

Journal of Geology, Geography and Geoecology

Journal home page: geology-dnu.dp.ua

ISSN 2617-2909 (print)
ISSN 2617-2119 (online)

Journ. Geol. Geograph.
Geology,
31(1), 110–119.

doi: [10.15421/112211](https://doi.org/10.15421/112211)

Mazurets R. R., Havrylenko T. V., Serbenivska A. Y., Zhuchenko V. G.

Journ. Geol. Geograph. Geoecology, 31(1), 110–119

Event potential of the tourist destination «DUBNO» as a tool for innovative development of the region

Roman R. Mazurets¹, Tetiana V. Havrylenko², Alina Y. Serbenivska², Valentina G. Zhuchenko¹

¹Kyiv National University Of Trade And Economics, Kiev, Ukraine, mazuretsroman@ukr.net

²National University Of Kiev Mohyla Academy, Kiev, Ukraine, gavruh.tanya@gmail.com

Received: 18.05.2021

Received in revised form: 11.06.2021

Accepted: 12.07.2021

Abstract. The article presents the substantiation that the development of the event potential of the tourist destination «Dubno» is a tool for innovative development of the region. The study used general and special scientific research methods, including structural and functional analysis, statistical method and comparative analysis. Substantiation of the

research results was carried out on the basis of information sources of the State Statistics Service of Ukraine, the State Service of Tourism and Resorts of Ukraine, Dubno City Council and data from other scientific and official sources. The concept of potential potential of the tourist direction is defined, which is proposed to be a complex concept that includes a set of resources of a certain area that are used or can be used in the practice of events to attract tourists, as well as conditions that have direct or indirect impact on resource base. The main components of the event potential of the tourist direction of Dubno are analyzed and the main problems of its use are given. Natural and anthropogenic tourism and recreational-resource, natural and socio-economic conditions influencing the development of event potential of the studied tourist direction are also described. The role of the event industry in the development of tourism of the territory and its part in the increase of tourist flows as a result of the organization of tours with the use of event potential is characterized. An analysis of the development potential of the Dubno tourist destination was carried out, based on the results of which it was determined that its use will fully contribute to the growth of tourist flows, as the city has many opportunities to organize events of both local and national importance. The shortcomings that may hinder the rapid growth of the destination as a developed center of event tourism, including large-scale festival events, including insufficient accommodation and catering facilities, lack of large entertainment centers and bad-quality roads, which reduced additional investment in development of the tourist infrastructure. It is proved that the development of the event potential of a tourist destination is a tool for innovative development of the region, as it involves achieving sustainable growth of gross domestic product, industrial production and investment as a necessary basis for forming a system of necessary conditions to improve social and innovation sphere.

Keywords: tourism, event potential, event tourism, tourist destination, potential, inventive potential, region, regional development, innovative development of the region

Івентивний потенціал туристичної дестинації «ДУБНО» як інструмент інноваційного розвитку регіону

Р.Р. Мазурець¹, Т.В. Гавриленко², А.Ю. Сербенівська², В.В. Жученко¹

¹Київський національний торговельно-економічний університет, Київ, Україна, mazuretsroman@ukr.net

²Національний університет «Києво-Могилянська академія», Київ, Україна, gavruh.tanya@gmail.com

Анотація. У статті представлено обґрунтування того, що розвиток івентивного потенціалу туристичного напрямку «Дубно» є інструментом інноваційного розвитку регіону. У дослідженні були використані загальнонаукові та спеціально-наукові методи дослідження, включаючи структурно-функціональний аналіз, статистичний метод та порівняльний аналіз. Обґрунтування результатів дослідження проводилось на основі джерел інформації Державної служби статистики України, Державної служби туризму та курортів України, Дубенської міської ради та даних інших наукових та офіційних джерел. Визначено поняття потенційного потенціалу туристичного напрямку, яким пропонується вважати складну концепцію, що включає сукупність ресурсів певної території, які використовуються або можуть бути використані в практиці подій для залучення туристів, а також умови, що мають прямиий чи опосередкований вплив на розвиток ресурсної бази. Проаналізовано основні складові подієвого потенціалу туристичного напрямку Дубно та наведено основні проблеми його використання. Описано також природний та антропогенний туризм та рекреаційно-ресурсні, природні та соціально-економічні умови, що впливають на розвиток подієвого потенціалу досліджуваного туристичного напрямку. Охарактеризовано роль індустрії подій у розвитку туризму території та її частину у збільшенні туристичних потоків в результаті організації турів з використанням подієвого потенціалу. Проведено аналіз потенціалу розвитку туристичного напрямку Дубно, за результатами якого визначено, що його використання

в повній мірі сприятиме зростанню туристичних потоків, оскільки місто має багато можливостей для організації заходів як місцевого, так і загальнодержавного значення. Обґрунтовано недоліки, які можуть перешкодити швидкому зростанню destinations як розвиненого центру подієвого туризму, включаючи масштабні фестивальні заходи, зокрема, до яких можна віднести недостатню кількість закладів розміщення та закладів харчування, відсутність великих розважальних центрів та неякісних доріг, що вплинуло на зменшення додаткових інвестицій у розвиток туристичної інфраструктури. Доведено, що розвиток івентивного потенціалу туристичної destinations є інструментом інноваційного розвитку регіону, оскільки передбачає досягнення стійких темпів зростання валового внутрішнього продукту, промислового виробництва та інвестицій як необхідної бази формування системи необхідних умов для поліпшення показників соціальної та інноваційної сфери.

Ключові слова: туризм, подієвий потенціал, подієвий туризм, туристична destinations, потенціал, івентивний потенціал, регіон, розвиток регіону, іноваційний розвиток регіону.

Formulation of the problem

The tourism sector of the economy is recognized as one of the priorities in Ukraine, as our country is characterized by a significant variety of tourist and recreational resources, the availability of conditions for their effective use and has a favorable geographical location. However, each tourist destination of our country is unique in terms of providing resource potential for the development of certain types of tourism. Event tourism has a number of advantages, one of which is the ability to create a resource base, such as the organization of festivals in different fields, which will reflect the identity of a particular tourist destination. This makes it possible to attract an additional number of tourists and, as a result, to stimulate the tourism business of the region and its economy as a whole, which has an obvious socio-economic effect.

The tourist destination “Dubno” is characterized by the presence of a significant number of historical and cultural monuments, rich folklore, developed infrastructure and in general has significant potential, which can serve as a basis for the development of event tourism. Therefore, scientific research of the potential of this tourist destination is relevant and will contribute to its efficient use.

Analysis of recent research and publications

General theoretical issues of event tourism development are covered in the works of M. Shved (2006), O. Liubitseva (2008), O. Beidyk (2001), M. Malska (2008), A. Taranenko (2020), D. Getz (2008), P. Toneva (2017), M. Whitford (2019), S. Kim (Kim, S., Whitford, M., Arcodia, S., 2019), R. Stokes (2004) and B. Ritchie (2010).

M. Boyko (2016), B. Danylyshyn (2021), T. Dupliak (2018), Y. Zabaldina (2017), V. Herasymenko (2013), A. Terebukh (2016), I. Trunin (2013) and others studied the formation of preconditions for the development of event tourism in tourist destinations, assessment of the potential of destinations for organizing events, their role in promoting various tourist products in the international tourism market.

However, the eventual potential of the tourist destination “Dubno” is not covered enough in the works of scientists, which also hinders the development of event tourism in this area.

The aim of the article is to analyze the development of the event potential of the tourist destination “Dubno”.

Materials and methods

General scientific and special research methods were used in writing of this work. Those are functional and structural analysis, statistical, comparative and analytical methods.

Substantiation of the research results was carried out using informational sources of the State Statistics Committee of Ukraine, the State Service for Tourism and Resorts of Ukraine, Dubno City Council and materials of other scientific and official sources.

Results of the research

The event potential of a tourist destination is considered as a complex concept that includes a set of resources of the territory that are used or can be used in event activities to attract tourists and conditions that directly or indirectly affect the development of the resource base.

In the modern scientific literature on tourism development, it is noted that the assessment of resource provision of a tourist destination involves not a final cost assessment of individual resources, but only their presence or absence, sufficiency or completeness to form a list of new promising or expanding already developed tourism products of various territories or tourist centers (Terebukh, 2016, Zemla, M., 2016).

The object of the study of the tourist potential of the destination and the event potential as its part may be the area where vacationers and tourists can use a set of tourist services (Haida, Y., Iliuk, V., 2020). Thus, the tourist potential is a set of existing natural and man-made phenomena, conditions, opportunities and tools suitable for the formation of a tourist product (organization of relevant tours, excursions and events) in a particular area, it means, within a certain tourist destination (Mazurets, 2014, Taranenko, 2020). Event tours can be held in areas that do not have significant historical, cultural or natural potential and do not have an established tourist image. In addition, these are events that can provide sustainable tourist flows in the off-season (Zabaldina, 2017).

The analysis of the eventual potential of the tourist destination “Dubno” will include the study of natural and anthropogenic conditions and resources, taking into account the geographical location of Dubno.

Dubno belongs to the cities of regional subordination of Rivne region, performs the functions of the district

center, is located in the south-western part of the region within the Volyn upland. The geographically closest cities are Rivne, Lutsk, Brody, Kremenets, Radyvyliv, Mlyniv, Zdolbuniv, Ostroh. The general characteristic of natural conditions and resources of the territory of the city of Dubno is given in the Table 1.

Table 1. Natural resources of touristic destination “Dubno”

Subgroups (types) of resources and conditions	Qualitative and physical parameters
Land resources	The territory of the city is 2704 ha, which is 0.135% of Rivne region. The area of the city's lands is 2704 ha, 1354.09 ha or 50% of which are agricultural lands, 44.2% (1196.6 ha) are built-up lands, 0.6% (18.44 ha) are forests and other wooded areas, 1.9% (53 26 ha) are occupied by reservoirs, 1.6% (5.4 ha) are open wetlands, 0.7% (20.35 ha) are open lands without vegetation or with little vegetation cover.
Geological and orographic	The location on the border of the Eastern European platform and the Carpathian geosynclinal region led to a turbulent and ambiguous course of geological history, which was reflected in the heterogeneity of the tectonic structure and the formation of a rather complicated complex of geological deposits for most of it. The height above sea level is 202 m, the highest point of Dubno is 255 m.
Climatic	The climate is temperate continental: mild winters with frequent thaws, warm summers, average annual rainfall – 600–700 mm. Winter comes in the end of November, and before the active manifestation of climate change, a stable snow cover is formed in the last days of December – the first decade of January. Summer, which comes in late May, lasts until September.
Hydrographic	Hydrologically, the city of Dubno is located in the area of three artesian groundwater basins. The city also has 27 artificial reservoirs. The total area of water management lands is 53.26 hectares. The Ikva River, which flows through the city, belongs to the Dnipro basin (flows into the Styr River). Ikva is a plain type river, having a slow flow, meliorated within the city.
Vegetation	The flora includes more than 1.6 thousand species of higher plants. The vegetation around the city is dominated by forests and other wooded areas. The most common are pine and pine-oak forests.
Animal	The fauna is typical for the forest zone and is widely represented by mammals, birds, reptiles, amphibians and fish. There are also rare representatives of vertebrates in modern Ukraine (elk, lynx, capercaillie, black grouse, grouse, etc.). The number of hares, foxes, rodents and earthworms is growing. There are many species of vertebrates, representatives of avifauna – waterfowl, swamp and meadow birds (ducks, waders, quails, etc.).

*Made by the authors according to the data (Derzhavna prohrama stratehichnoho rozvytku m. Dubno, 2020; Ofitsiyni sait Dubenskoj miskoi rady; Ofitsiyni sait Dubenskoj raionnoi derzhavnoi administratsii).

The objects of the nature reserve fund of the city include park areas: Kremenets Botanical Garden, park area «Island», recreational area «Careers», the source of «All Saints», a park of wooden sculptures, a park near the Church of the Ascension of the Ukrainian Greek Catholic Church, the park on Independence Square «Four Seasons».

Historical and cultural resources of the tourist destination «Dubno» include dozens of archaeological, ethnographic and cultural monuments. The study area is characterized by the presence of a rich historical heritage, which certainly attracts tourists. Many cultural monuments are under state protection and are of national importance.

Table 2. Cultural monuments of national importance in Dubno

Cultural monument	Construction period	Location
Castle of the Ostroh-Lubomyr princes (brickwork)	XVI–XVIII century	Shevchenka Street
Palace (brickwork)	XVI–XVIII century	Shevchenka Street
Barracks (brick)	XVI–XVIII century	Shevchenka Street
Gate body (brickwork)	XVI century	Shevchenka Street
Lutsk gate (brickwork)	XV–XVI century	Halytskoh Street, 68
Bernardine Monastery (brickwork)	1630	Halytskoh Street, 74
Church (brickwork)	1630	Halytskoh Street, 74
Tower (brickwork)	1630	Halytskoh Street, 74
Cells (brickwork)	1630	Halytskoh Street, 74
Carmelite Monastery (brickwork)	1630–1686	Shevchenka Street, 51
Church (brickwork)	1630	Shevchenka Street, 51
Cells (brickwork)	1686	Shevchenka Street, 51
St. George's Church (state)	1709	Sadova Street
Bell tower of St. George's Church (state)	1700	Sadova Street

*Made by the authors according to the data (Zamky ta khramy Ukrainy).

Table 3. Tourist routes of Dubno and Dubno district

Tourist route	Frequency	Location
Following Taras Bulba	Every day	Dubno
"Visiting the ancient Dubno"	Every day	Dubno
Mysterious Volyn	Weekend tour	Dubno and Dubno district
Dubno – "Cossack Redoubt"	Several times a month	Dubno district, village Ploska
Princely elite of Ukraine in Rus'	Several times a month	Dubno (possession of the Ostroh princes) – Kremenets (royal lands) – Vyshnevet (family nest of the Vyshnevetsky princes)
Our land of ancient times	Several times a month	Lypa, Kostianets, Lystvyn (first settlements, Rus' ancient settlement) – Myrogoshcha (V. Polishchuk Museum, estate of the Shumovsky family) – Dubno (historical and cultural reserve)
Our region during the Liberation War of the Ukrainian people under the leadership of B. Khmelnytsky	Several times a month	Dubno (XV century castle) – Cossack redoubt (Cossack graves) – God's mountain ("Miraculous mountain Ispryacha")
Spiritual shrines	Several times a month	Dubno (temples and monasteries of the city) – Churches and monasteries of Dubno district – Source of St. Anne (Healing spring in Onyshkivtsi)
Dubno region during the world wars	Several times a month	Dubno (historical and cultural reserve) – Tarakaniv (Tarakaniv Fort) – Ptycha (tank battle) – Verba (events of the I–II world wars)
History of the Ukrainian Insurgent Army	Several times a month	Dubno (historical and cultural reserve) – Maidan (center of the liberation struggle) – Gurby (battle of 1944, memorial to UIA soldiers)

*Made by the authors according to the data (Ofitsiyniy sait Dubenskoj miskoi rady; Ofitsiyniy sait Dubenskoj raionnoi derzhavnoi administratsii).

There were created tourist routes of various kinds for the city guests. There are 10 tourist routes in the territory of Dubno district, taking into account the location of monuments of history, culture, architecture, religious buildings, rural farmsteads, catering and accommodation, forests, water objects, recreation areas.

The development of road infrastructure, proximity to the border with the European Union (200 km), the presence of a developed road and rail network, as well as the location nearby (45 km) the international airport capable of accepting all types of aircraft, makes the city attractive to foreign tourists. The international transport highways Kyiv-Chop (M 06), Domanove – Kovel – Chernivtsi – Terebleche (M 19) run through Dubno. The distance to Kyiv should be 422 km; to Lviv – 152 km; to Krasny it should be 101 km; to Zdolbuniv – 43 km (Ofitsiyniy sait Dubenskoj miskoi rady; Ofitsiyniy sait Dubenskoj raionnoi derzhavnoi administratsii).

The network of streets and roads of municipal property of the city of Dubno is 145.793 km, including: asphalt roads should be 5.680 km; with paving should be 5.592 km; unpaved roads should be 74.512 km.

The length of paved streets and roads is 49%. 96.2% of settlements in the district are covered by bus roads.

The communication industry and the field of informatization are one of the most stable and dynamic sectors of the economy, which provides a fairly high rate of growth of communication services, improving their quality and introducing new services. High-quality functioning of the field of communication and informatization in the modern world is an important condition for providing tourists with a comfortable holiday. It is one of the most stable and dynamic sectors of the economy, which provides a fairly high rate of growth in the number of communication services, improving their quality and introducing new services. Dubno has a tourist information center, 5 internet providers and 4 free Wi-Fi zones.

The next important component of the event potential of the destination is the provision of the territory with infrastructure facilities. Their number in the Dubno district, including the city of Dubno, in our opinion, is insufficient, given the size of the tourist flow in the region as a whole. This is especially noticeable during celebrations of district and regional scale.

Table 4. Infrastructure facilities of Dubno district for 2020

Types of accommodation places	Total number
Hotels and motels	14
Hotels and motels near tourist trails	10
Farmsteads	4
Restaurants	7
Cafe	10
Pizzeria	1
Food places located along the roads	13
Cultural and leisure complexes	24
Houses of culture	18
Clubs	40
Museum	1

*Made by the authors according to the data (Dupliak, 2018; Ofitsiyni sait Dubenskoï miskoi rady; Ofitsiyni sait Dubenskoï raionnoi derzhavnoi administratsii).

Recently, independent organization of tourist trips has become popular among young people attending events. This significantly saves the budget and allows to feel free in choosing tourist attractions. Such tourists

choose accommodation establishments on their own and quite often address to online booking services. Hotels and motels in Dubno also post information about the number of rooms on these services (Table 5).

Table 5. The total number of accommodation offers for June 2021 of online booking services

Online booking services	Website	Number of offers
Booking	https://www.booking.com/	10
Airbnb	https://ru.airbnb.com/	22
Planetofhotels	https://planetofhotels.com/	18
Hotelmix	https://hotelmix.com.ua/	14

*Made by the authors

If we count the number of tourists per one catering establishment in Dubno, we get 418 people in the high season, and 37 people in the low season (excluding residents). This indicates a lack of these institutions in the city.

To meet the cultural needs of the city, there is 1 museum at the State Historical and Cultural Reserve, 5 libraries, the City House of Culture and the City Club, the Dubno School of Arts (Ofitsiyni sait Dubenskoï miskoi rady).

Houses of culture, clubs and amateur art groups are the basis of the inventive potential of the tourist destination Dubno. There are 16 creative groups in the city club institutions: the choir “Fans of Ukrainian patriotic song”; folk ensemble of folk instruments “Pattern of the Dubna School of Arts”; folk amateur theater;

folk municipal national orchestra; exemplary children’s dance group “Nadiya”; vocal and instrumental ensemble of the City House of Culture. In total, there are 259 amateur art groups in the Dubno district.

Holding events in the city, in particular festivals, contributes to the development of marketing, creating a positive image of the destination, promoting its brand, positioning in various target markets.

The local community is holding a number of events to promote the city of Dubno and the district. The tourist brand of the city is created, advertising and information campaigns in mass media are carried out, advertising and information products in Ukrainian and foreign languages (catalogs, booklets, information leaflets, brochures) are developed, events of the region are covered on local TV channels, exhibitions of tourist products of the region are held, new tourist routes are developed, thematic blogs, forums and various specialized sites are created.

Marketing analysis of the event market, first of all, should start with the analysis of tourist flows and the life cycle of the destination Dubno (Fig. 1, Fig. 2).

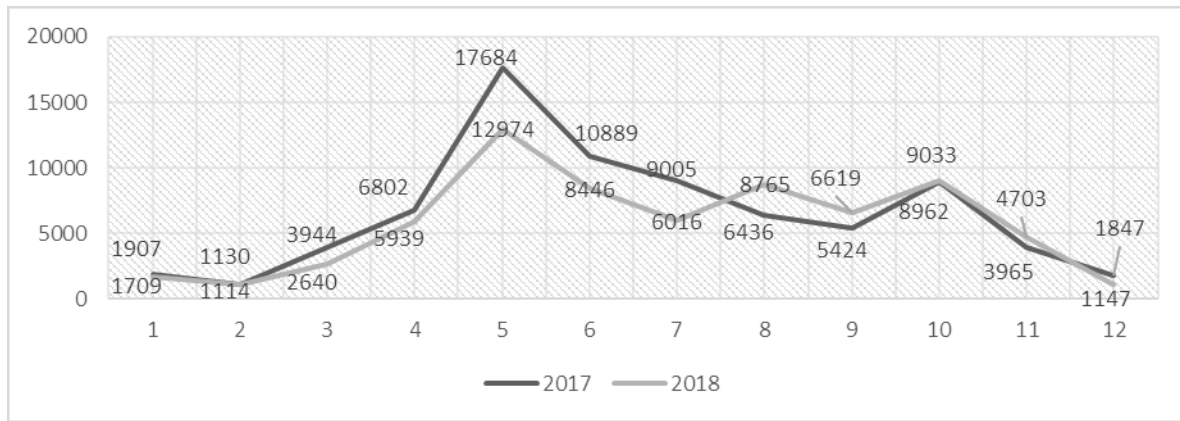


Fig. 1. Charts of tourist flows in 2017–2018 in Dubno

*Made by the authors according to (Turistichna statistika mista Dubno)

In 2018, compared to 2017, there is a sharp decline in tourist flow. This is due to the fact that the vast majority of tourists are domestic tourists. According to the State Statistics Service, in 2017–2018, organized groups of foreign tourists did not visit this region. Therefore, the deteriorating economic situation in the

country and the political crisis have contributed to this phenomenon.

As for the life cycle of the destination, there are many approaches to its definition. The method of R. Butler was used in this study.

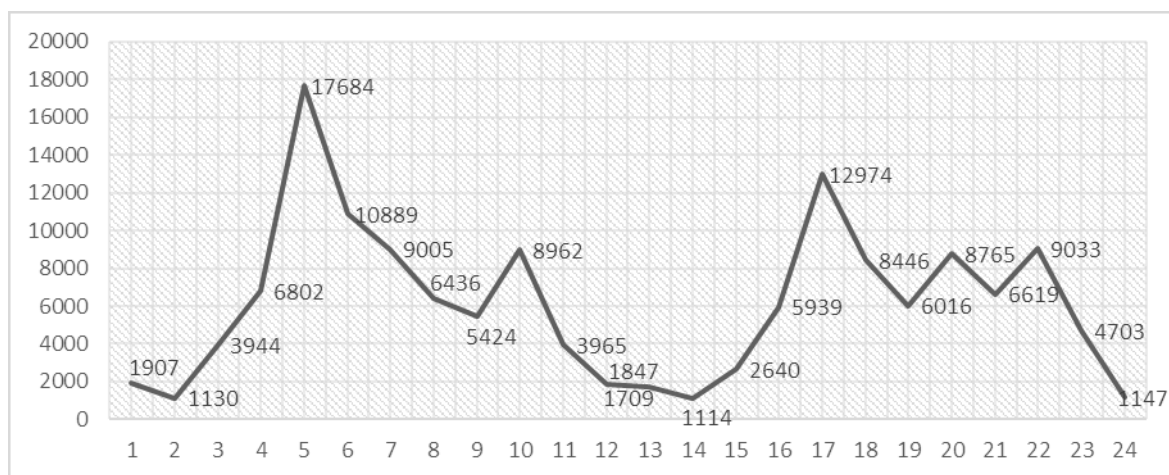


Fig. 2. Charts of the life cycle of the destination of Dubno for 2 years according to R. Butler

*Made by the authors according to (Turistichna statistika mista Dubno)

Although the data were used for 2 years, which is not relevant enough, but the seasonality in the size of the tourist flow is clearly visible. The most active tourist months are May, June, July. This means that the largest number of tourists is attracted by the events taking place at this time.

The potential of the city is used not only to promote the brand of the destination and increase tourist flows, but also to improve the cultural level of the local population, the organization of quality leisure for all members of the community.

Table 6. Festivals and holidays of Dubno and Dubno district

The name of the event	The period of holding	Events
Festival "In the family circle"	May	Getting acquainted with the traditions of different peoples
Day of Cossack glory and victory	July	Honoring the memory of the killed Cossacks
Folklore festival "From the folk well"	August	As part of the holiday, competitions are held for the best loaf, for the best dish of Ukrainian national cuisine, large-scale exhibitions of folk arts and crafts, amateur artists, exhibitions-competitions for the best design and presentation of the column of each village council.
"Star Way" Festival	November	Competition of young performers of modern Ukrainian song and dance
"Christmas Song" Festival	January	The abbots of the churches of the Dubno region, church choirs of different confessions, creative groups of the city and the district perform spiritual songs and sincerely wish all people a Merry Christmas.

*Made by the authors according to the data (Ofitsiyni sait Dubenskoï raionnoi derzhavnoi administratsii).

After analyzing the components of the eventual potential of the tourist destination Dubno, we can conclude that its use is insufficient, and in general the destination is of regional importance. Thus, the main potential consumers of tourist services within the study

area are visitors to Rivne region in general, due to the inclusion of Dubno by tour operators as a route of several days of tours in the region, especially in terms of growing domestic tourism. The analysis of tourist flows of Rivne region is given in the Table 7.

Table 7. Dynamics of tourist flows of Rivne region for 2015–2020

No	Indicators	2015	2016	2017	2018	2019	2020
1	Number of tourists, persons	6640	9022	11168	22027	31425	21931
2	Growth,%	-25.7	+35.9	+23.8	+97.2	+42.7	-30.2

*Made by the authors according to the data (Derzhavna sluzhba statystyky Ukrainy).

These tables show a sharp decrease in the number of tourists in 2015 compared to 2014, due to the escalation of hostilities in Donbas in 2015. From 2016 to 2019, there is an increase in tourist flows and only in 2020 there was a decline in dynamics by 30.2%, due to the impact of the COVID-19 pandemic. However, in the world in general and in Ukraine in particular, anti-epidemiological measures are being taken, which give grounds for experts to claim a complete end to the pandemic by early 2023. Thus, in the absence of an active phase of hostilities in the territory of Ukraine by the end of this period is expected to increase tourist

flows in our country and in particular in Rivne region, and thus increase the number of potential tourists within the city of Dubno.

To take into account all regional features, for the development of event tourism, we will conduct a SWOT-analysis of the tourist destination "Dubno". Proper diagnosis will build strategies for further promotion in the tourism market of Ukraine, improve and expand services, which will increase the demand for event attractions in the population (Yulenkova, I., 2019) (Table 8).

Table 8. Matrix of SWOT-analysis of the tourist destination «Dubno»

Strengths	Weaknesses
<p><i>Geographical location:</i> convenient geographical location; attractive natural environment; availability of communications.</p> <p><i>Natural resources:</i> powerful recreational potential; water resources.</p> <p><i>Transport and infrastructure:</i> location at the intersection of highways Brest-Odesa, Kyiv-Chop; availability of a railway of international importance; approach to the airport; extensive network of communication links; full coverage of the territory by mobile communication of various operators.</p> <p><i>Tourism, cultural and historical, recreational potential:</i> the possibility of developing event tourism; availability of recreational potential; presence of unique historical and cultural monuments; historical and cultural heritage; presence of original culture; developed network of socio-cultural facilities; sufficient material and technical base of cultural institutions of the city</p>	<p><i>Geographical location:</i> weak use of opportunities related to convenient geographical location.</p> <p><i>Natural resources:</i> insufficient use of recreational potential.</p> <p><i>Transport and infrastructure:</i> low quality of road surface; insufficient level of information service; lack of measures to improve the culture of movement of drivers and pedestrians; low level of sports infrastructure; low development of infrastructure for cycling; unsuitability of transport for transportation of people with special needs.</p> <p><i>Tourism, cultural and historical, recreational potential:</i> insufficient use of recreational resources; limited availability of archeological sites for tourists; insufficient awareness of the region among potential tourists and investors; lack of modern tourism infrastructure and recreation areas, entertainment industry and facilities for meaningful youth leisure; insufficient number of hotels and hostels; insufficient number of food establishments; lack of advertising materials about the city; insufficient quality and range of tourist services; low culture of citizen recreation.</p>

Continuation of Table 8

Opportunities	Threats
<p><i>Geographical location:</i> Ukraine's closeness to the European Union; establishing cooperation with European countries.</p> <p><i>Natural resources:</i> the possibility of regulating the rational use of nature at the legislative level; the possibility of using groundwater resources.</p> <p><i>Transport and infrastructure:</i> improvement of road surface; participation in infrastructure development projects financed from European Union sources.</p> <p><i>Tourism, cultural and historical, recreational potential:</i> development of tourism on the basis of historical and cultural heritage; the possibility of improving the situation in the field of protection of historical and cultural monuments; attraction of investments in tourist and accompanying infrastructure of the city; development of event tourism.</p>	<p><i>Geographical location:</i> reducing the competitiveness of the city.</p> <p><i>Natural resources:</i> depletion of natural resources; environmental disasters; excessive urbanization.</p> <p><i>Transport and infrastructure:</i> lack of an integrated approach to traffic organization and traffic management in the city; increase of tariffs for basic energy sources; lack of a city comprehensive program in the development of cycling infrastructure; the inability and limited capacity of the city to attract technical and financial assistance for the sustainable development and regulation of public transport, road repairs.</p> <p><i>Tourism, cultural and historical, recreational potential:</i> deterioration of the physical condition of historical and architectural monuments; competition from other historic cities.</p>

*Made by the authors according to (Ofitsiyni sait Dubenskoi raionnoi derzhavnoi administratsii)

In the process of SWOT-analysis, factors and phenomena were divided into categories: strengths and weaknesses of the project, its opportunities that open up in its implementation, and the threats associated with its implementation.

The development of event tourism is one of the most effective and efficient mechanisms of innovative development of the region, as on the one hand, it allows to improve the parameters of the use of material, technical and labor resources, reduce the

level of differentiation of the region; on the other hand – to improve the quality of the economic space of macro-regions and Ukraine as a whole by equalizing the conditions of economic development and living standards (Whitford, M., Ruhanen. L., 2019).

The main indicators that characterize the innovative development of the regions include the following groups: economic, social, budgetary, environmental, technological (Table 9).

Table 9. Indicators of innovative development of regions

Group of indicators	Name of indicators
Economic	<ul style="list-style-type: none"> - maximizing the contribution of key industries to gross domestic product; - availability and reliable prospects for effective demand; - growth of business activity in a complex of industries related to the priority areas of industry development; - growth of innovation activity of regions; - strengthening regional competitiveness; - increasing investment attractiveness; - formation of competitive advantages
Social	<ul style="list-style-type: none"> - raising the level of real wages; - impact on the number of jobs; - maintenance of social facilities; - reduction of social tension; - increasing the welfare of the population; - improving the quality of life;
Budget	<ul style="list-style-type: none"> - growth of budget revenues; - presence of debt; - providing support
Ecological	<ul style="list-style-type: none"> - impact on the environment; - the presence of facts of damage to the environment; - sustainable development
Technological	<ul style="list-style-type: none"> - high-tech production; - innovative production; - cost of production

*Made by the authors

Thus, summarizing the above, we can conclude that the development of the event potential of the tourist destination involves achieving sustainable growth of gross domestic product, industrial production and investment as a necessary basis for forming a system of necessary conditions to improve social and innovation sphere.

Conclusions

The analysis of the event potential development of the tourist destination Dubno gives grounds to conclude that its use will fully contribute to the growth of tourist flows, the city has significant opportunities

for organizing events of not only local but also national level. There are a large number of monuments of history, culture, architecture, religious buildings, forests, water bodies, recreation areas. However, there are also a number of shortcomings that may hinder the rapid development of the destination as a developed center of event tourism, including large-scale festival events. These are a small number of accommodation and catering establishments, the lack of large entertainment centers and bad-quality road coverage. Therefore, additional investments are needed in the development of tourist infrastructure.

References

- Beidyk, O.O., 2001. Rekreatsiino-turystski resursy Ukrainy: metodolohiia ta metodyka analizu, terminolohiia, raionuvannia. [Recreational and tourist resources of Ukraine: methodology and methods of analysis, terminology, zoning]. Vydavnycho-polihrafichnyi tsentr "Kyivskiy universytet", 304 (In Ukrainian).
- Boyko, M., 2016. Efekt multiplykatsii u turyzmi: obmezhenia ta mozhlyvosti. [The effect of animation in tourism: limitations and opportunities]. Zovnishnia torhivlia: ekonomika, finansy, pravo, 4, 23–32 (In Ukrainian).
- Brent Ritchie, J. R., Beliveau, D., 2010. Hallmark events: an evaluation of a strategic response to seasonality in the travel market. *Journal of Travel Research.*, 414–426. DOI: 10.1177/004728757401300202.
- Danylyshyn B., Olshanska, O., Zabaldina, Y., Mazurets, R., Khlopiak, S., Pivnova, L., 2021. Designing a Marketing Strategy for the Development of Industrial Tourism in the Region. *Journal of Optimization in Industrial Engineering Vol.14, Issue 1, Winter & Spring*, 9–26. DOI: 10.22094/JOIE.2020.677809 (In Ukrainian).
- Derzhavna prohrama stratehichnoho rozvytku m. Dubno. [State program of strategic development of Dubno]. Retrieved from: https://dubno-adm.gov.ua/fileadmin/user_upload/Ekonomika/Strategija_Dubno_2020.pdf (In Ukrainian).
- Derzhavna sluzhba statystyky Ukrainy [State Statistics Service of Ukraine]. Retrieved from: <http://www.ukrstat.gov.ua> (In Ukrainian).
- Dupliak, T., 2018. Metodolohichni pidkhody do stratehichnoho planuvannia rozvytku turystychnoi destynatsii [Methodological approaches to strategic planning of tourist destination development]. *Efektivna ekonomika. 2*. Retrieved from: <http://www.economy.nayka.com.ua/?op=1&z=6735> DOI: 10.32702/2307–2105–2018.12.78 (In Ukrainian).
- Getz, D., 2008. Event Tourism: Definition, Evolution, and Research. *Tourism Management*, 29 (3), 403–428. DOI:10.1016/j.tourman.2007.07.017.
- Haida, Y., Iliuk, V., 2020. Turystychno-rekreatsiine raionuvannia Ukrainy: empirichno-statystychni pidkhid [Tourist and recreational zoning of Ukraine: empirical and statistical approach]. *Efektivna ekonomika. 2*. DOI: 10.32702/2307–2105–2020.2.5
- Herasymenko V.H., 2013. Rynky turystychnykh posluh: stan i tendentsii rozvytku. [Tourism services markets: status and development trends]. Monohrafiia. Odessa: Astroprint, 334 (in Ukrainian).
- Zabaldina, Yu. B., 2017. Formuvannia iventyvnoho portfelia turystychnykh destynatsii. [Formation of an event portfolio of tourist destinations]. *Intelekt XXI*. 5, 48–52. Retrieved from: http://nbuv.gov.ua/UJRN/int_XXI_2017_5_11.
- Zamky ta khramy Ukrainy. [Castles and temples of Ukraine]. Retrieved from: <https://castles.com.ua/rivne.html> (In Ukrainian).
- Zemla, M., 2016. Tourism destination: The networking approach. *Moravian Geographical Reports*, 2. DOI: 10.1515/mgr-2016–0018.
- Kim, S., Whitford, M., Arcodia, C., 2019. Development of intangible cultural heritage as a sustainable tourism resource: the intangible cultural heritage practitioners' perspectives. *Journal of Heritage Tourism*. DOI: 10.1080/1743873X.2018.1561703.
- Liubitseva, O.O., 2008. Turyzmoznavstvo: vstup do fakhу: pidruchnyk. [Tourism: introduction to the specialty: textbook]. Vydavnycho-polihrafichnyi tsentr «Kyivskiy universytet», 335 (In Ukrainian).
- Mazurets, R. R., 2014. Rekreatsiini resursy rehionu yak ody z osnovnykh chynnykiv formuvannia y rozvytku terytorialno-rekreatsiinoho kompleksu prykordonnoi administrativnoi oblasti ta yikh klasyfikatsiia. [Recreational resources of the region as one of the main factors of formation and development of the territorial-recreational complex of the border administrative region and their classification]. *Heopolytyka y ekoheodynamika rehionov. Simferopol: Krymskyy naukovyy tsentr NAN Ukrainy i MON Ukrainy, Tom 10, 2*, 136–140 (In Ukrainian).
- Malska, M.P., 2008. Turyzm u mizhnarodnomu i natsionalnomu vymirakh. Istoriia i suchasnist: monohrafiia. [Tourism in the international and national dimensions. History and modernity: a monograph]. Lviv: VTs LNU im. Ivana Franka, 268 (In Ukrainian).

- Ofitsiynyi sait Dubenskoï miskoi rady. [Official site of Dubna City Council]. Retrieved from: <https://dubno-adm.gov.ua> (in Ukrainian).
- Ofitsiynyi sait Dubenskoï raionnoi derzhavnoi administratsii. [Official site of Dubna district state]. Retrieved from: <http://www.old.rv.gov.ua/sitenew/dubensk/ua/1262.htm> (In Ukrainian).
- Stokes, R., 2004. A framework for the analysis of events – tourism knowledge networks. *Journal of Hospitality and Tourism Management*, 11(2), 108–123. Retrieved from: https://www.researchgate.net/publication/43514666_A_framework_for_the_analysis_of_event-tourism_knowledge_networks.
- Taranenko, A. P., 2020. Iventyvnyi turizm yak suchasna skladova rozvytku turystychnoi diialnosti ta yoho klasyfikatsiia. [Event tourism as a modern component of tourism development and its classification]. *Ahrosvit*, 11, 149–154. DOI: 10.32702/2306–6792.2020.11.149 (In Ukrainian).
- Terebukh, A. A., 2016. Otsiniuvannia turystychnoho potentsialu destynatsii. [Estimation of tourist potential of destinations]. *Aktualni problemy ekonomiky*, 7, 335–343 (In Ukrainian).
- Toneva, P. I., 2017. Studying the impacts of event tourism on the host communities in Bulgaria. *Economic Processes Management: International Scientific E-Journal*, 1. Retrieved from: http://epm.fem.sumdu.edu.ua/download/2017_1/epm2017_1_5.pdf.
- Trunina I. M., 2013. Zabezpechennia konkurentospromozhnosti subiektiv pidpryiemnytskoï diialnosti [Ensuring the competitiveness of business entities]. *Kharkiv: Tochka*, 435 (In Ukrainian).
- Turistichna statistika mIsta Dubno. [Tourist statistics of Dubno]. Retrieved from: <https://data.gov.ua/dataset/turistichna-statistika-m-dubna> (In Ukrainian).
- Whitford, M., Ruhanen, L., 2019. Cultural heritage and Indigenous tourism. *Journal of Heritage Tourism*. DOI: 10.1080/1743873X.2019.1581788.
- Yulenkova, I., 2019. Factors in Innovative Development of a Region. *REGIONOLOGY*, 12. DOI:10.15507/2413–1407.109.027.201904.661–677.