
Festival Tourism and Its Role in Tourism Development

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Abstract: The purpose of this article is to analyze festival tourism and its role in tourism development. Festival is a relatively young and extremely interesting area of tourism. Unique tours that combine traditional recreation and participation in the most spectacular events on the planet are gradually gaining more and more popularity. Festival tourism is an indescribable atmosphere of a holiday, individual conditions of rest and unforgettable impressions.

Key words: tourism, festival tourism, festival events, music festivals, tourist activity, impact of festival tourism.

Introduction

The holiday, as the oldest form of human culture, has been the subject of study for a long time, but there has not yet been a single theoretical basis around this concept. Acting as a stable element of the cultural space, the holiday at the same time absorbs all the changes taking place in society. Changes are influenced by new value orientations of society, the acquisition of other meanings and their representation in the very concept of "holiday". The linguistic study of the word "festival" goes back synonymously to the word "holiday". When translated from the Romance languages, it acquired one more additional meaning to its main meaning - a mass holiday, and so it was fixed in dictionaries. In our article, we approach the study of the festival from this position: the festival is a mass celebration, the history of which goes back several centuries. A holiday in the mind of a person is understood, according to researchers, as a temporary entry into the space of utopia, universality, equality, abundance, freedom. Thus, the holiday is opposed to ordinary life. From the point of view of society, the holiday performed important functions, allowing each member of society to be a part of it, to communicate within the festive communication space. The holiday created a common space, leveled social and cultural differences.

Literature review

To understand cultural events, we first have to understand the concept of culture. This term has been defined from different fields of study, but one thing is common to all of them: Culture is the customs and beliefs, art, way of life and social organization of a particular country or group.

Cultural events, called traditional festivals, constitute an area of interest for many researchers as they are a means of expressing the close relationship that exists between identity and place. Cultural events promote dialogue, create feelings and mark presence (Marujo, 2012). Currently they are of great importance in the social, cultural, political and economic context of a country or region. It is obvious that events have always played an important role in human society since the tedium of everyday life was and will be broken by the realization of events (Shone & Parry, 2004). They are increasingly important to culture (Getz, 2010; Bowdin et al., 2011) and play a powerful role in society spanning different periods of human history (Allen et al., 2011).

In many countries and regions, there is a proliferation of various cultural events (Historical Reenactments, European Capital of Culture, Carnivals, Wine Festivals, Food Festivals, etc.) to seduce visitors or tourists. However, holding cultural events does not only seek to attract visitors,

but also stimulates the socioeconomic development of a region and can contribute to the preservation of the cultural heritage of various towns or cities. "Cultural events, in particular, have emerged as a means to improve the image of cities, to enliven city streets and renew citizens' pride in their hometown" (Richards & Wilson, 2001: 1932).

Cultural events create opportunities for travel, increase consumption and promote development, justifying the constant struggle by government entities to capture national and international events. Events not only help establish the quality of a place but also transform communities (Goldblatt, 2008). For these reasons, the event should be thought of as an economic and social activity that generates a series of benefits for the promoting communities for entrepreneurs and commerce (Britto & Fontes, 2002). In fact, cultural events allow a region to remember its uniqueness, develop its local pride and improve its social and economic well-being. Cultural events function as a 'weapon' for the development and maintenance of community or regional identity. However, events can also alter the characteristics of the destination community, transforming culture into an object of commodification (Urry, 1996; Craik, 1997).

Event tourism is one of the segments that stands out the most in tourism. It can be considered one of the most important economic activities in the globalized world (Balduino et al., 2011). For these authors "events are important for tourism because by attracting people from other regions they allow to stimulate the local economy and enrich the cultural life of the city where they are held" (Balduino et al., 2011: 1498). In fact, cultural events in recent years have been revealed as a very dynamic tourism product, both from the point of view of demand and supply (Ribeiro et al., 2005). Cities and towns hold more and more cultural events to celebrate their history and culture because there is a general feeling that, on the one hand, events have a greater capacity to offer shows and attract more tourists, and on the other hand, "they satisfy the need for co-participation and the feeling of being there" (Richards & Palmer, 2010: 19). The authors say that cultural events, due to their mobility and topicality, serve as mediators of the processes of cultural globalization and localization.

Results

Modern festival tourism is a type of tourism associated with visiting national and international festivals and competitions, spectacular costume festivals, sports competitions, etc.

Festival tourism, as a direction of world tourism, is relatively young and very promising. It appeared recently, but it is developing dynamically and already now occupies a significant place in the world tourist movement. The main target audience of festival tourism is wealthy tourists with above-average incomes.

Festival tourism is a complex phenomenon in which the needs and real activities of people, natural, technical and economic processes are intertwined.

Let us consider the main groups of factors influencing the development of festival tourism:

1. Socio-economic factors. These factors are fundamental and include: the nature of the socio-economic system; the degree of development of productive forces, industrialization and scientific and technological revolution; volume and structure of free time; material well-being; labor activity, cultural level, professional and educational structure of the population.

The sustainable development of the economy creates the economic basis of travel. The incomes of the population are growing; a new lifestyle is being formed, requiring appropriate rest. Income growth expands the social base of tourism, travel becomes accessible to many. The development of the economy makes it possible to invest in the hospitality industry, create a tourist infrastructure, and provide high quality tourist services.

Modern science and technology are transforming travel, making it more mobile and more varied than ever before. New technical capabilities allow you to travel safely and comfortably over various distances using a wide variety of means of road, rail, aviation, and water transport. With the help of the latest technologies, significant success is achieved in mass entertainment events.

2. Demographic factors. These include: number, territorial distribution of the population and its age structure, urbanization.

Thus, population growth increases the global tourism potential, as a result of which new human reserves are involved in tourism activities.

3. Environmental and biomedical factors include the quality of the environment of permanent residence and the state of health of the population.
4. Political factors include: stability of domestic policy and foreign policy relations; expansion of international political, economic, scientific, cultural ties and cooperation; simplification of the passport and customs regime; social policy of the state.

Among the political factors influencing the development of festival tourism, it should be noted the relationship between countries that can promote or, conversely, hinder the tourist exchange between them. The development of tourism and other forms of foreign economic relations is facilitated by the settlement of disagreements between countries, the conclusion of cooperation agreements, the renunciation of territorial claims and the recognition of existing borders. The development of festival tourism is influenced by the internal political situation in countries and regions, as well as in those areas through which tourist communications pass. The change of political regimes, accompanied by mass unrest and the use of armed forces (Rwanda, Uganda, and Indonesia), religious fanaticism (Arab countries), terrorism (Egypt), hostage-taking (Philippines) destabilize the situation and reduce the level of security in tourism.

5. Socio-psychological factors. These include the following: value orientation; the influence of traditions and the presence of certain stereotypes of behavior; religion; increase in prestige and growth of the social status of the individual; information media and advertising.
6. Geographical and natural factors are characterized by the peculiarities of the geographical position of the territory, a variety of climatic and landscape conditions; exotic flora and fauna; the presence of mineral water sources, deposits of therapeutic mud, etc.

Based on this natural diversity, various types of tourism are developing, including festival tourism.

7. Cultural and historical factors reflect the richness of the material and spiritual culture of peoples and include: ancient cities, architectural monuments; areas associated with significant events in history; collections of historical museums; archaeological sites, etc.

Cultural and historical features of different countries underlie the contrast and diversity of the modern world. The history preserved in the monuments, the traditions and customs of the peoples, the architectural appearance of old cities, the gastronomic features of the national cuisine - all attract tourists who rush for new experiences.

8. Material and technological factors are determined by the level of technology and technology in the sectors of transport, construction, communications, communications; in mass media; system of communal services, trade and public catering.

The groups of factors considered above were characterized, first of all, in a positive way, as contributing to the development of festival tourism. However, there are factors that constrain and even slow down its growth. Of the socio-economic factors, such as inflation, rising crime and unemployment, crises, violation of the terms of trade, as well as the lack of planning in the use of natural and labor resources, are deterrents that have a negative impact on the development of festival tourism.

Conclusion

The festival is directly related to the general cultural situation and the local context of a certain place. The festival depends on the given context. The festival, being a cultural phenomenon, develops within a historical context. Through the context of the festival, the ideals of cultural elites are realized. The festival is influenced by the ability of these elites to manifest the professed

values, integrity of the community, social order and social activity. The art festival serves as an indicator of intellectual and elite consumption.

The ideology of the festival can be based on a specific individual, on a microgroup, or on a community. Conventionally, three models are distinguished in the typology of festivals - educational, transitional, individualistic types. Sustainability and longevity will depend on the type of culture and the subject of the organization.

The festival can play the role of an integrator in the community, both local and professional, creating a certain communicative, social and psychological space in the urban environment.

As part of the festive culture, the festival serves as a ritual that recreates a certain space, temporal conditions. In such an environment, both the organizers of the festival and its consumers, represented by the urban intelligentsia and artistic communities, are in need.

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