

DIGITAL TECHNOLOGIES ARE THE CONTEMPORARY PATHWAY TO THE DEVELOPMENT OF EVENT TOURISM

The interrelation between events, tourism, and digital technologies is becoming increasingly significant and essential. Digital technologies exert an influence on both of these sectors and enhance their interaction. The use of digital technologies allows event organizers to promote and sell tickets online, attract audiences through social media and marketing platforms, contributing to the attraction of tourists and event participants from all over the world.

Event tourism represents a significant portion of cultural tourism, focused on visiting destinations related to a specific community or societal event [1]. Event tourism contributes to the revival of local cultural traditions, customs, and the development of folk creativity. Cultural events have become such vital components of the economic, social, and cultural facets of many cities and regions that it is challenging to detach them from broader political and economic contexts. Event tourism is gaining popularity among travelers seeking unique and memorable experiences. Numerous events such as festivals, concerts, sports competitions, and exhibitions attract tourists from around the world. The use of digital

technologies is increasingly important for promoting event tourism and attracting visitors.

Promoting event tourism online requires a systematic and targeted approach. It is essential to keep information up to date, engage with the audience, and utilize various online tools to achieve the maximum impact.

The use of online marketing in the field of tourism is of paramount importance in the modern world. Travelers increasingly turn to the internet to search for information about travel, hotels, tours, and other tourism services. Online marketing enables tourism companies to provide detailed information about their products and services, making it accessible to a wide audience.

Online marketing is a strategic approach to promoting products, services, or a brand through the internet using various digital channels and tools. It is also known as digital marketing. Online marketing encompasses a multitude of methods and tactics that enable companies to attract the attention of potential customers, engage with them, persuade them to make purchases, and maintain long-term relationships [2].

Online marketing includes the use of social media to disseminate information about an event and engage the audience. This involves creating an official presence on social networks (Facebook, Instagram, Twitter) and making regular posts with updates, photos, and videos related to the event.

Social media and online platforms for information exchange allow participants and tourists to communicate, share experiences, and photos, which contribute to the promotion of events and attract new participants and tourists.

Launching online advertising campaigns on search engines (e.g., Google Ads) and social media to promote the event, using targeting to reach the target audience interested in attending the event.

Content Marketing – creating high-quality content that interests the potential audience, including articles, videos, blogs,

and photos, as well as stories from participants, artists, and organizers to create emotional engagement.

Website and Landing Pages. Creating an informative and attractive website dedicated to the event, optimizing landing pages for specific events, providing detailed information about the program, tickets, location, and current news.

SEO (Search Engine Optimization) – optimizing websites and content for search engines to appear in search results when users search for events related to the event.

Partnerships and Affiliate Marketing – seeking partners and affiliates who can help in spreading information about the event and selling tickets.

Reviews and Recommendations. Publishing reviews and recommendations from participants of previous events to confirm the quality and attractiveness of the event, maintaining a dialogue with participants, responding to their questions and comments.

Virtual Events – events that can be streamed online to attract participants from different parts of the world, creating interactive virtual platforms for participants to interact and engage in additional activities [3].

Digital technologies allow for the creation of virtual tours that enhance the experience of attending an event. Travelers can use virtual reality to familiarize themselves with the event's venue and gain additional insights.

Digital Guides and Navigation. Mobile applications and digital guides can help tourists navigate events and new cities by providing information on schedules, locations, and attractions.

Email Marketing – building a subscriber database and sending regular information about upcoming events through email newsletters, including links to ticket pages and the option to register via email.

Analytics and Evaluation. Digital technologies allow the collection of data on participant behavior at events and the evaluation of event effectiveness. This helps organizers improve

future events and provide a better experience for tourists. Using analytical tools to assess the effectiveness of marketing campaigns and adjust the strategy as needed.

Online Booking and Planning. Tourists can use digital platforms for booking hotels, restaurants, tours, and event tickets, simplifying the trip planning process and making it more convenient.

Digital technologies have a significant impact on the event industry and tourism, enriching the experience of participants and tourists, improving the accessibility and awareness of event tourism, making it more attractive to visitors, and more efficient for event organizers. This interrelation will continue to evolve with the development of technologies and changing consumer expectations.

References

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