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**EVENT TOURISM AND EVENT MANAGEMENT**

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**Abstract:** The purpose of the research is to study modern trends in event tourism and event management. The essence of event tourism and the main reasons for its development, as well as the main definitions are considered. The role of event management in the development of event tourism is shown.

**Keywords:** event tourism, event management, event, management of tourism.

Let's start with the fact that event tourism is a type of tourism, the main purpose of which is to visit a certain event. This direction is relatively young and extremely interesting, as it is characterized by unique tours that combine traditional holidays, as well as participation in the most spectacular events of the planet. The main feature of event tourism is a lot of bright and unique moments. This is a promising and dynamically developing type of tourism, the target audience of which are wealthy tourists with an income above average, as well as groups of tourists from several couples.

Event tourism can be classified by the scale of the event (national or international level) and by the theme of the event. The main advantages of event tourism are its all-season and high profitability. Event tourism affects the economic condition of the region, stimulates the development of other sectors of the economy, such as construction and trade. The event has become the most important motivating factor in tourism. Pre-planned events have a great impact on the competitiveness of a tourist destination. Event tourism as a type of tourism became established in the scientific community and the tourism industry about two

decades ago. In modern literature, the term "event" is increasingly used, which refers to the process of planning, preparing and creating a special event, covering assessment, definition, data collection, localization, management, control and analysis of time, finances, personnel, services and other resources and facilities. The concept of an event includes an event, an event, a ceremony and a show (event (from English. event - event– is an entertainment or advertising performance carried out on a theater stage, cinema or television screen, in a sports or circus arena using various kinds of plot moves, visual techniques, lighting equipment, computer graphics, etc. In Soviet times, the concept of "cultural event" was more often used)[7].

A planned event is a space-time phenomenon unique in its interaction with the environment, the public, individual elements and the program. The attraction of events is that they are always different, never repeat, and a tourist needs to visit there, in a certain place, at a certain time in order to get an exceptional experience. Each event is created with a specific purpose, and what was once the sphere of individual or public initiative has become the domain of professionals and entrepreneurs. Just like event tourism, event management is a fast-growing professional field in which tourists are consumers in the potential market of planned events, and the tourism industry has become an interested party in their success and attractiveness. In turn, event management is an applied field of study and a professional practice space dedicated to planning, conducting and managing special events, such as festivals, various celebrations, entertainment, political and state events, sports and art-related events, events that relate to business and corporate affairs (meetings, meetings, exhibitions), events that relate to private (weddings, parties, social family events)[2].

Event tourism and event management are inextricably linked. The contact of event management and tourism management occurs when organizing mass special events that attract a large number of participants in order to develop a tourist destination. Event tourism combines sports, cultural, and business tourism, since the purpose of the trip is timed to a specific event or event. Such an industry as

event management is engaged in the development, planning and holding of events. Tourism management is engaged in the study of the needs of tourists, the development of a tourist destination. By combining these two areas of knowledge, we get event tourism, which, in turn, promotes a tourist destination through event events or events.

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It should be borne in mind that event tourism sometimes becomes an obstacle to the organization of traditional types of tours – sightseeing, cultural, educational, business. Host tour operators note a number of difficulties that arise during the organization of major sports or exhibition events: planned reservation of seats in the best hotels for visitors to these events; blocking access to attractions and travel through the city center; changing the mode of operation of museums, etc. Thus, it is necessary to develop approaches to determining the format of such events, which, among other things, provides comfortable conditions for organizers and participants of traditional, regularly operating tourist programs. We should not forget about the possible negative effects of an excessive increase in tourist flow to the region caused by a major event: environmental degradation, congestion of transport hubs, an increase in the cost of living in the region, an increase in business risk due to increased competition as a result of the arrival of major players in the regional market, the introduction and planting of elements of mass culture that change the national flavor of the local cultural environment, an increase in

crime[6]. In most regions of the Russian Federation, a high seasonal differentiation of consumer demand for tourist services can be observed, which leads to the emergence of temporary jobs and the risk of a decrease in the income of local residents in the "low" season[3]. In any case, it is necessary to strive to ensure that the interests of local residents are taken into account when developing plans for the development of event tourism. The participation of local residents and their income from tourism activities can be ensured in several ways. Firstly, obtaining economic benefits from the development of tourism activities through the creation of new jobs and the provision of preferences for hiring local residents, the purchase of food, souvenirs and other locally produced products. Secondly, ensuring the participation of local residents in the management of the development of tourist activities by co-ownership of tourist enterprises, correction of plans for the development of event tourism in accordance with reasonable claims and comments of the population. Third, ensuring an increase in the standard of living of the population, thanks to the development of tourist infrastructure through transport, the use of service enterprises, the provision of benefits to local residents to attend events of event tourism. In general, the development of event tourism should provide a significant contribution to the sustainable development of the region's economy by increasing tax payments to the local budget, improving the quality of life of the population, additional financing of programs for the protection and restoration of cultural objects, historical heritage and nature, implementation of environmental programs, preservation and development of the socio-cultural environment of the region[4]. In addition, patriotic education of the population and increasing the popularity and prestige of the region at the federal and international levels are also important. Staffing of the tourism industry and support of scientific research in the field of event tourism involves monitoring the needs of organizations and enterprises of the tourism industry for qualified personnel, organizing advanced training of tourism industry workers (guides, interpreters, guides, hotel complex employees and others), advanced training of teachers of educational institutions of professional education that train specialists in the field

of event tourism. It also seems appropriate to provide subsidies to legal entities on a competitive basis in order to reimburse the costs of creating educational and production centers for training middle-level specialists for representatives of event management.

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