

## THE THEORETICAL ESSENCE OF THE EVENT OF «EVENT TOURISM» AND APPLIED ASPECTS OF ITS USE

*Event tourism is a relatively new direction of tourist activity in Ukraine. The lack of a clear understanding of the role of event tourism in the tourism industry of Ukraine, as well as the peculiarities of the interaction of its components, hinders the creation of a system of event tourism management in the region. This leads to discussion in the scientific community on the definition of this phenomenon. Within the framework of the article, the scientific approaches to the essence of the concept of "event tourism" were analyzed, its features and principles of functioning were determined.*

*According to the results of the study, the systematization of modern approaches to the definition of the concept of "event tourism" was carried out. Analysis of the constituent components of the concept allowed us to consider the event as an element of sociality and conclude that the event may serve as a certain criterion for the development of the territory. The definition of event tourism - as a complex concept that covers the event and the set of measures for its organization, place and time of the event, as well as the formation and coordination of tourist flows to the destination is proposed. The results of the study showed that event tourism can be an integral part of the development strategy at both regional and national levels. The basic functions of tourism are analyzed. Examples are given of enhancing the basic functions of tourism through the use of event resources. It is proposed to add to the list of basic functions of tourism a psychological function.*

*The article proposes the use of neuropsychological approach in the study of the phenomenon of event tourism. It is suggested that the event has an effect on the emotional state of a person prolonged in time. Attention is paid to the use of the event as a specific information stimulus in order to elicit a certain emotional response from the consumer of the tourist service. Thus, event tourism contributes to anchoring the psychological state of a motivating or demotivating tourist to a certain destination. On the other hand, event tourism shapes the psychological climate in the region. The perception or non-acceptance of the organized event by the residents of the receiving party determines the vector of the development of the holding territory.*

**Keywords:** event tourism, event tourism, functions of event tourism, essence of event tourism.

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