

EVENTS AS THE TOOLS IN BUILDING A COMPETITIVE ADVANTAGE

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INTRODUCTION

Strong competition has forced the city authorities to create clear images of their own centers, based on important and unique characteristics. Competitiveness is often defined as the ability to compete effectively (and thus to be better) within certain structures, over a given period of time. In relation to a country, region or city, competitiveness means the ability to build and maintain an increasingly better quality of life for its inhabitants.

The competitiveness of a city can be considered from different points of view, also from the point of view of its tourist attractiveness. It will then be understood as the ability to effectively compete in the area of tourism with other cities [Hernik, 2014].

Among many elements shaping the competitiveness of tourist regions (including cities) are events.

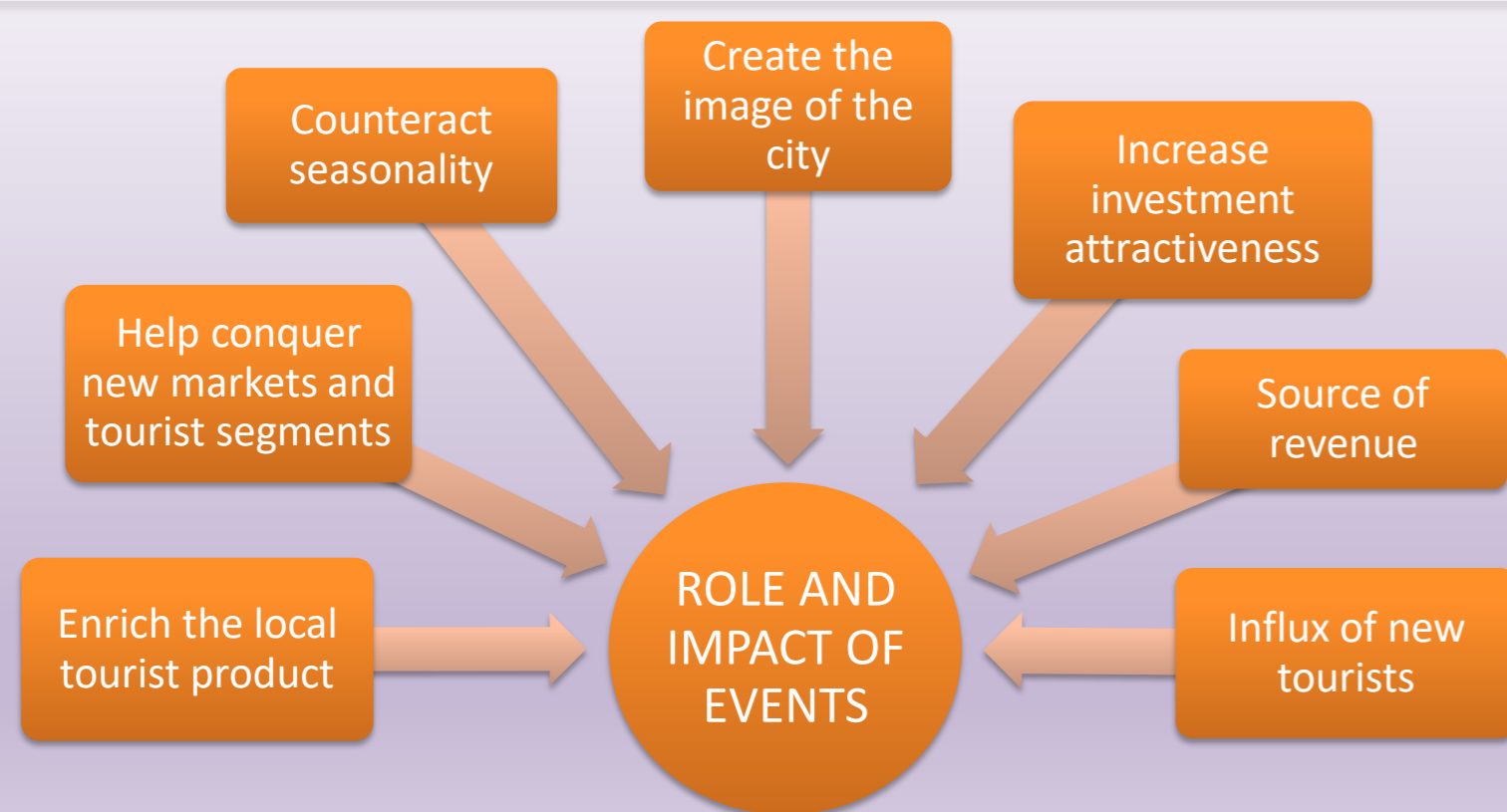
HYPOTHESIS

1. Events increase competitiveness of cities and regions
2. Events help to create a positive image of the city
3. Events help to gain loyalty

OBJECTIVE

The main objective of the research is to determine the consequences of organizing events that affect the competitiveness of cities and to identify the factors influencing the magnitude of the generated impacts.

EVENT MARKETING



Event marketing features the active participation of target groups in the communication process

Event marketing has a unique feature - bidirectionality. It allows, thanks to organized events, to influence selected entities by presenting their own ideas. At the same time, thanks to direct contact, it allows to get to know the attitudes and opinions of the entities it affects.



RESEARCH METHODOLOGY

The research process was divided into two stages:

1. Analysis of chosen New Year's Eve events in Zakopane and Chorzów

For the purpose of the survey, we have chosen two cities: Zakopane (Małopolskie Voivodeship) and Chorzów (Silesian Voivodeship), where the event was organized by Katowice authorities. Due to the fact that the events organized in these cities are among the most popular in Poland, it can be concluded that they play an important role in building a competitive advantages of these cities and regions.

Zakopane	Chorzów
67 000 participants	40 000 participants
Promotion: advertising spots, broad presentation by TVP 2, media resources, city authority, activity in social networks	Promotion: advertising spots, wide presentation by Polsat, media resources, city authority, activity in social networks
Orientation towards the involvement of as many participants and viewers as possible	Orientation on promotion of the region as tourist destination
20 artists, foreign artists invited. Program based on the performances of the greatest stars of polish stage.	20 artists, foreign artists invited. Program based on popular polish music and dance hits

Table 1: informations about events, source: own elaboration

2. A survey conducted among people participating in the selected events

Test method: online survey among 139 respondents

Test period: 15.04.2020-23.04.2020

Form: 4 single-choice closed questions and one question with a phenomenon evaluation according to the given scale

39,6% in 
60,4% in 

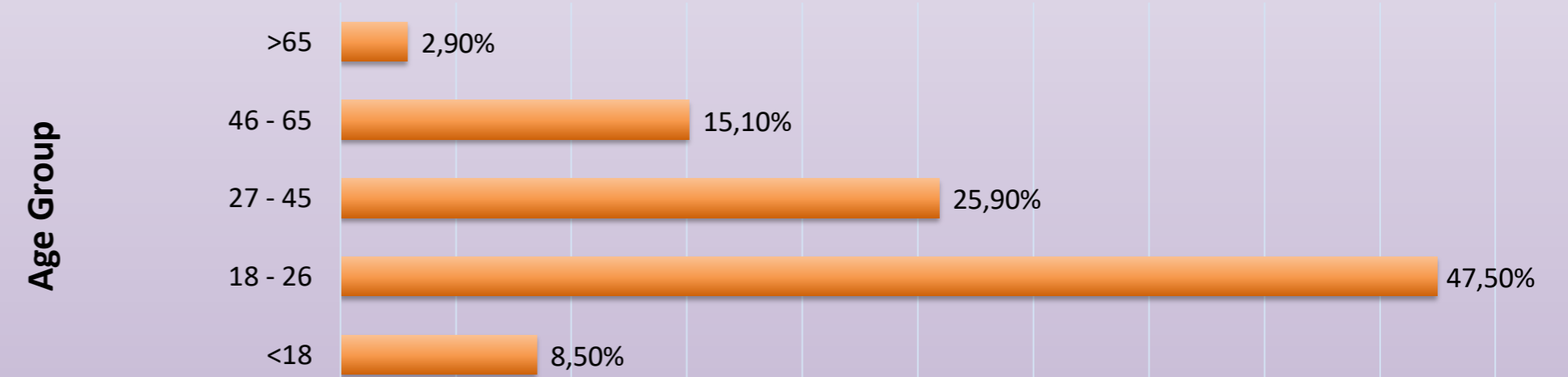
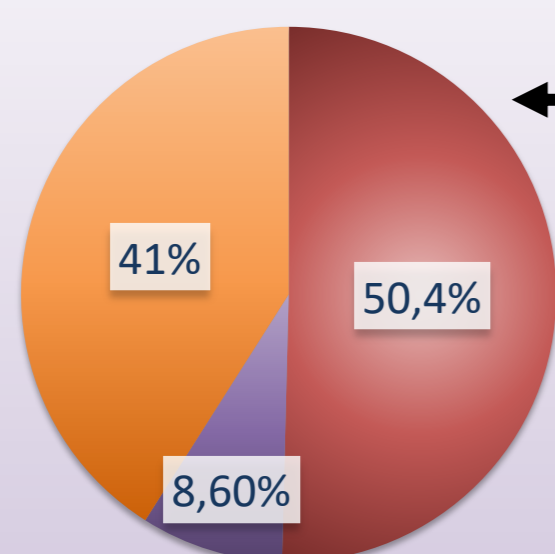


Chart 1: age groups of respondents, source: own data

From all people who participated (139) in our research, 34,9% joined New Year's Eve in Chorzów. 65,1% was then in Zakopane. The biggest group of them, 27,1% of people have to cover the distance 100-150km.

RESULTS

- I have changed my opinion for better
- I have changed my opinion for worse
- My opinion has not changed



Question from the survey: *Have you changed your mind about this city after the event?*

Question from the survey: *On a scale of 1 to 5, which of the following aspects influenced your choice of event?*

Aspect	The degree of influence over decisions
Event program	Definitely influenced (38%)
Artists	Definitely influenced (61%)
Tourist attractiveness of the city	Definitely influenced (44%)
Advertising campaign	Rather influenced (31%)
Attachment to the media patron	Definitely not influenced (26%)
A positive opinion about the city	Definitely influenced (29%)

Table 2, source: own elaboration

CONCLUSIONS

- The chart number 1 shows that events help to build positive image of the city.
- The chart number 2 shows that events knock down the loyalty of tourists
- The most important thing is the program and selection of artists. As you can see from the table number 2, the image of the city influences the choice of the event.

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