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## **TOURISM EVENTS IN UKRAINE: PROBLEMS AND PERSPECTIVES**

*The paper defines dynamics of Ukrainian tourist flows, peculiarities of event tourism and its prospects in Ukraine. The main events by regions of Ukraine in 2020, which can be focus in the organization of event tourism, are established. Given recommendations that will contribute to the development of this type of tourism in Ukraine.*

**Keywords:** *Event tourism, Ukrainian tourist services market, domestic tourism, outbound tourism.*

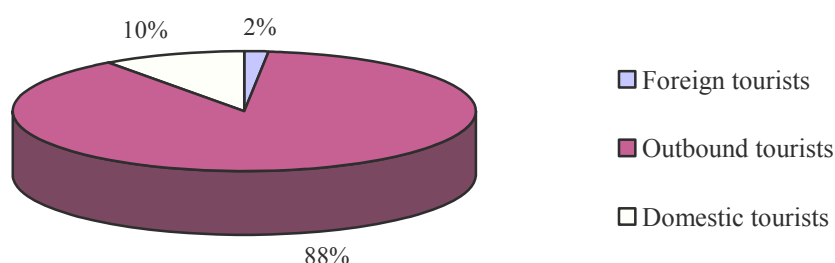
**Relevance of research topic.** Tourism-a sphere of economy, which is largely influenced by the development of GDP of each country, employment, and organization of leisure people, their level of leisure. However, the demand for individual travel services is clearly defined seasonal, which may adversely affect the activities of tour operators and travel agencies. In order to attracting tourists in the off-season promising can be considered event tourism, providing people not only traditional vacation, but also vivid emotions, participation in spectacular events. Ukraine has a significant potential due to the presence of interesting traditions, a large number of historical and cultural heritage, friendly local residents. Event tourism will promote the development of not only domestic tourism, but also the growth of the value of the entry flows. Nowadays Ukrainians prefer event tourism, because activities usually take place abroad.

**Formulation of the problem.** To analyze possibilities and prospects of development of event tourism in Ukraine in different regions of Ukraine, to justify preconditions for its active development.

**Analysis of recent researches and publications.** The issue of event tourism is actively analyzed in foreign economic literature. In the publications of Getz D. Essence and development of event tourism are defined, the practice of its use is analyzed, the classification of event tourism is analysed (Getz, 2010). N. I. Toneva identified the positive and negative aspects of the impact of tourism on the development of the region (Toneva, 2017), and Liu Yu. and Chen K. grounded the influence of festivals and other special events on the city Image Formation (Liu & Chen, 2007, pp. 255–259). However, there are a number of publications dedicated to the event tourism in the domestic scientific literature.

Bakdik O. O., Novosad N. O., Topalova o. I. analyzed the nature of event tourism, its peculiarities, advantages and putting back factors for development in Ukraine (Beidyk, Novosad and Topalova, 2016, pp. 127–128). Kudinkov I. P., Golovanova T. A. presented its author's interpretation of the event of tourism, its varieties, SWOT-analysis of Ukraine in the sphere of its development, its significance for Ukraine and measures for further development of (Kudinova, and Holovanova, 2018, pp. 259–261). Parfinenko A. Y. defined the role of event tourism in the development of cities, its types, developed algorithms of interaction of all stakeholders in the implementation of events of subjects and sequence of formation of event tourism products (Parfinenko, 2015, pp. 147–151). Tyshchenko p. v. presented the classification of event tourism on the subject, determined the factors of its successful implementation at the state and individual travel agencies, analysis of the event tourism of Transcarpathia, defined the role in this process of cross-border cooperation (Tyshchenko, 2011, pp. 125–127). Shykyone O. V. and Oliynyk V. V. substantiated events for the development of event tourism in Ukraine, analysed its development in Ukraine (Shykina and Oliinyk, 2016).

**Presenting main material.** In recent years, the development of the tourist services market of Ukraine significantly influenced changes in political and economic factors, in particular military actions in eastern Ukraine, the occupation of Crimea led to an increase in outbound tourism and a significant reorientation of flows within Ukraine. On the figure 1 the structure of trip services provided by tour operators and travel agencies of Ukraine in 2018 is presented.



*Figure 1. Structure of tourist services, which were provided by tour operators and travel agencies of Ukraine in 2018*

*Source: completed on the basis of Tourism*

Among the types of tourism in Ukraine is dominated by outbound tourism (88%), domestic tourism is only 10%, and inbound (foreign) -2%. During the 2014–2018 bienniums significant reduction in the number of both domestic and foreign tourists in Ukraine took place (figure 2).

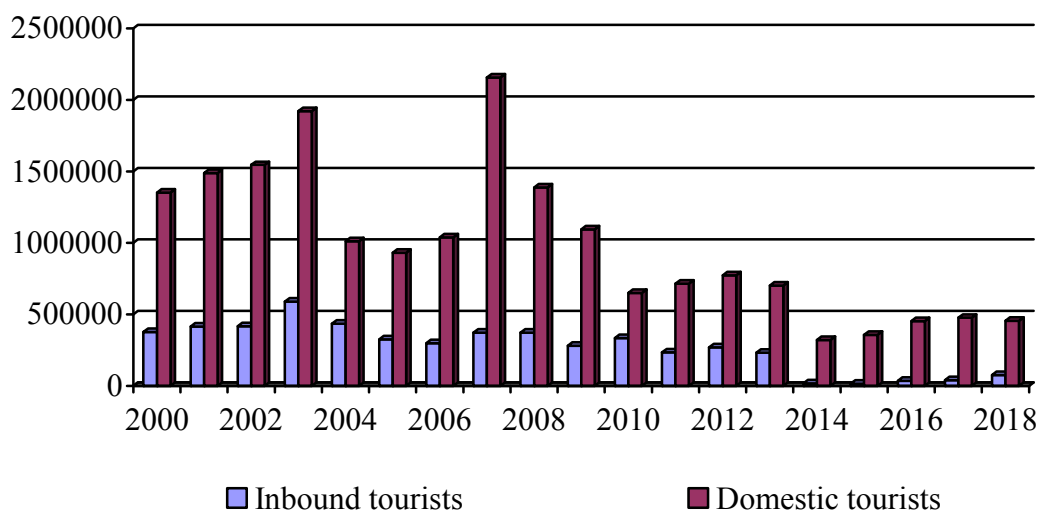


Figure 2 -Dynamics of the number of tourists in Ukraine, which were served by tour operators and travel agents, by types of tourism

Source: completed on the basis of Tourism.

This situation requires from domestic tour operators' intensification of promising directions of the development of tourism in Ukraine, in particular event tourism. It is known that when choosing a tourist product weighty role is given to obtaining tourists emotions.

Event tourism belongs to one of the most promising world types of tourism. Its most important advantages are program saturation, entertainment, brightness of emotions and positive atmosphere. Simultaneously, the event tourism is characterized by positive dynamics to growth, as the number of tourists interested in sports competitions, educational events, international festivals, concerts, exhibitions, fairs, carnibows, auctions and fashion shows are growing. Ukraine already partially has experience of conducting event tourism. We are talking about the EURO-2012, the organization of the Eurovision in 2005 and in 2015; the peculiarities of event tourism in Ukraine are presented in table 1.

Table 1

### Features of event tourism in Ukraine

Component	Description
Properties	Entertainment, regularity, lack of seasonality; possibility of forecasting; mass innovation stimulates repeated visits

Component	Description
Advantages	Attracting tourists, creating and maintaining the image of the country or region, the development of infrastructure, a large number of historical and cultural heritage, recreational areas for events, amiability locals, a significant potential for development
Putting back factors	Insufficient infrastructure, low business activity of the local population, insufficient information provision of measures, weak use of tourist potential, insufficient level of service, poor quality of service, lack of necessary investments for development, poor work on formation and increase of tourism image of Ukraine, development and promotion of national tourist product
Potential threats	Political and legislative instability, aggravation of the military conflict in the east, dissemination of inaccurate information on regions and the country in general, low level of population solvency

*Source: completed on the basis of (Beidyk, Novosad and Topalova, 2016, p. 128, Kudinova and Holovanova, 2018, p. 261).*

Ukraine has a significant potential for the development of event tourism. The event as a tourist resource has a pronounced multiplier effect, namely promotes the development of various sectors of the tourism industry to effectively use their own potential (Beidyk, Novosad and Topalova, 2016, p. 130). Every year the number of events in the regions of Ukraine is growing despite the lack of support at the state level. In table 2 are events by regions of Ukraine in 2020.

*Table 2*

### **The main planned events in Ukraine in 2020 by regions**

Regions	Planned events
Lviv region	Festival «Great Kolyada», «Christmas in The Grove», Lviv Art and Wine Festival, easter eggs, craft beer, Brass bands «Royal Lion», «Flugery Lvova»«, «Street Food So Good. Spring 2020», «Virtuosos», Puppet Theater, Leopold Jazz Fest, ice-cream, «Night in Lviv «, «Tu Stany», «Ethnovar, folklore, ZaxidFest, «Street Food So Good. Осінь 2020», «Кіт Гаватовича», Lviv Coffee Festival, «Golden Lion», modern bandura, «contrasts», Jazz Bez Festival, Carpathian Alliance, Woodstock Ukraine, ZAHID festival, City Donut Holiday, «Knygomania» forum, Lviv half Marathon, Ethno Fashion Day, Festival of Music in Lviv, publishers Forum, cheese and Wine Festival
Transcarpathian Region and Carpathians	Festivals of Christmas verteps, Buttsmen in the village of Gecha, «Red wine», «white wine», Shrovetide, «March Cats», «Sakura Fest», Sunny drink «,» Gamora «,» Plum «,» Hutsul turnip «, «BEREG-FEST», Brynza, «Lemkivska Warta», «Poloninske Summer», a parade of brides in Uzhgorod, holiday of young wine

Regions	Planned events
Khmelnyskiy region	Festival «Republic », Lights Festival «Aglow Vision», « «Outpost», Retro Fest, «Ruthenica Medievalis – Kamenec 1398», The Aeronaut Fiesta «Cup of Podillya», cultural-sports show «Battle in the Fortress»
Kyiv region	Festival «Country of dreams», «Rock Bulava», the giant Chinese lanterns, PRO.ACT Fest, Atlas Weekend, Rally «Superhero»
Odessa region	Festivals of Clowns and Mimas «Comedy», Odesa Balloon Fest, Humorina, ГОГОЛІВФЕСТ. Odissey, ODESSA CLASSICS
Rivne region	Festivals of ancient boats Ancient Boats Festival Rivne, 5th Marathon of Poliska sich, «Taras Bulba»
Volyn	Festival «Banderstate », LutskFoodFest
Ternopil region	Festival «Fayne Misto»
Sumy region	«East Rock» festival
Cherkasy region	Festival «Tryvalski Zori»
Dnipro	Festival <u>Bezviz Festival</u>
Bukovina	Malanka Festival

The biggest event in 2020 is planned to be held in western Ukraine, particularly in Lviv and Transcarpathian regions, although other areas have considerable potential for the development of event tourism.

Event tourism will solve the many socio-economic problems of the regions, in particular, provision of employment and creation of new jobs by increasing tourist flows and attracting tourists in the off-season. At the same time, we are talking about the organization of both individual and mass tours. In some regions, event tourism can be combined with activities of rural green tourism.

For effective development of event tourism in Ukraine it is advisable to conduct a detailed analysis of planned measures and systematize them on the interests of tourists. To improve awareness of tourists and tour operators it is advisable to create internet-sites of events, pages in social networks, mobile phone applications and tourist information centers, the main function of which should be the formation of the image of the region and increase the number of tourists visiting (Kudinova and Holovanova, 2018, p. 261). The development of event tourism should be accompanied by the support of local self-government bodies, as it promotes the socio-economic development of individual Territories, proper the safety of events, the formation of proper infrastructure, including and Logistical, for its carrying out, involvement of highly qualified personnel for organizing events.

**Conclusion.** In the modern conditions of event tourism is one of the most promising types of tourism in separate regions of Ukraine and Ukraine in general. Its development will facilitate the intensification of domestic and inbound tourism, socio-economic development of individual regions and Ukraine in general. However, the effectiveness of its development depends on the combination of efforts of individual tour operators and local governments, as well as the support of the state.

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