[Download](#)

UDC 911.3: 338.48
[42](#)

<https://doi.org/10.17721/2308-135X.2020.60.33-42>

Sokolovsky Victor Anatolievich Flight Academy of the National Aviation University, Kropivnitsky, Ukraine,

e-mail: victor.soko1ovskj@gmail.com

Shchegolieva Inna Valentinovna,

PhD (Pedagogics), Associate Professor Flight Academy of the National Aviation University, Kropivnitsky, Ukraine,

e-mail: inna.akvilon@gmail.com

EVENT TOURISM OF THE MIDDLE DNIEPER REGION AS A STRATEGIC DIRECTION OF REGIONAL DEVELOPMENT

The purpose of the article is to substantiate the role of event tourism as a strategic direction for the development of the Middle Dnieper region.

Methodology. The tourism industry is sensitive to the effects of both external and internal factors, therefore, determining the strategic directions of development and predicting their state causes certain difficulties. However, the absence of a defined development vector excludes the activation of the resources, the use of which would make obtaining positive economic and social effect possible. The study information base is the websites of the Kirovograd and Cherkassy regions state administrations as well as the Strategy for their development until 2027. Analytical, comparative and historical research methods were used to solve the main tasks.

Results. The features of the historical development of event tourism have been considered and the factors of its popularization have been analyzed. General analysis of the regional event resources has been made. Based on the tourist region evolution model by R. Butler, the spatial tourism model by Tuner-Weber and the geomarketing approach, the strategic importance of the event tourism development in the territory of the Middle Dnieper region has been substantiated. The events held in the territory of the Middle Dnieper region have been systematized. Based on the events analysis within the region, it was determined that the most common direction is festivals of various scales, ranks and themes. The development priority of event tourism in the context of Development strategies of the Kirovograd and Cherkasy regions for 2021-2027 has been proved.

Scientific novelty. The spatial-territorial structure of event tourism in the Middle Dnieper region has been analyzed. Events in the territory of the Middle Dnieper region have been systematized according to various criteria. Comprehensive research of festival events as the most promising direction of event tourism in the Middle Dnieper region has been made.

Practical significance. The conducted research can be considered a basis for further research of the tourist potential of the Middle Dnieper region, in particular, its event resources. The research results can be used in planning of tourist activities in the Middle Dnieper region, providing for monitoring and subsequent analysis of the necessary material and technical base; natural, natural-anthropogenic and socio-historical tourist resources; human resources involved in tourism, in particular, their quantitative and qualitative representation; the most popular activities, events having a strong development potential. Realization of the event potential of the Middle Dnieper region will have an impact on the formation of the regional tourism policy and commitment of local business figures in their consolidation about the events, in the process of creating various cluster associations, especially of tourism destination, and contribute to fund-raising.

Key words: event tourism, tourist resources, event resources, festivals, spatial and territorial structure, regional development, development strategies, the Middle Dnieper region.

References:

1. Vindyuk, A. V. (2017) Suchasnyy stan rozvytku podiyevoho turyzmu [The current state of development of event tourism]. Strategic imperatives of tourism and economic development in the context of globalization : Materials of the 10rd International Scientific and Practical Conference ; Zaporizhia National Technical University. Zaporizhzhya: «Enlightenment», V. 1. P. 68-70. [In Ukrainian]
2. Vovk, K. (2017) Teoretychna sutnist' ponyattya «podiyevyy turyzm» ta prykladni aspekty yoho vykorystannya [Theoretical essence of the concept of "event tourism" and applied aspects of its use]. Problems and prospects of economics and management. № 3 (19), P. 184-193. [In Ukrainian]
3. Domaransky, A.O. (2017) Turyzm v Kirovohrads'kii oblasti: problemy rozvytku ta osnovni pryntsypy reorhanizatsiyi [Tourism in the Kirovograd region: problems of development and basic principles of reorganization] Theoretical and applied directions of development of tourism and recreation in the regions of Ukraine: Materials of the 3rd International Scientific and Practical Conference. Kropyvnytskyi: KLA NAU, 45-54. [In Ukrainian]
4. Donskikh, S.V. (2014) Sobytiinyi turizm [Event tourism]. Minsk: RIPO, 112 p. [In Russian]
5. Kirovohrads'ka oblasna derzhavna administratsiya [Kirovograd Regional State Administration] Official site <http://www.kr-admin.gov.ua> (accessed Apr 30, 2019).
6. Kirovohradshchyna turystychna [Kirovograd region tourist] Official site <http://tourism.kr-admin.gov.ua> (accessed Apr 30, 2019).

7. Mykhaylichenko, G. Podorozhi za vrazhennyam, abo perspektyvy zbutu emotional-experience turiv [Travels by impression, or prospects of selling emotional-experience tours.]. Current issues of tourism and tourism practice: Coll. materials scientific-practical. Conf., dedicated to the 25th anniversary of the Institute of Tourism Federation of Trade Unions of Ukraine. Kyiv: APSVT, 2019. 133 p. [In Ukrainian]

8. Radionova, O.M. (2017) Ivent turyzm: ponyattya, sutnist', funktsiyi [Event tourism: concept, essence, functions]. Strategic imperatives of tourism and economic development in the context of globalization : Materials of the 10rd International Scientific and Practical Conference ; Zaporizhia National Technical University. Zaporizhzhya: «Enlightenment», V. 1, P. 298-300. [In Ukrainian]

9. Radionova, O.M., Berezhna, T.M. (2020) Rozvytok podiyevoho turyzmu v Ukrayini [Development of event tourism in Ukraine]. Current trends in the development of the tourism and hospitality industry in a competitive environment : Materials of the International Scientific and Practical Conference ; Kharkiv: HNUMH name O.M.Beketova, 2020. P.153-155. [In Ukrainian]

10. Cherkas'ka oblasna derzhavna administratsiya [Cherkasy Regional State Administration] Official site <http://ck-oda.gov.ua> (accessed Apr 30, 2019).

11. Cherkashchyna turystychna [Cherkassy region tourist] Official tourist portal of Cherkasy region <http://tourismincherkasyregion.gov.ua> (accessed Apr 30, 2019).

12. Butler R.W. The concept of a tourist area cycle of evolution: implications for management of resources // Canadian Geographer, 1980. V. 24. No. 1.

13. Plog, S. Why destination areas rise and fall in popularity. Cornell Hotel and Restaurant Association Quarterly. 1973. № 14 (4), P. 55–58.

Надійшла до редколегії 07.12.2020