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THEORETICAL FOUNDATIONS OF EXHIBITION ACTIVITY RESEARCH

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Exhibition activity is an important element of the modern cultural and economic sphere, which is reflected in various formats and concepts. The essence of this phenomenon is to create a platform for public display of products, ideas, creativity and achievements in various fields of life. Exhibitions bring together both producers and consumers, creating a unique opportunity to share experiences, ideas and contacts. Ukraine, like many other countries, has its own organizational and legal framework for state regulation of exhibition activities. This framework includes legislative acts that define the procedure for organizing and holding exhibitions, establish rules of participation for organizers and exhibitors, and determine liability for violation of the established norms. Foreign experience in implementing exhibition projects can be an important source of learning and innovation for Ukraine. Many countries are actively using exhibitions as a tool to promote economic and cultural development, introducing new technologies, stimulating tourism, and maintaining international relations. The object of research is exhibition activity. The subject of research is exhibition activity theoretical foundations of exhibition activity research. The goal of the study is to investigate the scientific and theoretical substantiation of exhibition activity as a factor in tourism development. The tasks set to achieve the goal are to study the essence and definition of "exhibition activity"; to consider the organizational and legal framework for state regulation of exhibition activity in Ukraine; to study foreign experience in implementing exhibition projects. To achieve this goal, the following research methods were used: analytical, evaluative, comparative, statistical, graphical, descriptive, and cartographic. Conclusions: it is found that exhibition activity is an important mechanism for promoting the development of economy, culture and international cooperation. It is highlighted that knowledge of the essence of this phenomenon, understanding of the organizational and legal framework in the country and analysis of foreign experience help to improve and develop the exhibition sphere in the country.

Key words: exhibition activity, fair activity, exhibition business, tourism, exhibition centers of the world.

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Formulation of the problem. Exhibition activity is an important aspect of cultural life and the development of society. However, it remains under-researched in terms of theoretical foundations. The absence of a clear theoretical framework hinders the development of contemporary art and the cultural industry in general. A deeper understanding of the processes taking place in the field of exhibition activities, their impact on the public and cultural policy, as well as the development of effective strategies for managing and promoting exhibition projects, is needed. Therefore, the task of systematizing and generalizing existing theoretical concepts, as well as developing new approaches to the study of exhibition activities in order to improve their effectiveness and impact on society, is becoming urgent.

The purpose of the article is to study the scientific and theoretical substantiation of exhibition activities as a factor of tourism development.

Analysis of recent research and publications. The development of exhibition activity as a factor in the postwar development of tourism in Ukraine is studied by many domestic scholars, namely: Bozhkova V., Chykalova A., Bosovska M., Zabaldina Y., Kyrylko N., Shablysta L., Nabok I., Prodius Y., Sutyagina A., Severin V., and others. In particular, in their research, they purposefully analyze the relationship between the development of the exhibition sector and the growth of Ukraine's tourism potential. They study the impact of exhibition events on attracting tourists, shaping the cultural image of the country, and develop recommendations for improving the infrastructure and organization of exhibition events to attract more attention from both domestic and foreign tourists.

An overview of the research material and its main results. Exhibition activity is an essential tool for shaping and implementing the state's macroeconomic policy, and it also stands as one of the key components of enterprises' marketing communications and foreign economic strategy. As a distinct form of

economic engagement, the exhibition sector bolsters the sustainable development of trade, economic, international, scientific, cultural, and other forms of cooperation, fostering connections not only among business entities but also among countries worldwide.

Today, scientists note that one of the problems of the exhibition business is the lack of a clear and unambiguous definition of this term. In particular, the "Concept for the Development of Exhibition and Fair Activities" specifies the basics of regulation of exhibition and fair activities, basic concepts, and terminology. However, it should be noted that this list is incomplete and needs improvement. Specifically, the Concept does not define several basic terms, namely: "exhibition activity", "exhibition enterprise", "exhibition services", and "exhibition events", which are actively used in the tourism business. Additionally, there is no interpretation of synonyms such as "exhibition business" and "exhibition activity", and the distinctive features between the concepts of "exhibitor" and "exhibition organizer" are not considered.

The draft Law of Ukraine "On Exhibition Activities" of 12.07.2005 provides the following definition of "exhibition activities": activities related to the organization, holding, logistical, and informational support of exhibition events [2].

Scholars who study exhibition activities have also not reached a consensus on a single definition (Table 1). All of the above definitions of exhibition activity have both advantages and disadvantages. One advantage is that all authors recognize the importance of this industry as a tool for promoting products, creating jobs, and contributing to the national product [3, p. 13]. However, the definitions could be more specific and detailed, as they mainly focus on general aspects rather than the specifics of exhibition activities.

"The Concept for the Development of Exhibition and Fair Activities in Ukraine defines the main subjects of exhibition activities as executive authorities at the central and local levels responsible for the formation and

Table 1

Views of domestic and foreign authors on the definition of the concept of "exhibition activity"

Authors	Definitions
Bozhkova V., Chikalova A.	It is the most valuable tool that a company can use to promote its products to new markets, establish new contacts with business partners, monitor the development of its potential competitors and keep abreast of general trends in its industry.
Lukashova L.	It is a system of events aimed at meeting the needs for production, distribution, exchange or consumption. It includes the organization and holding of exhibitions, salons, technology parks, fairs, presentations and related events, such as press conferences, seminars, symposia, and congresses. The main goal is to ensure constant communication and development of reproduction processes in society.
Pekar V.	It is a complex activity carried out by various entities, including enterprises, organizations, institutions and individuals. It includes organizing exhibitions and fairs, participating in them, attending events, as well as providing various services and performing work related to the organization of exhibitions and fairs.
Tkachenko T., Duplyak T.	This is an activity aimed at the formation, sale and consumption of an exhibition product through the organization of exhibition events and participation in them.
Podgrushny G., Pekar V., Denisenko A.	It is an important sector of the economy that combines many professional occupations and contributes to job creation, generates taxes and contributes to the national product.

Created by the authors based on: [3, c. 12-13]

implementation of state policy in this area [10]. In addition, business entities of various forms of ownership include exhibition centers, organizers, managers, compilers, agents and participants of exhibitions and fairs (Fig. 1).

In the scientific literature, the essence of exhibition activity is also considered through the prism of the relationship between its main subjects, which include exhibition centers, exhibition organizers and enterprises participating in exhibition events [17]. Exhibition activity can be interpreted from two different perspectives, since it has a double meaning depending on the main purpose of the exhibition business entity (Fig. 2).

Thus, we can provide the following definition of "exhibition activity": it is a type of economic activity aimed at creating, selling, and consuming an exhibition product, with a mandatory stage of organizing exhibition events in an online or offline format, and the participation of the main subjects of the exhibition business [6, p.17-18].

Exhibition activity serves several key functions, including informational, communicational, commercial, international, educational, marketing, macroeconomic, and social [13].

Informational – involves disseminating information about the state of various sectors of the economy,

modern technological achievements and current trends in the industry.

Communication – aimed at establishing contacts with potential customers, media representatives and partners for further cooperation.

Commercial – covers the conclusion of transactions for the purchase and sale of goods and services, as well as various types of trade operations.

International – involves attracting foreign investment, developing exports, and shaping the country's international image [13].

Educational – promotes the exchange of experience and familiarization with new technologies and ideas in various fields.

Marketing – focused on promoting new products and services, as well as studying market needs and consumer preferences.

Macroeconomic – involves influencing the formation of the country's economic indicators, such as gross domestic product and exports.

Social – involves creating new jobs and promoting the development of socio-economic ties [13].

It is important to note that exhibition activity is characterized by the presence of multiplier and delayed (secondary) effects. The delayed effect of exhibition

An exhibition center is a business entity of any form of ownership whose main activity is related to the organization and holding of exhibitions and fairs, which must have qualified employees, appropriate material and technical base, special exhibition facilities for holding exhibitions and fairs.

Exhibitions and fairs manager is a business entity that prepares and conducts exhibitions and fairs on the basis of an agreement concluded with the organizer of exhibitions and fairs, may engage other business entities on a contractual basis to perform works, provide services, purchase goods necessary for organizing and conducting exhibitions and fairs.

Organizer of exhibitions and fairs - business entities of all forms of ownership whose main activity is related to the organization and holding of exhibitions and fairs.

Exhibitions and fairs organizer means a business entity that provides services for the organization of exhibitions and fairs (design, construction, and decoration of exhibitions and fairs) on the basis of an agreement concluded with the organizer or manager of exhibitions and fairs.

An agent is a business entity that undertakes, on the basis of an agreement concluded with the organizer or manager of exhibitions and fairs, to attract participants.

A participant in exhibitions and fairs is a business entity that has entered into an agreement with the organizer or manager to participate in them.

Fig. 1. The main subjects of the exhibition business
Created by the authors based on: [10]

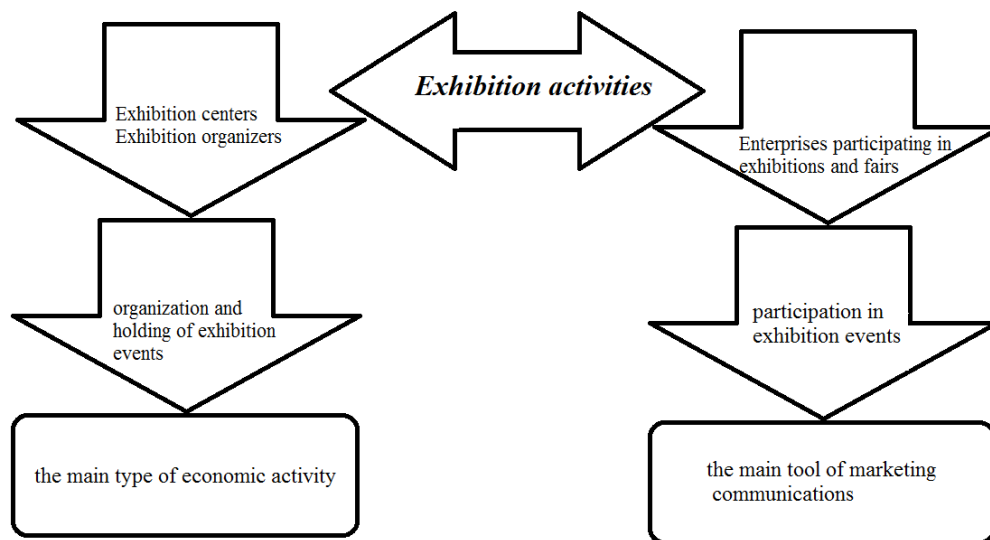


Fig. 2. Interpretation of the concept of "exhibition activity" depending on the purpose
Created by the authors based on: [10]

activity is manifested in the time interval between the exhibition and the receipt of commercial results by exhibitors and visitors [14]. Exhibition activity has a significant multiplier effect on the economy of a city (region or state), which is manifested in the growth of sales, tax revenues to budgets at various levels and the development of related industries [16]. This situation can be explained by the fact that exhibitors and visitors of exhibition events use the services of enterprises in the tourism, restaurant business, transport and hotel industry, as well as entertainment facilities.

In the modern economy, exhibition activities are an important tool for promoting products on international markets. An exhibition is a specially organized business event aimed at demonstrating products in order to promote them both in domestic and foreign markets [15]. According to the views of scientist Prodius Y, the exhibition is an effective mechanism that facilitates the dissemination and receipt of various commercial, economic and technical information at relatively reasonable costs for the event itself [15].

The Global Association of the Exhibition Industry (UFI), which is known for its international presence and role in standardizing exhibition events, is a significant authority in the global exhibition industry. The main aspect of the UFI's functioning is to assess the quality of exhibition events in various sectors of the economy at the global level and to grant the relevant events a status that certifies their compliance with certain standards. In particular, the "UFI Approved" status is considered to be a significant quality indicator that indicates compliance with the highest standards of service at exhibitions [25]. This status confirms the presence of modern exhibition equipment, developed infrastructure, as well as a full range of goods and services that meet the needs

of the market of the respective state or economy of a particular region.

Within the framework of the Global Association of the Exhibition Industry (UFI), certain criteria have been developed that an exhibition must meet in order to qualify for the UFI Approved status, namely:

Firstly, the exhibition must have at least two previous editions before applying for an audit by UFI specialists [8]. Statistical audit is conducted on the basis of data from the last event held.

Secondly, the exhibition must be international. According to the UFI rules, an event considered international is one in which at least 10% of foreign exhibitors participated and which was attended by at least 5% of foreigners [8].

Thirdly, information on the exhibition area, participants (exhibitors) and visitors must be certified by an independent audit of exhibition statistics that meets the standards of the World Association of the Exhibition Industry, in particular:

exhibition organizers must comply with UFI requirements and indicate the number of exhibitors as only direct participants, including co-exhibitors [9].

when calculating the number of visitors, each visitor is counted only once.

exhibition organizers must accurately indicate the meaning of the figures provided to exhibitors and the media, in particular: the total number of visitors, visits or audience of all those present [7].

UFI requires event (exhibition) organizers to indicate the net exhibition area.

It is important to note that this audit is carried out by a specialized audit organization or an independent audit company. The audit must be conducted at least once every two years (in the case of exhibitions held

every three or more years, the audit is conducted every time) [11]. An exhibition that applies for recognition for the first time must also be audited the following year.

Fourthly, the exhibition event must take place in properly equipped premises specially designed for this purpose, where the necessary services for exhibitors and visitors are provided, such as visitor registration stands and the availability of assistants [12]. Printed materials of the exhibition, including registration forms and promotional materials, are provided, and which

should be produced in a foreign language, usually English is used.

Fifth, an important requirement is the regular nature of the exhibition, which should last no longer than three weeks [18].

According to the analysis presented by the Union of International Exhibitions at the UFI Congress in Versailles, there were 1062 exhibition centers in the world with a total indoor area of 27.6 million square meters. This study took into account only exhibition centers with an area of more than 5 thousand square meters, while smaller exhibition complexes were not taken into account [22].

Today, Europe has the largest number of exhibition centers, accounting for 44% of the total (Fig. 3).

In the European segment of the exhibition and fair organization services market, there are 465 exhibition centers with a total area of 14.3 million square meters, which is 52% of the total area of exhibition centers in the world (Fig. 4). The largest exhibition areas in Europe belong to Germany (21.7%), Spain (14.7%) and France (14%) [23]. Among the largest European exhibition centers are Messe Hannover in Hannover, Germany, with an area of 495 thousand square meters, Fiera Milano in Milan, Italy, with an area of 345 thousand square meters, and Messe Frankfurt in Frankfurt am Main, Germany, with an area of 322 thousand square meters.

Among the exhibition centers of the greatest importance in the world, the center in the city of Hanover holds a special place and is considered the largest. This center regularly hosts about 50 exhibitions and fairs annually, which are attended by about 2.2 million people and involve more than 20 thousand companies [23]. Events held at Messe Hanover provide jobs for almost 90% of the city's population. The exhibition center consists of 26 enclosed pavilions, and the cost of renting premises ranges from 250 to 400 USD per square meter.

In Asia, the largest exhibition center is Pazhou in Guangzhou, located in the south of China, with a total area of 130 thousand square meters. The center is a key meeting point for business in Asia, attracting participants from all over the world [23]. During exhibitions, it showcases advanced technologies and innovative solutions in various industries and services. The center's spaces provide optimal conditions for

holding conferences, seminars and business meetings at the highest level.

In the United States, McCormick Place is located in Chicago, with an area of 204 thousand square meters, which ranks 8th in the world ranking [21]. The center is one of the largest in the United States and has impressive capabilities for organizing exhibitions of various sizes. It regularly hosts exhibitions and events that reflect various aspects of modern business and cultural life. The center actively promotes the development of the local economy and attracts investment to the region.

It is important to pay attention to the experience of Japan with its Tokyo Big Site exhibition complex. This center, located in Tokyo, is one of the largest in Japan and has a huge number of exhibition halls and conference rooms. "Tokyo Big Site is the venue for various international and national exhibitions, congresses and forums in various fields, including technology, medicine, automotive industry and others [40]. This exhibition complex is known for its high organization, modern technologies and innovations in exhibition design.

The United States also has the Las Vegas Convention Center, which is known for its innovation and service, which ensures the effective conduct of any event, and the large number of exhibitions and events held annually indicates its importance in the world of exhibition activities [20].

The Shanghai New International Expo Center (SNIEC) in China plays an important role in promoting trade and business in the region, providing a wide range of services for organizing exhibitions, conferences and other events. SNIEC is famous for its modern infrastructure, large exhibition halls, and high level of technical equipment [19]. It regularly hosts leading international and national exhibitions from various industries, including technology, automotive, medicine, food, and others. SNIEC is a global platform where ideas, technologies and innovations are exchanged between companies from all over the world.

The Milan Exhibition Complex (Fiera Milano), located in Milan (Italy), is known for its huge area and the variety of events held here [18]. Fiera Milano hosts major international exhibitions, fairs and conferences from various industries, such as fashion, design, technology, food industry and others.

The ExCeL London complex is located in central London (UK), known for its huge area and content [18]. It is a popular venue for international exhibitions, conferences, congresses and other events in various fields such as technology, medicine, tourism and business.

The success of exhibitions is determined by several key factors, including strategic location, large space, variety of events, quality of service, innovation, and effective advertising. Strategic location attracts customers and visitors, and a large area allows for events of various sizes. The variety of events facilitates

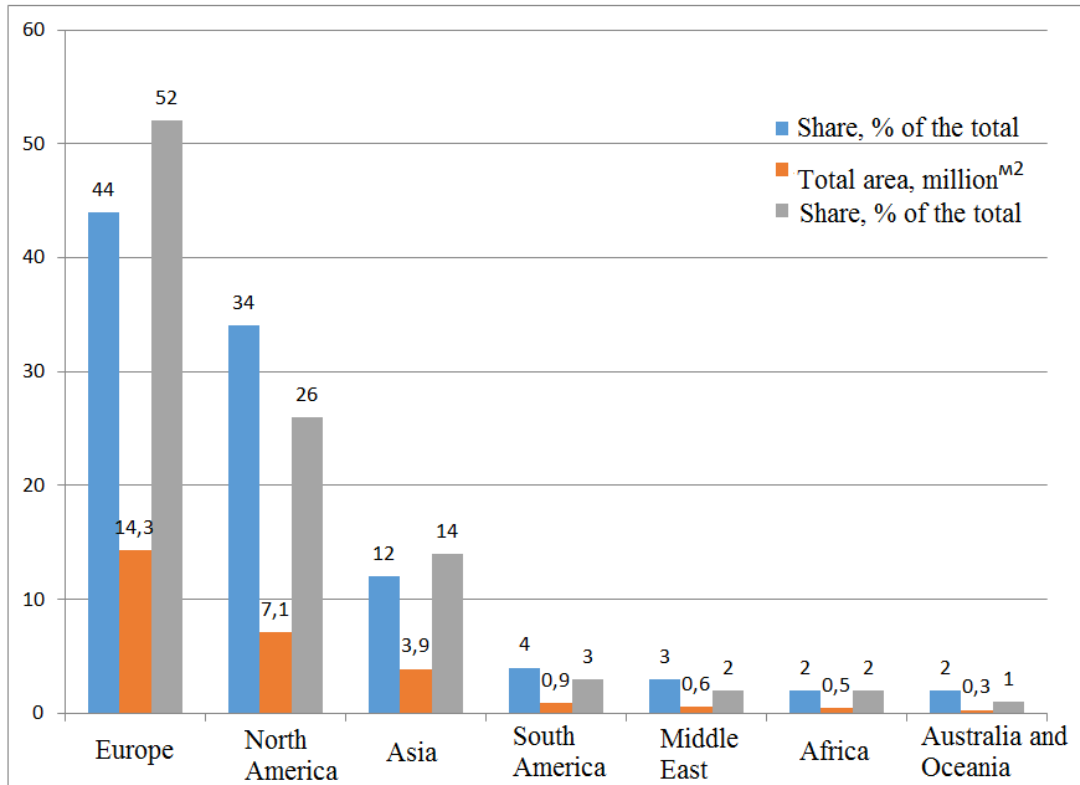


Fig. 3. Exhibition centers by region in 2023
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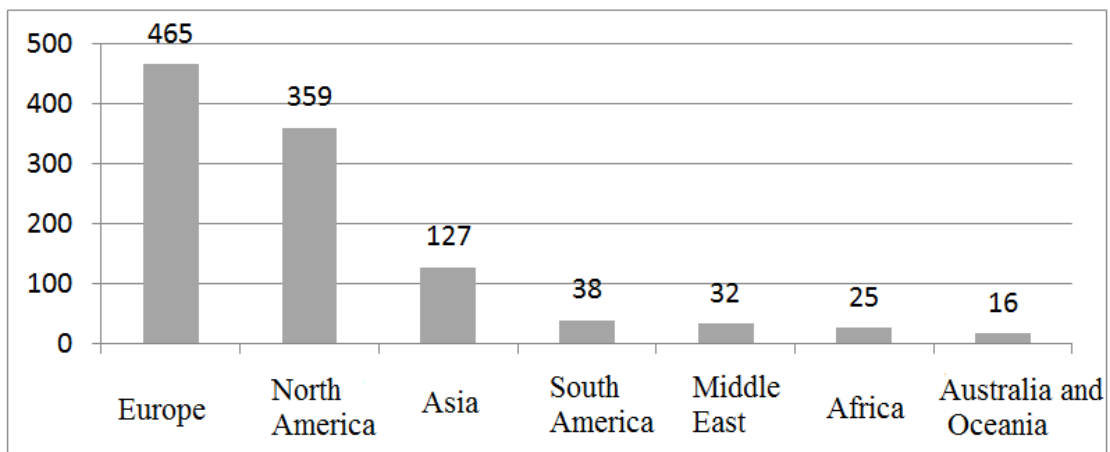


Fig. 4. Number of exhibition centers in the world, units
 Created by the authors based on: [10]

the exchange of experience, the quality of service and innovations ensure a positive impression of participants, and effective advertising helps to attract the target audience.

Conclusions. Exhibition activity is an important component of modern business and cultural life, contributing to the development of the economy,

facilitating the exchange of information, knowledge and ideas. The definition of “exhibition activity” may vary depending on the context, but the general essence is its focus on organizing and holding exhibitions and fairs to promote products, share experiences and create favorable conditions for business and cultural exchange. Successful exhibition activity requires a deep

understanding of its goals, as well as taking into account the needs of various participants, including organizers, exhibitors and visitors. Further development and improvement of exhibition activities requires further research aimed at studying its impact on the economy, society and culture, as well as developing effective strategies for organizing and managing this industry. In addition, foreign experience of exhibition activities shows the great potential of this segment in the economic, cultural and social development of countries. The key principles for the successful implementation of exhibition projects in foreign countries are the professionalism of the organizers, innovative approaches to the exhibition format, and the involvement of a wide range of stakeholders, including government

agencies, business, and the public. Successful exhibition activities abroad often rely on an effective network of international partnerships and experience exchange, which allows for high-level project implementation and ensures their international appeal. Foreign experience in exhibition activities is a valuable source for studying and implementing best practices in their own countries, contributing to the efficiency and competitiveness of the exhibition industry. For successful adaptation of foreign exhibition experience, it is necessary to take into account the specifics and needs of your own region or country, as well as to implement innovative approaches and strategies, in particular in the use of modern technologies and improving the quality of service for exhibitors and visitors.

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ТЕОРЕТИЧНІ ОСНОВИ ДОСЛІДЖЕННЯ ВИСТАВКОВОЇ ДІЯЛЬНОСТІ

Виставкова діяльність є важливий елемент сучасної культурно-економічної сфери, що відображається у різноманітних форматах та концепціях. Сутність цього явища полягає у створенні платформи для публічного виставлення продукції, ідей, творчості та досягнень різних галузей життя. Виставки об'єднують як виробників, так і споживачів, створюючи унікальну можливість для обміну досвідом, ідеями та контактами. Україна, як і багато інших країн, має свої власні організаційно-правові засади державного регулювання виставкової діяльності. Ці засади включають законодавчі акти, що визначають порядок організації та проведення виставок, установлюють правила участі для організаторів та учасників, а також визначають відповідальність за порушення встановлених норм. Зарубіжний досвід реалізації проектів виставкової діяльності може бути важливим джерелом навчання та інновацій для України. Багато країн активно використовують виставки як інструмент просування економічного та культурного розвитку, впроваджуючи нові технології, стимулюючи туризм та підтримуючи міжнародні зв'язки. Об'єкт дослідження роботи – виставкова діяльність. Предмет дослідження роботи – виставкова діяльність теоретичні основи дослідження виставкової діяльності. Мета роботи – дослідити науково-теоретичне обґрунтування виставкової діяльності як чинника розвитку туризму. Завдання, які були поставлені для досягнення мети: дослідити сутність та визначення «виставкової діяльності»; розглянути організаційно-правові засади державного регулювання виставкової діяльності в Україні; вивчити зарубіжний досвід реалізації проектів виставкової діяльності. Для досягнення поставленої мети в роботі було використано такі методи дослідження: аналітичний, оціночний, порівняльний, статистичний, графічний, описовий, картографічний. Висновки: виявлено, що виставкова діяльність є важливим механізмом для сприяння розвитку економіки, культури та міжнародного співробітництва. Висвітлено, що знання сутності цього явища, розуміння організаційно-правових засад у країні та аналіз зарубіжного досвіду допомагають у вдосконаленні та розвитку виставкової сфери в державі.

Ключові слова: виставкова діяльність, ярмаркова діяльність, виставковий бізнес, туризм, виставкові центри світу.

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