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The influence of large-scale dance events on the formation of tourist attractiveness and territorial branding of cities

Yuliia Dudchenko,

Junior Specialist, Event Marketing Specialist,

flawless.event, Burbank, CA, 91504, USA,

<https://orcid.org/0009-0007-0691-1592>

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Abstract. Large-scale art events are now an element in the formation of tourist attractiveness and local branding, combining cultural, social, and economic impacts into a single mechanism for the development of urban areas. The **aim of the study** is to analyze the impact of dance festivals as markers of spatial identity on the formation of tourist expectations and increasing the recognition of cities. The article uses a comprehensive **methodological approach**, including an analysis of literary sources, a review of the practice of organizing festival events, and a systematization of the socio-economic and image effects of such events. The **results** of the study indicate that regularly holding dance events that integrate ESG principles into their organization and digital communication tools contribute to the development of sustainable tourism and cultural practices. It is shown that the formation of territorial branding through large-scale art events supports the development of urban infrastructure, attracts investment to the regional budget, and strengthens local cultural and creative communities. Key mechanisms of the impact of events on the city brand have been identified, including the creation of an emotional response



among visitors, the formation of media space, the identification of unique cultural features, and the increase in the territory's recognition in the domestic and international tourist markets. **Conclusions.** It has been established that an integrative approach to organizing dance festivals is an effective tool for increasing cities' competitiveness and shaping their positive image. The practical significance of the work lies in determining the directions for the strategic use of large-scale dance events within the territorial branding system, as well as in laying the groundwork for methodological tools to assess the intangible effects of cultural events and plan complex tourist products.

Keywords: artistic events, festivals, tourist attraction, cultural identity, socio-economic impact, branding, environmental practices.

Вплив масштабних танцювальних подій на формування туристичної привабливості та територіального брендингу міст

Дудченко Юлія Вадимівна,

молодший спеціаліст, івент маркетолог,

flawless.event, м. Бербанк, Каліфорнія, 91504, США,

<https://orcid.org/0009-0007-0691-1592>

Анотація. Масштабні мистецькі події нині виступають елементом формування туристичної привабливості та локального брендингу, поєднуючи культурний, соціальний та економічний вплив в єдиному механізмі розвитку міських територій. **Метою дослідження** є аналіз впливу танцювальних фестивалів як маркерів просторової ідентичності на формування туристичних очікувань та підвищення впізнаваності міст. В статті використано комплексний методологічний підхід, який включає аналіз літературних джерел, огляд практики реалізації фестивальних заходів, а також систематизацію соціально-економічних та іміджевих ефектів таких подій.



Результати дослідження свідчать, що регулярне проведення танцювальних заходів, які інтегрують принципи ESG до їхньої організації та цифрові інструменти комунікації, сприяє формуванню стійкої туристичної та культурної практики. Показано, що формування територіального брендингу через масштабні мистецькі події забезпечує розвиток інфраструктури міст, приваблюючи інвестиції до регіонального бюджету, та підтримує локальні культурні й творчі спільноти. Встановлено ключові механізми впливу подій на бренд міста, серед яких виокремлено створення емоційного відгуку у відвідувачів, формування медійного простору, виокремлення унікальних культурних рис та підвищення туристичної впізнаваності території на внутрішньому та міжнародному туристичному ринку. **Висновки.** Встановлено, що інтегративний підхід до організації танцювальних фестивалів, є ефективним інструментом підвищення конкурентоспроможності міст і формування їхнього позитивного іміджу. Практична значущість роботи полягає у визначенні напрямів стратегічного використання масштабних танцювальних заходів у системі територіального брендингу, а також у створенні підґрунтя для розробки методичних інструментів оцінки нематеріальних ефектів культурних подій та планування комплексних туристичних продуктів.

Ключові слова: мистецькі події, фестивалі, туристична привабливість, культурна ідентичність, соціально-економічний ефект, брендинг, екологічні практики.

Problem statement. In modern urban development, cultural events are increasingly seen as an important tool for shaping tourist attractiveness and a positive territorial image. A special place among them is occupied by large-scale dance events – festivals, international competitions, choreographic performances and mass performances, which combine artistic expressiveness with communication



skills capable of activating tourist flows, enlivening the urban space and increasing the city's recognition in the national and international space.

At the same time, the impact of large-scale dance events on the formation of tourist attractiveness and territorial branding of cities remains insufficiently understood in scientific research and is not always properly taken into account in the practice of strategic planning of urban development. The lack of a systematic analysis of the socio-cultural, image, and tourist effects of such events complicates their targeted use as a branding tool, leading to fragmented decision-making and an incomplete use of the potential of dance events.

The outlined problem is directly related to the important scientific tasks of studying the mechanisms of forming the tourist attractiveness and territorial brand of cities, and in a practical sense, to the need to develop effective approaches to planning and implementing large-scale dance events as a factor in increasing the competitiveness and sustainable development of urban areas.

Analysis of recent research and publications. The relevance of the problem of the influence of large-scale dance and music events on the tourist attractiveness and territorial branding of cities has recently attracted considerable attention from Ukrainian and foreign scientists. Scientist L. Shyshak [1] examines the impact of music festivals on the development of the tourism sector in regions of Ukraine, highlighting their role in stimulating tourist flows and boosting local economies. Researchers A. S. Osipchuk, V. M. Zaiets and S.V. Tyshchenko [2] focus on festival tourism as a tool for the restoration of national cultural traditions, pointing to its importance in the formation of the cultural identity of the population, and L. Ustymenko and Y. Nazymko [3] analyzes the influence of modern travel trends on the development of cultural and tourist destinations in Ukraine.

Researchers A. Sydoruk, L. Ostapenko and Y. Shuhai [4] reveals the features of brand formation as a mechanism for increasing the tourist attractiveness of a region, M. V. Kohut and I. I. Havriliuk [5] analyze city branding as the basis for sustainable development of territories, paying attention to the integration of



economic, social and cultural components in the concept of targeted development. In her work, L. V. Obolentseva [6] highlights the formation of a city's tourist image as a strategic direction of territory marketing. Scientists H. Humeniuk and L. Polova [7] examine the tourist brand through the prism of historical heritage, noting that the territory's cultural markers are key elements of long-term branding. Scientists O. V. Yevtushenko and K. Y. Khrystiuk [8] investigate the transformational potential of Ukraine's tourist brand, and Y. Hrushko [9] analyzes the effectiveness of brand activation strategies in the cross-cultural environment of European markets, emphasizing the importance of digital platforms and social media in increasing recognition and attracting an audience. Another aspect of communication effectiveness is investigated by Y. Hrushko [10], emphasizing the role of trust in brands as a key factor in the effectiveness of advertising campaigns. Researcher V. Levit [11] examines ESG strategies in the event industry and finds that integrating environmental, social, and governance principles increases the value of a territorial brand.

In the works of M. Y. Barna and Y. V. Stetsyk [12], an analysis of the organization of cultural events as an economic tool for tourism development. Researcher O. Ponomarenko [13] reveals music festivals in Italy as a mechanism for territorial marketing, showing how regular cultural events form a stable tourist audience and enhance the image of the city, and scientist S. Anderton [14], in his work, highlights British music festivals as a platform for cultural integration and social interaction that goes beyond the traditional entertainment function. Researchers R. Diachenko and L. Kononenko [15] consider event tourism as a tool for promoting and developing the cultural sector.

Highlighting previously unresolved parts of the general problem. Despite increased scientific interest in the formation of tourist attractiveness and the territorial branding of cities, the role of large-scale dance events in these processes remains insufficiently studied. In most studies, dance events are treated in a general way, as components of cultural or mass events, without accounting for their



specificity as a separate socio-cultural phenomenon capable of eliciting strong emotional responses, visual identification of urban space, and stable associations with the territory.

The issue of transforming a large-scale dance event from a one-time spectacular event into a long-term factor of territorial branding remains unresolved. Existing scientific works mainly focus on indicators of the number of visitors or on economic results, leaving out of consideration the analysis of the process of forming the image of the city, symbolic images and emotional memory of tourists, as well as the role of dance events in consolidating the brand characteristics of the city in the information and media space.

The reason for the insufficient study of these aspects is the complexity of the interdisciplinary combination of cultural, communication and spatial approaches, as well as the limitations of methodological tools for assessing the intangible effects of dance events. The actualization of unresolved aspects is of fundamental importance for a deeper understanding of the impact of large-scale dance events on the development of urban areas, as it allows combining image, socio-cultural and tourism dimensions into a single analytical model. Further research on these issues lays the groundwork for the development of scientifically sound approaches to using dance events as a tool for shaping tourist attractiveness and territorial branding of cities.

Formulation of the article objectives (statement of the task). The purpose of the article is to study the impact of large-scale dance events on the formation of tourist attractiveness of cities and determine their role in the processes of territorial branding in the context of the development of large-scale tourist events and creative ideas. To achieve the set goal, it is necessary to investigate the following tasks: to conduct an analysis of theoretical approaches to understanding large-scale dance events as a tool for event tourism and territorial branding of cities; to identify key mechanisms of the impact of dance events on the formation of tourist image and brand identity of urban areas; to substantiate practical directions for using large-scale



dance events in strategies for increasing the tourist attractiveness and competitiveness of cities.

Presentation of the main material of the study. Tourism plays a key role in shaping state and local budgets, ensuring the receipt of funds through taxes, investments, and the development of related sectors of the economy. The development of tourism infrastructure contributes to the creation of new jobs, attracts investments, and increases revenues for local and state budgets. However, in addition to economic benefits, tourism also has socio-cultural significance, contributing to the strengthening of community identity, the promotion of local traditions and crafts and the development of intercultural dialogue [16]. At the same time, eco-tourism contributes to the conservation of natural resources by supporting environmental initiatives, financing national parks and protected areas, and stimulating the rational use of landscapes. This direction increases the population's environmental awareness through the implementation of educational programs, the organization of interpretive routes, and the promotion of responsible consumption principles. Additionally, the development of ecotourism practices necessitates the introduction of separate waste collection systems, the use of renewable energy sources in tourism infrastructure, and the limitation of anthropogenic loads on vulnerable ecosystems, which collectively contribute to improving the ecological state of regions.

A positive role is also played by large-scale dance events that combine economic, socio-cultural, and image impact and are able not only to attract a significant tourist flow, but also to actively shape the tourist attractiveness of cities and their territorial branding. Also important are large-scale dance events that not only attract large numbers of tourists but also actively shape the tourist attractiveness of cities and their territorial branding. Thanks to the bright cultural content, media coverage and participation of professional artists and amateurs, such events create a unique image of the city, increase its recognition at the national and international



levels, stimulating the development of related industries – from gastronomy and hotel business to transport and entertainment infrastructure.

Music and dance festivals are platforms for artistic expression and entertainment, and, at the same time, serve a social function by supporting charitable initiatives, supporting vulnerable groups of the population, and consolidating communities around socially significant goals. Art festivals create unique opportunities for community building, cultural exchange and economic development of the state. In large cities in Europe and the world, music festivals are symbols of local culture and recognition. They create a space where participants can share experiences and come to understand another culture. In addition, such events support the local economy, develop tourism, and serve as platforms for local artisans and entrepreneurs [1]. By creating unique socio-cultural environments where participants' interactions not only strengthen social ties but also enrich the cultural experience, such events enhance the region's appeal to tourists.

The modern tourist is focused on impressions, the opportunity to receive new, aesthetically appealing information, and the enjoyment of active recreation. Festivals are one of the brightest and most dynamic components of the modern tourism industry. Festival tourism offers high adaptability to the needs of the modern tourism market, promotes the development of intercultural exchange, and supports the implementation of socio-cultural projects and diverse event formats, their themes, duration, and locations. Large-scale dance events serve as a tool for addressing socio-economic problems and for stimulating the restoration of the cultural and tourism sectors, which have stagnated due to military operations. Such events not only strengthen the cultural and educational functions of tourism and infuse leisure with meaningful content, but also lay the groundwork for the restoration of the tourism industry and related sectors of the economy. In addition, these events create a platform for interaction among organizers, artists, and the local community, enhancing the synergy between cultural development and economic growth.



The organization of dance festivals contributes to increased staffing in the tourism sector, to the formation of a positive image of cities and territorial communities, and to the promotion of a high-quality national tourism product. In addition, large-scale dance events are an incentive for territorial branding, thereby increasing the attractiveness of cities to domestic and international tourists [2, p. 59].

Thus, the modern tourism market is characterized by the active formation of new directions, which act as complex resource elements of the tourism system, where Ukrainian tour operators have the potential to ensure the competitiveness of the national tourism product [3, p. 299].

In modern socio-economic conditions, regional branding is one of the most effective tools for strategic and dynamic creation of a recognizable brand. In scientific discourse, it is interpreted as a holistic system of sustainable values, unique and authentic characteristics of a region and its local community, that have gained wide public recognition and are consistently popular among the population. The formation of a territory brand is based on a clearly defined, positive image of the region, its exceptional capabilities, and its ability to meet the various social, cultural, and economic needs of residents and interested parties.

The brand of the region does not arise spontaneously, but is formed through purposeful, managed, and conscious activity. Its formation is based on systemic analysis, social reflection and a project approach, which involves the organization and administration of the processes of creating and promoting the brand. Such activities require a clear customer, a professional team of developers, adequate information and financial support, a defined technical task, a phased implementation program, continuous performance monitoring, and mechanisms to support and further develop the brand. Taken together, these processes constitute the content of the concept of brand-making or brand management of the territory (table 1).



Table 1

Tools and stages of regional brand making

Direction of activity	Stage content	Expected result
Identification of the uniqueness of the region	Analysis of authentic features, key differences and «highlights» of the territory	Formation of the identity of the region
Determination of competitive advantages	Identification of factors capable of providing the region with competitive positions	Increase in competitiveness
Brand-based formation	Selection of structural elements and factors of socio-economic development	Conceptual basis of the brand
Analysis of target audiences	Segmentation of tourists, local audience, business and external markets	Clear brand positioning
Assessment of consumer capacity	Determination of the capabilities of target groups and strategic guidelines	Substantiation of brand-making directions
Strengthening competitive advantages	Development of measures to develop the strengths of the region	Strengthening brand positions
Brand formation and strategy	Creating a brand model and determining positioning mechanisms	Integrated brand strategy of the region
Development and promotion of the brand	Implementation of a brand promotion and support program	Growth of tourist and economic activity in the region

Source: systematized by the author based on [4]

The formation of a city brand through large-scale dance and music events is a multifaceted and strategically significant process that covers various areas of development of the territory and integrates economic, socio-cultural and tourism aspects, which contributes not only to the economic growth of the territory, but also to the creation of a comfortable and attractive environment for residents and guests. Examples of such successful events include large-scale festivals such as the Ravello Festival in Italy and the Montreux Jazz Festival in Switzerland, which attract international audiences and promote local culture. It is worth noting that an important element of successful branding is understanding target audiences' expectations. This is what allows adapted communication strategies and ensures



long-term cooperation with various stakeholders – from local residents to the international community [5].

The formation and promotion of the city's image through large-scale dance events are grounded in its unique characteristics, including natural, climatic, and geographical features, cultural and historical heritage, architectural symbols, event opportunities, and iconic personalities. Large-scale festivals act as markers of these features, as they integrate local resources, demonstrate the region's cultural potential, and form stable associations in tourists' minds [6, p. 160].

The effectiveness of the territorial brand and the region's ability to attract tourists and investors largely depend on the cluster approach, which involves the concentration of interconnected organizations that not only create a tourist product but also promote it on the market. In the case of large-scale dance festivals, this is manifested in the interactions among organizers, cultural institutions, hotel and restaurant businesses, and transport services, which provide comprehensive event services and generate economic benefits for the region.

Thus, the formation of a tourist brand through event tourism is based on the unique characteristics of the territory that evoke positive emotions and lasting associations in visitors. The competitiveness of a destination is determined by its authenticity, uniqueness, and ability to convincingly showcase its advantages through festival programs, dance shows, interactive master classes, and cultural performances [17]. The tourist brand appears here as a holistic concept that combines attractive spatial characteristics with a well-thought-out positioning strategy, thereby fostering growth in tourist flows and contributing to the region's socio-economic development [7, p. 45].

Territorial branding through large-scale events is a long-term strategic process for forming and disseminating a unique image of the territory to strengthen its recognition and competitive position in the global tourist space. Brand building involves a phased implementation: the creation of an interdisciplinary working group, analysis of the competitive environment, development of identity and a



holistic image, implementation of conceptual solutions, implementation of a brand strategy, and monitoring of performance and adjustments.

The tourist brand of a territory based on large-scale dance festivals should align with the strategic goals of tourism development, reflect the territory's mission, and account for the differentiated needs of target audiences based on social, demographic, and behavioral characteristics. The effective formation of such a brand is possible only under conditions of coordination among state bodies, local governments, and tourism business entities, which ensures consistency of actions and communications [8].

Modern territorial branding increasingly integrates digital platforms, as promoting a city's unique image is impossible without engaging potential tourists and investors online. Digital tools allow broadcasting the atmosphere of festivals, showcasing dance performances, and stimulating user participation through social networks, as seen in the case of European event festivals, where social media plays a central role in marketing campaigns [9].

The conceptual basis of modern approaches to organizing large-scale dance events is the integration of ESG principles that aim to create long-term value for the city and its community. By combining environmental responsibility, social inclusion, and transparent management practices, ESG-oriented events help strengthen trust in the creative industries, increase the sustainability of cultural events, and support the formation of significant territorial brands. In this sense, ESG becomes not only a tool for event management but also a factor in shaping cultural practices that determine how society perceives the city and its cultural identity. This approach responds to the demand from the audience, investors, and local authorities for ethical, inclusive, and sustainable cultural experiences. Therefore, organizers are obliged to minimize the environmental impact of events, actively engage with communities, and implement transparent management mechanisms that create long-term value for the city and its brand [10].



It is worth emphasizing that cultural events play a key role in the preservation and development of cultural heritage, promote cultural exchange and social integration, and also have a significant economic effect through the development of tourism and related industries. The organization of festivals, exhibitions, concerts, and other mass events can be a strategic tool for regional development, as it stimulates economic growth, attracts investment, creates jobs, and supports local businesses [11].

In general, it can highlight the main positive effects of holding cultural events, including dance festivals. These are - attracting tourists, which increases the demand for hotel, restaurant and transport services; economic effect associated with an increase in consumer spending and the activation of local businesses; attracting investments that contribute to the development of tourism and cultural infrastructure; increasing the recognition of the region, which stimulates its popularity as a tourist destination; promoting the preservation of cultural heritage and the transfer of traditions to future generations; developing the infrastructure necessary for holding events and further economic growth of the city.

Thus, the complex effect of cultural events, combining cultural, social, and economic development of the region, is practically implemented through music festivals, which at the same time serve as an effective tool of territorial marketing, strengthen the city's image, and stimulate its infrastructural and economic development. Territorial marketing, implemented through specialized events – concerts, festivals and cultural and artistic projects, aimed at a wide audience, does not involve the passive movement of a tourist, but the creation of conditions under which he independently chooses to visit a certain place at a certain time. The main task of event organizers is to effectively attract the audience to a specific space and event.

For example, in Italy, the «Ravello Festival» is quite popular. This event is an indicator of how large-scale musical events can form a territorial brand for a city. Due to the high level of organization, the participation of professional performers,



and the integration of local structures, the festival strengthens the positive image of Ravello, stimulates tourist flows, and attracts investments. The historical basis of the event, unique locations, and a multidisciplinary program increase the city's attractiveness to cultural tourists. This approach demonstrates that large-scale cultural events, including dance events, can simultaneously develop infrastructure, social and economic components, and form a competitive territorial brand [13]. In general, the experience of the festival operation testifies to the strategic role of the event format in positioning small cities in the international tourism market. Systematic organization of cultural events contributes to the long-term consolidation of the territory's positive image and increases its investment attractiveness. Therefore, large-scale artistic events become an effective tool for integrated development and sustainable territorial branding.

The British Glastonbury Festival implements a set of environmental responsibility measures through the «Love the Farm – Leave No Trace» campaign, emphasizing sustainable management of the natural environment and fostering environmental awareness among participants. The key messages of the festival are aimed at encouraging responsible behavior: «Keep your green promise», «Reuse. Reduce. Respect», «Take, but leave no trace», «Water: replenish, not pollute» [14].

Festivals and events are increasingly serving as key centers of tourist interest, providing a sustainable motivation for visiting and enhancing the territory's attractiveness. Thanks to active coverage of cultural events in national and international media, such events acquire the status of large-scale events that generate significant public resonance. Their influence goes beyond entertainment and encompasses social, cultural and economic processes of territorial development.

Festival activities have a comprehensive impact on the renewal of the economic environment of the region, ensuring the attraction of financial resources, the activation of entrepreneurial activity and the popularization of local culture and the creative potential of artists, which, in turn, contributes to the growth of the recognition of individual cities and regions. In this context, participation in festivals



for performers and artists appears not only as a form of professional self-realization but also as an effective tool for expanding the audience and strengthening the public image. Practice shows [15] that after performances at large-scale events, interest in artists' work increases. And this, in turn, is reflected in increased sales volumes, more digital views, and greater recognition and popularity for artists.

Based on the material studied, it can be noted that large-scale dance festivals are now positioned as systemic event practices of territorial development, functioning not as one-time cultural events but as regular markers of the city's spatial identity. In contrast to traditional approaches, which view event tourism mainly through the prism of economic effects, the presented study offers an integrative vision of the festival as a cultural and communication mechanism that combines tourist attractiveness, the city's reputational capital, and the social involvement of local communities.

Conclusions. The study confirmed that large-scale dance events are an effective tool for increasing tourist appeal and building a territorial brand for cities. The regularity of festivals, their calendar certainty and thematic focus create predictable tourist expectations and turn events into long-term markers of cultural identity. It has been demonstrated that the integration of the cultural, social and economic dimensions of event tourism contributes not only to the growth of tourist flows and the attraction of investments, but also to the strengthening of the city's visibility, the activation of local communities, and the development of its reputational capital.

In modern conditions, a comprehensive approach to organizing such events is particularly important, combining cultural value, digital communications, and ESG principles to ensure a long-term impact on the city's development and the socio-economic integration of the community. At the same time, a significant part of the potential of events is used in a fragmented way, limited to assessing the short-term economic impact, without systematically accounting for their impact on the city's brand and image.



For further research, it is advisable to develop methods for quantifying the intangible effects of events, to study the relationship between different types of cultural events and the sustainability of the city's brand, as well as to assess the role of digital platforms in the formation of long-term tourist expectations and attracting an international audience.

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