

References

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MUSIC EVENT AS A TOURISM PRODUCT

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Selective forms of tourism are developing increasingly in the tourist market. Cultural tourism and event tourism as its integral part are important and rapidly growing segments of international tourism. The Association for Tourism and Leisure Education (ATLAS) defines cultural tourism as “the movement of people to cultural attractions that are far away from their place of residence, with the intent to collect information and new experiences in order to satisfy their cultural needs” [3, p. 24].

Event tourism is a major tool for regional and local development. Events which attract tourists differ in scale, level and course. There are national and international events. An event can be a one-time one or periodic, which is held annually or at certain periods of time. Depending on the topics several types can also be distinguished: film festivals, theatrical shows, carnivals, folk festivals, music festivals, etc. Music tourism is currently still a developing sector of tourism, but at the same time, its popularity in the world is growing steadily from year to year.

One of the main forms of musical tourism development is Music festival. Festivals, events and especially Music Festivals Organizations are increasing enormously day-by-day. The expansion of music festivals has constantly helped in increasing disposable incomes, accompanied by an augmented amount of time offered for holidays [1, p. 33]. They are more profitable than other events since they often take several days, or at least a weekend. Furthermore, festivals usually involve more than one music group and different genres, which increases the likelihood that more people will attend it.

An example of a high-quality cultural tourism product is SXSW in Austin, Texas, USA. 350.6 million USD was generated for the city’s economy in 2018, and sold out hotel rooms for over two weeks, both before and after the event. In 2018, over 75,000 people from 102 countries attended SXSW [2, p. 21]. A classical music concert which was held by Ivo Pogorelić in 2009 at the Euphrasius basilica in Poreč should also be mentioned. It was sold more tickets than the entire following year in total.

There are also centers of the musical tourism development. People from all over the world want to visit places where popular compositions were recorded, to see with their own eyes famous music scenes or houses of famous composers and performers. For example, a large number of tourists visit Salzburg for Mozart and Sidney for its Opera House. More recent example of linking music and tourism is Auditorium Parco della Musica in Rome. The lifelines, songs and stories related by John, Paul, George and Ringo have brought several million pounds to the economy in the United Kingdom.

Musical styles are closely related to their audience. Classical concerts and products tend to have older, more educated audience (and some students); popular music attracts younger people; country music tends to be more popular among rural audience (but also among the urban working class) and so on.

In conclusion, it could be argued that more music would equate to more business opportunities for the tourism sector while enhancing travellers' experiences.

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MODERN MANAGEMENT TECHNOLOGIES IN UKRAINE

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Nowadays Ukraine needs managers to study in more profound theoretical concepts and practical approaches to company management activities. The correctness and rationality of drawing up strategies in the personnel management of the company is the basis for the effective functioning of the entire life cycle of the enterprise alongside its further development.

The purpose of this work is to introduce new technologies in enterprise management, being the basis for the development of the company.

With the development and strengthening of the influence of scientific and technological progress, the role of innovation, the types and quantity of technologies that contribute to the emergence of new products with new characteristics and criteria, which is highly appreciated in the market, are increasing. Therefore, now there is a process of restructuring the management system from traditional production and market to technological orientation, which is able to achieve this goal. A technological management is a strategic management of the technological development of the enterprise. It is an important factor for the success of any company [2].

One of the main areas of management restructuring and its improvement was the massive use of the latest computer and telecommunication equipment, the formation on its basis of highly effective information management technologies [1].

The modern management technologies include: reengineering, engineering, benchmarking, controlling, grading, ERP systems.

The introduction of any technology is accompanied by the increase in the costs of the company, so it is recommended to do this gradually. Nowadays a significant part of Ukrainian enterprises is in crisis, a large number of the companies do not possess a competitive ability. Therefore, the current state of Ukrainian firms requires radical changes [3, p. 103].

For modern management, the problem of clarity and adaptation to changing environmental conditions is of great priority. For this, there are the latest management technologies being aimed at changing, optimizing and improving the efficiency of business processes. Today, as never before, it is necessary to introduce modern technologies of management, ensuring any enterprise or company conditions for achieving world-class standards of production as well as high level of competitiveness both in domestic and foreign markets.

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