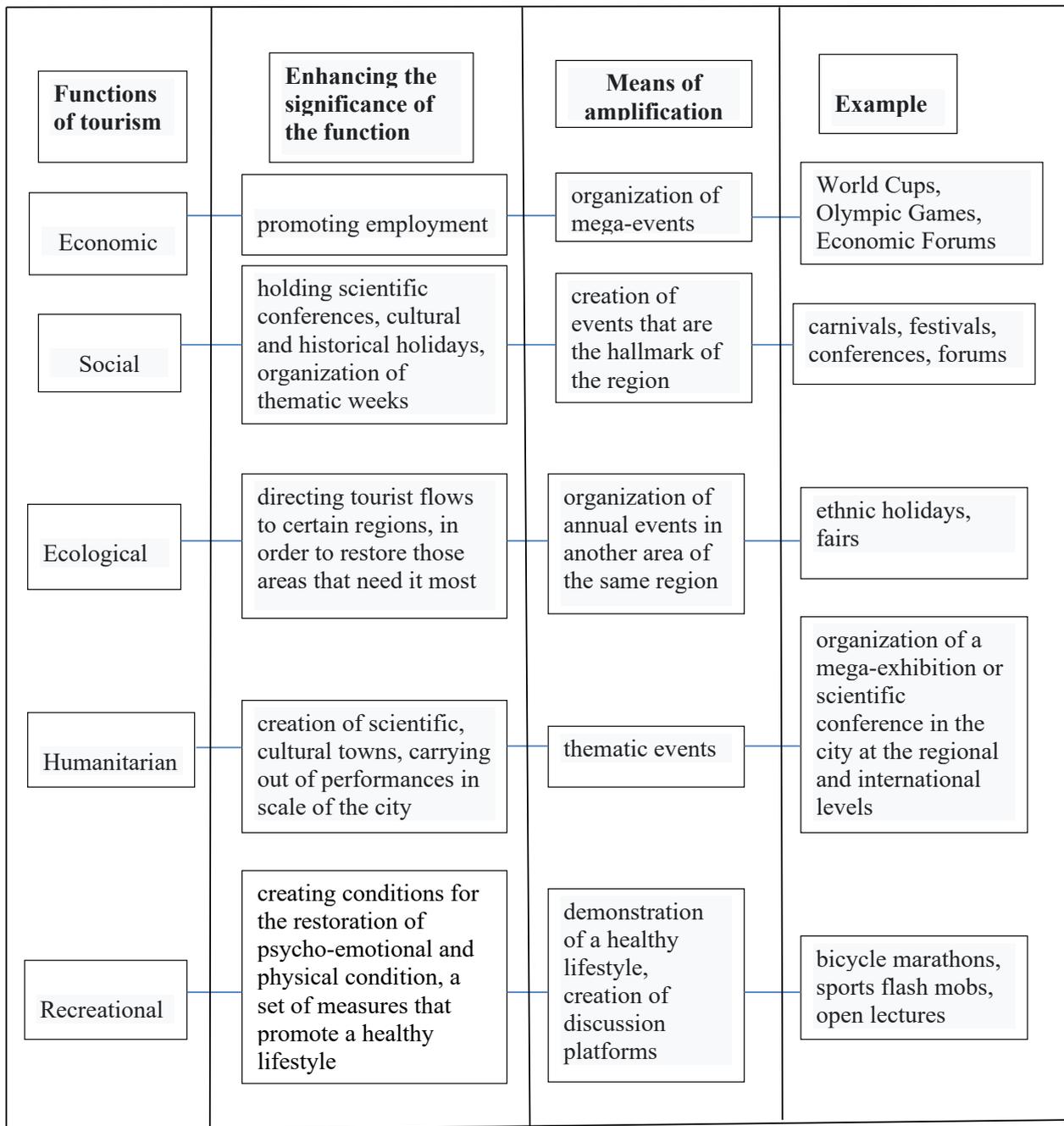


Fig.1- Use of rhodium resources to strengthen the functions of tourism



Event tourism through the strengthening of the basic functions of tourism stimulates the development of other areas of the tourism industry. The content of the organized event is key to the implementation of the above functions. It is a universal means of forming and coordinating tourist flows to the planned destination, on the one hand, and creating a micro-environment of the host - on the other. Locals are also consumers of this tourist service. Thus, a set of measures of a certain content contributes to the formation and consolidation of the psychological climate of the territory.

An important factor is the readiness of the residents of the venue for a particular event. Therefore, a psychological function should be added to the listed functions of tourism. This feature is enhanced by the content of event tourism events and is not related to recreation.

An organized event can be considered as an artificial information flow that is aimed at the consumer for a specific purpose. Event organization is a way of presenting information from one group to another. Thus, event tourism contributes to the strengthening of the information function. From the standpoint of the neuroeconomic approach [2] we can distinguish another function of the event - the latent function. It consists in creating a specific stimulus information in order to provoke certain emotional reactions in the consumer of travel services.

Thus, the realization of a tourist product within the event tourism has a stronger psychological impact on the emotional consolidation of positive or negative experiences compared to other types of tourism.

The analysis allows us to identify specific indicators that characterize event tourism (Fig. 2).

For several years in a row, Vinnytsia has been one of the leaders in the ranking of the most comfortable cities to live in Ukraine. In 2019, Vinnytsia City Council, based on the Marketing Strategy of Vinnytsia and understanding the importance and prospects of tourism development in the city, created a department of marketing and tourism. Expenditures for the implementation of the Tourism Development Program were increased 5 times. The amount of tourist tax in 2019 amounted to UAH 2,050,458, which is 6 times more than in 2018. Although in 2019 there were 43 hotels and hostels in Vinnytsia, there is still a need to increase the number of temporary accommodation.

The growing popularity of Vinnytsia as a tourist center is also characterized by the number of visitors to local museums. Since 2016, their number is constantly growing. In July 2019, a survey of the city's tourist attractiveness index was conducted for the first time in Vinnytsia, according to which the city's tourist



attractiveness index was 4.13 points out of 5.

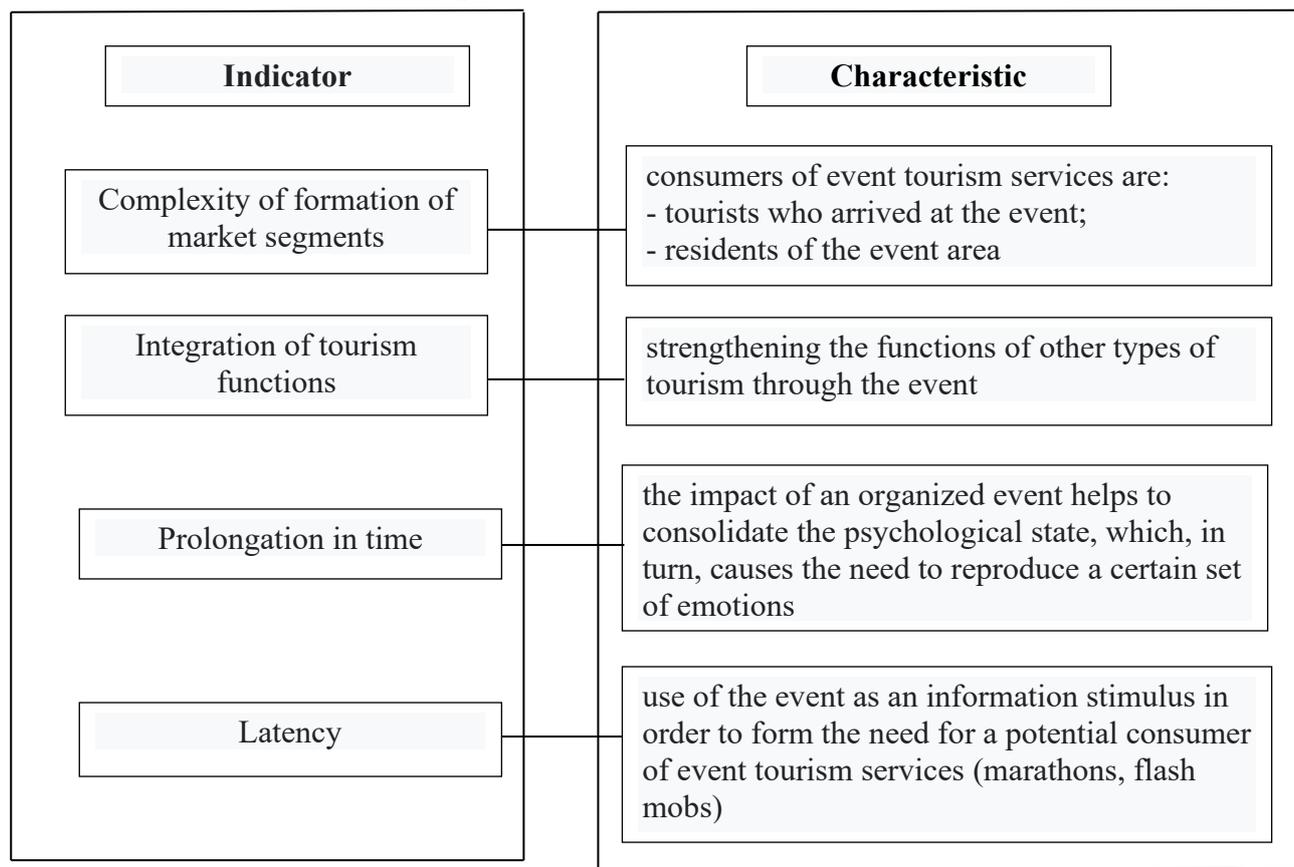


Figure 2- Specific characteristics of event tourism

Vinnitsia received this indicator of tourist attractiveness due to the high marks of the city's attributes by its visitors, including satisfaction with museums and galleries, the level of service in local restaurants and cafes, cleanliness and safety of staying in the city, friendliness and courtesy of citizens. According to the presented data, it can be confirmed that the tourism industry of the city of Vinnitsia has begun to develop actively.

Rapidly developing in the region and plays a significant role in shaping the tourist attractiveness of the city event tourism (event-tourism), dedicated to the coverage of any event. Event tourism is a promising area of development of tourist attractiveness of Vinnitsia region. Today, event tourism is gaining momentum not only around the world, in Ukraine, but also in the Vinnitsia region. Various festivals (cultural, musical, gastronomic, historical, etc.) are held in all cities and districts of the region.

During the year, various cultural, educational, environmental and sports events take place in Vinnitsia and near the city, including a Christmas fair, Vinnitsia FoodFest; International Festival of Winter Landart "Mythogenesis", opening of the light and music fountain Roshen; Easter Miracle Easter Egg Festival, Europe Day and



Night, Zagul Motorcycle Festival, Vinnytsia Half Marathon, P.I. Tchaikovsky and NF von Meck, Weekend of travelers.

The open-air festival "OPERAFEST-TULCHIN" has already become traditional for our region, which gathers open-air opera fans not only from Ukraine, but also from abroad. Tourists are attracted by the International Island of Europe Festival, Ticket to the SUN Art Weekend, Taras Sych Field Kitchen Festival, Kupala Picnic, BarRockCo Festival, Nad Bogom Cultural and Artistic Residence, DILI ecofest; Vinnytsia International Comedy and Parody Film Festival, Vinnytsia City Day, Organ Festival "Music in the Monastery Walls". The folk-rock festival "Mlynomania" and the international festival "Shchedryk" are also interesting in terms of their programs and performances.

In addition to the above events, attract the attention of tourists: International Jazz Festival VINNYTSIA JAZZFEST, ethno-festival of family songs "Mother's Furnace", national-patriotic festival of Cossack traditional culture "Battle of Batoz" and many others that already have the status of traditional. Many tourists attend European Heritage Days; Smile Fest, All-Ukrainian Festival of Military-Historical Reconstruction "Vinnytsia - the capital of the Ukrainian People's Republic", Contemporary Music Days in Vinnytsia, Air GogolFest; International Festival of Saxophone Music Vinnytsia Adolphe Sax Festival, Wine Festival "God pours", the opening of the Christmas tree on St. Nicholas Day and many others.

An interesting and relatively new event is the knights' tournament dedicated to the memory of the Hero of the Heavenly Hundred Maxim Shimko, which is a medieval festival, and the main message of its holding is the importance of historical reconstruction. In turn, the international ethno-festival of customary culture "Living Fire", which has been held for 11 years in a row in different parts of the region, is a real celebration of Kupala customs and traditions, Ukrainian ancient and modern culture. The drag racing show at the airport in Kalynivka annually gathers participants and spectators from all over Ukraine, and in recent years this event is increasingly attended by foreign tourists.

The gastronomic festival of traditional Podolsk dishes "Miracle from a cup" (Tymaniv porridge festival), held in the village of Tymanivka, gathers fans of Podolsk dishes made according to unique ancient recipes. Every year, traditionally in mid-May, Vinnytsia celebrates Europe Day, which is attended by foreign guests from sister cities and partners from international organizations, as well as tourists from all over Ukraine.