

## Summary

In modern culture, mass social events are becoming an important tool for promotion of the region, hence the local authorities willing to engage in such a project, motivating players to organize mass events on a large scale. A mass event should be treated as a socio-technical system, the aim of which is to achieve the participants' satisfaction thanks to the created conditions of participation. Therefore, it becomes an effective tool for promoting the region, as it involves numerous media, the press and many people following a specific event. The impact of mass events on given industries is significant for urban development. The importance of mass events, in particular in the socio-cultural sphere of regions, is therefore constantly increasing. This trend applies in particular to the number of participants in mass events of an artistic, entertainment, sporting nature and football matches in Poland. In 2013, the number of participants in mass events was 21 133 415, in 2014 - 23 253 936, while in 2015 - 23 297 417. Hence, it should be forecasted that the trend associated with the growing number of organized mass events will continue in the future.

A large degree of interest in mass events contributes to the creation of new ventures of this type. It is primarily about service companies, representing the event industry, specialized in the organization of mass events of an artistic and entertainment nature. Although information on entities operating in the event (arts and entertainment) industry is not yet formally registered and collected at the national level, their activity has a significant impact on the entire economy. The industry is maturing, dynamizing its development. As a result, it has an impact on the creation of new jobs throughout the country, the number of available beds in hotels, expenditure on transport-related services and catering services. The arts and entertainment industry also entails the development of tourism and the commercial real estate market (investments in conference and hotel space). This raises specific challenges for both state legislative bodies and mass event organizers themselves.

The mass nature of events requires, on the one hand, the creation of numerous legal regulations unifying the principles of organization of these events, on the other hand, it presents the organizers with numerous logistical challenges related to the preparation and efficient conduct of a mass event. Therefore, in order to secure the organization of a mass event as the main process, a logistical support system should be established. In other words, it is a purposely organized subsystem of a larger socio-technical supersystem of a mass event,

supporting its organizing process, through the integration of all activities related to the effective and efficient flow of necessary material and information resources, and supporting the process of organizing a mass event in providing necessary logistical support for this process. Hence, the basic task of the logistic support system is to provide logistic support for mass events that enables securing participants and project organizers by means of logistic processes focused primarily on the supply, distribution, operation of infrastructure and environmental protection. The leading literature emphasizes the leading role of the logistics support system in the organization of mass events. In some publications, it is even said that the logistic support system, apart from the main process (e.g. organization of a mass event) is the only key component in the operating system. At the same time, it should be noted that such a separated logistic support system is exposed to numerous and multiple disturbances that accompany all stages of the mass event organization process. Therefore, the issue of risk of disturbances in the mass event logistic support system is of particular importance. Risk can generally be defined as the likelihood of a positive or negative event, success or failure. In the context of the logistics support system, attention should focus on the negative effects of risk, taking the form of distortions. The analysis of this issue makes it possible to formulate the concept of disruption risk management in enterprises providing artistic and entertainment services. Interference risk management is based on continuous decision making and implementation of actions aimed at achieving an acceptable risk level. In particular, it involves identifying risk factors, measuring the likelihood of their occurrence, and assessing the severity of the effects. Therefore, it enables the adaptation of a specific attitude towards the risk of disturbances in the mass event logistic support system, which will limit or even eliminate the likelihood of specific risk factors, as well as reduce the negative impact of their effects.

Literature analysis of the triad of constructs: mass event - logistic support system - the risk of disturbances and relationships between them led to the identification of deficiencies in the aspect of theoretical analyzes and empirical studies.

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