

Event-calendar: event as the basis of the territory tourist attractiveness

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Abstract. This article considers the role and place of the event-calendar in the territory development. An event is displayed as an important category to form the tourism product and the tourist attraction. The authors describe the principles of formation and the possible options for the event-calendar structure. Based on the analysis of event calendars of different countries, the authors offer recommendations for the staged creation of territorial event-calendar.

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Introduction

An *Event* [1] - is the most important motivating factor in tourism. Different kinds of events have a significant influence on the territory development. The role and influence of the pre-planned events in the tourism sector are document supported, and especially strong influence the events have on the competitiveness of territories [2, 3]. The events of event tourism have a great economic value [4]. During their execution the activities of all objects of the tourist industry is activated. The consumer demand exceeds the supply greatly. We can see a resurgence of local cultural traditions, customs, and the folk art development. The basis for the event programs creation is the *event-calendar*.

Main body

An event-calendar - is a calendar in which the periods grouping is a subject to the certain events (significant dates, etc.) [5]. They are characterized by a high degree of the information compilation, achieved by means of compressed, laconic presentation of information in the form of ready data, conclusions, and recommendations.

The event-calendar - is a storage of capacitive universal and industry information, shown with the maximum density.

The structural unit of event calendars is an informative article covering one or another memorable date. It includes 3 component elements: date (year, month, day); succinctly stated content of the memorable event, which serves as the article's title; a little essay, which highlights its essence and public importance, contain the brief answers on the estimated questions of potential consumer, have the semantic and compositional perfection. The periodicity is inherent in the calendar structure, which constantly reproduces the specified timing

cycle as a list of months, numbers, and days of the week [6].

The event-calendar *is formed based on the following principles*: attractiveness, relevance, mass character, focus on the target audience, realism of the social burden.

When you create the event-calendar, typically, the *following signs* are taken as a basis:

Chronological sign. The chronological order may vary: the division can be done both by months and by seasons.

Geographic sign. It indicates in which particular place an event will be held. If it's a regional calendar, you usually indicate a city or another settlement in which the event is held. If it's a local calendar, you shall indicate the specific area.

Theme sign. It helps to divide the events on the specific thematic categories. You can have a lot of such categories, depending on the region specialization and the marketing policy.

Age sign. The segmentation by age helps to determine and distribute the events by age categories.

Territorial sign. Usually the events are held at the local, regional, national and international levels.

The most successful example of events-calendar is the events-calendar of Malaysia (www.tourism.gov.my) - a tourist destination, which is actively coming up on the world tourist market. This annual calendar is published in the form of a large colorful A series booklet and contains a detailed description and photos of a plurality of events, which may attract tourists to the country, where the tourism is defined as a priority economic sector. The calendar is published in Russian, French, Italian, German, Spanish, and Turkish languages, and also oriented to Asia. There is no advertisement in it, due the calendar is published at the expense of the Ministry of

Tourism's budget. Thus, the calendar for the Europeans is issued in English for 12 months. It starts with the New Year celebration, further the New Year is celebrated several more times, according to the local calendars, for example, to the Chinese calendar (from mid-January to mid-February). In addition, the event -calendar is presented on the website of the Department of Tourism, Malaysia [7].

The successful example of event- calendar of states contiguous with Russia is the events-calendar of Estonia (www.visitestonia.com), presented on the official tourism website of Estonia, that includes a list of different events taking place in the country. The calendar represents a list of events, by clicking on each of which you can find the detailed information about the sponsor and a venue. The events are not divided by themes, and placed all together as a single list, and it makes difficult the selection of a particular event a little. In addition to the calendar the website has a very interesting function, which is called the Trip Planner. Using this function, you can make your own journey through Estonia by selecting the specific places to visit, and activities and events, which are interesting for the tourist. Also in accordance with the selected route it automatically finds the suitable accommodation, transport, catering enterprises and etc., according to the set parameters [8].

Under the guidance of the Latvian Tourism Development Agency (TAVA) the event-calendar of Latvia for 2013 was made (www.greetingsfromlatvia.lv). The working group included the specialists of TAVA, Riga Tourism Development Bureau (the RTDB), Ministries of External Affairs and Culture, Institute of Latvia and Riga City Council. In order to make the list of the most significant events for 2013 more convenient and obvious, the experts have published a booklet [9].

The event-calendar of St. Petersburg (www.spbculture.ru) informs the Russian and international public about the projects of cultural organizations of St. Petersburg for a year ahead. The publication is included in the official package of presentation materials about St. Petersburg, issued on the Russian and international tourism exhibitions. Also, the event--calendar of the city is represented in the electronic version and presents a list of cultural and sporting events held in the city. The calendar allows you to keep track whether this event was held earlier or this is a new event. However, you can't receive the detailed information about the liked event in the electronic form, because the website contains only the information about its time and venue [10].

The Committee for Tourism of Moscow has developed the official tourism website - Travel2Moscow.com. Official Moscow Guide

(OMG) contains all necessary information about the city. Now, the website is available in two languages: Russian and English, but soon the German version will start working, and then the Chinese and Arabic version as well. The website is divided into 3 large sections: "What", "Where" and "When". All the interesting places and events which the user wants to visit, he can add to his personal tour guide around the city that you can then convert to PDF format and print. The mobile version for Smartphones is also available. The section "What" allows you to plan your own cultural program in Moscow. Here you can find a schedule of concerts, performances, exhibitions, shows, performances and other events. So far, not all sections are equally well filled: for example, in March 2013 only 3 concerts are recommended to visit. But in this section there is a single calendar of events, so you can find all the events on a certain day, month or year [11].

Let us consider the recommendations on the Territorial Event Calendar creation by the main stages. (Table 1).

Table 1. Stages of the territorial event calendar creation

#	Stage	Objectives and targets
1	Collecting information about the territorial events	Objective: to make the information about all the events available from a single source; Targets: - to find the existing data from the various sources; - to combine the data collected; - to systematize and to place the calendar on the main tourist website of the region;
2	Evaluation of the information collected	Objective: to create a calendar that contains the accurate and complete information about the event-related space of the territory; Targets: - to check out the relevance of information; - to reveal the practical and political significance of data included in the calendar; - to form the factual material (information, contained in the calendar, should have a clear focus); - to position the text so that the reader can find the interesting material freely; - to edit the text, by making it laconic and saturated; - to add links to the websites of the event sponsor; - to add the background information on the time and other details of the event; - to add the colorful illustrations from the previous events or the symbolic attributes; - to make the international calendar;
3	Events division by category	Objective: to create the most favorable conditions to implement the information monitoring for all participants of the tourism activities. Targets: - to allocate the main categories of division; - to place the events into the relevant categories;
4	Calendar corporate style development	Objective: To form the unique distinguishing features of the event-calendar; Targets: - to come up with the color scheme; - to come up with the calendar form; - to come up with where the partitions should go; - to come up with the certain characters and designations for each category;
5	Events-calendar promotion	Objective: increase the recognition of brand, find new clients. Targets: - to issue the calendar in the form of presentation handouts (booklet, catalog); - to advertise on the tourism exhibitions and other events; - to publish the information about events, with the reference to the calendar, on the tourist news portals

When performing the first stage for the collecting and combining information about a region

on the official tourist website of the territory, the tourists don't have to spend a large amount of time searching for the interesting information on various websites for tourism of a specific region, because all the complete and interesting information it can receive from a single source.

Performing the evaluation stage of the calendar for compliance with the existing requirements will allow you to make the calendar as a visiting card of the region. The rich, relevant material with colorful illustrations will create a unique, attractive image of the territory, catch the interest of readers and become the main motive of traveling.

Division of events by categories will eliminate a number of problems connected with the search of a specific event, time and venue, and information about the sponsor.

Corporate style development of the calendar will help to attract the potential consumers and to form the image of territory.

Through the territorial events-calendar issuance as a booklet it will be possible to promote it on the tourism work-shop and other professional exhibitions. In order to promote the territorial events-calendar, it's recommended to place information about the events, referring to the calendar, on the tourist information portals, such as "TRIPADVISOR".

Findings

Event-tourist space is a complex tourist product based on the territorial event-calendar. The appearance of the event-calendar, what kind of information it contains and which targets sets itself play an important role in the territory promotion. The professionally made territorial event-calendar has a significant impact on the event space formation and the tourism industry development in the region, namely:

2. simplifies the route selection to potential tourists;

3. accurate information and the constant calendar updating allow you to keep up to date all the participants of the tourism activities, thereby facilitate the event programs process organizing;

4. the unified improved calendar allows you to reduce the unevenness of the spatial territory development, due to engagement in the event-related programs of the region;

5. total incomes of industries related to tourism will grow

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