

UDC 338.482.224
IRSTI 75.81

**PECULIARITIES OF ORGANIZING AND HOLDING VARIOUS EVENTS IN THE
FIELD OF TOURISM AND HOSPITALITY**

T.A. MIKHAILENKO¹

(¹«NARXOZ» University, Almaty, Republic of Kazakhstan)
E-mail: tatyana.mikhailenko@narxoz.kz

The article investigates the issue of the relationship between the event tourism and the event industry as well as the theoretical aspects of event tourism. The main characteristics of event tourism have been investigated and the stages of preparation and conduct of various events have been analyzed. The algorithm for organizing a successful event is found. Recommendations on the procedure and stages of creating an event are made. Implementation of those recommendations will increase efficiency in the area of tourism and hospitality.

Keywords: event industry, event tourism, event, brief, concept, target audience.

ТУРИЗМ ЖӘНЕ ҚОНАҚЖАЙЛЫЛЫҚ СФЕРАСЫНДА ӘРТҮРЛІ ИВЕНТТЕРДІ ҰЙЫМДАСТЫРУ ЖӘНЕ ЖҮРГІЗУ ЕРЕКШЕЛІКТЕРІ

Т.А. МИХАЙЛЕНКО¹

(¹Нархоз Университеті, Алматы қ., Қазақстан)
E-mail: tatyana.mikhailenko@narхоз.kz

Мақалада жағдаяттық туризм мен ивент-индустрия байланыстары, жағдаяттық туризмді ұйымдастырудың теориялық аспектілері қарастырылады, жағдаяттық туризмнің сипаттық ерекшеліктері зерттелінген, әртүрлі іс-шараларды дайындау және жүргізу кезеңдерін талдау қаралған. Тиімді ивент жасаудың алгоритмі анықталады. Ивентті жасау тәртібі және кезеңдерін сипаттайтын ұсыныстар жасалынған. Бұл ұсыныстырды қолдану туризм және қонақжайлылық саласындағы кәсіпкерлік қызметтің тиімділігін арттырады.

Негізгі сөздер: ивент-индустрия, жағдаяттық туризм, ивент, бриф, тұжырымдама, мақсатты аудитория.

ОСОБЕННОСТИ ОРГАНИЗАЦИИ И ПРОВЕДЕНИЯ РАЗЛИЧНЫХ ИВЕНТОВ В СФЕРЕ ТУРИЗМА И ГОСТЕПРИИМСТВА

Т.А. МИХАЙЛЕНКО¹

(¹Университет Нархоз, г. Алматы, Казахстан)
E-mail: tatyana.mikhailenko@narхоз.kz

В статье рассматривается связь событийного туризма и ивент-индустрии, теоретические аспекты организации событийного туризма, исследованы характеристики событийного туризма, проанализированы этапы подготовки и проведения различных мероприятий. Определяется алгоритм создания эффективного ивента. Разработаны рекомендации, описывающие порядок и этапы создания ивента. Применение данных рекомендаций повысит эффективность предпринимательской деятельности в сфере туризма и гостеприимства.

Ключевые слова: ивент-индустрия, событийный туризм, ивент, бриф, концепция, целевая аудитория.

Introduction. Currently, event tourism is rapidly developing around the world, which helps to attract more tourists and has an impact on the socio-economic development of the territory.

Conducting mass events is one of the most motivating factors for why people travel. Well-organized events that attract tourists have a significant impact on the development of tourism, particularly event tourism.

Objects and methods of research. As background information text and quantitative materials were used as well as the data provided by the Kazakhstani Tourism Association (<http://www.kztour-association.com>), Department of Tourism Industry (<http://www.mid.gov.kz>).

In recent years, event tours considered as a new and obviously perspective trend in tourism have become increasingly popular. Event tourism is a special type of tourism, where tourists

choose a specific region in order to attend a certain event.

What is meant by event might be the following: gatherings on a special occasion, a ceremony or a show. These events can be of different types: scientific, business, holiday, entertaining or advertising, etc. Event industry is an industry engaged into planning, organizing and conducting events. Nowadays, it is widely used in the field of tourism and hospitality.

Results and discussion. Event tourism is a fast-growing professional field where tourists constitute a potential market for planned events. Proper preparation and professional approach are required to organize and conduct a successful high-quality event and to improve the image of the event agency. Each event customer, whether it is an entertainment or business event, wants it to be held at the highest level. However, they

realize that to organize the event themselves, without any relevant experience, would take longer time and more likely to fail.

The Professor of the University of Calgary in Canada, Donald Goetz, classifies the events, depending on the purpose of travelling, into the following types:

- cultural celebrations (festivals, carnivals, parades and religious events);
- political and state-level events (summits, official visits and elections);
- art and entertainment events (concerts, exhibitions and award ceremonies);
- events in the field of education and science (conferences, seminars, scientific awards ceremonies and student Olympiads);
- sporting events (amateur and professional);
- private events (held for individuals, families and social groups: weddings, birthdays, etc.);
- business and trade events [1].

One of the main features for classification is the subject of the event or the purpose of the trip. Business events are of two types: focused on business or a rest and recreation. There often might be a combination of event, business and cultural-cognitive types of tourism.

In addition, classification of event tourism is based on the scale of events and their functional orientation. According to their scale, they could be local, regional, national and international events [2].

Let us consider the main stages of event planning and its organizing. They are:

- the emergence of an idea;
- defining and naming the theme;
- drafting and signing the event brief;
- concept development, identifying the target audience and project preparation;
- event planning and its preparation;
- budgeting;
- final event planning, its preparation and organization;
- sending invitations;
- the event onset, the arrangement of the venue, and installation of equipment;
- opening ceremony;
- the event in process from opening to closing;
- the event completion;
- dismantling equipment;
- termination of actions and completion of settlements;
- data processing and financial report;
- project completion.

One of the initial steps in organizing an event is to determine its theme and name. The name of the event should be appealing to both customers and participants as well as creative and at the same time should be easy to understand, and motivate potential participants.

The following step is drafting and signing the event brief. Event preparation and its planning is a project, a solid basis of which is an event brief. It is for the development of the concept and strategy of the event, which contains several key elements some of which are: target, result, resources and timelines.

An event brief is the most important document that event-agencies deal with. It is one of the channels of interaction between the customer and the executor and each side must take this document seriously.

Sometimes the customer cannot decide on the main KPIs of the event, that is, he cannot clearly state the key performance indicators of the event, his requirements or wishes. Thus, he often asks the event agency to "come up with something themselves." In this case, the agency takes a big risk, because they might spend a lot of time and make big efforts, but still not satisfy the customer. To avoid this, it is necessary to develop an event brief together with the client, and have it filled in by the client as a proof of the seriousness of the intentions of both parties. Thus, an event brief is one of the documents that contains the statement of the problem, and an important management tool for obtaining a high-quality result.

There are several types of event briefs:

- marketing brief
- communication brief
- channel brief
- instrumental brief
- activation brief
- technical task

A marketing brief clarifies the marketing objectives of the event and has a long-term perspective. Based on this brief, the event agency forms marketing tasks.

A communication brief contains introductory communications, recommendations for choosing communication channels, and it is filled in as part of the existing marketing brief. Subsequently, it serves as the basis for all channel and instrumental briefs.

A channel brief covers the issue of communication and promotes the existing creative idea and campaign for a specific channel.

An instrumental brief is for the development of a specific instrument or medium in the selected communication channel. Typically, this includes briefs on the development of web sites, presentations, applications, promo materials, etc.

An activation brief is situational to describe an individual activation or a specific process within the framework of a marketing strategy.

A technical task is a detailed description and the disclosure of the instrumental brief. Its framework is the most accurate and strict, highly detailed, and contains technical descriptions [3].

All the briefs above can be conditionally divided based on two criteria: external (client's) and internal (event agency's brief).

Depending on the features, events can be divided into media to organize advertising events, creative to create an advertising product and expert to design a brand.

To make an event effective, first, it is necessary to determine the target audience, i.e. to whom it will be addressed. Motivation of the audience in the organized event is a must.

Event planning and its preparation is the most time-consuming stage of all and the most significant in terms of contribution to the final result.

Currently, the organization of events is in demand in tourism activities, as well as in the hotel and catering business. All major hotels have conference rooms and ballrooms and can significantly increase their income if they are under effective marketing. In catering business, properly organized events lead to an increase in the number of guests and, as a result, significantly increase the performance efficiency of the restaurant and improve its image.

When searching for an event idea, the age category of employees and guests, their social status and income level should be considered.

The success of any event depends mainly on the clarity of the task. Therefore, before planning an event, clarify for yourself a number of issues: what the concept of the event is, for whom it is intended, what the target audience is, what the goals of the event are, how many people the event is intended for, the norms and rules of behavior acceptable for all participants.

A clear distribution of responsibilities among all event organizers is required. While holding the event, event-managers are supposed to perform the following functions:

1. Meeting guests.
2. Registration of participants for the event.
3. Implementation of the developed scenario.

4. Overall coordination of the event:

- control and management of event-project;
- coordination of movements of event participants;
- ensuring the security of the event;
- questioning of event participants.

Thus, the event manager must have a high level of communication skills and be able to achieve mutual understanding with any type of client. This is necessary in order to work out the algorithm of the event together. The event organizer must have knowledge in the field of economics and finance; know how to calculate the event budget. He also has to make an estimate and control all related costs. The event manager should have ready-made concepts for holding various events to offer in case an unexpected event has to be organized as quickly as possible. As a rule, all event managers develop such concepts throughout the whole work process.

Event manager must monitor the implementation of the contract by subcontractors involved into the preparation of the event, as well as know how to evaluate the effectiveness of the organized events. These things are necessary to make sure that the goal set by the client has been achieved.

After the event, what must be done is debriefing, which includes: analysis of the concept of the event; statistical analysis of the list of the participants; making an analytical report on the event; development of recommendations for subsequent events; analysis of the event project in terms of its organization; analysis of work with the media information; sending letters of thanks to all participants of the event.

Thus, the implementation of the event includes the following: arrangement of the venue, equipment installation, an opening ceremony, conducting the event from opening to closing, a closing ceremony and completion of the event, dismantling equipment, organization of departure, data processing, financial and organizational report, and completion of the project.

Event management is involved into the development and conduct of events. Tourism management studies the needs of tourists, develops and promotes tourist destinations. Their successful cooperation results into event tourism[4].

Conclusion. Event tourism and event management are inextricably linked. The contact of event management and tourism management occurs when organizing mass events. They attract a large number of tourists and contribute to the

development of tourist destinations. Event tourism combines sports, educational, gastronomic and business tourism. The purpose of all types of trips is to attend a specific event.

A successful combination of both mentioned above areas of tourism business results into event tourism in a certain region, which, in its turn, promotes the tourist destination through events.

Based on the analysis, it can be concluded that event tourism and the organization of special events within its framework contribute to the development of the regional economy, increase tax revenues to the budget, create jobs, and increase the influx of tourists.

To sum up, event tourism is a strategic direction in the development of domestic and inbound tourism at the regional level.

REFERENCE

1. Getz, Donald. Event management and event tourism (2nd ed.) – New York: Cognizant, 2015- 287 p.
2. Tassiopoulos D. Event Management: A Professional and Developmental Approach. Juta and Company Ltd, 2015.- 210p.
3. Kazakhstani Tourism Association [electronic resource] // Official site of the Kazakhstani Tourism Association, 2010-2016. - URL: <http://www.kztour-association.com> (access date 11/23/2019).
4. Department of Tourism Industry [electronic resource] // <http://www.mir.gov.kz/ru>. The official website of the Department of Tourism Industry of Kazakhstan - URL: <http://www.mid.gov.kz/en/kategorii/departament-industrii-turizma> (access date 11/13/2019)