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LEISURE EVENT SITUATION DURING THE COVID-19 CRISIS PERIOD

Abstract – We are in the midst of an historic event COVID-19 that will change many aspects of our world. There will be major impacts on the global economy, geopolitics and our societies. It is clear that these global impacts and risks are highly interdependent and are changing the current and future global risk landscape

Keywords – Covid-19, leisure, organization of events, crisis

I. INTRODUCTION

In order to ensure good working activities of people, one of the most important things is quality leisure time. Leisure has a significant impact on the development and growth of the country's economy. Assessing the extent of the study of the problem of work, it can be said that there are very few generalized studies for the analysis of leisure sector event organization situations during crises, or they are only for the analysis of the situation of the world's largest events. Researchers [1] say research into the impact of the coronavirus crisis on the events sector is still a growing area of research

Purpose. To evaluate the Leisure event situation during the COVID-19 crisis period

Tasks:

To define the theoretical concept of leisure organization and events;

To discuss the results of the Covid-19 crisis for the leisure event organization service

Methods: Analysis of scientific literature and statistical data

II. LEISURE AND EVENT ORGANIZATION SERVICES THEORETICAL CONCEPT

The organization of events in the literature is defined differently. Often, the definition of an event depends on the category, purpose, tasks, location, financial resources, number of participants of the event and other less important factors [2].

The pandemic will inevitably worsen both within and between country inequality, as it will put at risk millions of relatively high-paying manufacturing and leisure sectors related jobs, depress wage earnings, and reduce government transfers and spending on social protection. The limited fiscal space - particularly in countries dependent on tourism and commodities exports - will constrain the abilities of governments to fight the pandemic and prevent massive jobs and income losses. Developing countries facing severe economic impacts will need substantial international support to avoid sharp increases in inequality.

Event Types: The What and the Why

The type of leisure events consists of educational, sports and recreation events. The type of cultural events consists of various religious events, ecclesiastical rites, events that foster cultural heritage and folk art. The type of events of the organizations consists of commercial, advertising, policy, charity events. The type of personal events consists of weddings, birthdays, namesakes, various annuals or other mentions.

Fig.1 Types of events [3]



When examining literary sources about events, articles on the type of personal events, which include weddings, birthdays, namesakes, various annuals or other mentions, can also be found. Most articles can be found about the wedding. Scientists [4] say that organizing wedding events for wedding planners is a very important part of the organization of the wedding and will be even more important in the future. These researchers provide recommendations to professional wedding planners and stress that that people organizing such events have the following key skills: marketing (ability to manage customer relationships, customer service skills, understanding of the concept of consumer psychology behavior and sales technique), self-management (sense of responsibility, self-confidence, ambition, ability to resist pressure, emotion management, empathy), professional competence (ability to communicate, price knowledge, creativity, good planning skills, knowledge of space designs , understanding wedding rituals and customs), teamwork (team spirit, leadership, respect for others).

It is important to note, the sudden decline in economic activities due to the pandemic-induced lockdowns is affecting different sectors differently. The impacts are also asymmetric across different country groups, and depend on their economic structures.

Labour-intensive service sector jobs are most directly hit by lockdowns.

Retail trade, restaurants and hospitality, sports and recreations and transportation became the first casualties, as the pandemic containment measures largely shut down economic activities in these sectors, which employ millions of low-skilled workers.

The pandemic's impact hurts the low-skilled, low-wage workers both in formal and informal sectors the most, who are least able to withstand an economic shock.

Fig. 2 Events and their organization [5]



An event is an organized event that is planned, organized, run, and performed for a group of participants of a certain size. Events have a set duration of the event, which is usually scheduled and announced for planned events.

Event management involves overseeing all logistics leading up to and during an event, whether a conference, wedding, or any organized gathering. Event managers execute the event plans by managing staff, finances, vendor relationships, and more.

In the event planning profession, the job titles are as diverse and numerous as the services offered, and it can often be difficult to differentiate one from another. It can be challenging when preparing an event planning portfolio, looking for work, or working with a client who does not have the correct understanding of your job function and responsibilities.

The theoretical concept of the crisis and its impact on the event industry

According to the available data, more than 5,000 events have been canceled due to the Covid-19 virus emergency, in which not only employees but also freelancers have lost their jobs.

About half of the events are scheduled to be moved or will be canceled, or perhaps take another form. The amount of tickets to be returned to canceled or postponed events (so far) is almost 8.1 million euros. Organizations that have not received planned revenue could reach about 9 million EUR 3.8 million for self-employed persons. Due to the state of emergency in the state, the organizations suffered about 6 million. together with those working under business licenses and individual activities - over 8 million euros. loss (losses were calculated with a 1-month quarantine) [6].

The creative sector is vulnerable and unprepared for such a sudden blow.

Now the whole creative community is concentrating on the experience of other countries and submitting proposals to the Government and the Seimas, cooperating with the Lithuanian Ministry of Culture and the Lithuanian Culture Council.

A package of government support and measures is expected to help the sector recover.

Proposals are being prepared, the sector and foreign experts are being consulted.

To sum up, it can be said that the impact of the crisis on events as a leisure services sector is limited. Most can be found in studies on the impact of the crisis on tourism, which includes leisure and events. However, due to the current global health crisis, caused by the Covid-19 virus, research sites are becoming a social, financial, economic and health impact on the countries and regions of the world. [7]. Leisure and event organizers, and especially managers, it is important to familiarize themselves with the problems caused by the health crisis, that their business of events and leisure services would be minimized in terms of health, social, financial and economic impact.

CONCLUSIONS

1. Organization of leisure is related with cultural, social activities, which include all companies and organizations developing cultural products and services. An event – an organized event that is planned, organized, executed, and performed for a group of participants of a certain size.
2. Health crisis caused by Covid-19 virus made most of the event organizers of Lithuania in the research to cancel or reschedule most events. Sales of services of the majority of event organizers reduced significantly, while more than a fifth of event organizers had no income at all. Event organizers in most cases faced financial, psychological and communication difficulties.
3. From the point of view of event organizers, the situation caused by Covid-19 pandemic had a different effect on event organizers. The majority of event organizers suffered severe financial, economic and social impacts during the health crisis caused by Covid-19 virus. The organizers of cultural and leisure events were most affected financially. The main reasons for the decline in service sales include political decisions and fear of viewers and participants to become infected. Also, the vast majority of event organizers were not even prepared for crisis management and have not tried to transfer event business to virtual space.

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