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## Event Tourism is a Significant Part of Cultural Tourism

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**ABSTRACT:** The purpose of this article is to analyze festival tourism as a modern direction of tourist activity. For this purpose, it is necessary to solve the following tasks: to characterize festival tourism as a new direction of tourist activity in the modern system of event tourism; highlight the main groups of festivals and areas of festival tourism; determine the factors contributing to the development of festival tourism; to assess the impact of festival tourism on the development of the economy of states.

**Keywords:** tourism and recreation, festival events, music festivals, festival tourism, tourist activity, modern system of event tourism, determine the factors, impact of festival tourism

### **Introduction:**

The main feature of event tourism is a lot of bright and unique moments. This is a promising and dynamically developing type of tourism. Event tourism is multifaceted and diversified, it is inexhaustible in content, every year it is replenished with new event tours, which from random ones go into the category of regular ones.

Event tourism can be classified by the scale of the event and by the theme of the event.

In terms of scale, events can be divided into events of the regional (local), national, international and world (global) levels. However, this division is not permanent, since small insignificant events can gradually develop and move to a higher level. Local-level events - events that are significant for a certain micro-region (city, administrative district). These events include, for example, the celebration of the city day by the population. Events of the national level include events that are significant for the entire state.

### **Main part**

One of the types of event tourism is festival tourism. Festival tourism has appeared relatively recently and has taken a significant place in the world recreational movement. Festivals are held in almost all countries of the world, they are different in their content and meaning.

Festival (fr. Festival, from lat. Festivus - "festive") - a mass celebration, showing (review) of the achievements of musical, theatrical, pop, circus or cinema.

However, the festival is a special kind of holiday, which is distinguished by its special scope, dynamism and mass character. Today the festival is a wide public, festive meeting, accompanied by a show of achievements of any kinds of arts.

The initiators and organizers of festivals can be: government agencies, business structures, religious structures, charitable foundations, political parties, social movements, public organizations, individuals.

Festivals can pursue various goals: political, economic, social, educational.

At the same time, in the end, the festival events popularize the country, region, city, specific place (destination), attracting significant tourist flows.

Modern PR managers are increasingly organizing festivals that pursue image and commercial goals. In principle, if you compare festivals that have gone down in history as part of cultural life with modern ones, you can also identify PR components in them. For example, some international festival of folk crafts, dances, songs, etc. - this is, first of all, attracting interest to the country of the representative, and secondly - to its culture and personalities, organizations that support it. This phenomenon has survived to this day, only there are more goals, and, accordingly, the arsenal of means, tools, technologies has increased. Therefore, at the moment, there are many types of festivals, and their number continues to grow.

It can be assumed that the modern festival movement dates back to ancient Greece. It was here that the Olympic Games were born - the oldest and most popular common Greek festivals and competitions, which were held in honor of Zeus in Olympia once every four years (according to tradition, from 776 BC). The Olympic Games attracted a large number of participants and spectators.

The second in importance after the Olympic Games were the Pythian Games - general Greek festivals and competitions at the temple of Apollo the Pythian in Delphi (according to legend, established by Apollo in honor of the victory over the serpent Python). Initially, the Pythian Games consisted of musical competitions, which attracted participants and spectators from all over the Greek Ecumene. The prize for the winner was a laurel wreath (laurel is a tree dedicated to Apollo).

The ancient Greeks had many different festivals. In Athens, the largest festivals were traditional, strictly regulated, and lasted for several days. The holidays included pre-planned cult ceremonies, solemn processions, choral, musical, gymnastic and other competitions with the awarding of awards to the winners, as well as folk festivities.

Theatrical performances, which were held in honor of the god of winemaking Dionysus, were also popular in ancient Greece. Every year, songs were composed for this holiday, which were performed by the choir, accompanied by dancers. Prizes were awarded for the best performance. Initially, the choirs performed in the market squares, and later an open theater was built for the spectacles on the slope of the Acropolis, not far from the Temple of Dionysus. Then theaters for a large number of spectators began to be built throughout Greece.

Thus, many of the traditions of modern festivals are rooted in the history of Ancient Greece.

Carnivals take a special place among the events that are important for the development of festival tourism.

Carnival (French carnival, from Italian carnevale - "amusing chariot, ship of festive processions) - a type of festivities with street processions, theatrical games - takes place in the open air. The origins of the carnival are in pagan rituals associated with the change of seasons, in spring agricultural and fair

holidays. The name was approved in Italy at the end of the 13th century; the Italian folk theater of the 16th century is associated with the carnival. - "comedy of masks (del arte)"

The origin of the word "carnival" in Italy (from Italian carne vale - "goodbye to meat" or from Latin car val - "ship of jesters") is associated with the feast of gluttony on the eve of the 40-day Christian fast before Easter, when you can eat meat, drink wine and have fun. This tradition takes place among many Christian peoples (in Russia - Maslenitsa, in France - Fat Tuesday). A week before the start of Lent, carnivals are held in almost all major cities in Latin America and Europe. The first carnivals were held in Italy, where large independent cities appeared earlier than in other countries. Later, carnivals appeared in France, and then in Germany: in Mainz, Dusseldorf and Cologne. Folk festive forms usually constituted the second, unofficial half of the holiday, while the first was associated with the performance of certain church rituals. Only in the 18th and 19th centuries. they split up, and the carnival began to exist as a form of mass entertainment. Carnivals have historically meant liberation in entertainment. Hence the widespread use of masquerades at carnivals - men and women wear fancy costumes and masks, striving to be attractive and unrecognizable. In the Middle Ages, the French established the tradition of carnival as a universal celebration with dancing and love games, and political parties used the celebration to jokingly criticize the authorities. In Italy, carnivals were paraded through the streets of Rome, Naples and other cities. Guests from many countries came to see the Italian masquerade. The most complex interweaving of human fates, comedic, sublime and tragic in connection with carnivals and masquerades have become the theme of many outstanding literary works.

The first "festivals" to appear in the UK were musical and related to church music. Their appearance dates back to the beginning of the 18th century. From the 2nd floor. XVIII century, they were already carried out in many countries of Central Europe, but mainly in Germany.

One of the oldest European festivals is the Oktoberfest in Munich. This festival began with a celebration in honor of the wedding of Crown Prince of Bavaria Ludwig and Princess Teresa of Saxony-Hildburghaus on October 12, 1810

Since the XX century. international festivals become popular. It is with the development of international festivals that one can speak of the emergence of festival tourism.

Modern festival tourism is a type of tourism associated with visiting national and international festivals and competitions, spectacular and costume festivals, sports competitions, etc.

Festival tourism, as a direction of world tourism, is relatively young and very promising. It appeared recently, but it is developing dynamically and already now occupies a significant place in the world tourist movement.

The main target audience of festival tourism is wealthy tourists with above average incomes.

Festival tourism is a complex phenomenon in which the needs and real activities of people, natural, technical and economic processes are intertwined.

Let's consider the main groups of factors influencing the development of festival tourism.

1. Socio-economic factors. These factors are fundamental and include: the nature of the socio-economic system; the degree of development of the productive forces, industrialization and scientific and technological revolution; volume and structure of free time; material well-being; labor activity, cultural level, professional and educational structure of the population.

Sustainable development of the economy creates an economic basis for travel. The incomes of the population are growing, a new lifestyle is being formed, which requires appropriate rest. The growth of income expands the social base of tourism, travel is becoming available to many. The development of the

economy makes it possible to make investments in the hospitality industry, create a tourist infrastructure, and provide a high quality of tourist service.

Modern science and technology is transforming travel, making it mobile and more diverse than ever before. New technical capabilities make it possible to safely and comfortably travel at various distances using a wide variety of vehicles, road, rail, air, and water transport. With the help of the latest technologies, significant successes are achieved when holding mass entertainment events.

2. Demographic factors. These include: size, territorial distribution of the population and its age structure, urbanization.
3. Thus, population growth increases the global tourism potential, as a result of which new human reserves are involved in tourism activities.
4. Environmental and medico-biological factors include the quality of the environment of permanent residence and the state of health of the population.
5. Political factors include: stability of domestic policy and foreign policy relations; expansion of international political, economic, scientific, cultural ties and cooperation; simplification of the passport and customs regime; social policy of the state.

Among the political factors influencing the development of festival tourism, it should be noted the relationship between countries, which can promote or, conversely, hinder the tourist exchange between them. The development of tourism and other forms of foreign economic relations is facilitated by the settlement of differences between countries, the conclusion of cooperation agreements, the rejection of territorial claims and the recognition of existing borders. The development of festival tourism is influenced by the internal political situation in countries and regions, as well as in those areas through which tourist communications pass. Change of political regimes, accompanied by mass unrest and the use of armed forces (Rwanda, Uganda, Indonesia), religious fanaticism (Arab countries), terrorism (Egypt), hostage-taking (Philippines) destabilize the situation and reduce the level of security in tourism

6. Socio-psychological factors. These include the following: value orientation; the influence of traditions and the presence of certain stereotypes of behavior; religion; increasing the prestige and growth of the social status of the individual; media and advertising.
7. Geographic and natural factors are characterized by the peculiarities of the geographical position of the territory, a variety of climatic and landscape conditions; exotic flora and fauna; the presence of sources of mineral water, deposits of medicinal mud, etc.
8. On the basis of this natural diversity, various types of tourism, including festival tourism, are developing.
9. Cultural and historical factors reflect the richness of the material and spiritual culture of peoples and include: ancient cities, architectural monuments; areas associated with significant events in history; collections of historical museums; archaeological sites, etc.
10. The cultural and historical characteristics of different countries underlie the contrast and diversity of the modern world. The history preserved in the monuments, the traditions and customs of the peoples, the architectural appearance of the old cities, the gastronomic features of the national cuisine - everything attracts tourists seeking new impressions.
11. Material and technological factors are determined by the level of technology and technology in the sectors of transport, construction, communications, communications; in mass media; system of public utilities, trade and public catering

The groups of factors considered above were characterized, first of all, in a positive way, as contributing to the development of festival tourism. However, there are factors that restrain and even hinder its growth. Socio-economic factors such as inflation, the growth of crime and unemployment, crises, violation of the terms of trade, as well as the lack of planning in the use of natural and labor resources are constraining, having a negative impact on the development of festival tourism.

All groups of factors can be divided into two classes: selective and realizing. In turn, both those and others can be localizing and not localizing (of general action), but it should be noted that the implementing factors are more clearly subdivided into these subclasses.

Selective factors determine the need and feasibility of the development of festival tourism. These factors include socio-economic, demographic, political and socio-psychological.

Implementing factors contribute to the fullest satisfaction of tourism needs. These are, first of all, material and technological factors, combined into a subclass of general action.

Localizing factors determine the boundaries of tourist activity in a particular territory in a region or a particular country. These factors include natural, environmental and medico-biological, cultural and historical

Based on the goals, methods, territorial coverage, forms of organization, festival tourism can be:

- 1) by the scale of the action: international, national, regional;
- 2) by international status: domestic and international (entry, exit);
- 3) by the number of participants: group, individual, family;
- 4) by the age of the participants: children, adolescents, youth, adults, for the elderly (the so-called "third age"), mixed, etc.;
- 5) by the nature of the organization: regulated - characterized by a high level of service and a certain sequence of visits to tourist sites; unregulated - can be organized or unorganized;
- 6) by the duration of the trip: long-term - more than 3 days, short-term - less than 3 days.

To organize festival tourism, it is necessary to take into account the theme of the events. Let's highlight the main groups of festivals.

Film festivals. Film festivals are usually accompanied by a public screening of films and the arrival of their authors. In the course of most festivals, a film competition is held, according to the results of which prizes are awarded (grand prix, audience award, and others).

There are about 80 film festivals in the world. The most popular and prestigious film festivals are those accredited by FIAPF (French Federation International des Associations de Producteurs de Films). Today, 13 international competitive film festivals of feature films are FIAPF accredited: Berlin Film Festival (Germany), Warsaw Film Festival (Poland), Venice Film Festival (Italy), Cairo Film Festival (Egypt), Cannes Film Festival (France), Karlovy Vary Film Festival (Czech Republic), Locarno Film Festival (Switzerland), Mar del Plata Film Festival (Argentina), Montreal Film Festival (Canada), Moscow Film Festival (Russia), San Sebastian Film Festival (Spain), Tokyo Film Festival (Japan), Shanghai Film Festival (China). In addition, among the most prestigious world festivals are the Sochi "Kinotavr" - Russian film festival; Rotterdam Film Festival (Netherlands). Festivals that do not have a competitive program also received FIAPF accreditation: Tokyo Film Festival (Japan), London Film Festival (UK)

Music festivals and competitions of a wide variety of musical trends and styles (vocal, instrumental music, classical, ancient, folk music, pop music, blues, jazz, country, reggae, rock, etc.).

Music festivals - cycles of concerts and performances, united by a common name, a single program and held in a particularly solemn atmosphere. Music festivals vary in duration (from several days to six months) and content. There are music festivals monographic (dedicated to the music of one composer), thematic (dedicated to a certain genre, era or stylistic direction), performing arts, etc. Music festivals are held regularly (annually, every 2-4 years) or in connection with any festive events. They usually settle in cities famous for their musical traditions, or associated with the life and work of famous musicians.

Notable music festivals include the Montreux Jazz Festival (Switzerland); Opera Festival in Verona (Italy); music contest "Eurovision"; international music competition "New Wave" in Jurmala (Latvia); music competition named after P.I. Tchaikovsky in Moscow (Russia), etc.

Theater festivals of various types and genres, for example, in Zurich "Stromereien" (Switzerland), the international festival "NITRA" in Nitra (Slovakia), etc.

Theatrical and circus shows, such as, for example, the "Circus of the Future" festival in Paris (France); show "Lord of the Dance" (UK); holiday on ice, show "Mystery" (Germany); ice festival, show "Romanza", Vienna (Austria), etc.

Festivals and competitions of dances of various directions and styles (ballet, ballroom dances, historical dances, dances of Latin America, Russian folk dances, ritual, erotic, modern dances, etc.). For example, the international festival of classical ballet named after Rudolf Nureyev in Kazan (Russia); youth ballet competition "Youth America Grand Prix" (USA); International Ballet Festival in Tokyo (Japan); International Dance Festival in Birmingham (UK), etc.

Fine art festivals in a wide variety of arts (sculpture, painting, graphics, photography, digital painting, computer graphics, arts and crafts, microminiature, calligraphy, design). For example, the International Sand Sculpture Festival in Melbourne (Australia), Blankenberg (Belgium), Sandsation in Berlin (Germany);

Ice Sculpture Festival in Bruges (Belgium); the Harbin International Ice and Snow Festival in Harbin, China; the festival of snow sculptures in Quebec (Canada), etc.

Food festivals include presentations, food tastings, and master classes. Food festivals are often accompanied by shows and entertainment programs. Many gastronomic festivals are held on the basis of national cuisine, providing an opportunity for foreign tourists to get acquainted with the cuisine, as well as with the traditions and culture of the people.

Examples of food festivals include the Oktoberfest International Beer Festival in Munich, Germany, the world's largest beer festival; festival of young wine "Beaujolais Nouveau" (France); Parisian Chocolate Salon (France), etc.

Flower festivals and exhibitions are usually held in countries during a certain period associated with the blooming of any type of flowers. At the same time, the climate is one of the main factors affecting the geography and the period of such festivals. For example, a flower show in Chelsea, London (UK); Chrysanthemum Festival (Japan); tulip exhibition (Netherlands); Bonsai Festival, Nara (Japan); rose festival, Kazanluk (Bulgaria), etc.

Fashion shows, fashion festivals (for example, Men's Fashion, Paris (France); Ready to Wear, Paris (France); Milano Moda Bouna, Milan (Italy), etc.).

Festivals of humor (for example, "Cat Laughs", Kilkenny (Ireland); festival of humor in Gabrovo (Bulgaria); festival of humorous programs "Jurmalina" in Jurmala (Latvia)).

National festivals and holidays (for example, St. Patrick's Festival in London (UK); St. Patrick's Festival in Dublin (Ireland), a cultural festival in Berlin (Germany)).

Ethnic festivals can be divided into a separate group.

Sports events (for example, Olympics and international sports; Formula 1 auto racing; NASCAR auto racing, USA).

Unusual festivals (eg Thailand Kite Festival; Pirate Festival, Georgetown, Cayman Islands); Twin Festival, Twinsburg, Ohio, USA; Pride Amsterdam Sexual Minority Parade in Amsterdam (Netherlands); Military Tattoo Parade in Edinburgh (Great Britain)).

Carnivals are a special group of holidays with dressing up and parade processions, theatrical games.

The carnival movement in the world today is experiencing a true renaissance: carnivals appear even in such "non-carnival" countries as, for example, Japan or Finland. Modern carnivals are developing in two historically established directions: European (traditions of the most ancient carnivals

Europe) and the Caribbean (carnivals that arose on the basis of European ones under the influence of African culture). In general, experts identify 11 different types of traditional carnivals. The largest carnivals with grandiose allegorical structures and gigantic platforms are held in the city of Viareggio and Putignano (Italy), as well as in Malta and Nice (France). The most grandiose Mardi Gras carnivals are held in New Orleans (USA), Patras (Greece), Santa Cruz de Tenerife (Spain), Colon (Germany), Den Boche (Holland), Alostla (Belgium), Riske (Croatia), in Basel and Zurich (Switzerland), Dunkerque (France). The most colorful Caribbean and Sambo carnivals are in Rio de Janeiro and Salvador de Bahia (Brazil), Trinidad and Tobago, Netting Hill (England), Curacao (Antilles), Corrientes (Argentina) and Baranquillo (Colombia). The most famous carnivals are held in Venice (Italy), Pernik (Bulgaria), Itue (Slovenia) and Strumica (Macedonia).

Newly created and revived holidays make a significant contribution to the development and creation of national culture. Ritual and innovative holidays have a great future, and therefore the experience of foreign countries, which have learned to attract interest to their own state through familiarization with the knowledge of national traditions, deserves to be studied.

In 1980, the Association of European Carnival Cities - Foundation of European Carnival Cities (GESS) was founded.

The fundamental goals of the FESS are to preserve and promote carnival traditions as an important part of the cultural heritage of mankind, to promote the development of the carnival movement in Eastern Europe. The activities of the Association have been highly appreciated by the European Commission, and since 2000 FESS has been under the patronage of the European Commission's Committee on Education and Culture.

### Conclusion

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. In this case, risks are inevitable. Perhaps that is why, mainly large tour operators with significant experience are engaged in festival tourism. 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.

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