

## **EVENT TOURISM FOR TRANSBOUNDARY COOPERATION**

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Still slow but constant improving of the level of life and increasing the amount of leisure time lead to encouraging the tourism activities of the population. This process forces the service producers to constantly search for new types of recreation and tourism. In the last decades, the effect of globalization on world tourism has led to increased competition between destinations in search for the optimal positioning. In this scenario events have become an essential element in the tourism development of destinations, as well as transboundary cooperation, attract visitors, encourage investment, improve image and boost the local economy (Kornus, 1999; Kornus, 2006).

In Ukraine, almost every area or even a single place has its special local tourist events (Siutkin, 2017). In Ukraine, the event industry dates back to the 1990s. As a separate branch of recreation the event tourism has been evolved only in the last twenty years. This increase caused by needs of people who have always wanted to get new experiences, be part of the events to influence their progress and get a joyful sense of belonging to something bigger. It should be noted that event tourism in Ukraine is developing slowly. Only since 2002, the travel agencies began to offer services for organizing event trips and tours. Such a slow development is due to two reasons. First, Ukrainian tourists are more focused on foreign events. For example, available for Ukraine tickets for the popular British rock festival «Glastonbury» set for sale in web network were sold out within two hours. Secondly, the organizers of the events in Ukraine cannot always provide financing costs associated with marketing activities and event organization.

As this review shows, in Ukraine almost every area or even a single place has its special history and tradition. Thus, the potential for developing of event tourism can be considered as virtually unlimited. However, the feature of the cultural environment is that the cultural and historical resources require skilled, creative and scientific approach to their use for the purposes of tourism by establishing a special tourism product with the proper infrastructure and logistics. In our opinion, in Ukraine it is advisable to conduct an annual selection of about 10-15 interesting projects for transboundary tourists, on which it is necessary to concentrate the main efforts in organizing, advertising and promoting.

Formation of the market environment in the national economy of Ukraine creates objective conditions for dynamic development of different types of tourism, including event tourism. Event tourism needs attention from the government at

least because it contributes to local budgets of the places where events are held. One of the advantages of this type of tourism is its «off-season» character.

Events can effectively be a crucial resource to attract different segments of visitors, according to the type and uniqueness of the event being planned and the quality of its promotion. This implies the need to assess the contribution of events not only in terms of direct financial revenues, but also in terms of their contribution to the creation of a positive image for the destination aimed at creating strong and enduring bonds with tourists.

Future research should be directed to the empirical evaluation of the impact of events in the formation of destination image, with special emphasis on the effects of event's branding and positioning strategies on place branding policies. The findings of those studies may be particularly valuable for transboundary tourism managers in the development of destination brands supporting marketing and investments plans, carefully designed to compete with other places with similar traits.

An important factor in the organization of event tourism is fast dissemination of information and promotion of the event. Most effective advertising conveys the desired information through the creation of touristic images of individual regions and countries as a whole. The possibility of forming directional images and stereotypes about the regions and countries has been used for a long time for different purposes. Tendency of people to the stereotypical perception of the world should also be used by business travel organizers. We consider that the formation of attractive national images is among the most important governmental tasks. The image of the country (region) has now turned into a resource just as some mineral resources. The main characteristics of such touristic images have to be representation and uniqueness, and the image itself can be viewed as a synthetic form of knowledge about some territorial complexes.

Among main tasks of transboundary tourism cooperation are strengthening international relations, development of tolerant relations between people, search for understanding between nations, overcoming xenophobia etc. However, the implementation of these tasks requires urgent establishment of an effective marketing system that will promote tourist product of Ukraine to the world market.

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