

Event Marketing Model for the City Tourism Promotion

Summary

The main objective of the dissertation is an elaboration of event marketing model for the city tourism promotion, based on the effectiveness of local authorities' activities towards the tourism development. This model is intended to identify the factors, which affect the event's participants who, as a consequence, are ready to act. Their behaviour is expressed in the form of a positive attitude to the specific destination, an intent to recommend the place and/or the event to audience and a desire to revisit the place. The model is based on these events which are attractive from the city tourism promotion point of view.

The comprehensive analysis in the field of event marketing was adopted by the dissertation concept. The event was aimed to promote and demonstrate the city on the competitive tourism market. The study was focused on tourism promotion via the events organized in the city of Gdańsk and Zakopane, assumed that tourist promotion is the most important sphere of local authority activities for the tourism development. The main hypothesis, which confirmed that event marketing has a significant role in the tourism promotion, because makes the city in event attendants' opinion more attractive, was verified positively.