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Review Article

BUSINESS TOURISM IN THE XXI CENTURY

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Abstract:

The article describes the concepts of "business tourism", "business tourism", MICE. The authors reviewed the types of business tourism events and their importance in the development of business tourism, forms of organization of business tourism as a promising direction of the XXI century. The sphere of business tourism is very susceptible to the created innovative technologies, which is explained by the high requirements for servicing this category of tourists. At present, the expansion of the range of services offered for business tourism is laid in the design and construction of hotels and other complexes. The inclusion of information technology in this process has led to the emergence of a new concept for such a structure - "an intelligent building". On the basis of information technologies, a special system of integrated management is being formed, which is ensured by the integration of engineering systems and telecommunications systems. For hotel and office buildings, the implementation of this concept allows to combine the main characteristics of hospitality - controllability, control, safety, economy, comfort.

Keywords: *business tourism, business tourism, MICE, congress and exhibition tourism.*

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SHORT REVIEW:

Business tourism is a relatively new phenomenon: as an independent and highly profitable sector of the tourist industry, Europe and the United States were the first to talk about it in the 1970s and 1980s. Serious changes in the life of the world community, economic and political background, the desire of developed countries to integrate and internationalize foreign economic relations contributed to the formation of such a phenomenon as the business tourism industry. In this regard, in the early 1980s, the European tourist business, realizing the promise and high profitability of a new segment of the tourist industry - business tourism - singled it out of traditional tourism. The concept of "business tourism" came to us from abroad, displacing the word "business trip" that was familiar to our ears [1]. In the literature, along with the terms "business tourism", "business tourism", the English abbreviation MICE is often used, which essentially fully fully reveals the main components of this segment of the tourist market.

M (Meetings - meetings) - are organized events that bring people together to discuss various issues, have a variety of types, names and forms of service.

I (Incentives - Incentive) - motivational (incentive) activities, the main purpose of which is to motivate employees (corporations, associations, individual organizations and enterprises) through rewards and rewards for the results of their production activities. Incentive tour is one of the modern, highly effective means of management used by the management of enterprises in order to increase the productivity of their employees of various official and professional levels. This type of business tourism occupies a large place in the European market due to its high profitability.

C (Conferences (or Conventions) - congresses (or conferences) are formal meetings of delegates, usually belonging to a certain sphere of human activity, to discuss various issues. Congress and exhibition tourism is an ever-expanding and dynamically developing branch of the tourist industry, which, according to Western experts, may soon become the main source of foreign exchange earnings in the economy of individual countries and regions. According to statistics, approximately 1 out of 5 international business tourists makes a business trip to participate in such large-scale events [1].

E (Exhibitions - exhibitions) - trade and industry fairs and exhibitions that represent large-scale business events in order to demonstrate the products and

services of the main participants to invited representatives to stimulate sales and inform guests, as a rule, conclude contracts and trade transactions. Therefore, these activities are considered to be an effective means of marketing, the results of which stimulate trade at various levels - region, country, interstate relations. In general, the essence of the business travel industry is determined by the following features.

Firstly, business tourism is a highly profitable branch of the tourist industry, since its services are expensive (transportation companies with first-class service, hotels of category 3 * and higher, congress centers, the catering and entertainment industry, etc.). Tourists visiting the country for business purposes are active suppliers of foreign currency; Revenues from this type of tourism go to the state budget through taxes. Secondly, this type of tourism is not associated with tourist seasonality, therefore, provides a stable workload of hotels and hotels during off-season periods. Thirdly, guests visiting the tourist center to participate in exhibition conferences, as well as performing incentive travel, are good ambassadors for this center and promote it completely disinterestedly, thus forming its positive image in the business tourism industry.

Travel with business purposes originated in ancient times, but the commercial attitude to this phenomenon first manifested itself in ancient Greece. "The positive influence of merchants and other visitors from foreign lands on the welfare of the Athenians became so obvious that Xenophon (4th century BC) in the "State system of Athens" talks about building hotels for them at the expense of the city treasury" [2]. Business tourists of that time were merchants who not only made long voyages on trade issues, establishing social and economic relations between different lands, but also developed the so-called catering, lodging and entertainment services.

Russia was no exception in this respect. It would not be superfluous to recall that the original meaning of the term "guest" in Russian is merchant. The construction of the "courtyards" for foreign merchants was a common occurrence in medieval Russia. Later, centers of commercial interest appear and regular events are held where trade deals have been concluded. A vivid example of this is the Yaroslavl and Nizhny Novgorod fairs, which, in fact, became the prototype of modern trade fairs.

Currently, business travels have become an independent dynamic sector of the tourist market. The total number of business trips is now estimated at

about 600 million a year, and the turnover of this market amounts to hundreds of billions of dollars. UNWTO experts predict that in the next 10 years there will be a real boom in business tourism in the world. According to their forecast, the number of business trips will increase by about 3 times and reach 1.6 billion a year; at the same time, revenues from business tourism will increase by about 5 times and reach \$ 2 trillion a year. In the arena of the international business tourism market, a significant role is also assigned to Russia, which experts predicted an annual increase in business tourism of 6.9% [3].

Business tourism in the world has developed and is developing unevenly, which is explained, first of all, by the different socio-economic and political levels of individual countries and regions. Analysis of the international experience and geography of the development of the business tourism market demonstrate that in the late 80s, pushing the United States out of these positions, Western Europe (Great Britain, France, Canada, Austria) occupied the leading position in organizing congress, exhibition and incentive tourism, Germany). In these countries, all components of the MICE industry are rapidly developing. According to Western analysts of the MICE industry, the most dynamic and promising segment of the business travel market is congress and exhibition tourism. The world is constantly growing interest in symposia, conferences, meetings, seminars, as well as exhibitions and fairs, exchanges of various subjects, rich, in addition to business events, cultural and entertainment programs.

The Russian business tourism market today is a developing, unsaturated market, where competition is still not high enough due to the small number of its participants - companies offering services in organizing meetings and conferences of international level. For companies, this direction, despite the economic crisis, remains a very promising area of business. At the same time, the formation of the business tourism industry in Russia is carried out at an insufficient rate. Although in many large industrial and cultural centers - Moscow, St. Petersburg, Murmansk, Arkhangelsk, Samara, Rostov-on-Don, Tolyatti, Sochi, Yekaterinburg, Irkutsk, Novosibirsk, Vladivostok and other cities - the number of hotels equipped with everything necessary for business and congress tourism, but in general the infrastructure of business tourism was not sufficiently developed. The reasons for Russia's lagging in this tourism sector include the lack of serious state support, expressed primarily in the absence of a transparent legal framework that allows tourism firms to act in

accordance with international standards and criteria. This lack of support manifests itself in relation to non-profit organizations and associations of business tourism, which arose in Russia at the beginning of the century. Currently, the Business Travel Association of Russia (RBTA) has practically ceased its work, uniting the majority of travel companies specializing in business travel and consumer companies of this specific tourist product. However, in Western countries, professional business organizations have long established themselves as an effective mechanism for business communication with various public and state institutions. At the same time, the prospects for the development of business tourism in Russia are very optimistic, which is associated with the increasing investment attractiveness of its economy. The practice of participation of the administrations of the regions of Russia in international exhibitions with various projects has significantly expanded. But the issues of preparing such participation are entrusted to the departments of regional administrations, which do not include competent specialists. The issues of organizing the reception and accommodation of arriving business tourists, the formation of the program of their stay go beyond the functional responsibilities of these departments. The expected growth in the incoming flow of business tourists in the regions puts on the agenda the creation of appropriate infrastructure.

In world practice, the organization of business tourism plays a significant role in the so-called convention bureau, which are created at the city, regional and even national levels. The activity of such bureaus consists primarily in promoting the business potential of countries, states, cities and creating a favorable business image of these regions. These offices concentrate all the necessary information about the business infrastructure and the hospitality industry, allowing the bureau employees to provide effective and prompt assistance to tourism businesses that specialize in business. Another important aspect of these bureaus is the representation and promotion of the main suppliers of congress services in the international market.

In Russia, the tourist information centers (TIC) should assume the role of a convention bureau. The creation of such centers is provided for by regional tourism development programs, where their main task is to conduct advertising, statistical and marketing activities. But, unfortunately, the legal form of these tourist information centers is not legally established, as well as the sources of their financing are not determined.

For the effective development of the economy, and in particular the business hospitality industry, considerable efforts are needed by state, public and commercial structures. These efforts should be aimed at the development of industry-specific professional associations of entrepreneurs, non-profit, non-governmental, non-governmental organizations. The development of international business relations entailed the creation of numerous international, national, regional, and local associations in the Western business tourism market, including in the form of associations contributing to the improvement of the work of the entire MICE industry. At the same time, associations remain the most convenient and flexible form of association. The sphere of business tourism is very susceptible to the created innovative technologies, which is explained by the high requirements for servicing this category of tourists. At present, the expansion of the range of services offered for business tourism is laid in the design and construction of hotels and other complexes. The inclusion of information technology in this process has led to the emergence of a new concept for such a structure - "an intelligent building". On the basis of information technologies, a special system of integrated management is being formed, which is ensured by the integration of engineering systems and telecommunications systems. For hotel and office buildings, the implementation of this concept allows to combine the main characteristics of hospitality - controllability, control, safety, economy, comfort.

CONCLUSION:

In the modern hotel industry, new technologies are also being implemented that allow us to raise a regular business event to the level of high art. This refers primarily to the musical arrangement of various kinds of presentations, although the background music is often used during business conversations, and at business seminars and other business tourism events. An important circumstance in the use of these technologies is a skillful combination of games and musical accompaniment. Recently, aromatechnologies, which are considered by some hotel chains as an indispensable element of corporate identity formation, have increasingly been used in the hotel industry; even a whole new direction was formed - aromamarketing. Of particular importance in the development of business tourism is staffing [4]. The training of professional personnel for the tourism industry with a formed intercultural communicative competence for the implementation of large exhibition projects becomes at the present stage a priority task.

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