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THE ANALYSIS OF FUNCTIONING OF TOURIST BRANCH IN POLAND AND UKRAINE DURING CARRYING OUT EURO-2012 ON THE BASIS OF THE GIVEN ELECTRONIC MASS MEDIA

U. Lukievič

*Brest State University named A.S.Pushkin
Mickievič str. 41/203, 224016 Brest, Belarus, phone +375 162 211573*

European Football Championship 2012, which took place in the stadiums of the two countries at the same time namely, - Poland and Ukraine, - was the greatest sport event, which attracted attention of wide social circles. This sports forum is to be classified as a major business project, implemented in time and space in several qualitatively different levels. Among the most important parts of this event, an indicator of tourism activity takes a special place, which is largely influenced by the perception of the international importance of the championship in the public mind. Tourist industry in Poland and Ukraine prepared for the continental championship in an active way, spending the ad campaign to promote their product and seeking out new forms and ways of attracting as many fans as possible from different countries. These efforts have been largely associated with the spread of information on the Internet. Perhaps the Internet facilities have never been used to such an extent before in the history of the major continental sport competitions.

Key words: football, championship, EURO-2012, tourism, mass media, Internet.

Preface

The final of the European Football Championship, which took place in June and July 2012 in the stadiums of Poland and Ukraine at the same time, considering its scale and the level of interest is not inferior to the importance of the Olympic Games in London, held in the same year, a month later. The practice of conducting the greatest sport events nowadays is certainly associated with the fans' increased attention, and as a result of that interest, is manifested in sports tourism. Therefore, it's natural that the most popular top-level competitions are distributed on a competitive basis, and the fixing of the host countries takes place before the date of the sporting events. Approaches of the same kind are based on the fact that usually the largest international sports tournaments attract a huge number of sports fans, they are the center of media attention, they are accompanied by the creation of a specific infrastructure, which has recently developed and is in process of constant updating. It is natural that such events become highly financed business projects, which are, however, in most cases justify the costs incurred and bring economic benefits.

Contemporary sociocultural system on the level of development of the information society has created a specific virtual space, which contains substantial unthinkable huge reservoir. Almost every event that occurs somewhere in the world, is reflected on the Internet. Therefore, the majority of Internet users receives information about the events, in which they are interested it, from this source. In the field of sport, the Internet has become one of the most important means to obtain the relevant information, the formation of public

opinion, as well as the most important component of many issues, such as purchase tickets for events, pay for travel to the place of the competition and back, search and book of accommodation, etc. In the electronic media the results of a rapid assessment and ongoing games are given, commented the process of tournaments is commented on and the general impressions of sport events are expressed.

The main of work

The holding of the final part of the European Football Championship in Poland and in the Ukraine is already in the preliminary part of the preparations for the implementation of this major sport business project. It caused some enthusiasm in the tourism industry in both countries. For example, Pawei Czuma, the Director of the Division of Social Information, Press Officer Municipal Committee of Wroclaw emphasized the extraordinary appeal of EURO-2012 for the city. It is estimated that the broadcasting of matches, reports and articles in the press will be available in more than one hundred countries. If the city had a wish to carry out such a campaign independently, about \$ 20 million must have been taken from the budget. From the point of view of the nearest perspective, it gives an opportunity to attract new investments, as Wroclaw will be the European Capital of Culture in 2016, and in 2017, it will hold a World Games sport disciplines that are not included in the Olympic program. The total number of tourists to the EURO-2012 in Wroclaw is about 700 thousand, and in the next five years, the city government plans to increase the number of tourists to 6 million [7].

Ukrainian side expects foremost the development of specific tourism sector by increasing the number of foreign tourists, especially Western powers from the end of EURO-2012. EURO-2012 among other things, has to create a new national tourism product of Ukraine in general and in the city in particular, and also to ensure its promotion in the international tourism market. The Project EURO-2012 on the modification and upgrading of tourism industry in Ukraine is intended to focus on three main components, namely, the competitiveness of the national tourism product, infrastructure and information security arrangement, forming a network of national and regional tourist routes [2].

Thus, the holding of the EURO-2012 in Poland and Ukraine is directly associated with the development and implementation of a number of national tourism programs, which, depending on the success of their implementation should be specific springboard for further international promotion of the tourist product. The definite answer on the question about the way it has been done, is in the analysis of electronic media. There is a large quantity of the required material, which allows us to judge about the success of tourism opportunities in Poland and in the Ukraine.

Principal (The main part)

In this article, the author attempts to give a preliminary analysis of the functioning of the tourism industry in Poland and Ukraine during the EURO-2012, based on the study of electronic media. The holding of such a great event could not take place without the use of the Internet, where the information concerning not only sports events, but also tourism was located. The tourist marketing won so powerful positions in the Internet, which led to a real boom in this area. Therefore, there is a need to consider a number of marketing features to

promote tourism services in the information segment [5, 208-232].

The coverage of the EURO-2012 in Polish and Ukrainian sites occupied a huge place, a lot of attention has been paid to football and related components, including issues of sports tourism, as well as the economic and financial results of the European Championships. In particular, the Polish media initially expressed concern that the advertising campaign of the EURO-2012 started relatively late, and it has been limited in the budget, which ultimately affected the number of visitors. The efforts made in this direction of the Polish Tourism Organization, must have started a year earlier. Moreover, it was oriented for French, German and British markets. Experts estimate that of the 400 thousand foreign guests who visited Poland during the World Cup, only a small number of them spent more than one day in the country, and they were predominantly Irish and the Czechs. The rest went home after the match. The second point of concern was about rather weak advertising effects in those cities, where the matches were directly conducted. One specific factor which has not been considered, is that fans in the overwhelming majority – are young people who are more interested in leisure, rather than sightseeing and examining of cultural monuments [8].

Fans who wanted to see the matches of the EURO-2012 in Poland, watched the pricing policies concerning accommodation with the help of the Internet. Thus, in June the family of three had to pay on average for about 366 euros for the weekend, and a day, for example, one adult pays about 79 euros, and two for the weekend - about 474 euros for the accommodation in the hotel “Gołębiewski” in Mikołajki. The hotel owners explained the sharp rise in prices due to the holding the EURO-2012, and due to that a special program was developed, which included improved nutrition, watching matches in a specially prepared room, grills during the tournament, the possibilities for matches on the placement of the hotel for residents and so etc. By the way, for a similar amount of money you can afford a week holiday in Tunisia or Egypt [6].

The competition between Poland and Ukraine in the hotel industry became very hot. It has been written a lot in Polish-language sites on the internet about that it's more profitable for fans to pay for accommodation in Poland and to travel to Ukraine only to watch the game. Therefore, the Poles themselves were surprised to get the news that the hotel owners on the eastern borders of the country also earned from the championship. For example, in Rzeszów in some hotels all the places from 9 to 10 and from 13 to 14 June were reserved, when the matches were held in Lviv [9].

In general, electronic mass media in Poland are optimistic about holding the EURO-2012. It's emphasized that foreign visitors left in the country by 20% more of expected sum, and thus only income from foreign tourism is of 244 million euros. According to the Polish Institute of Tourism, the average foreign guests during their stay at the EURO-2012 spent about 376 euros, and every day he gave out about 59 euros. And if to take into account the costs incurred by the foreign tourist to book hotels, for transportation, and health insurance, the amount reaches about 647 euros [10].

The Ukrainian side also estimates highly the outcome of the last European Football Championship. It is emphasized that Ukraine was visited by about 1.8 million foreigners. Every guest has left in the country on average 308 euros, and all fans have spent about 769 million euros [1]. Ukrainian experts believe that the EURO-2012 will pay off in about 2-3 years. According to preliminary estimates, the highest profit the championship brought

to the food chain, taxi drivers and the airport. This profit is based primarily on two main sources: an increase in the total number of consumers and higher prices for their services. Keep in mind that each foreign tourist spent a day around 100 euros [4]. As for the immediate profit of the Ukrainian cities, which host the matches of the European Championship in football, Lviv should be singled out, which according to preliminary estimates got about half a billion hryvnia. Whole city was visited by over 400 thousand tourists. After the championship here is a new modern stadium, airport and road repairs [3].

Conclusions

Results of the European Football Championship 2012 in Poland and Ukraine will be reviewed more than once, including those associated with the tourism component in it. However, now it should be noted that not only the sociopolitical factors influenced the success of the conducting. Major international sport events have long been a strong impulse of both foreign and domestic investments, which are evident not only directly, but indirectly. Their results can be known not only in moments of actual implementation, but also in the near or distant future.

The European Football Championship 2012 can also be evaluated in terms of realization of the appropriate level of the business project. The specificity of its performance was largely dependent on the sequence of the two countries, which, in their social and political attitudes are based on unequal ideological constructs. The interest of the tournament from the fans is just one of the most important landmarks in its implementation. Operation and further development of the information society, the introduction of new technologies into the structure of the holding of the competition, the creation and modification of the form and content of the model of holding and filling the leisure time are the subject of detailed analysis. The role of the electronic media that operate in express mode is very high in this case. They exactly shape public opinion create a positive or negative image of an object. The satisfaction of human needs of its tourist interest in the breaking of the sport activity has great prospects. Those countries that have well-developed communication system, have sports facilities on a high level get quite high investment by the competition each year. So called a flow of financial capital by attracting foreign fans takes place, a stable system of jobs is created. The information segment of modern sport has become increasingly associated with the electronic mass media. They have flexibility, actualize the latest developments "on line", thus creating a "situation of affection" to a particular site, or to more than one of them. Therefore, it becomes clear that in this media space an adequate communication and relationships to related aspects of sport is formed: booking and purchase of tickets for events and transportation services, finding and paying for accommodation, leisure program, comments on the forum, etc. Sport in a globalized society at the information level of development is an integral part of the functioning internet-connections.

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АНАЛІЗ ФУНКЦІОНУВАННЯ ТУРИСТИЧНОЇ ГАЛУЗІ ПОЛЬЩІ І УКРАЇНИ ПІД ЧАС ПРОВЕДЕННЯ EURO-2012 НА ПІДСТАВІ ДАНИХ ЕЛЕКТРОННИХ ЗАСОБІВ МАСОВОЇ ІНФОРМАЦІЇ

У. Люкевіч

*Брестський державний університет імені А. С. Пушкіна
вул. Міцкевича 41/203, 224016 Брест, Білорусь, тел. +375 162 211573*

Чемпіонат Європи з футболу 2012 року, що проходив одночасно на стадіонах двох країн, – а саме Польщі та України, – з'явився грандіозним спортивним святом, яке привернуло величезну увагу широких соціальних кіл. Даний спортивний форум з необхідністю треба класифікувати одночасно і як найбільший бізнес-проект, що здійснювався у часі та просторі на декількох якісно різних рівнях. Серед найбільш важливих складових цього заходу особливе місце займає показник туристичної активності, який в чималому ступені вплинув на сприйняття міжнародної значимості чемпіонату в громадській думці. Туристична галузь Польщі та України активно готувалася до першості частини світу, проводила відповідні рекламні кампанії з просування свого продукту, вишукувала нові форми і способи залучення якомога більшої кількості вболівальників з різних країн. Ці зусилля багато в чому були

пов'язані з розповсюдженням інформації в мережі Інтернет. Мабуть, ніколи ще в історії проведення найбільших континентальних спортивних змагань потужності Інтернету не використовувалися в такій високій мірі.

Ключові слова: футбол, чемпіонат, EURO-2012, туризм, засоби масової інформації, Інтернет.

АНАЛИЗ ФУНКЦИОНИРОВАНИЯ ТУРИСТИЧЕСКОЙ ОТРАСЛИ ПОЛЬШИ И УКРАИНЫ ВО ВРЕМЯ ПРОВЕДЕНИЯ EURO-2012 НА ОСНОВАНИИ ДАННЫХ ЭЛЕКТРОННЫХ СРЕДСТВ МАССОВОЙ ИНФОРМАЦИИ

У. Люкевич

*Брестский государственный университет имени А. С. Пушкина
ул. Мицкевича 41/203, 224016 Брест, Беларусь, тел. +375 162 211573*

Чемпионат Европы по футболу 2012 года, проходивший одновременно на стадионах двух стран, - а именно Польши и Украины, - явился грандиозным спортивным праздником, который привлёк огромное внимание широких социальных кругов. Данный спортивный форум с необходимостью надо классифицировать одновременно и как крупнейший бизнес-проект, осуществлявшийся во времени и пространстве на нескольких качественно разных уровнях. Среди наиболее важных составляющих этого мероприятия особенное место занимает показатель туристической активности, который в немалой степени повлиял на восприятие международной значимости чемпионата в общественном мнении. Туристическая отрасль Польши и Украины активно готовилась к первенству континента, проводила соответствующие рекламные кампании по продвижению своего продукта, выискивала новые формы и способы привлечения как можно большего количества болельщиков из разных стран. Эти усилия во многом были связаны с распространением информации в сети Интернет. Пожалуй, никогда ещё в истории проведения крупнейших континентальных спортивных состязаний мощности Интернета не использовались в такой высокой степени.

Ключевые слова: футбол, чемпионат, EURO-2012, туризм, средства массовой информации, Интернет.