

BUSINESS TOURISM: A PROSPECTIVE DIRECTION OF TOURIST ACTIVITY

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The article examines the sphere of business tourism in Ukraine and the world market. The main indicators of the world market of tourist services and the segment of business tourism as one of its most important components were studied, and an analysis of the dynamics of the development of business tourism was carried out on the example of the leading countries of the world. The actual statistical indicators of business tourism of the countries of the world, indicators of accounting of business trips are analyzed. As a result of the study, changes in the ratings of indicators of the functioning of the sphere of business tourism in some countries were revealed. The places of business tourism in the development of the tourist industry of the countries of the world have been determined. The leading exporters and importers of tourist products are named, and the position of Ukraine in certain segments of the business tourism market is determined. The influence of the activation of the business services sector on the regional development of Ukraine is characterized. The key obstacles to the development of the business tourism business in Ukraine are indicated and the main tasks to overcome them are proposed. It was determined that business tourism, as a large part of the tourism industry in the future, is the basis for the image and economic progressiveness of the entire country. The factors that create obstacles for the development of business tourism in Ukraine, the prospects for the development of the national tourism market have been studied. The strengths and weaknesses facing the business tourism industry of Ukraine at the current stage are considered, and recommendations are given for increasing the competitiveness of the national tourism product. The potential for the development of business tourism in certain regions has been determined. Thus, business tourism is a strategic tool of both the foreign and domestic policy of our country as a whole and a key to the success of the development of regions, because all over the territory of our country there is a diverse business. The classification of business tourism by specific directions, the concept of "business tourism" has been improved. The main groups of participants in the field of business tourism are highlighted and the most dynamic segment of the business travel market is highlighted. The distribution of foreign tourists served by tour operators and travel agents in Ukraine is analyzed.

Key words: business tourism, mise-tourism, world economy, tourist regions of the world, economic and image development, globalization, tourist services market, tourism industry, tourist flows, convention bureau, congress bureau, business events.

JEL Classification: J 45, L14, L83

Formulation of the problem. International tourism is developing against such negative factors as political and economic instability in many parts of the world. International trade in services is gaining more and more importance and is the subject of attention from the world's leading specialists. Considering such a wide sphere of influence, it becomes clear that it directly affects the factors that determine the trends in the development of international tourism.

Business tourism is perfectly practiced in the Western Hemisphere of the world and the Asia-Pacific region, and is one of the most promising sectors of the world economy, bringing a third of the income from the tourism industry to the GDP of countries. Ukraine, despite its significant tourist and economic potential, is not one of the leading countries in the field of business tourism. In recent years, Ukraine has hosted a small number of important international meetings, which is explained by the intra-regional problems that will be explored. At the core of today, the field of business tourism has a large-scale character due to worldwide economic, political, cultural and religious integration.

The development of business under the influence of globalization processes has caused a boom in close worldwide scientific, cultural, business ties between regions and countries, which are rapidly increasing, and the national economy and its integration into the world market are impossible without the development of business tourism.

MICE-tourism, which is defined as one of the most priority directions of the development program of the tourist industry of Ukraine for the twenties, is still an almost unstudied phenomenon from the point of view of scientific research in Ukraine, a thorough study and detailed analysis of the terms, structure, real indicators of development, problems, opportunities and perspectives of MICE tourism as the basis of progressive economic and image development is relevant.

The field of business travel is an important factor for new sectors of the economy, the number of professional communities is increasing and the exhibition business is developing. The number of specialized MICE companies is increasing, there is an increase in international cooperation in the field of education, and accordingly the num-

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ber of business meetings at all levels around the world is increasing.

Analysis of recent research and publications.

The most significant role in the conceptual study of the functioning and prospects of the business tourism industry was played by the following scientists: O. A. Koval, I. I. Vaskovska, E. O. Muzychka. carried out a systematic analysis of business services, trends in the development of business tourism in Ukraine. Statistical indicators of the development of tourism in Ukraine are analyzed in the works of H. P. Sklyar, L. I. Vyshnyvetska, and L. I. Drobysh. In the work of Dekhtyar N. A. trends in the development of global business tourism are highlighted. Slivenko V. A., Podorozhko T. O., Shishkina V. B. determined the priorities for the development of business tourism in Ukraine. Many foreign sources work on the problem of statistical analysis processes in business tourism, the reason for which is the diversity of interpretations of various types of meetings in business tourism. Thus, the British business scientist Shallcross examines the concept of business tourism in the Journal of Convention. Pavit Tansakul's work examines the concept and structure of business tourism.

Igor Trišić in the study "The role of MICE industry in tourism development" analyzes the prospects for the development of the MICE industry.

The goals of the article (statement of the task).

The purpose of the study is the analysis of business meetings as a field of tourism business. To determine the peculiarities of the market of the business tourism sector in Ukraine and the world, the prospects of entering the world market of tourist services of mission-tourism in Ukraine. To analyze the actual statistical indicators of MICE tourism in Ukraine and the indicators of the countries of the world. To characterize the impact of activation of the business services sector on the regional development of Ukraine. Identify the key obstacles to the development of business tourism in Ukraine and propose the main tasks for overcoming them. At the same time, further research

is needed to substantiate the development of business tourism in the regions of Ukraine, the ways of development of business tourism and tourist activities based on the example of the international experience of tourist regions of the world.

Presentation of the main material of the study with a full justification of the obtained scientific results.

Business tourism is progressively developing globally, which brings countries excellent ratings of image attractiveness and large revenues from the tourism industry, a significant part of the expenses of which is focused on business clientele and the organization of mass events aimed at attracting them. Business tourism is considered one of the most promising and highly profitable segments of the tourist services market. So, about 20% of business people in the world travel to participate in various congresses and conferences. The business tourism industry is perfectly practiced in the Western Hemisphere and the Asia-Pacific region, and is one of the most promising sectors of the world economy. The expenses of large foreign companies for business and motivational trips of their employees and partners reach the mark of more than one million dollars per year and are included in a number of expenditure items after provision of personnel, taxes, rent, IT technologies and communication, which stimulates the development of this industry.

The practice of most countries of the world notes the peculiarities of the industry of business affairs, which distinguish it from other branches of tourism. It is believed to be a multiplier of economic, social and image regional development. More than 150 million business trips are made annually in the global space. Industry experts have researched that every seventh trip to Europe, every eighth to America and every fifth to Asia has a business purpose. According to analytics, one out of five international business tourists (1% of the total number of international tourists) makes a MICE trip [1; 2]. According to the research of the World Association of

Table 1 – Market indicators of business tourism, billion dollars. USA, %

| Rating | Country | Market volume in 2019, billion USD | Market volume in 2021, billion dollars USA | Increase (2019-2021), % |
|--------|---------------|------------------------------------|--|-------------------------|
| 1 | China | 347 | 476 | 8,3 |
| 2 | USA | 292 | 355 | 3,9 |
| 3 | Germany | 72 | 92 | 9,0 |
| 4 | Japan | 64 | 71 | 0,8 |
| 5 | Great Britain | 50 | 63 | 9,5 |
| 6 | France | 40 | 50 | 7,8 |
| 7 | Індія India | 37 | 64 | 12,5 |
| 8 | South Korea | 36 | 42 | 3,9 |
| 9 | Italy | 34 | 41 | 6,6 |
| 10 | Brazil | 31 | 34 | 2,6 |
| 11 | Canada | 25 | 31 | 6,0 |
| 12 | Australia | 23 | 28 | 4,3 |
| 13 | Spain | 22 | 29 | 8,4 |
| 14 | Netherlands | 19 | 23 | 5,7 |

Source: [11; 13]

Business Tourism, the main centers of business activity in the world are: China, Japan, India, South Korea – in Asia; USA and Canada – in North America; Germany, Great Britain, France, Italy, Spain, the Netherlands and Russia – in Europe; Australia – in the Asia-Pacific region; Brazil is in South America (Table 1).

Although the leadership in the number of events has been held by the US for the past two decades, Europe dominates the market. So, in percentage terms, it hosts 53% of all world meetings per year [8]. It also ranks first in the world in terms of business tourism expenditures for the segment of congress and exhibition meetings. The share of congress tourism in Europe accounts for 30–40% of the business tourism market (Table 2), which is related to the development of the economy, its diversification and industry conditions, as well as highly developed advanced and knowledge-intensive industries.

The most influential countries of world business tourism included in the TOP-20 in 2021 are: USA (934 events), Germany (714 events), France (595 events), Spain (578 events), Great Britain (567 events), Italy (550 events), China (539 events), Japan (527 events), Netherlands (356 events), Portugal (342 events), Canada (336 events), Australia (272 events), Republic of Korea (248 events), Belgium (237 events), Sweden (237 events), Austria (231 events), Switzerland (221 events), Argentina (214 events), Poland (213 events), Brazil (209 events). Among the cities noted in the ICCA Statistics Report, the TOP-20 in the market are led by: Paris (237 events), Lisbon (190 events), Berlin (176 events), Barcelona (156 events), Madrid (154 events), Vienna (149 events), Singapore (148 events), London (143 events), Prague (138 events), Tokyo (131 events), Buenos Aires (127 events), Copenhagen (125 events), Bangkok (124 events), Amsterdam (120 events), Seoul (114 events), Athens (107 events), Rome (102 events), Taipei (101 events), Sydney (93 events). The largest increase in market share is observed in Asia (+ 16%). Switzerland occupies a special place in the world's business services, with 19 congress centers and more than 500 business hotels. The center of MICE tourism is Geneva. In Poland, the main centers of business tourism are: Warsaw, Krakow, Poznań, Lodz and Gdansk. The largest convention centers in America are Washington and New York.

The generating tourism subregion is Northeast Asia (Japan, China/Hong Kong, Taiwan, South Korea and

India) and Southeast Asia (Singapore). Business tourism on the African continent develops unevenly due to the socio-economic problems of the majority, but the generators are South Africa and Morocco. The situation in the Middle East can be compared with Africa, the leaders of the meeting industry are Egypt, Saudi Arabia and the UAE, in South Asia it is India [11; 13].

Focusing on countries that are suppliers of business tourists to Ukraine, it is worth noting the prevailing markets: Poland, Germany, Hungary, Turkey, China, USA, Italy, Great Britain, Lithuania, Georgia, Azerbaijan, France, Bulgaria, Romania, Slovakia, Czech Republic, Israel and Spain. They account for about 62% of the total number of MICE tourists to Ukraine. Ukraine's most active relations are with Poland, Germany, China and Turkey.

Popularization of business tourism is one of the priority areas of the tourism development program for Ukraine. Over the last decade, Ukraine has intensified its MICE activities. Now the country is at a growth rate.

Analytics show that over ten years, the volume of business trips in Ukraine has more than doubled (by 112.1%), and the growth of this type of travel is 63.1% [7; 14]. Business tourism provides an opportunity to find new partners, exchange information, strengthen professional experience, and strengthen corporate culture.

According to the State Border Service Administration, tourist flows in Ukraine in 2021 are: Spain (+68%), India (+57.4), Great Britain (+47.3%), China (+38.8%), Japan (+ 38.3%), Austria (+32.8%), Uzbekistan (+25.6%), Sweden (+24.6%), Lithuania (+23.4%), Israel (+21.7%), USA (+19%), Latvia (+18.1%), Germany (+17.5%), Italy (+15.4%), the share is 10–12% [12; 13].

To assess the potential of MICE-tourism and use it as a tool for the progressiveness of regional points, it is necessary to analyze factor groups before developing a specific policy for the reorganization and strategic management of Serbia (+13.7%), Canada (+11.4%). According to media sources, business tourism is the business tourism of the country. For this analytical study, let's divide the factor groups of influence on the meetings industry, dividing them into factors of external and internal influence.

Strengths:

– geopolitical position, proximity to the countries of the European Union in the western, southern and southwestern regions;

Table 2 – Dynamics of business events by world region

| Years | 2017 | 2018 | 2019 | 2020 | 2021 |
|--------------|------------------|-------|-------|-------|-------|
| Region | Number of events | | | | |
| Europe | 6565 | 6548 | 6731 | 6798 | 7045 |
| Asia-Pacific | 2546 | 2749 | 2814 | 2940 | 3033 |
| Middle East | | | 124 | 144 | 157 |
| America | 2627 | 2568 | 2659 | 2655 | 2644 |
| Africa | 338 | 362 | 359 | 414 | 415 |
| Together | 12076 | 12227 | 12687 | 12951 | 13294 |

Source: [11; 13]

- natural and climatic factors and natural resources, in particular the presence of many protected natural areas and unique resort areas;
- the richness and expressiveness of the cultural and historical heritage against the background of European cities;
- developing political, economic and cultural international relations;
- availability of tourist information centers in most oblast points;
- a lower price range for business tourism services, compared to the nearest European countries;
- significant investment attractiveness of business tourism of the regions.

Weak sides:

- political instability;
- seasonal unevenness of demand for all types of MICE services in all regions of the country;
- lack of successful marketing actions to popularize Ukrainian regions on the international MICE market;
- lack of business tourism coordinators (convention and congress bureaus) in 20 regions of Ukraine, as a result, the organization of business events in the region is often entrusted to chambers of commerce and other non-specialized organizations;
- absence of business tourism statistics, according to international requirements;
- imperceptible interest of local self-government bodies in promoting the development of business tourism;
- lack of financing assistance;
- low level of investments in the MICE industry in the regions of Ukraine;
- the minimum number of accommodation establishments and centers in the status of "business service" that meet the requirements for receiving the business segment;
- inadequacy of the service of accommodation establishments to the requirements of business tourists from developed countries of the world;
- undeveloped infrastructure at accommodation facilities;

- lack of training of staff to serve business tourists in most regions;
- underdevelopment of a number of regional airports of the state, which have the status of international / national.

The share of MICE tourism in Ukraine (according to 2020 data), judging by the total number of inbound tourists served, is 10%, and domestic tourists – 28%. In fact, this is a strong leap forward, compared to 2016–2018, where this share was conventionally 8% and 25%, respectively Figure 1.

According to the latest research by specialized organizations that analyze the rating indicators of the business meetings industry in the whole world, Ukraine still does not stand out among the most attractive for the organization of large-scale international events, which is a consequence of the refusal of applications to hold various types of business events on the territory of our country by the national convention bureau, in particular, it is worth mentioning the refusal of the Lviv Convention Bureau to hold 8 international events on the territory of Lviv in 2019, despite the fact that the organization submitted only 16 applications [4; 24]. However, in this matter, Kyiv still leads, changes in relation to the development of business tourism are noticeable every year.

he basis for the development of the global meeting industry is the prepared infrastructure, the most important of which, as practice shows, is a non-profit organization, the so-called congress bureau, whose main activity is related to the promotion of the city on the market of world meetings and the provision of informational support to their organizers. This organization is entrusted with the mission of managing the sphere of business tourism within a specific city or region, which, with successful activity, leads to a significant increase in the number of business tourists and business events in the country.

All European countries and their cities have specialized business structures, which in the terminology of business tourism are called convention bureaus. These structures are entrusted with the marketing of the direction, which acts as a modern approach to the management of the tourist region, in the business tourism market of the world, and the

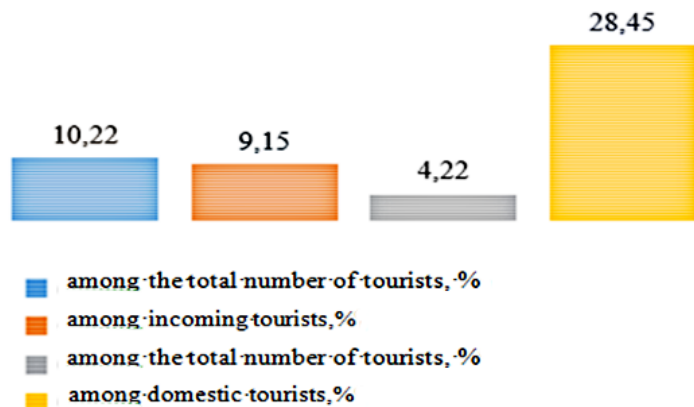


Figure 1 – The share of MICE tourism by the number of persons served developed according to data

Source: [3; 9; 12]

management of the quality of the tourist product offered on the territory of its operation [10].

All Asian, American and European strategies for the development of MICE tourism, in which the convention bureau plays a central role, correspond to the interests of regional enterprises and local self-government bodies in the following key issues: marketing of the region, improvement of information exchange between partner enterprises, relevance and adequacy of their implementation for different groups [15; 16].

Most of the national convention bureaus of the world confidently work to strengthen the image of the country as a favorable place for holding events of any

of any level, demonstrate the capabilities of the regions and organize expositions at international specialized exhibitions, in particular "IMEX" and "IBTM World". The National Congress Bureau is an extremely important structure in countries with high development indicators of the MICE industry, as it acts as a consolidator of the industry in the domestic market and a centralized management structure for the development of the national meeting industry, participating in key business activities of a general economic and industry orientation [20].

All the national congress bureaus of the world conclude partnership agreements among themselves, thereby stimulating cooperation and exchange of experience at the international level. International cooperation plays a significant role in the field of establishing effective communication between expert communities, business and political circles, including through the development of common communication platforms of the international level, establishment of new long-term partnership relations between representatives of business communities (business associations, development institutes, chambers of commerce, business councils, etc.). A mutually beneficial partnership allows you to create your own projects with a unique message to the world business community, therefore the creation of this structure is necessary for the progressive development of congress and exhibition activities in Ukraine.

The Congress Bureau represents the perspectives of the city, region and country. These structures formed and continue to form a positive image of leading countries that have become global business destinations – France, Germany, Portugal, Poland, Estonia, Hong Kong, Egypt, Turkey, Greece, etc.

In European countries and in America there are both national and city congress bureaus. Popularization of the national congress bureau is needed at the primary level, when potential foreign consumers are not informed and poorly represent the level of development of the conference industry in the country, which is relevant for Ukraine.

According to a study by the European Marketing of Cities, in the structure of the distribution of funding between the national convention bureau and private business, on average 52% of the bureau's funds come from private business and 48% from public authorities or grants, although in many countries and their capitals

, there are interesting practices regarding the financing of congress bureaus, for example, the bureau of the Belgian city of Antwerp is financed by the state for 98%, Amsterdam – for 53%, Stockholm – 50%, Geneva – 2%, Zagreb – 1%. In global practice, the state does not finance the National Convention Bureau of New Zealand, as its sources of funds are membership and charitable contributions [17; 19; 22].

At the moment, the Ukrainian state operates a convention bureau – in Kyiv (KKB), created in 2012 and Lviv (LKB) – in 2013, after the Euro 2012 championship, which drew special attention to Ukrainian regions. It is worth noting that both convention bureaus are part of the structure of local self-government bodies, acting as communal enterprises financed with state funds.

he practice of promoting Kyiv as an international platform for the organization of significant MICE events has been going on for eight years, and as statistics show, it has effective results, the total amount of deductions from one conducted MICE event of an international level with a budget of 1.5 million euros brings income to the capital 200,000 euros, and in addition, increases the profitability of related industries [4; 5; 9].

The Kyiv Convention Bureau assumes the role of the capital's congress bureau, which over the past two years has positioned the Ukrainian capital at eight international exhibitions, the most authoritative of which have become: the Berlin International Tourism Exhibition – "IBT" and the London World Tourism Exhibition – "WTM". The Lviv Convention Bureau actively promotes the city for business meetings in Eastern Europe, and also closely cooperates with local businesses in order to increase business flows to the region. LKB, like KKB, have been members of the "ICCA" association since 2014. They actively send applications for events, the annual organization of which is increasing, but not in large numbers, but progress is definitely present [3; 24].

An effective state structure, from which Ukraine is trying to draw experience, is the activity of the Polish Convention Bureau, the results of which are extremely high in the development of the conference industry, because in addition to participation in international business fairs, which brought to the country, only according to this year's statistics of the International Association of Congresses and conferences of more than 70 thousand business tourists. This allows the Republic of Poland to be the 19th most successful MICE destination in the world today, which Ukraine, close to it, also strives for [8; 23].

Conclusions from this research and further prospects in this direction. Summarizing the above, the following conclusions can be drawn – the leaders of international individual business trips are Europe. The leading role is played by Western Europe, and the most dynamically developing Asia-Pacific region. Business tourism has a very high multiplier effect, with its development there is a progressive growth of the social and economic spheres of the countries of the world. The MICE industry stimulates the economy of many countries, especially Germany,

France, Great Britain, Switzerland, the USA, Japan, China and Hong Kong, Taiwan, South Korea.

Today, the Ukrainian state is trying to highlight key areas of tourism. It is important to assess the weaknesses and strengths of MICE and the infrastructure related to it, to implement projects of convention bureaus and MICE enterprises in all regions, the main tasks of which are the development of event programs, mutual support of the subjects of the business industry of Ukraine, analytics of corporate entities, development and presentation advertising campaigns to strengthen the business image of the regions, introduction of separate statistics on incoming and internal corporate tourists. An important task for Ukraine is the construction of modern large-scale congress and business centers, technology and science parks, as well as business parks; training in the professional style of service according to the categories of corporate tourists, as well as the mental approach to representatives of foreign

management groups; release of MICE guides.

The MICE industry in the regions of Ukraine is not very developed and needs an action program. In the trends of revitalizing the economy and growing interest in Ukraine as a result of the successful holding of annual international events, the number of which is constantly increasing, Ukraine has a chance to become one of the most competitive global destinations. Promotion of MICE tourism in the regions of Ukraine with the help of certain PR technologies is one of the key tasks for creating a high-quality image strategy for the development of MICE tourism in Ukraine. It is necessary to increase the level of the main areas of stimulation of tourism activity in Ukraine, which will be able to strengthen the relationship of tourism with other priority areas of development of the country and regions, which will contribute to the growth of economic indicators, increase the level of income of the population, fill the budget and contribute to the growth of the competitiveness of the tourism industry.

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ДІЛОВИЙ ТУРИЗМ: ПЕРСПЕКТИВНИЙ НАПРЯМ ТУРИСТИЧНОЇ ДІЯЛЬНОСТІ

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У статті досліджено сферу ділового туризму в Україні та світового ринку. Досліджено основні показники світового ринку туристичних послуг і сегменту ділового туризму як одного з його найважливіших складників, проведено аналіз динаміки розвитку ділового туризму на прикладі провідних країн світу. Проаналізовано фактичні статистичні показники ділового туризму країн світу, показники обліку ділових поїздок. У результаті дослідження виявлено зміни в рейтингах показників функціонування сфери ділового туризму в деяких країнах. Визначено місця ділового туризму у розвитку туристичної індустрії країн світу. Названо провідних експортерів та імпортерів туристичної продукції, визначено позицію України на окремих сегментах ринку ділового туризму. Охарактеризовано вплив активізації сектору ділових послуг на регіональний розвиток України. Зазначено ключові перешкоди для розвитку ділового туристичного бізнесу в Україні та запропоновано основні завдання щодо їх подолання.

Ключові слова: діловий туризм, місе-туризм, світова економіка, туристичні регіони світу, економічний та іміджевий розвиток, глобалізація, ринок туристичних послуг, індустрія туризму, туристичні потоки, конвеншн-бюро, конгрес-бюро, бізнес-заходи.

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