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Development orientation of event tourism in general tourism industry

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Abstract

Event tourism is an integral part of business tourism and, at the same time, an important product of cultural tourism. The main goal of this study is to characterize and analyze event tourism in Poland against the background of business and cultural tourism. The article also contains content on issues such as cultural tourism and business tourism. The study also includes an analysis of the essence of events, event tourism and its types. The author also characterized event marketing and its potential benefits for enterprises and tourist destinations where events take place. The final part of the study contains a presentation of selected events in the form of festivals taking place in Poland. Event tourism undoubtedly influences the development of tourism, including cultural and inbound tourism.

Keywords: event tourism, event, business tourism, cultural tourism

Introduction

Event tourism is one of the fastest growing forms of business and cultural tourism. Every year, the number of cultural and artistic events and their participants increase. Thanks to this, there are more tourists in various places, and mainly in cities. Tourist destinations where events take place generate higher tourism income. The movement in the field of event tourism arouses the interest of representatives of various scientific disciplines, both in economic and marketing aspects. Cultural events have a positive impact not only on the budget of cities and their economic activation, but also on the communities living there.

Event events occur in virtually all mega-segments of business tourism, especially in corporate and incentive tourism. Business tourism organizers use cultural, sports and other events to enrich their offer. Without the risk of making a mistake, it can be said that business and culture strengthen mutual relations. This is a beneficial phenomenon for business and culture.

The main goal of this study is to characterize event tourism in the context of business tourism and in the context of cultural tourism. The work also presents various forms of event tourism. The author will also attempt to demonstrate the impact of events on the development of tourism.

The research methodology used in the preparation of this study was subordinated to its main goal. Therefore, the work used the methods of analyzing scientific literature, descriptive and comparative analysis, inductive and deductive methods, as well as the graphic method. The participant observation method also proved helpful. The author participated in many events during his many years of professional work. The sources of information used to write this article are primarily scientific literature in the field of marketing and tourism, including cultural, business and event tourism, as well as appropriately selected industry Internet sources.

Key issues of culture

The term "culture" has many meanings. Original term "culture" therefore referred to the cultivation of land and meant the adaptation of the natural environment to human needs. Nowadays, it is interpreted differently by representatives of various sciences.

Cultural studies deal with the study of the entire phenomenon of culture. Certain aspects of culture are also considered by cultural philosophy, cultural anthropology, cultural sociology and ethnography. Many definitions of culture have been formulated in science. Various scientific disciplines (e.g. philosophy of culture, cultural history, cultural anthropology, sociology,

ethnography) and various scientific schools (e.g. evolutionism, functionalism, structuralism) focused attention on particular aspects of culture - depending on the research goals and overall views on social life.

Cultural tourism and its essence and types

Tourism as a way of using free time is an element of broadly understood culture. The relationship between tourism and culture can be described in several aspects.

- Tourism as a function of culture – it is an expression of a given culture.
- Tourism as an element of culture – plays an important role in understanding contemporary culture.
- Tourism as a transmission of culture – provides information about cultural values.
- Tourism as a meeting of cultures – is the exchange of cultural values between tourists.
- Tourism as a factor of cultural change – plays an active role in the transmission of culture and in meetings of cultures.

Cultural tourism – this is a field of tourism focused on visiting and getting to know cultural places and attractions in their various aspects. It therefore includes cultural heritage tourism and art-oriented tourism.

According to the UNWTO, cultural tourism in the "narrow" sense "includes travel undertaken with an essentially cultural motivation, such as study trips for the exhibition of art, cultural tours, trips to attend festivals and other cultural events, visits to sites and monuments, trips for acquaintance with nature, folklore and art, and pilgrimages"³. In the "broad" sense, cultural tourism satisfies the human desire for diversity, enabling the improvement of the cultural level of individuals and ensuring an increase in knowledge, new experience and various meetings.

Cultural tourism can also be defined as all group or individual tourist trips in which meeting participants with objects, events and other values of high or popular culture or increasing their knowledge about the human-organized world around them is an essential part of the program. trip or constitutes a decisive argument for an individual decision to undertake or participate in it⁴.

There are three basic criteria that distinguish cultural tourism from other forms.

1. First of all, it must meet the requirement of tourism itself, i.e. it must be assumed that the place of permanent residence is left for more than one day (including overnight stay), but not longer than for a year, and no gainful activity can be carried out.
2. The main part of the tourist program is focused on culture or the cultural factor that is the main motive of the trip. This is important because tourist trips are often not of a uniform nature, exclusively cultural or recreational, but mix elements of culture and relaxation in various proportions.
3. In addition to trips with a permanent sightseeing program, educational trips may also qualify as cultural tourism, e.g. for the purpose of learning a foreign language in countries of everyday use. Almost every type of humanistic education opens up to its own and foreign cultures.

The relationship between culture and tourism is close and mutual. Tourism enriches, popularizes and protects cultural assets. Culture, in turn, inspires the development of tourism. Nowadays, broadly understood culture is taking an increasingly important position as the main motive for traveling.

Cultural tourism is a multidimensional phenomenon in relation to various values as the motives and goals of undertaking tourist trips. Tourism, including cultural tourism, also plays an important role in the process of preserving and transmitting culture and cultural heritage. It is aimed at helping travelers learn about cultural products in the visited places and regions of the world. Various types of trips aimed at learning about culture and undertaken to experience its various aspects, as well as the phenomena accompanying them, create cultural tourism⁵. Cultural tourism can also be a way of creativity. Many outstanding creators of culture and art undertook tourist trips in search of inspiration and topics for their work. As a result, outstanding literary, painting, sculptural and architectural works were created. Taking into account the division of cultural tourism into elite and popular culture, as well as the fact that educational travel is included in cultural tourism divided into three main types - educational tourism, high culture tourism and general cultural tourism.

Event tourism – an outline of the issue

Event tourism was classified into the category of high culture and general cultural tourism. The term event tourism was first used by Donald Getz, who in his book *Festivals, Special Events and Tourism* (New York, 1991) explains issues related to cultural events with the participation of tourists. He believes that for tourists "participation in events is an opportunity to experience a social, cultural and recreational experience that goes beyond their everyday experience".

So what is event tourism? The literal translation of the word "event" from English means "event", "occurrence" or "occasion". An event is an event that goes beyond everyday experiences. Events serve a specific purpose on the part of sponsors or organizers. Companies that want to introduce a new service or product to the market can use an event for this purpose. Through the event, companies integrate their employees to teach them how to cooperate with each other. In addition, there are events organized with smaller budgets and on a smaller scale, the aim of which is to liven up the atmosphere or have fun, e.g. a birthday party for children with a clown or a fireworks show to mark the beginning of the holidays - these are also events. Their goal is to build interpersonal relationships, integration and building attachment and loyalty.

In English-language terms, instead "event tourism" we have festival tourism. This, in turn, includes forms of tourism whose main motive is participation in cultural events, including festivals, e.g. film, theater, music, or participation in events and meetings combined with entertainment, fun and sport. Events also include business meetings, such as fairs, conferences, seminars and visits of famous personalities from the world of art and politics. Major international events, such as the Olympic Games or world exhibitions, which are global tourist attractions, attract large numbers of tourists from all over the world. The course of such events is associated with high media involvement, as well as prestige and significant economic effects

Event tourism also includes travel to participate in cultural celebrations, religious celebrations, parades and anniversary events. In addition, it is also a form of contact with art and entertainment through organized concerts, performances, exhibitions and award ceremonies. People benefiting from event tourism are groups of tourists, families and individual tourists who form a group of spectators or direct participants at event venues. For tourists, participation in events is an opportunity to experience a social, cultural and recreational experience that goes beyond everyday experience. It is an experience of something unique, special and unique.

For marketing, organizing events is an important tool in building the image of the organization. Thanks to event events, company brands gain publicity, which, if properly directed, can contribute to achieving better results than many standard promotional activities. Such events may vary in nature, from mass to intimate and from refined to the most creative and non-standard.

Conclusions

Event tourism is one of the fastest growing forms of business and cultural tourism in Poland. It is an integral part of them. There are mutual connections and dependencies between tourism and culture. Tourism enriches, popularizes and protects cultural goods. Culture, in turn, inspires the development of tourism.

Event tourism is travel to participate in celebrations and events, including: of a cultural nature, i.e. participation in theater, film and music festivals as well as concerts, shows, carnivals and religious celebrations, parades and anniversary events.

Event simply means an event. Initially, it was associated with entertainment events. Over time, events found wider application and began to function as a social communication tool. They also apply to trade and, more broadly, business through trade and consumer shows, exhibitions, fairs and other business events.

The concept of event marketing also exists in the literature and refers to organizing events promoting the company and its market offer or brand. Event marketing is a global industry and is a leading form of promoting companies, brands and ideas. Tourists' participation in events is an opportunity to experience something special, special and unique.

Various festivals taking place in the world and many others are events that integrate tourists of many nationalities. These events generate the development of tourist traffic, including inbound tourism.

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