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CALENDAR OF CITY EVENTS AS A MARKETING TOOL FOR PROMOTION OF TERRITORIES IN THE PRE-PANDEMIC PERIOD

The article studies the peculiarities of the formation of the calendar of city events. Tourist attractiveness is the fulfillment of a tourist's expectations to receive a certain service / product of proper quality at a certain time. The city must continuously provide tourists with a wide range of such services. The only effective tool that allows to perform this task is a properly formed calendar of city events.

On the example of the calendar of events in Chernivtsi, Lviv and Kamyanets-Podilsky, the principles of composing the list of planned events have been formulated.

It has been concluded that for cities suffering from the actions of competitors, it is necessary to review their strategies for forming a calendar of events, to invent and quickly implement countermeasures. In addition, the pace of development of the tourism market in the pre-pandemic period was quite stable, in particular, the number of tourists increased, including in Ukraine. In the post-pandemic period, tourist routes will be resumed. The arsenal of advertising tools and techniques that cities will use to promote their events will be enriched with new tools. The competition will only intensify. Thus, for the cities of Ukraine, the issues of forming tourist attractions become especially relevant. Therefore, to ensure the growth of tourist attractiveness the cities should properly use such a tool as a calendar of city events.

Keywords: *calendar of events, event marketing, event.*

Introduction. Cities of Ukraine have already embarked on a path of fierce competition for tourist attractiveness. The fame and attractiveness of the city allows it not only to benefit from the costs incurred by tourists in the city. Such cities are faster to renew the infrastructure of the local market, increase incomes and jobs, rejuvenate the average age of the average citizen, improve investment attractiveness, etc. If we assume that tourist attractiveness is a justification of the tourist's expectations to receive a certain service / product of proper quality at a certain time, the city must continuously provide the tourist with a wide range of such services / products of high quality and maximum time.

The only effective tool, in our opinion, that would allow to perform such a task is a properly formed calendar of city events.

The topic of the research, despite its relevance, is insufficiently studied by researchers. The vast majority of scholars only mention the calendar of events in their research as a necessary attribute of the city in promoting its events or shaping the tourist attractiveness of the city.

The purpose of the article is to determine the basic principles of forming an effective calendar of city events and to explore effective methods of compiling such a calendar.

The calendar of city events is a chronological list of all events planned for a specific date / dates in the city with a brief announcement of their content, nature, place and time.

The principles of an effective calendar of city events should be determined depending on the environment where its (environment) appearance is possible, appropriate and necessary.

So before you start creating a calendar of events in the city, you should find out if such an environment exists at all. The main markers of such an environment, in our opinion, are:

- 1) the potential of the city. This can be the architecture of the city, historical facts, legends, cultural events, nature, etc.;
- 2) the availability of suitable for tourism infrastructure of the city – hotels, hostels, restaurants, availability of information and communication, medicine, and other related services;
- 3) the willingness of the local elite to invest in the development of tourist infrastructure, and local residents – in an effort to contribute to the development of tourism in the city;
- 4) availability of high-quality and development of new ways of tourist communication of other cities, countries with the city;
- 5) the presence of the tourist who has decided or is considering visiting the city.

Among the principles that will help make an effective calendar of events, we highlight the following:

1) careful selection among many different activities of those that meet the characteristics of the event. Yes, the event must have its target audience, which is in large enough quantity, interesting content, prepared location, team, service, etc;

2) attractive and accessible format of text and visual part of the announcement of events;

3) easy navigation among the variety of presented events in accordance with the specifics of the target audience. It is necessary to give the tourist the opportunity to quickly and easily choose exactly the list of events that are part of his interests (through the built-in classifier or event rubricator);

4) harmoniously compiled list of the year (if possible, you need to ensure a conscious rhythm and saturation of events each month depending on the period and the event itself) and the specifics of the event (reasonable approach to the distribution of cultural, sporting, scientific and entertainment events during the year and each month). Each city has its own characteristics – from weather and climatic conditions to the rhythm of socio-economic life of the city;

5) it is worth paying attention to the competitive activity of nearby cities, which, thanks to, for example, a more spectacular event organized in itself, are able to select not only your tourist, but also, at the time of its event, turn your citizen into their tourist. Therefore, it is necessary to take a strategic approach to the choice of time, nature and name of the event.

Of course, the existence of an appropriate environment and the hypothetical ability to meet our criteria for the formation of an effective calendar of events is impossible without the existence of an experts team, whose meeting is designed to create such a calendar.

The city of Chernivtsi borders four regions and two countries and competes with many more regions. It has great potential in contrast to a significant number of its competitors (Figure 1).

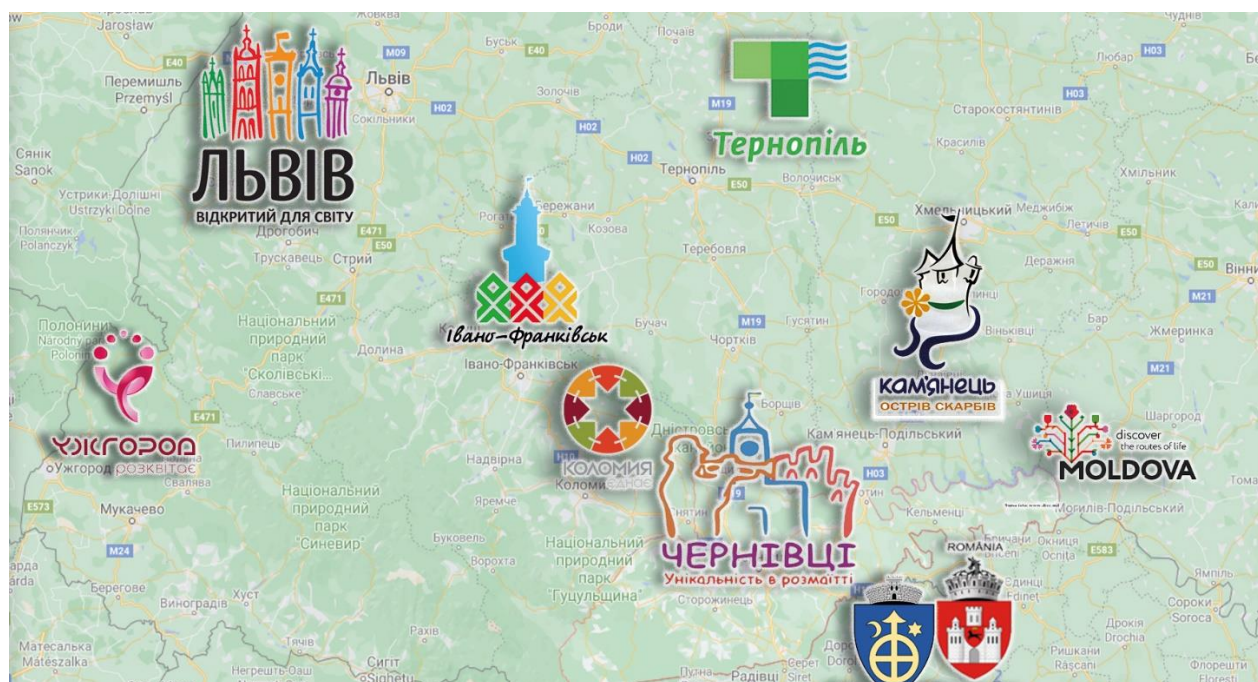


Figure 1 – The main competing cities of Chernivtsi

The main competing cities of Chernivtsi on the basis of "geographical location" are Kamyanets-Podilsky, Kolomyia, Ivano-Frankivsk, Lviv, Uzhgorod, Ternopil. If you take into account the different ratings, then this list of cities may be geographically different. Thus, the rating compiled by CNN contains the top 11 Ukrainian cities worth visiting: Lviv, Chernivtsi, Uman, Kyiv, Pereyaslav-Khmelnytsky, Kharkiv, Chernihiv, Odessa, Uzhhorod and Kamyanets-Podilsky [1]. Observing other ratings, which are focused on the average tourist and business, you can see a gradual decline in the attractiveness of the city of Chernivtsi. The Table 1 shows the comfort ratings of Ukrainian cities according to the version of the magazine "Focus" for 2007–2019 (in 2014–2015, the journal did not conduct studies on the comfort

of Ukrainian cities). According to this rating, we see that the city of Chernivtsi, since 2016, falls out of dozens of comfortable cities in Ukraine, gradually reducing its performance. Instead, the neighboring cities of Ivano-Frankivsk and Lviv are confident in this ranking, and Ternopil and Khmelnytsky are increasing their indicators. According to the ranking of the Competitiveness Index of Ukrainian cities 2019/2020, published by the Ministry of Economy, Trade and Agriculture of Ukraine, six cities – Khmelnytsky, Ivano-Frankivsk, Lviv, Vinnytsia, Ternopil and Chernihiv – have become cities with the most favorable business climate and effective economic governance [20]. In our opinion, the city's position in the ranking is the result of including strategic management and marketing in the planning and proper organization of city events, which have a significant impact on the tourist attractiveness and rhythm of business in the city.

Table 1 – **Rating of Ukrainian cities comfort according to the magazine "Focus"**

City	Year										
	2007	2008	2009	2010	2011	2012	2013	2016	2017	2018	2019
Chernivtsi	3-5	1	4	4	13	2	4	12	14	-	-
Ivano-Frankivsk	1	5	3	3	3	1	3	6	5	-	-
Lviv	8	9	1	14	4	4	5	1	2	4	3
Ternopil	3-5	21	34	16	30	12	32	7	7	-	10
Uzhhorod	30	17	23	8	7	10	17	8	10	-	-
Khmelnytskyi	13	15	12	15	11	14	9	3	8	10	2
Kolomyia	9	14	42	34	45	23	22	-	-	-	-
K.-Podilsky	16	13	18	23	25	26	37	-	-	-	-

Source: compiled by the author on the basis of [10, 11, 12, 13, 14, 15, 16, 17, 18, 19]

It is obvious that the passive existence of the city, which focuses only on the powerful heritage of the architecture of the Austro-Hungarian past, becomes insufficient, and eventually dangerous, because we need resources to preserve it.

In the top rankings there are cities that actively promote on the market the events and locations of their environment, form and develop communication, use a variety of marketing tools in the complex.

For example:

- Kamianets-Podilskyi is a city where more than 40 festivals have been planned for 2019 (more than 50 festivals in 2021), and for the reconstruction of historical monuments and the promotion of tourist opportunities of the city in the same 2019 3.5 million hryvnias were allocated (1.5 million more than in 2018) [2, 9];

- Lviv is a city that leads a lot of ratings on tourist attractiveness. In 2018, the city was visited by more than 2.5 million tourists, and the financing of the tourism industry was more than 5 million UAH. [2]. Lviv is one of the cities with the most interesting and progressive approach to the use of various promotion technologies focused on target markets. In 2019, 8 promotional tours, 7 media tours, 11 foreign exhibitions, 4 exhibitions in Ukraine and 6 forums were organized. All this was done by the Department of Tourism and the Lviv Conference Bureau together with the tourism cluster, as well as with all players in the tourism market [3]. According to the report of the Department of Tourism in Lviv and the Center for Tourism Development of Lviv only during 2017–2019 33 new air routes for passenger transportation were opened (10 in 2017, 16 in 2018 and another 7 in 2019) [4, p. 30], the Tourist Information Centers of Lviv were visited by about 210 thousand tourists, including more than 100 thousand foreign tourists [4, p. 48].

The city calendar of events plays an important role in the formation of the tourist attraction. Tables 2–5 show the calendars of events in three cities: Chernivtsi, Lviv and Kamyanets-Podilsky. After analyzing these events, we can talk about the use of neighbors' own methods of compiling such calendars. If in Lviv the marketing part of promotion and formation of events is well built, in Kamyanets-Podilsky the tactical component is already worked out. In particular, it is manifested:

- firstly – in a good selection of similar in nature and spirit events in one calendar period of holidays in the city. For example, in Lviv, the City Day is accompanied by the Craft Beer Festival and continues with the spectacular International Festival of Brass Bands – "Royal Lion", which lasts four days and two days

later transfers the initiative to the International Ethno-Jazz Music Festival "Lviv Weather vanes". Thus, thanks to well-chosen events and their duration, the spirit of the Lviv city holiday is extended in time by several weeks (Table 2);

Table 2 – Calendar of festive events in Chernivtsi, Lviv, Kamyanets-Podilsky for May 2020

Chernivtsi	Lviv	Kamyanets-Podilsky
11-16.05 – XI International Vocal and Choral Competition-Festival "Let the Song Convene Friends"	1-3.05 – Craft Beer Festival.	30.04-2.05 – Opening of the tourist season "Kamyanets Digital"
17.05 – "Chernivtsi half marathon 2020"	2.05 – Lviv Day, 764th anniversary	30.04-2.05 – International Lights Festival "Aglow Vision"
17.05 – Day of street music	3-6.05 – International Festival of Brass Bands "Royal Lion"	1-3.05 – All-Ukrainian festival "Historical picnic at the castle in Kamianka"
21.05 – Embroidery Day	8-10.05 – "Lviv Weather vanes" Music Festival.	1-3.05 – International Festival Residence "Carnival"
30.05 – Bicycle day 2020	18.05 – International Museum Day	2-3.05 – All-Ukrainian open-air competition "Castle Etude"
May "Bukovynian Spring" Choral Music Festival	21.05 – Embroidery Day	8-10.05 – International festival-competition "Grand fest Kamenets. Spring"
	22-24.05 – "Street Food So Good. Spring 2020" Festival	8-10.05 – Ukrainian Championship
	28-30.05 – Lviv Media Forum	14.05 – Embroidery Day
	29-31.05 – Ethno Fashion Day	14-18.05 – International Festival of National Cultures "Treasure Island"
	29-31.05 – 40th Festival of Musical Art "Virtuosos"	15-17.05 – Aerobatic fiesta "Podillya Cup"
		15-17.05 – City Day "Kamyanets - Treasure Island 2019"
		22-23.05 – All-Ukrainian festival-competition of bandura art
		23-24.05 – International Historical Festival "Triumphal Arch"
		29-30.05 – All-Ukrainian ethnographic cultural and sports show "Battle in the Fortress"

Made by the author by: [5, 6, 7]

- secondly – in a well-chosen name of the event. The name of the event is able to create a competitive advantage of the holiday at the stage of communication. This name attracts attention, evokes positive emotions and interest of a potential tourist. Next, it is important to create an event program that meets the reader's expectations. For example, the aforementioned Lviv Day (764th anniversary), the International Festival of Brass Bands – "Royal Lion" and the Music Festival "Lviv Weather vanes" compete with the promising names of events in Kamianets-Podilskyi: All-Ukrainian festival "Historical picnic at the castle in Kamyanets", International festival residence "Carnival", International festival-competition "Grand fest Kamyanets. Spring" (Table 2);

- thirdly – in the strategic vision of the benefits of joining or being ahead in celebrating events at the national level. "Embroidery Day" (21.05), which was started in Chernivtsi, and which has already become an international day, Kamyanets-Podilsky held a week before the adopted date – 14.05, which, apparently, grew into the next event in this city – International Festival of National Cultures "Treasure Island". Instead, when the "Embroidery Day" was celebrated by the whole country and the Ukrainian-speaking world, the received information resonance became an excellent basis for holding the All-Ukrainian festival-competition of bandura art, which was planned for the next days – 22-23.05.20 (Table 2). A great example of strengthening the information campaign for advertising the competition is a kind of hyperbolization of the value of the event. Thanks to such actions, the All-Ukrainian Bandura Festival-Competition becomes more visible and significant especially for those people who joined the Embroidery Day;

Table 3 – **Calendar of festive events in Chernivtsi, Lviv, Kamyanets-Podilsky for July 2020**

Chernivtsi	Lviv	Kamyanets-Podilsky
4-5.07 – International Folklore Festival "Bukovynian Meetings" 11-12.07 – City holiday "Petrovsky Fair"	4-5.07 – Graffiti festival "Alarm" 10-12.07 – Night Festival in Lviv 31.07-2.08 – "Tu Stan" Festival / Lviv Region	3-11.07 – International Festival "Opera in Miniature" 25.07-9.08 – GO "Congress 2020"

Made by the author by: [5, 6, 7]

- fourth – in the "gentle abduction" of the tourist flow and the theme of the event that attracts attention. For example, the XIII Folklore Ethno-Festival "Malanka-Fest", launched in Chernivtsi, is traditional and already known not only in the region, but also abroad. Neighbors holding a similar event - Folklore Festival "Podilska Malanka", one day earlier erodes the position of the Chernivtsi event, reduces the flow of tourists and with the successful use of marketing technologies and good organization of the event can be gradually anchored in Kamyanets-Podilsky (Table 4). Unfortunately, such cases happened – the famous festival "Chervona Ruta", which was tasked with carrying the Ukrainian culture to different cities, gradually lost its brightness and significance. The term "gentle abduction" is used here not in a negative sense, but in the sense that you need to ensure adequate protection of your own event from the possibility of taking away tourist traffic. There are enough tools for such protection – they can be prices for travel to the holiday in hotels and catering for accredited guests, special gifts, amulets or special guests who will act as magnets and more.

Table 4 – **Calendar of festive events in Chernivtsi, Lviv, Kamyanets-Podilsky for January 2020**

Chernivtsi	Lviv	Kamyanets-Podilsky
12.01 – XIII Folklore ethno-festival "Malanka-Fest" 19.01 – Theatrical folklore and ethnographic holiday "From Christmas to Jordan"	1.01 – New Year 7.12-20.01 – Christmas Fair 7.01 – Christmas 7-8.01 – Christmas in the grove 7-26.01 – 21st Great "Carol Festival" 18-19.01 – Pampucha city holiday 25.01 – GameDev Conference	11.01 – Folklore festival "Podilska Malanka"

Made by the author by: [5, 6, 7]

- fifth – in the appointment on the dates of key events for neighboring cities brighter in name and content of the event in their own city. For Chernivtsi in July it is to attract the attention of tourists to such interesting events as the International Folklore Festival "Bukovynian Meetings" and the City Holiday "Petrovsky Fair" against the background of the names of events in neighboring cities – Graffiti Festival "Alarm" (Lviv), "Night Festival in Lviv" (Lviv) and the International Festival "Opera in Miniature" (Kamyanets-Podilsky), which will take place on the same dates, will be extremely difficult (Table 3). Competition at the level of event names is possible only with a strong promotional campaign from Chernivtsi and a well-formed holiday program. In addition, there are frequent cases of choosing the name and date of the event without analyzing the events in neighboring cities. In the case of Chernivtsi, it is the Cheese and Wine Festival, which competes with two events in Lviv – the Lviv Coffee Festival and the Craft Beer Festival. Events in Lviv for a tourist undoubtedly have a greater advantage for many reasons (in addition to the choice of events, it is also easy to choose transport). In such cases, choosing the date of the event with clear competitors in strong neighboring cities will mean its failure, if you do not worry about a powerful advertising campaign and a significant saturation of the event with interesting attractions [22]. In addition, on the same day in Chernivtsi was planned another event with strong potential – Folklore and Ethnographic Festival "Autumn Wedding". Which, in our opinion, also constituted internal competition for the Chernivtsi events. In addition to scattering resources to promote these events, there was also a great danger in blurring the images of these events – knowledge about them becomes unclear, blurred and not remembered, information about these events flies by potential visitors (Table 5);

Table 5 – Calendar of festive events in Chernivtsi, Lviv, Kamyanets-Podilsky for September 2020

Chernivtsi	Lviv	Kamyanets-Podilsky
4-6.09 – "Meridian Czernowitz" International Poetry Festival	4-6.09 – Keet Gavatovych Theater Festival	12.09 – "Royal Taste Festival"
5-6.09 – Beer Festival "Beerfest 2020"	7-13.09 – International Archery Tournament "Golden Autumn"	18.09 – The first all-Ukrainian choral festival named after Oleksandr Koshyts
12-13.09 – Cheese and Wine Festival	11-13.09 – European Heritage Days	21-27.09 – Art residence "Republic"
13.09 – Folklore and ethnographic holiday "Autumn Wedding"	11-13.09 – Lviv Coffee Festival	
24-25.09 – Tasting of literary novelties "Library Cafe" for the World Library Day	11-13.09 – Craft Beer Festival	
25-27.09 – Championship of Ukraine in auto track racing, autocross, BMX cross	16-20.09 – 27th International Publishers Forum	
25-27.09 – International motoball tournament	27.09 – World Tourism Day	
26.09 – Night of Chernivtsi history	28.09-6.10 – Week of Contemporary Art	
27.09 – Mass Race and Ukrainian Athletics Championship "Bukovynian Mile 2020"		
23-30.09 – Series of events on business, gastronomic, sports, cultural tourism "Tourism Week in Chernivtsi"		

Made by the author by: [5, 6, 7]

Conclusions. In such circumstances, cities that suffer from the actions of competitors, need to review their strategies for creating a calendar of events, invent and quickly apply countermeasures. In addition, the pace of development of the tourism market in the pre-pandemic period was quite stable, in particular, the number of tourists increased, including Ukraine. In the post-pandemic period, tourist routes will resume. The arsenal of advertising tools and techniques that cities will use to promote their events would be enriched with new tools. The competition will only intensify. Thus, for Ukrainian cities the issues of formation of tourist attractiveness become especially important. Therefore, to ensure the growth of tourist attractiveness, cities should properly use such a tool as a city events calendar.

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КАЛЕНДАР ПОДІЙ МІСТА ЯК МАРКЕТИНГОВИЙ ІНСТРУМЕНТ ПРОСУВАННЯ ТЕРИТОРІЙ У ДОПАНДЕМІЙНИЙ ПЕРІОД

В статті досліджуються особливості формування календаря міських подій. Міста України вже стали на шлях жорсткої конкуренції за туристичну привабливість. Слава та привабливість міста дають йому можливість не лише отримувати вигоду від витрат, понесених туристами в місті. Такі міста швидше модернізують інфраструктуру місцевого ринку та омолоджують середній вік пересічного громадянина. Туристична привабливість – це виконання очікувань туриста щодо отримання певної послуги/товару належної якості в певний час. Місто має постійно надавати туристам широкий спектр таких послуг. Єдиним ефективним інструментом, який дає змогу виконати це завдання, є правильно сформований календар міських подій.

Вивчено основні параметри формування ефективного календаря подій у місті. Підкреслюється, що будь-яка подія відбувається в певному середовищі. Визначено, що основними маркерами такого середовища є потенціал міста, наявність відповідної туристичної інфраструктури, готовність місцевих еліт та мешканців інвестувати в розвиток туристичної інфраструктури, наявність якості та розробка нових маршрутів в інші міста, розуміння того, що особливості середовища подій дають можливість визначити критерії відбору подій та принципи їх розміщення в календарі подій.

На прикладі календаря подій у Чернівцях, Львові та Кам'янці-Подільському сформульовано принципи складання переліку запланованих заходів.

Зроблено висновок, що для міст, які страждають від дій конкурентів, потрібно переглянути їх стратегії формування календаря подій, винайти та швидко застосувати контрзаходи. Крім того, темпи розвитку туристичного ринку в допандемійний період були досить стабільними, зокрема зросла кількість туристів, у тому числі й в Україну. У постпандемійний період туристичні маршрути будуть відновлені. Арсенал рекламних засобів та прийомів, які міста використовуватимуть для просування своїх подій, буде збагачений новими інструментами. Конкуренція лише посилиться. Таким чином, для міст України питання формування туристичної привабливості стають особливо актуальними. Тому для забезпечення зростання туристичної привабливості містам варто належним чином використовувати такий інструмент, як календар міських подій.

Ключові слова: календар подій, маркетинг подій, подія.

Стаття надійшла до редакції 07.06.2021

Прийнято 10.06.2021

DOI 10.24025/2306-4420.61.2021.235437

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