

developed. Tourism as a social phenomenon reflects the desire to learn about the historical and cultural heritage of countries and peoples [2].

Innovation in tourism has several characteristics:

1. The changing needs of people to expand their horizons, learn new destinations, cultures of countries and peoples, gain new experience and knowledge form new ways to implement tourist solutions.

2. Increasing competition in the tourism market both at the international, regional and local levels.

3. Combination of attractive holiday conditions to fully meet the needs of the most demanding tourists.

Innovative activities in the field of tourism are aimed at creating a new or changing an existing tourist product, searching for new niches, developing new markets, modernizing the complex of tourist services, introducing advanced information, telecommunications and mobile technologies [2].

Today, the tourism sector is one of the most promising and profitable. Tourism is constantly developing. In many cases, the tourism business is an initiator and experimenter in the development and implementation of modern advanced technologies, continuously changing the forms and methods of offering and providing services, opening up and mastering new opportunities. Modern tourism activities and the work of travel companies cannot be imagined without the Internet [1].

Thus, innovative activities in the field of tourism are aimed at creating a new or changing an existing product, improving transport, hotel and other services, developing new markets, introducing advanced information, telecommunications and modern technologies.

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FEATURES OF EVENT TOURISM DEVELOPMENT IN EUROPE

Events have always been one of the best motivators of tourism and one of the most important aspects of marketing plans. The variety of events is really infinite in our modern world. Yet only a few decades ago 'event tourism' became established in both tourism industry and in research community.

In the 1980s public bodies started to understand the importance of events. Subsequently, over the first decade of the 21st century in worldwide, there has been attention and participation in events as the events not only created positive impacts but also took a critical part in creation of culture, arts, urban development, educating the society, travel and tourism [1].

Before talking about tourism industry we should refer to such equally important aspect as an *event management* which is closely related with the concept of event tourism. *Event management* is the process by which the event is planned, prepared and produced. It involves researching, designing, planning, coordinating and evaluating events [1]. It's clear that managing events differ from other management areas. Similarly, event management and event organizers became a profession and an important resource for stakeholders in tourism industry due to their success. Also tourists are a huge potential market for event tourism industry.

Event tourism takes part in the nexus of tourism and event management. It contains event planning and marketing in the pursuit of destination marketing targets. In other words, tourism management efforts involve developing a tourism system based on examining tourist behavior and motivation.

Europe is the global leader in international tourism, with over 600 million foreigners arriving in the region each year. In 2013 France, Spain, Italy, the UK and Germany were among the world's top 10 destinations for holidaymakers.

As a result, in 2010, this industry became a key sector of the European economy, generating over 10 % of EU GDP. *Event tourism* plays the greatest role in modern tourism and marketing industry [2].

Every year leading countries propose a great variety of amazing events which attract thousands of tourists. 2020 has not turned out as we had expected. Due to Covid-19 and the resulting travel restrictions, most European events have been cancelled. It's not all sad news though as many festivals and popular events have been rescheduled for 2021. They are:

- Carnival of Venice: The floating city's masked fete (Italy);
- Vinterjazz: Copenhagen's 3-week-long musical feast (Denmark);
- St Patrick's Day: The feast of Saint Patrick (Ireland);
- Keukenhof: Amsterdam's Tulip & Flower Festival (Netherlands);
- Stars of the White Nights Festival: St Petersburg's annual art fair (Russia);
- Chelsea Flower Show: London's horticultural showcase (England);
- Fiesta de San Isidro: Madrid's largest traditional festival (Spain);
- Berlin Beer Festival and Oktoberfest: the largest folk festivals (Germany);
- Hogmanay: Edinburgh's roaring NYE Festival (Scotland) [3].

We can see that tourism is one of the most important developing industries in Europe. Being bright amazing performances, *European*

events attract tourists all over the world. It shows us that tourism is well prepared and well educated for solving various embarrassing issues in a creative way.

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SLOW TRAVEL AS A NEW DIRECTION IN TOURISM

As paradoxical as it may sound, most people, after returning from a trip, need some rest. Ironically, isn't it? It is supposed that the trip should renew us after hard months of work, energize us, but everything is exactly the opposite. The intense pace that we set ourselves in the hope of seeing everything is very tiring. Moreover, at times it leaves us depressed and even disappointed.

Imagine that instead of a group tourist destinations and accommodation in chain hotels, you relax in the wilderness of *Provence* or *Tuscany*. You get enough sleep in the morning and then walk to the nearest market to buy local products and have a cup of aromatic coffee in a colorful establishment. Every day you visit the surrounding area, walk along wonderful paths, and communicate with local people. You don't want to visit all the attractions in the area — you slowly explore them at your own pace for your pleasure. This is the magic of a *slow travel*, and you won't believe how many interesting things you can learn without much fuss. Plus, it's an incredibly powerful way to experience local culture and leave vivid memories.

So what is a *Slow Travel*?

It all started with the slow food movement, which emerged in Italy as a response to the country's first fast food restaurant in 1986. The founder of the movement believed that Italian gastronomy deserves to be enjoyed *slowly*. The concept includes «*slowing down*» at all stages: having food without growth stimulants, thoughtful cooking and enjoying the immedi-