

ТУРИЗМ

DOI: [https://doi.org/10.32782/2708-4949.3\(9\).2023.8](https://doi.org/10.32782/2708-4949.3(9).2023.8)

UDC 658.6:338.48-61

Konstantyn Veretiuk

Kiev University of Culture

Sergii Neilenko

Kyiv National University of Culture and Arts

Artem Antonenko

National University of Life and Environmental Sciences of Ukraine

Oleksandr Zarakhovskiy

Kyiv National University of Culture and Arts

THE DETERMINATION OF VISITS AS IMPORTANT CRITERION FOR EVENT MANAGEMENT IN THE FIELD OF SERVICES

The article considers the determination of visits as an important criterion for event management. Concepts, theoretical methods and bases of application of methods of determination of visits of events are often considered by domestic and foreign scientists that testify to necessity of the decision of various tasks in this context. It is important to determinate such criterions as average length of stay, average number of visitors, relative length of stay, coefficient of visitors, coefficient of variation, peak number of visitors, average number of visitors, space capacity. This allows event management units and business leaders to adjust the resources, procedures, indicators, standards, etc., necessary for more effective implementation of event activities. Criteria for forecasting the number of event visitors have been developed. Correctly determining the number of guests is important due to the fact that empty rooms are as critical to the perception of the event as long queues. A large number of participants are necessary for financial success, but exceeding the permissible capacity is fraught with various risks and problems. The importance of such attendance indicators was determined as: average length of stay, average number of visitors, relative length of stay, visitor rate, variation rate, peak occupancy, average occupancy and possession. This allows event management stakeholders and business managers to set up the resources, procedures, indicators, standards, etc., necessary for more effective implementation of events. In the case of a long or prolonged event, certain components of the event, days or places of their holding can be evaluated according to these criteria. Thanks to this, the main "centers of attraction" (areas with a high number of visitors) and "bottlenecks" (areas with a high degree of capacity utilization) are distinguished.

Key words: off-line events, events, event tourism, event planning, attendance ratio, management, forecasts, determination.

Statement of the problem and its relevance. The present time adjusts the new requirements for the event management services. One of the criteria for a successful event is to determine visits. The number of guests at one event is not unknown, nor is it a coincidence. Quality event management is characterized by the fact that the number of visitors can be predicted as accurately as possible, because this number of guests is planned in terms of the optimal event [1]. Moreover, the number of visitors can be optimized by managing it before and during the event, deviations in the number of guests require a conscious response. The assessment of attendance indicators can be based on experience, the influence of internal and external factors, own actions and final records. However, a clear formalization of visits can enhance economic performance.

Analysis of recent research and publications. The organization and running the events have been studied by international and local scientists. The most famous works belong to such local researchers as L. Vovk, G. Kuntz,

S. Popovych, N. Titova, V. Fedorenko [14–16]. Problems of event management development have been considered in a wide range of scientific papers by foreign scientists, such as D. Goetz, R. Griffin, J. Lampel, A. Nigam, A. Oliver, M. Follett [10–12].

From the standpoint of events in theory and practice, attention is paid to practical aspects, its main parameters, stages and criterions [2; 16, p. 254]. At the same time, a number of important tasks on this topic still remain unsolved. First of all, the determination of event management criterions is considered partially, which complicates further research in the event management [17–20].

The purpose of the article. The aim of the article is to determinate the visits depending on the duration of the event and to establish the importance of this criteria for the financial success of the event project.

Presentation of the main research material. During the planning and implementation of the project, both setup activities and summarizing of results are important. The event is divided into different stages (Table 1).

Table 1 – Phases and stages of the event

Phase/stage	Action
Stage 0: Concept of the project	Definition an idea for an event
Initiation	Definition of the idea and design of the event, project preparation for decision makers
Stage 1: Yes/No	Making a decision about running an event. Announcement of an event within the organization, hold executives and project managers.
Start	Planning phase: distribution of tasks, team building, event planning, indicative planning
Stage 2: Go/Stop	Making a decision about setup (or about event termination), budgeting, public statement of the event (from now on, abandonment of the project entails financial and moral damage)
Preparation	Finalplanning: preparationandorganizationoftheevent; tasksandassignments, invitingguests
Stage 3: Point of no return	Beginning of the start-up phase: activation of planning requirements; henceforth there are large costsin case of abandonment
Launch	Beginning of the event, active activities on the arrangement of the venue, installation of buildings and equipment
Stage 4: Welcome Day	Event starts; official opening
Action	Time of contact between the company and the invited guests
Stage 5: Completion of an undertaking	End of the event, official closing, farewell
Consequent effect	Completionoftheevent: dismantlingofbuildingsandequipment, returnofsupplies, organizationofdeparture
Stage 6: Completion of an undertaking	Termination of actions and completion of calculations
Summarization	Final organizational work. Data processing, financial report
Stage 7: Completion of project	The project is closed

During the Initiation and Start phases company defines the goals, creates the program and the concept of the event, determines the strategy and schedules the setup of the event [4; 9, p. 840].

During the Initiation and Start phases managers develop plans (they analyze previous projects and evaluate results); determine participants; estimate logistics; analyze risks and provide structure, organization and implementation of the event project.

The Action phase includes greeting the participants, service and current control over the quality of the event and the number of visitors [5, p. 183; 14, p. 70].

The Consequent effect and Summarization phases involve the dismantling of buildings and equipment; process documentation; feedback, evaluation of responses, data processing, amendments; dismissal of involved employees; decision-making on future activities.

In the case of a long or extended event, it is important to determine the criteria for estimating the number of visitors, which can be used to assess certain components of the event: day-time or location. This distinguishes the main "centers of gravity" (areas with a high number of visitors) and "bottle-necks" (areas with a high level of capacity utilization).

The event is included in the organizational structure of the company in different ways. Firstly, it is the formation of own structural unit, that operates on a permanent basis. This makes sense in cases where measures are prepared and carried out regularly, which guarantees the loading of this unit (as well as, if necessary, involve it in other tasks) [6, p. 73]. Secondly, it could be a temporary separated structure, which is relevant primarily in large events [7].

Thirdly, when use a matrix method, when employees are recruited from the various units and involved in the event team [8, p. 318].

The main criterion that characterizes the event and its success is the average number of visits, the coefficient of variation and uniformity of attendance.

The coefficient of variation (W) is the fraction obtained by dividing the total attendance (G) by the peak attendance (S). This can be formularized as $W = G / S$. The value of $W = 1$ (as low as practicable) shows that all guests are present at the moment.

Prerequisites for a high value of W are usually the following:

- regular variability: the duration of stay D is less than the duration of the event V. The change factor $W = V/D$ with uniform attendance (for example, tour of an exhibition for several hours);

- brisk growth of attendance ratio at the beginning and its reduction by the end of the event without overlays in time (for example, Welcome Day, when all guests aren't present at the same time);

- visitors to multi-day events take turns (for example, the end of the holiday with a Friday pop-program, a Saturday evening of folk music and a concert on Sunday) or one-day events (participation in the day program or evening parade).

The $W > 1$ means that different guests can be present at different times (for example, someone before lunch, someone after or during lunch).

Visitors who have an unlimited number of entries should be separated from those who enter once during

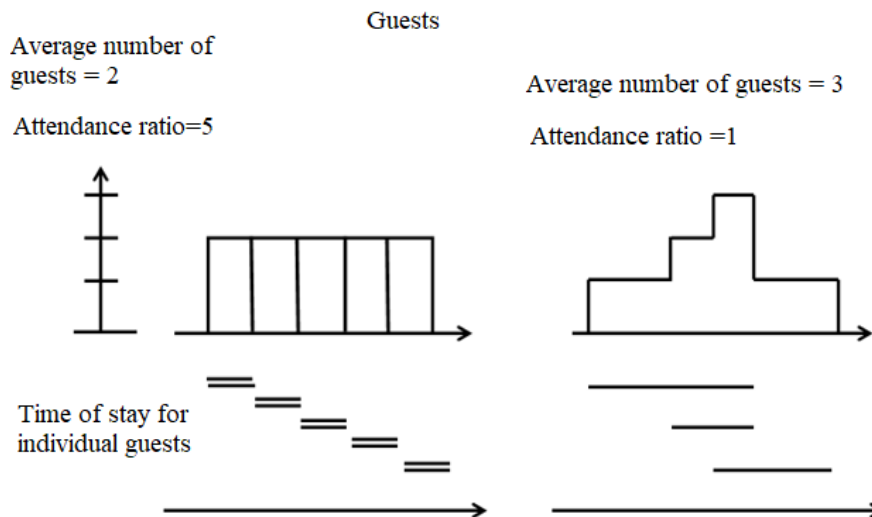


Figure 1 – Attendance ratio of events

long-term events. The number of the last one is determined by the fixed number of entries, the first one – by the number of sold tickets or by lists.

The graph (Figure 1) shows two possible options: how total and peak numbers of guests can vary per hour.

A high coefficient of variation means that:

- not all guests take part in all sessions of the event (especially the opening and closing);
- all visitors have their own idea of the event;
- the capacity of the away event is only a part (1/W) of the total number of guests.

It is necessary to differentiate attendance ratio (Figure 1), when planning events. Even at the stage of the idea with a high coefficient of variability, it is necessary to consider the difference between the total event from the point of view of the organizers and the event as it is in the imagination of guests [12, p. 1158].

The average number of visitors (M) is the fraction of the division of the number of man-hours (B) by the total duration of the event (V), i.e. $M = B/V$. The average attendance ratio only reflects the extent to which the capacity of location K is used. When event location is full $M = K$.

The average number of visitors (M) is less than the peak number of visitors (S), which does not exceed the capacity (K), i.e. $M \leq S \leq K$. Efficiency $m = M/K \leq 1$. The coefficient of share $q = G/K$ is influenced by a large number of factors, so its value can be both higher (with high variability of visitors) and lower (in case of incomplete capacity). A value of $q = 1$ may occur when the event accommodates 25% of visitors, but individual guests are present only for a quarter of the time.

The number of guests at one event is not unknown, nor is it a coincidence. Quality event management is characterized by the fact that [11, p. 111]:

- the number of visitors can be predicted as accurately as possible;
- the number of guests is planned in terms of the optimal event;

- the number of visitors can be optimized by managing it before and during the event;

- deviations in the number of guests require a conscious response.

The determination of attendance ratio can be based on experience, the influence of internal and external factors, own actions and final records. In many cases, obtaining an independent estimation can improve the outcome.

Proper determination of the attendance ratio is important because:

- empty locations are as critical as long queues;
- financial success requires a large number of participants;
- exceeding the allowable capacity is fraught with various risks and problems.

According to the above, the correlation between the number of visitors and the duration of the event was enacted (Tables 2-3).

Determination of attendance ratio, monitoring and management are crucial for the success of the event. Here such measures as [13, p. 110; 16, p. 254]:

- event planning should take into account the capacity and coefficient of variability, potential interest and goals of the event;
- managing through communication, concluding contracts (for example, regarding pricing and other conditions) and directing the flow of visitors in a certain direction (in a certain sequence);
- response to deviations by trying to regulate or adapt the measure:
 - spatial or temporal expansion or contraction of the event;
 - additional activities, such as organizing entertainment for guests while waiting in line.

Conclusions. Criteria for forecasting the attendance of the event have been determined. Properly determining the number of visitors is important because empty halls are just as critical to the event as long queues. Financial success requires a large number of participants, but exceeding the allowable capacity is fraught with various risks and problems.

Table 2 – Parameters for determining attendance ratio according to the duration of the event

Specification	Formulas and conditions	Definitions
V: event duration	Action	Rent, Costs per person, Program
K: attendance figure	Maximum number of visitors	Rent, insurance, security, infrastructure
G: total number of visitors	The number of all guests who came	Entrance tickets, entrance transport funds
B: number of man-hours	The sum of the time of presence of all visitors	Presence, consumption
S: peak number of visitors	$M \leq S \leq K$ $M \leq S \leq G$	Capacity, security, services

Table 3 – Determination and characteristics of event indicators

Indicator	Determination of indicator	Characteristic of indicator
t_m : Average stay time	$t_m = B/G \leq V$	The nature of the event in terms of visitors
M: Average number of visitors	$M = B/V = G \cdot t_m / V$	Capacity use
r: Relative duration of stay	$r = t_m / V = M/G$	The attitude of visitors and the event in general
Q: Visitor multiplier	$Q = G/M = 1/r$	Achieving the goals of individual parts of the event
W: Coefficient of variability	$W = G/S$	
s: Peak space capacity	$s = S/K \leq 1$	Success, use all opportunities
m: Average space capacity	$m = M/K \leq S$	
q: The share of space capacity	$q = G/K = Q \cdot m = m/r$	Number of visitors in relation to space capacity

References:

1. 4 Goals to Set for Your Event Planning Business This Year. 2017. Available at: <https://www.qceventplanning.com/blog/2017/12/4-goals-set-event-planning-business-year/>
2. 7 Characteristics of a Successful Event. Attendee Events. Available at: <https://attendee.events/7-characteristics-successful-event/>
3. The 10 Event Management Skills Event Managers Need. Eventbrite. Available at: <https://www.eventbrite.co.uk/blog/qualities-successful-event-managers-ds00/>
4. The Different Types of Events: A Comprehensive List. Eventbrite. Available at: <https://www.eventbrite.co.uk/blog/the-different-types-of-events-ds00/>
5. Fedorenko, V. H. (2015) *Menedzhment* [Management]. Kyiv: Alerta. (in Ukrainian)
6. Follett, M. (2014) *Dynamic Administration: The Collected Papers of Mary Parker Follett*. Eastford: Martino Fine Books.
7. Eventbrite. The 10 Event Management Skills Event Managers Need. Available at: <https://www.eventbrite.co.uk/blog/qualities-successful-eventmanagers-ds00>
8. Kuzmin, O. Ie., & Melnyk, O. H. (2007) *Teoretychni ta prykladni zasady menedzhmentu* [Theoretical and applied principles of management]. Lviv: Lviv Polytechnic National University, "Intelekt-Zahid". (in Ukrainian)
9. Lampel, J., Shamsie, J. & Shapira Z. (2009) Experiencing the improbable: Rare events and organizational learning. *In: Organization Science*, 20, 835–845.
10. Griffin, L. J. (1992) Temporality, events and explanation in historical sociology: An introduction. *In: Sociological Methods & Research*, 20, 403–427.
11. Honchar, L., Neilenko, S., Zarakhovskiy, O., Zavadynska, O., & Litovka-Demenina, S. (2021) Global trends in the development of business services and their efficiency level. *AD ALTA: Journal of Interdisciplinary Research*, 11, 108–114.
12. Oliver, A. L., & Montgomery, K. (2008) Using fieldconfiguring events for sense-making: A cognitive network approach. *In: Journal of Management Studies*, 45, 1147–1167.
13. Getz D., Andersson T. (2009) Editorial to the special issue on festival management. *Scandinavian Journal of Hospitality and Tourism*, 9, 109–111.
14. Tytova N. V. (2013) Dilovyituryzm v Ukraini: osnovni problem rozvytku ta shliakhy yikhnoho vyrishennia [Business tourism in Ukraine: main problems of development and ways of their solution]. *Economics and management of the culture*, 1, 67–74. (in Ukrainian)
15. Vovk L. P. (2017) Perspektyvy rozvytku dilovoho turizmu v Ukraini [Business tourism development prospects in Ukraine]. Proceedings from: *IV Vseukrainska naukovo-praktychna konferentsiia "Suchasni problem i perspektyvy ekonomichnoi dynamiky" – The Fourth Ukrainian scientific and practical conference "Modern problems and prospects of economic dynamics"*, pp. 270–271. Uman: VPC "Vizavi". (in Ukrainian)
16. Popovych, S. (2008) Industriia mizhnarodnoho turizmu ta yoho rozvytok za suchasnykh umov [The international tourism industry and its development in modern conditions]. *Visnyk Lvivskoho universytetu. Serii mizhnarodni vidnosyny – Bulletin of Lviv University. Series: International Relations*, 24, 252–255. (in Ukrainian)

17. Antiushko D., Bozhko T., Shapovalova N. (2021) Nutritional value of a dry soluble gerodietetic product for enteral nutrition. *Eastern-European Journal of Enterprise Technologies*, no. 5, pp. 35–42.
18. Cherevko O. I. (2017) Innovacijni tekhnologii harchovoї produkciї funkcional'nogo priznachennya. Harkiv: HDUHT, 591 p.
19. Yatsenko V. M. (2017) Financial-economic and innovative support of entrepreneurship development in the spheres of economy, tourism and hotel-restaurant business. Agenda Publishing House, Coventry, United Kingdom, 619 p.
20. Chepurda H. M. (2021) Stratehii staloho rozvytku v turyzmi ta hotelno-restorannomu biznesi: mozhlyvosti i problemy zaprovadzhenia v Ukraini. Cherkasy: ChDTU, 189 p.

Список використаних джерел:

1. 4 Goals to Set for Your Event Planning Business This Year. 2017. URL: <https://www.qceventplanning.com/blog/2017/12/4-goals-set-event-planning-business-year/> (дата звернення: 03.02.2022).
2. 7 Characteristics of a Successful Event. Attendee Events. 2016. URL: <https://attendee.events/7-characteristics-successful-event/> (дата звернення: 07.02.2022).
3. The 10 Event Management Skills Event Managers Need. Eventbrite. 2018. URL: <https://www.eventbrite.co.uk/blog/qualities-successful-event-managers-ds00/> (дата звернення: 12.02.2022).
4. The Different Types of Events: A Comprehensive List. Eventbrite. 2018. URL: <https://www.eventbrite.co.uk/blog/the-different-types-of-events-ds00/> (дата звернення: 19.02.2022).
5. Федоренко В. Г. Менеджмент : підручник. Київ : Алерта, 2015. 492 с.
6. Follett M. P. Dynamic Administration: The Collected Papers of Mary Parker Follett. Eastford: Martino Fine Books, 2014. 100 p.
7. Eventbrite. The 10 Event Management Skills Event Managers Need. 2019. URL: <https://www.eventbrite.co.uk/blog/qualities-successful-event-managersds00/> (дата звернення: 26.02.2022).
8. Кузьмін О. Є., Мельник О. Г. Теоретичні та прикладні засади менеджменту : навчальний посібник. Львів : Національний університет «Львівська політехніка»; Інтелект-Захід, 2007. 384 с.
9. Lampel J., Shamsie J., Shapira Z. Experiencing the improbable: Rare events and organizational learning. *Organization Science*. 2009. № 20. P. 835–845.
10. Griffin L. J. Temporality, events and explanation in historical sociology: An introduction. *Sociological Methods & Research*. 1992. № 20. P. 403–427.
11. Honchar L., Neilenko S., Zarakhovskiy O., Zavadynska O., Litovka-Demenina S. Global trends in the development of business services and their efficiency level. *AD ALTA: Journal of Interdisciplinary Research*. 2021. Vol. 11. № 2-XXIV. P. 108–114.
12. Oliver A.L., Montgomery K. Using field-configuring events for sense-making: A cognitive network approach. *Journal of Management Studies*. 2008. Vol. 45. P. 1147–1167.
13. Getz D., Andersson T. Editorial to the special issue on festival management. *Scandinavian Journal of Hospitality and Tourism*. 2009. Vol. 9. P. 109–111.
14. Титова Н. В. Діловий туризм в Україні: основні проблеми розвитку та шляхи їхнього вирішення. *Економіка і менеджмент культури*. 2013. № 1. С. 67–74.
15. Вовк Л. П. Перспективи розвитку ділового туризму в Україні. *Сучасні проблеми і перспективи економічної динаміки* : матеріали IV всеукр.наук.-практ.конф., м. Умань, 30 листопада – 1 грудня 2017 р. Умань : ВПЦ «Візаві», 2017. С. 270–271.
16. Попович С. Індустрія міжнародного туризму та його розвиток за сучасних умов. *Вісник Львівського університету. Серія : Міжнародні відносини*. 2008. № 24. С. 252–255.
17. Antiushko D., Bozhko T., Shapovalova N. Nutritional value of a dry soluble gerodietetic product for enteral nutrition. *Eastern-European Journal of Enterprise Technologies*. 2021. № 5. P. 35–42.
18. Черевко О. І. Інноваційні технології харчової продукції функціонального призначення. Харків : ХДУХТ, 2017. 591 с.
19. Yatsenko V. M. Financial-economic and innovative support of entrepreneurship development in the spheres of economy, tourism and hotel-restaurant business. Agenda Publishing House, Coventry, United Kingdom, 2017. 619 p.
20. Чепурда Г. М. Стратегії сталого розвитку в туризмі та готельно-ресторанному бізнесі: можливості і проблеми запровадження в Україні. Черкаси : ЧДТУ, 2021. 189 с.

К. О. Веретюк

Київський університет культури

С. М. Неілеко

Київський національний університет культури і мистецтв

А. В. Антоненко

Національний університет біоресурсів і природокористування України

О. Є. Зараховський

Київський національний університет культури і мистецтв

ВИЗНАЧЕННЯ ПОКАЗНИКІВ ВІДВІДУВАНOSTI ЯК ВАЖЛИВОГО КРИТЕРІЮ ІВЕНТ МЕНЕДЖМЕНТУ В СФЕРІ ПОСЛУГ

У статті розглянуто визначення показників відвідуваності як важливого критерію івент-менеджменту. Сучасність корегує нові вимоги до обслуговування різних заходів. Одним із критеріїв успішного проведення івент-заходу є визначення прогнозованої кількості відвідувачів. Кількість гостей одного івент-заходу не є невідомою величиною, так само як і не є наслідком збігу обставин. Якісний менеджмент заходу характеризується тим, що кількість відвідувачів може бути передбачена максимально точно, адже ця кількість гостей планується з точки зору оптимального івент-заходу. Крім того кількість відвідувачів можна оптимізувати, керуючи нею перед самим заходом і в процесі його проведення, відхилення в кількості гостей вимагають усвідомленої реакції. Концепції, теоретичні методи та основи застосування методів визначення показників відвідуваності івент-заходів часто розглядаються вітчизняними та зарубіжними вченими, що свідчить про необхідність вирішення різноманітних задач у цьому контексті. Розроблено критерії для прогнозування кількості відвідувачів івент-заходу. Правильне визначення кількості гостей важливе в зв'язку з тим, що порожні зали настільки ж критичні для прийняття події, як і довгі черги. Для фінансового успіху необхідна велика кількість учасників, але перевищення допустимої місткості загрожує різного роду ризиками і проблемами. Визначено важливість показників відвідуваності: середня тривалість перебування, середня кількість відвідувачів, відносна тривалість перебування, коефіцієнт відвідувачів, коефіцієнт варіації, пікова зайнятість, середня зайнятість, заповнюваність. Це дозволяє підрозділам івент-менеджменту та керівникам бізнесу налаштовувати ресурси, процедури, показники, стандарти тощо, необхідні для ефективнішої реалізації заходів. При тривалому або подовженому заході за даними критеріями можуть бути оцінені певні складові частини заходу, дні або місця їх проведення. Завдяки цьому виділяються основні «центри тяжіння» (зони з високою кількістю відвідувачів) і «вузькі місця» (зони з високим ступенем використання місткості).

Ключові слова: офф-лайн заходи, івент заходи, подієвий туризм, планування подій, відвідуваність, управління, прогнози.

Статтю подано до редакції 03.06.2023