Abstract. Event tourism is rapidly gaining popularity in the modern world, attracting millions of travelers ready to immerse themselves in the atmosphere of unique events and occasions taking place worldwide. This type of tourism offers a unique opportunity to combine relaxation and entertainment with active participation in diverse cultural, sports, musical, and other captivating events. However, the establishment and successful development of event tourism depend on a multitude of factors. In this article, we will explore the key factors influencing the formation and development of event tourism.

Keywords:
- event tourism
- development
- success factors
- tourist influx
In recent decades, tourism has gained unparalleled significance in the global economy, evolving from a peripheral industry into a key driver of development for many countries. The rapid growth of mobility, exchange of cultural values, and economic interdependence has led to its establishment as a crucial element in global balance.

Among the diverse forms of tourism, event tourism stands out with its ascending dynamics. It undergoes an evolution from simple event attendance to a comprehensive transformation of the tourist space. Concerts, exhibitions, sports events, and cultural festivals capture the attention of both individual travelers and mass groups, creating new opportunities for socio-economic development within society.

Event tourism is an integral part of the broader tourism industry, focused on visiting a destination during a specific time period associated with some event or activity within a community or society [1, p. 37]. This type of tourism differs in that the traveler's purpose of the trip is to participate in or observe special events such as festivals, concerts, sports competitions, exhibitions, and conferences. It provides tourists with a unique opportunity not only to enjoy entertainment and cultural events but also to immerse themselves in the atmosphere of the event and become acquainted with local culture and traditions.

The distinctive features of event tourism are manifested as follows (figure 1) [2, p. 6].

Event tourism serves as an effective development tool even in times of economic crisis, making it a versatile method for promoting a region [3, p. 39]. It not only brings economic benefits but also contributes to structural transformations in various sectors. Possessing a multiplier effect, this form of tourism acts as an effective catalyst for regional development.

The uniqueness of this type of tourism lies in its inexhaustible nature, with new events being added each year, evolving from random occurrences to becoming regular fixtures [4, p. 6].

Event tourism has transcended its initial role of entertainment and leisure, transforming into a powerful tool for attracting investments, supporting small and medium-sized
businesses, and strengthening public infrastructure. It contributes to job creation, specialized services, and sponsorship activities, which in turn generate additional economic resources and expand the horizons of social progress.

**EVENT TOURISM**

- predictability
- massiveness
- regularity of events
- interactivity
- year-round availability
- spectacularity
- encouraging repeat visits
- innovativeness

**Figure 1**

*Key Traits of Event Tourism*

Nevertheless, the formation and formation of event tourism is a complex multifaceted process due to the interaction and influence of many factors. This dynamic forms the critical foundation for the successful implementation of event travel.

First of all, the development of the cultural and entertainment industry is a key factor in the success of event tourism. Diverse and high-quality events attract more tourists and create unique experiences.

Infrastructure also plays a crucial role in this process. Specialized venues, hotel construction, transportation facilities, and other infrastructure elements provide the foundation for comfortable stays and tourist participation in events. Effective interaction and synergy between these components enhance the overall tourist experience.

In addition, marketing efforts also hold great significance for the successful establishment of event tourism.
tourism. Effective event promotion and reaching the target audience contribute to an increase in visitor numbers. This entails development of appealing marketing campaigns, utilizing various marketing tools such as social media, digital advertising, and partnership programs. It is also important to consider the preferences and needs of the target audience, conduct market research, and analyze the competitive environment to formulate effective promotional strategies.

Collaboration and partnerships also play a substantial role in the evolution of event tourism. Interaction between event organizers, travel agencies, hotel establishments, and local authorities fosters synergy and resource exchange. Partnerships can aid in attracting additional investments, creating joint marketing campaigns, sharing knowledge and expertise, as well as crafting comprehensive travel packages.

The development of transportation links also holds significant importance for the growth of event tourism. Convenient and accessible transportation, including aviation, railways, and bus services, facilitate both international and domestic mobility for tourists. Developing transportation infrastructure and establishing reliable connections with other regions and countries make event tourism more appealing and accessible to visitors.

Government support plays a fundamental role in shaping event tourism. Financial backing, provision of tax incentives, creating a favorable legal environment, and devising strategies for tourism industry development contribute to the growth of event tourism and attraction of investments. Government support can also involve offering advisory and organizational assistance, conducting educational programs, and facilitating the attraction of international events to the region (figure 2), (developed by the author).

Researching the key success factors of event tourism also encompasses the analysis of its social, economic, and environmental implications within this dynamically evolving field. It contributes to identifying the impact of event activities on local communities, stimulating business growth, enhancing economic activity, and generating new job
opportunities. Additionally, consideration is given to the sustainability effect and the long-term influence of event tourism on the environment and cultural heritage.

**Figure 2**

Key factors of event tourism success

In particular, the social aspects of researching event tourism reveal its impact on local communities. Events can serve as a platform for cultural exchange, enrichment, and preservation of cultural traditions, as well as stimulate enthusiasm and patriotism among local residents. Simultaneously, well-organized events contribute to diversifying leisure opportunities and enhancing the quality of life within local communities.

The economic aspects of event tourism research contribute to business growth across various sectors, such as hospitality, restaurant and catering services, transportation, and retail. The creation of both direct and indirect employment opportunities helps reduce unemployment and sustains economic activity within the region.
The ecological aspect also holds significant importance. It is especially crucial to assess the impact of event tourism on the environment and natural resources. Ecologically sustainable practices and measures can encompass efficient waste management, energy conservation, preservation of biodiversity, and balanced utilization of natural resources.

Thus, investigating the aforementioned factors allows a comprehensive consideration of the multifaceted consequences of event tourism and the development of strategies to maximize its positive impact while minimizing potential negative effects. Through such comprehensive analysis, event tourism can be organized and supported in a manner that not only serves as a source of economic benefit but also as a tool for improving quality of life, preserving cultural values, and maintaining a balanced interaction with the environment. A proper understanding and incorporation of key factors influencing the establishment of event tourism, along with effective resource utilization and partnerships among stakeholders, will contribute to its successful development and the attraction of a greater number of tourists.

References: