



**MODERN ISSUES
OF PHYSICAL EDUCATION,
SPORTS, TOURISM-LOCAL HISTORY
AND PHYSICAL CULTURE
AND RECREATION WORK**

Monograph

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**Modern Issues of Physical Education, Sports,
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and Recreation Work**

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Scientific editors: Nataliia Khlus
and Tadeusz Pokusa

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PREFACE

The growing demands for the physical fitness of young people gives the higher education of the state a task – to ensure the formation of a personality that is aware of its belonging to the Ukrainian people, European civilization, is prepared for life in a constantly changing, competitive, interdependent world. But the modern system of physical education does not sufficiently solve the problem of optimizing the physical fitness of young people.

Reforming and updating the content of one of the most important spheres and processes of society's life – physical culture and sports, expanding the aspect of its types of activities, the scope of social experience.

In recent years, scientists' interest in the problems of training specialists in physical culture and sports has increased significantly, because without highly qualified physical culture teachers and coaches, their further development is impossible. Thus, the monograph presents research related to the preparation of the future physical education teacher and coach to work on the prevention of harmful habits of students, the role of the physical education teacher in the organization of extracurricular work with the younger generation regarding its comprehensive development, the construction of the training process of hand-to-hand combat athletes at the stage of primary training, theoretical and methodical bases of training students of physical culture profile for tourism and local history activities in the conditions of distance learning, physical culture and sports in the conditions of distance learning and the present, and others.

Of particular interest are the results of the authors' research, which are devoted to issues related to the development and maintenance of flexibility of athletes aged 14-16 in hand-to-hand combat using yoga, improving the physical fitness of young volleyball players aged 13-14, forming motivations for physical education in modern schoolchildren, pedagogical conditions for the prevention of violations locomotor apparatus in children of older preschool age, etc.

Today, physical culture and sports play a rather important role in society. Thanks to this, a person lives, feels healthy and strong, and has a greater influx of positive energy. Physical culture is a component of the general culture of society, aimed at strengthening health, developing a person's physical, moral will and intellectual abilities with the aim of harmoniously forming his personality.

The main task of physical culture and sports is to increase the level of health, physical and spiritual development of the population. Today, in Ukraine, all conditions have been created for a person to engage in physical culture and sports.

The monograph is a collective scientific work of scientists working in the field of education, it is recommended for publication in the collective monograph «Modern problems of physical education, sports and tourism, local history and physical culture and health work». It contains useful information about the results of research, as physical culture and sports occupy one of the primary places in a person's life.

Editorial board

BUSINESS TOURISM INDUSTRY: EVOLUTION AND PRINCIPLES OF ORGANIZATION

Justification of the relevance of the problem. The post-war socio-economic development of Ukraine is possible under the conditions of the expansion of the internal market and the increase in the competitiveness of the national economy, and its industries. One of the priority areas of such development is tourism, which today ranks second in the world economy. In many countries of the world, tourism is developing as a system that has all the opportunities to get acquainted with the history, culture, customs, spiritual and religious values of this country and its people and provides income to its treasury. The tourism industry directly covers most other sectors of the economy, including industry, agriculture, construction, transport, insurance, communication, trade, food, culture, art, and exports and stimulates their development.

Ukraine has already realized the importance of tourism development as one of the effective means of reviving the national economy thanks to the ability of this sector to provide significant foreign exchange earnings and create a large number of new jobs.

Business tourism is one of the leading and dynamically developed types of global tourism business. In the state programs of economic development of many countries, it occupies priority places.

In Ukraine, the traditions of business tourism are still not sufficiently developed, and its infrastructure is practically just emerging. However, it has developed into a separate independent sphere of the tourism industry and has become an integral condition for the successful business of modern companies and has a positive effect on the development of the economy.

Analysis of current research on this topic. Research by both foreign and domestic scientists is devoted to the issue of the development of business tourism. The works of such scientists as I. Dzyublenko, V. Abramov, Yu. Leontyeva, M. Tonkoshkur,

N. Tytova, O. Malinovska, O. Tretyakov, S. Nikitenko, O. Zima, N. Kuzmynchuk and others.

At the same time, ideas about the phenomenon of business tourism are very controversial. In particular, there is still no clear definition of this economic category and the main regularities of its development have not been identified.

Therefore, taking into account the intensive positive dynamics of the development of business tourism, there is a need for further scientific research.

Purpose: to study the historical aspects of the emergence and development of business tourism, to clarify the essence of the concept of «business tourism» and to consider the principles of the organization of its industry.

Results of the research.

1. Historical aspects of the formation of business tourism. Business tourism has a very deep history, which is closely related to the history of human development. The activity of people from the first days of their existence was determined by the need to move from one place to another. Historically, modern tourism was the result of the emergence and evolution of travel. Travel had a significant impact on the trade, culture, and art of ancient civilizations. In most cases, trade was the tool that contributed to the development of business tourism. The presence of water and land routes along which merchants went to foreign countries contributed to the first business trips. But, in those days, a merchant who sold his goods and spent a lot of time in other cities and countries did not even think about what to call his trip.

Scientists distinguish several stages of the development of tourism, which can be associated with the formation of business tourism. First, it is the pre-industrial period of the socio-economic development of society, which covers the times of antiquity, the Renaissance, and the modern era. The peculiarity of travels in this period was that they had a pronounced business and elitist character and that their purpose was the organization of trade exchange, the discovery of new lands, and the acquisition of new markets.

With the emergence of the division of labor, journeys for exchange and trade appeared, during which travelers discovered new places and expanded their knowledge of the surrounding world. The cognitive motive was initially of secondary importance, but over time it turned into an independent purpose of the trip. Undoubtedly, economic needs and human curiosity were the first motives for human travels, many of which are reflected in ancient journals that have come down to our time.

Information about trade relations among the peoples of the ancient East dates back to the third millennium BC when the first king of the Sumerian dynasty began trade relations with the North and the South. Babylonian carpets and dyed fabrics, ceramics, and weapons filled caravans to India, Armenia, Arabia, Persia, and Media. The caravans returned with gold, metal, and precious stones. That is, Babylonian merchants were the first business tourists of the ancient East (Dzyublenko, 2014). In ancient Phoenicia, sea trade developed mainly. Already from the middle of the 2nd millennium BC. Phoenician ships ruled the Mediterranean (Abramov, 2010). The Phoenicians made the first sea voyage between Gibraltar and the stone columns of Hergol. In 1100 BC, the Phoenicians built a trade center at the site of Cadiz (Safari Alyasker, 2012).

Among the ancient Persians, trade gained even greater scope. Thanks to the beginning of the use of money and the construction of roads, the possibility of free movement within the empire of goods and people, travel with various purposes becomes a characteristic feature of its inhabitants at this time. Business relations of the Persians, although approximated, already resembled modern ones – the oldest courier-post road in Persia was created. Roads connected Susa with Ecbatana, the capital of Media, and Babylon. The length of Persian roads was more than 2100 km. (Abramov, 2010).

The most important in the history of business tourism of the Ancient East is the appearance of the «Great Silk Road» opened in the II century BC which led from Sineu through Lanzhou to Dunhuang, there it bifurcated, its northern part went to the Ferghana Valley, and the southern part, crossing the Pamir Mountain range, led to India and the Middle East. Merchants usually spent 2-3 years on the journey. Traveling

on camels, merchants gathered in caravans. On the caravan routes, they encountered tents that were pitched for travelers to spend the night. More equipped were caravanserais, which, unlike tents, protected both from robbers and from sandstorms (Abramov, 2010).

The development of trade in the Middle Ages led to the appearance of trips to sell goods outside the place of their manufacture. During this period, travelers and travel organizers were most often merchants, who not only laid new routes but were also sources of knowledge about new countries and lands. An important place among the travelers of the early Middle Ages was occupied by the inhabitants of the Scandinavian and Jutland peninsulas, known as Vikings. Great fishing and trade contributed to the active development of seafaring among the Normans. The influence of the Vikings extended to the development of trade (Dzyublenko, 2014).

The Hanseatic League, which was finally formed in the 14th century, played an important role in the development of business relations in Europe. Taking advantage of Germany's advantageous position on trade routes, such cities as Mainz, Cologne, and Lübeck were able to actively develop due to trade. The Hanseatic League became a monopoly intermediary between the producing regions of Northern, Western, Eastern, and Central Europe. Merchants traveled all over the world.

In the middle of the XV century, the Hanseatic League included more than 100 large cities. Active activities of the Hanseatic League contributed to the spread of business trips, primarily to study the experience of conducting trade operations (Abramov, 2010).

In the East, in medieval times, people traveled on camels, which could withstand the heat of deserts and thirst. Merchants fixed goods on camels with special fastenings and successfully made their «business» trips.

In medieval Russia, due to its favorable geographical location, trade actively developed. Business tourism was quite developed. One of the famous ones was the trade route connecting the Black and Baltic Seas and the Volga Great Trade Route.

In the 16th – the first half of the 17th centuries, one of the main trade centers was Kyiv. Caravans from Poland, the Crimean Khanate, Turkey, Moldavia, Hungary, Greece,

and Eastern and Western European countries headed for the Moscow State passed through it. Zaporizhzhya Sich also conducted active trade with neighboring states and was a transit point in the trade of all Ukrainian lands and the Moscow State with the countries of the East (Abramov, 2010).

In the 15th century, during the Renaissance, when the economy began to develop rapidly, new crafts appeared, trade between countries expanded, and business tourism was formed as a phenomenon and received a strong impetus for development (Leont'yeva, 2012). At the same time, until the middle of the 19th century, business tourism was mainly commercial.

From the second half of the 19th century, the second era of tourism development began, when the first generalizations of tourist practice appeared (Kruchek, 2010).

German researchers propose to consider the entire 19th century as a period of elite tourism when it was very prestigious to make business trips. At that time, serious socio-economic changes took place, and it was also a time of not only industrial but also scientific and technical revolution (Dzyublenko, 2014).

The popularity of business tourism began to grow with the emergence of a more developed transport industry. The construction of railways, sea transport, the construction of hotels, the supply of energy to the population, and the birth of communication became stimulating factors for the development of business tourism. People began to communicate more, and travel more. Tourism has acquired a mass character. Foreigners from another continent did not cause more hostility among residents.

In 1851, Thomas Cook organized a business trip to London for the International Industrial Exhibition, which was attended by more than 165 thousand tourists, and in 1855 – the same trip to the World Exhibition in Paris, trips to Switzerland, France, Italy, and other European countries. These facts contributed to the official recognition of business tourism in the world. The English made up the largest part of foreign tourists in Europe. In the first half of the 20th century, Germans, Americans, and Japanese began to be interested in tourism (Dzyublenko, 2014).

So, in the pre-industrial period, travel and business trips were an integral part of the history of ancient civilizations. At first, such trips were commercial. The Egyptians, Persians, Phoenicians, Greeks, and Romans established trade relations with other people while traveling.

The first centuries of our era were favorable for travel: convenient roads were well-guarded, Roman money was accepted everywhere, Latin and Greek were understood in most countries, and borders were transparent. The era of the early Middle Ages was marked by difficult conditions for business travel. The feudal disunity of the territories, numerous dangers on the roads, robbers and pirates, the poor condition of the roads, and the imperfection of transport – all this restrained the development of travel. At the same time, the infrastructure of feudal states required constant connections, which were provided by travel. At that time, considerable attention was paid to the business trips of merchants. It was a period of large migrations of peoples, military campaigns, and conquests, which contributed to increasing the mobility of people.

Very often, the motives of travel were intertwined: trade was combined with cognitive motives, and religious motives stimulated conquest campaigns, which in turn also contributed to the discovery of new lands, peoples, and cultures. At the end of this period, the process of discovering inhabited continents was almost complete. During the second period, the largest rivers and lakes were already explored and mapped, the reliefs of the continents were determined, and their borders were outlined. In these processes, the great powers of that time, busy searching for new territories for trade, played a significant role. Tourism has turned into a significant social phenomenon. Elite tourism was replaced by mass tourism. Business trips continued to develop, stimulated by the development of large monopolies, the international nature of trade, and the search for new markets for capital investment. The labor market expanded – at the beginning of the 20th century. masses of Europeans actively traveled to the New World in search of work (Dzyublenko, 2014).

In the middle of the last century, with the advent of jet aviation, business tourism broke into the everyday life of people. It became very convenient to get to the right place by plane in a matter of hours, which contributed to the spread of business trips.

As an independent and highly profitable type of tourism, Business travel was talked about in Europe and the USA in the 1970s and 1980s, when a special terminology related to the field of business travel as a highly profitable segment of the industry began to be used in the global tourism business (Leont'yeva, 2012).

At the beginning of the XXI century, business tourism has firmly established itself in many countries, where the economic sector is dynamically developing, which ensures the inflow of foreign currency and the creation of jobs, the increase in demand for various sectors of the tourism industry, the development of the economic, scientific, educational, cultural and health sectors (Leont'yeva, 2012).

Business tourism began to play a major role in the political and economic life of countries and demanded attention at the international level, occupying 20% of the world tourism market, of which 73% are corporate trips (Nikitenko, 2006; Tytova, 2013).

Today, business tours are in demand all year round, because work does not stand still. A modern person has the right to find a business partner abroad. Such a trip provides her not only with entertainment in exotic countries but also with the discovery of new abilities and skills for business growth and prosperity. Conferences, exhibitions, and seminars develop human intellectual abilities. After a business trip, lots of ideas come to strengthen your business. Now every fourth traveler makes a trip due to business needs. And the entire huge sector of travel, with the most diverse business purposes, is called business tourism.

2. The essence of the concept of «business tourism».

In scientific literature, similar to the situation in the definition of the concept of «tourism», there is still no unambiguous definition of the concept of «business

tourism» – there are many opinions of different authors, independent experts, and various organizations.

In the specialized literature, much attention is paid to the definition of business tourism on the scale of the entire tourism industry. The benchmark for statistical calculations in tourism is a tourist (visitor), which has its definition and main characteristics.

A tourist is a visitor, i.e., a person who travels and stays in places outside of his usual environment for no more than 12 months for any purpose other than engaging in activities paid from sources in the visited place. This definition made it possible to more clearly outline the part of travelers who are the object of statistical research in tourism.

The World Tourism Organization (WTO) defines a tourist as a visitor. This concept is recommended to be used as a key concept in tourism statistics. It spreads, along with tourists, and excursionists, who have common features. The differences between them are not significant, therefore excursion trips are increasingly considered a special case of tourism and are reflected in tourist statistical directories.

Three main features allow you to combine tourists and excursionists into the category of visitors and at the same time distinguish them from other travelers:

- movement outside the usual environment;
- length of stay at the destination;
- the purpose of the trip.

Thus, a business visitor as a type of visitor has the same characteristics as a visitor in general. A business tourist can also be represented as a tourist (one-day visitor), for example, crew members of foreign air and sea vessels who are abroad for one day.

Three characteristics combine business tourists with other types of visitors (leisure, recreation, recreation, visiting relatives and friends, medical treatment, pilgrimage): departure from the usual environment, length of stay, and purpose of the trip. The difference between business tourism and other types, according to the recommendation of the WTO, is mainly the purpose of the trip (motivation).

All visitors have tourist motives and cannot earn money in their place of stay, however, their tourist motives are different. A business visitor is characterized by business and professional goals.

There are several widespread interpretations of the definition of «business tourism»:

- the need to perform official and professional tasks;
- temporary business trips and trips for official purposes, including trips to participate in conferences without receiving income at the place of business;
- trips of businessmen for business purposes;
- trips (business trips) of employees of companies (organizations) for business purposes, or organization of corporate events;
- trips related to the performance of professional duties (Andrenko, 2014; Skudlarski, Zaika & Gridin, 2017; Zayika & Kuskova, 2019).

At the same time, the definition of business tourism as the travel of people, most often businessmen and civil servants, with a business purpose: signing agreements, contracts, negotiations, consultations, exchange of experience, etc., is the most widely used.

Today, the field of business tourism includes the organization of various conferences, seminars, and symposia, as well as exhibitions, fairs, intensive tours, and some researchers and tourism carried out by small wholesalers for the purchase or sale of small batches of popular goods.

Some scientists emphasize the commercial nature of business tourism, sometimes even equating the concepts of «commercial activity» and «business tourism». At the same time, business tourism is perceived as commercial tourism, which means tourism, which is the opposite of social tourism in terms of the source of funding, where all activities are aimed at making a profit. A type of such tourism is a trip to purchase goods and their subsequent sale for profit (for example, a shopping tour).

There are publications where the authors separate the components of business tourism and give them a special role, giving the status of certain types of tourism.

In the book X. Montaner Montejano's «Structure of the tourist market», business tourism and scientific tourism are distinguished, and business tourism is understood as commercial activity, and by scientific – «the organization, holding of congresses, symposia, seminars, which resembles business tourism and usually takes place in cities known its scientific and cultural traditions» (Montaner Montekhano, 1997).

Other scientists are distinguished in separate fields of tourism: business tourism, scientific tourism, as well as festival tourism. At the same time, festival tourism refers to a wide range of tourist tours that are organized for visitors:

- national and especially international fairs and exhibitions;
- national and international festivals.

If we return to the origins of scientific literature in the field of tourism, in particular – to the literature on recreation of the last century, then the authors often refer to international experience, assigning a special place to congress tourism and exhibitions, meaning business tourism.

Most foreign scientific sources define business tourism through the abbreviation MICE. The first letters of the English acronym MICE indicate the structure of this type of tourism: Meetings – M (meetings), Incentives – I (incentives – from the English word incentive – stimulus), Conventions – C (conferences), Exhibitions – E (exhibitions).

The categories of business travel and MICE tourism have many common features, but in essence, they are somewhat different. To clarify their common and distinctive features, consider such concepts as travel and tourism.

A trip is considered to be the movement of people in time and direction in space, and the person who makes the trip is a traveler, regardless of the set goals or direction, as well as the means of transportation and time intervals.

A trip is the movement of people through a certain territory to get acquainted and expand their worldview. Also, the purposes of the trips can be educational, educational, or sports. So, the main feature of the concept of «travel» is the movement of people in space, regardless of the purpose of such a movement.

When studying the concept of «tourism», all definitions can be combined into three groups.

The first group includes definitions that reveal tourism as a type of recreation, that is, the impact of extended reproduction of physical, intellectual, and emotional forces on a person, as well as a system and form of spending leisure time through the use of tourist services in hikes or trips, which can combine both active recreation and strengthening human health to improve its general culture and education.

The Manila Declaration on World Tourism considers the concept of «tourism» as one of the forms of active recreation, which consists in making trips to study and get acquainted with certain areas, and new countries (Malynovs'ka & Tret'yakov, 2012). Such definitions are of a highly specialized nature and apply only to certain spheres of tourism or to certain of its constituent elements.

The second group defines tourism as one of the types of population migration and connects it with the process of movement, travel, and overcoming distances and acts as a mechanism of tourism statistics.

The third group characterizes tourism as a rather complex phenomenon of a socio-economic nature, reveals its inner essence, and is expressed in the unity of a variety of properties and relationships.

So, travel and tourism are similar concepts, while travel is a broader concept, and tourism has a specific purpose and is a special way of life in the places visited.

All this allows you to study the relationship and relationship of another pair of concepts: business travel and business tourism. Let's consider two definitions of the term «business travel», which are most often used. First, it is a trip, the purpose, and location of which are determined by the business, while all expenses are reimbursed by the company. Secondly, a trip for commercial purposes and a state task involves rest as a secondary motivation (Tytova, 2013).

The given definitions allow us to conclude that business travel purposes are a key factor in the concept of «business travel», and tourist purposes are considered secondary

and not at all mandatory. In other words, business travel is not directly compatible with tourism. It is no coincidence that the concept of «business tourism» does not exist abroad, but the concept of «MICE-tourism» is used.

To determine the differences between the concepts of business travel and MICE, we will analyze such criteria as:

- Specificity of the service – when conducting business travel, the agency is not responsible for its content. The agency's task is to provide travel support (issuing visas, booking hotel rooms, tickets, etc.). The MICE event is not only conducted by an intermediary (specialized agency) but also organized by him. A professional organizer forms the program independently.

- Orientation of the service – business travel, the event can conditionally be classified as a protocol event. MICE event is at the intersection of the protocol and internal PR of the company.

- Service attributes – business travel attributes include the ability to optimize travel expenses, comply with the rules for organizing business trips, and comply with the just-in-time principle. MICE attributes include all attributes of business travel, but also include creativity, mood creation, and individuality.

A business traveler, when making a business trip to one of the events listed above, in one way or another interacts with the MICE industry. At the same time, when tourist motivation arises, i.e., the need for rest, entertainment, cultural and educational purposes, a business traveler who came, for example, to an exhibition, acquires the status of a business tourist.

So, there are three types of interaction between the investigated categories of business travel and MICE tourism:

MICE + tourism = business tourism;

Business travel + tourism = business tourism;

Business travel + MICE = business trip.

In the first case, a business traveler makes a trip to events held by the MICE industry, with the secondary purpose of recreation and entertainment. In the second case, the business traveler makes a business trip (business trip) on behalf of the company, while he is allocated time for cultural, educational, and recreational purposes. In both cases, we can talk about business tourism.

The third relationship involves combining a business trip with a visit to MICE events related to the company's tasks. In this case, it is more appropriate to talk about a business trip (Henne, 2014).

MICE-tourism in practice covers a wide range of trips – it includes individual business trips of company employees for negotiations, participation in production meetings, presentations, and sales activities, as well as congress services – trips to congresses, conferences, and seminars.

MICE-tourism also includes trips to exhibitions, fairs, and exchanges, trips to team sports competitions, and tours and trips of official delegations. Also, one of the types of business tourism is incentive tourism (incentive) – a form of encouragement by companies to their employees the form of organizing a free tourist trip for them (Malynovs'ka & Tret'yakov, 2012).

Some foreign scholars consider business tourism through participants (business tourists). For example, American scientists L. H. Hoyle, D. C. Dorf, and T. J. Jones formulate the concept of «business tourism» through the components of business tourism participants. Yes, they highlight corporate participants and associations. Of course, they occupy a significant share of business tourism, but they cannot describe the entire activity of this sphere (Hoyle, Dorf & Jones, 1989).

Thus, after analyzing scientific publications in the field of business tourism, it can be said that opinions regarding the definition of business tourism and the selection of its main segments differ greatly. Many interpretations unilaterally reveal the essence of business tourism, for example, they put meaning into the motivation of the trip, emphasize the structure and individual segments of business tourism as congress tourism;

on categories and types of business tourists, on specific socio-economic relations between business tourists and producers of services in the field of business tourism.

All this makes it necessary to clarify the concept of «business tourism», and its role in the general structure of tourism, and to define clear criteria for distinguishing business tourism from other types of tourism.

Business tourism is a separate segment of the entire tourism industry and differs from other types and types mainly by the purpose of travelers. Since the trips of tourists for leisure, recreation and rest are the most common and occupy a significant share of the tourism industry, we will try to compare them with trips for business and professional purposes. In addition to the difference in motivation, in our opinion, attention should be paid to the time that a business visitor uses while making a business trip. After all, in contrast to recreation, leisure, and rest, a business tourist goes on a trip during his working hours, which are determined by his superiors, top management, or anyone else.

Therefore, business tourism is a set of relations and phenomena that arise during the movement and location during working hours of people, the main motivation of which is to visit and participate in various business meetings, congresses, conferences, exhibitions, fairs, and incentive events, in places, excellent from their usual place of residence and work.

Business tourism has other specific features, in addition to differences in the motivation and use of the time of business travelers, which allows it to be separated into a separate segment of tourism and distinguished from other tourism industries.

I. Business tourism is characterized by seasonality. Conducting business activities does not depend on the time of year, as is the case with travel for leisure, recreation, and leisure with a pronounced seasonal character, with peaks in certain periods of the year and declines in other months, where the main tourist seasons are summer (July-August) and winter (January-March). Where «off-season» (April-June, September) and «dead season» (October-December) are also distinguished. There is no such thing as a «dead season» in business tourism.

II. The mass of the trip. When organizing a business trip, the organizers can serve up to several thousand people, which is completely unacceptable for other types of tourism. This applies in particular to associations that can gather regional representatives. To a greater extent, this applies to MICE events.

III. Business trips are more predictable. A business tourist can start planning a trip several years in advance, which is not characteristic of other tourists.

IV. Business trips require a specific infrastructure, in addition to the use of generally accepted hotels. In foreign literature, all means of hosting and holding meetings are called «venues», which in translation means «means of holding and hosting events». These can be business hotels, purpose-built and multifunctional buildings, academic centers, exhibition centers, and congress halls, i.e., specialized means of holding and accommodating events. You can also use «unusual venues», i.e., «unusual means of conducting and hosting events», such as expensive yachts, old castles, sports stadiums, museums, galleries, and concert halls.

V. Business activities do not depend so much on natural and climatic components. This primarily distinguishes business tourism from recreation and «classical tourism», primarily bathing and beach tourism.

VI. The organization and conduct of a business trip involve a larger organizational team of people, compared to other types of tourism, especially during the preparation of MICE events. Thus, travel agencies and direct suppliers of tourist products carry out the organization and conduct of trips for recreational purposes, and other persons participate in the organization of a business trip: meeting managers, professional organizers, and line managers.

3. Principles of organization of the business tourism industry.

In the developed countries of the world, income from business tourism can be compared with income from the oil business. The degree of development of the business tourism industry, on the one hand, is directly related to the socio-economic development

of countries and regions, and on the other hand, it creates a favorable investment climate that contributes to the development of the economy.

Until the second half of the 20th century, business tourism as such was not yet distinguished in the structure of international tourism. The entire second half of the 20th century. was characterized by an increase in the processes of internationalization of production, services, capital, technology transfer, and liberalization of the international credit and financial sphere, increasing the role of international economic organizations. This is the time of the beginning of the transition from an industrial society to a post-industrial one. There is a sectoral shift from industry to the sphere of services and information, which generates a transformation of the socio-professional structure of society, and a shift in social demand from material to conditionally intangible goods. Group forms of private ownership are widespread in this society, and small and medium-sized firms play an important role. The form of labor organization is changing. All these processes that took place in the world economy and society in the second half of the 20th century could not fail to affect such an important segment of the service sector as international tourism (Kalinichenko & Zayika, 2022).

Business travel has become an important segment of the international tourism industry and has been developing particularly rapidly since the 1980s. in the wake of globalization and the associated intensification of business, scientific and cultural exchanges, as well as changes in the social composition of the population due to an increase in the share of the middle class. This is the time of transition from the market of producers to the market of consumers. The beginning of market orientation of enterprises – activation of the importance of marketing. The time when the motivation of tourist demand is complicated: along with the recreational, the investment aspect of tourism is gaining increasing importance.

This is the time when the tendency to specialize and diversification of services and maintenance in the tourism industry is intensifying. Diversification is expressed both

in the expansion of the range of services within the company's specialization and in the penetration of travel firms into other branches of the service sector. And within the hotel industry, the specialization and conceptualization of individual enterprises in one or another segment of the tourist market is increasing.

Thus, the processes of specialization, conceptualization, and diversification of tourist services, and the dominance of differential tourism in the 1980s contributed to the intensive development of such a segment of the tourist market as business travel. Business tourism has become an integral part of the modern production process.

Business tourism services are beginning to be provided and consumed primarily on the territory of highly developed countries of the world. According to the terminology of I. Schumpeter, considered the main innovations to be new products, new resources, new technologies, as well as the organization of production, this type of service in the 1980s became an innovation of the tourism industry. Distinctive features of business tourism from classical tourism are:

- large expenses both on the part of the business tourist and on the part of the supplier, therefore the countries where it develops must have the specialized infrastructure – specialized means of accommodation and holding events;

- the difference between the composition of specialists in business tourism and classical tourism;

- specificity in the technology of product creation, that is, the algorithm of interaction and information flows between different groups of participants (classic tourists/business tourists) and professionals in classic tourism (business tourism).

- business tourists on average spend more than ordinary vacationers. The structure of their expenses is dominated by expenses for air tickets. Business tourists are ready to buy the most expensive hotels, and first and business-class tickets, especially if the executive staff is traveling.

Consider the structure of business tourism. Similar to the situation with the definition of the category «business tourism», there is no generally accepted structure of business

tourism in the scientific literature. Therefore, we consider it expedient to use the following components:

- political component – visits, congresses;
- scientific component – forums, conferences, congresses, symposia, seminars;
- commercial component – exhibitions, fairs;
- professional component – business trips for professional purposes, incentive tours, trips of sports teams to competitions, trips on tour;
- social component – meetings, gatherings (Fig. 1).

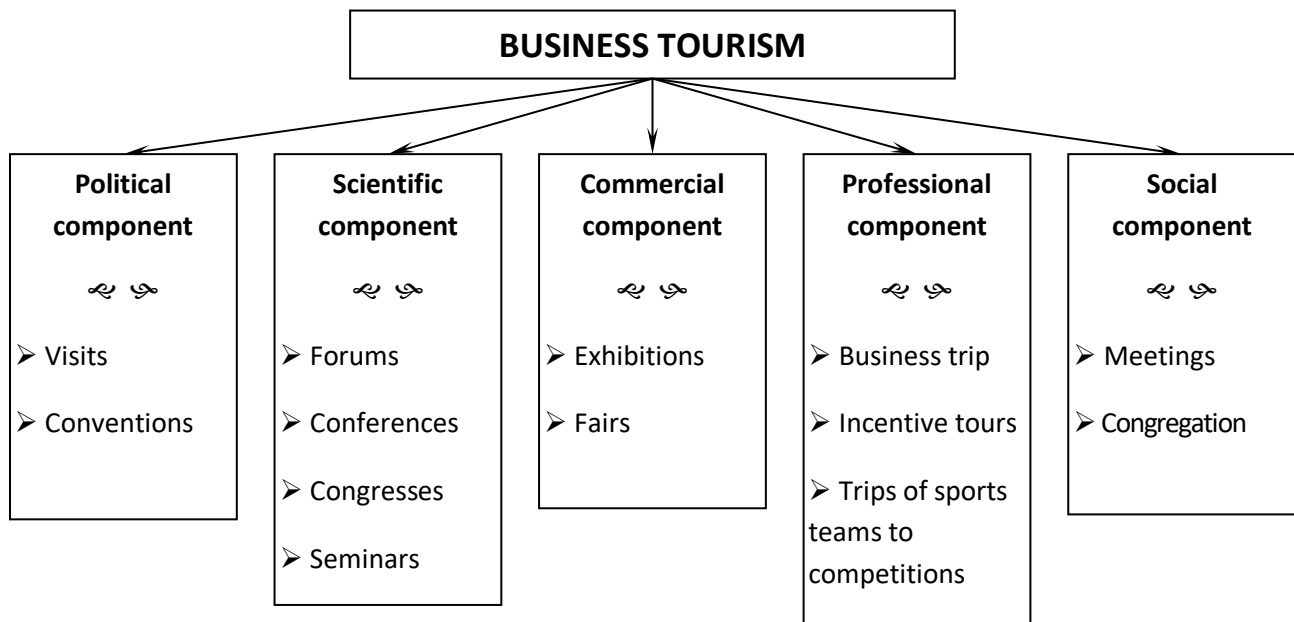


Fig. 1. The component composition of business tourism (Tytova, 2013)

By the nature of reception, visits are divided into state, official, working, unofficial, and transit visits. Sometimes the visits of delegations and statesmen by invitation to jubilee holidays are singled out. Visitors are accommodated in accommodation facilities, but in most cases, these are not hotel facilities. During unofficial, working, and individual official visits, delegations can be accommodated in hotels where hotel conference rooms are used for events. Visits are a means of implementing many other forms of diplomatic activity, such as international congresses, conferences, forums, and congresses.

A congress is a meeting of representatives of any organizations or public groups of the population that have a common goal, for example, a meeting of delegates of political parties for policy formation and election to governing bodies.

A congress is a convention, meeting, or meeting, usually of an international nature; a formal meeting of delegates who usually belong to a certain field of human activity or are involved in a certain field to discuss various issues.

A symposium is a meeting, a conference on a special scientific issue; an international meeting on any scientific issue; an event accompanied by a conversation in a relaxed atmosphere or a formal meeting where experts make short presentations on a certain topic or several related topics or a scientific meeting, often international.

A forum is a mass representative meeting, a congress.

A conference is a meeting of representatives of any states, organizations, groups, states, as well as individuals, and scientists to discuss certain issues, that is, a formal exchange of views is meant at meetings to discuss issues common to all participants (Tytova, 2013).

International conferences (congresses) are also a traditional form of diplomacy and are meetings or meetings of delegations of different countries, which are convened to study and solve problems. The terms international congress and international conference are considered identical, although they were previously used as different or synonymous.

International conferences are classified according to various features, depending on the purpose, tasks of the meeting, the field of activity of the participants, their rank, the form of organization and holding, etc.:

- by content:
 - political;
 - technical;
- by purpose:
 - advisory;

- legislative;
- informative;
- by the form of organization and implementation:
 - bilateral or multilateral;
 - special or ordinary;
- by the rank of participants:
 - of the highest level;
 - high level;
 - medium level;
- by field of activity of the participants:
 - general (general);
 - closed;
- for the operational purpose of conducting:
 - diplomatic or authorized;
 - preliminary or expert (Mal's'ka, 2010).

The seminar is like group practical classes under the guidance of a teacher in institutions of higher education. Also, a seminar is a group class, a circle for specific special training, for example, to improve qualifications, or is a type of training class, discussion by participants under the supervision of a curator of messages and reports prepared by them or a lecture, accompanied by the expression of the participants' own opinions.

The following types of seminars are practiced in modern science:

- question and answer seminar;
- a seminar – an extended conversation, which involves thorough training of the participants on the issues under consideration;
- a seminar involving oral answers followed by their discussion;
- seminar discussion based on the principle of a round table;
- a seminar involving discussion and evaluation of prepared abstracts;

- seminar – conference;
- seminar – problem-solving;
- seminar – training at the factory;
- seminar – press conference;
- seminar – «brain attack»;
- special seminars – scientific seminars by specialty (Mal's'ka, 2010).

A meeting is a joint presence somewhere of persons united by something, a meeting of members of any organization.

A meeting is a meeting arranged to get to know someone or have a conversation with someone.

An exhibition is a display, the main purpose of which is to provide potential customers with complete information by demonstrating the means available to society to meet the needs of one or more areas of its activity or its prospects.

A fair is an economic exhibition of samples, which, according to the customs of the country in which it is located, is a significant market for goods or services, operating at fixed times for a limited time in the same place, and at which exhibitors are allowed to present samples of its products for the conclusion of trade agreements on a national or international scale.

Exhibition and fair events are classified according to the following characteristics:

- to conduct:
 - trading rooms;
 - informative;
- by frequency:
 - periodic;
 - annual;
 - seasonal;
- by the nature of the offer of exhibits:
 - universal;

- multi-branch;
- sectoral;
- specialized;
- by the composition of participants:
 - regional;
 - interregional;
 - national;
 - international (Tytova, 2013).

Some scientists transform this structure, for example, combine congresses, conferences, and exhibitions, meaning by meetings private trips of tourists on personal issues. And others – calculate trips to a business event by the number of participants (business tourists), or focus on the number of groups, for example, who come to congresses. At the same time, there are no clear definitions of each segment of business tourism in either foreign or domestic literature. Sometimes statistical information is very contradictory because authors and organizations mean completely different objects of business tourism.

In this work, we will be based on the structure proposed by foreign specialists, that is, the structure based on the English abbreviation «MICE», since most of the statistical material in foreign literature is tied to this structure. The MICE sphere combines four main segments: meetings, incentives, congresses and conferences, and exhibitions. Classic business trips for company affairs or business trips can be called a separate sector of business tourism, next to «MICE». Consider business tourism as a combination of two main types, where MICE includes four subtypes (Fig. 2).

Between classic business trips and business events in the MICE sphere, there are both essential differences and disagreements on formal grounds.

Classic targeted trips according to their target settings are mostly business trips with specific official goals – the implementation of the company’s business functions or trips to conclude new contracts in the business sphere.

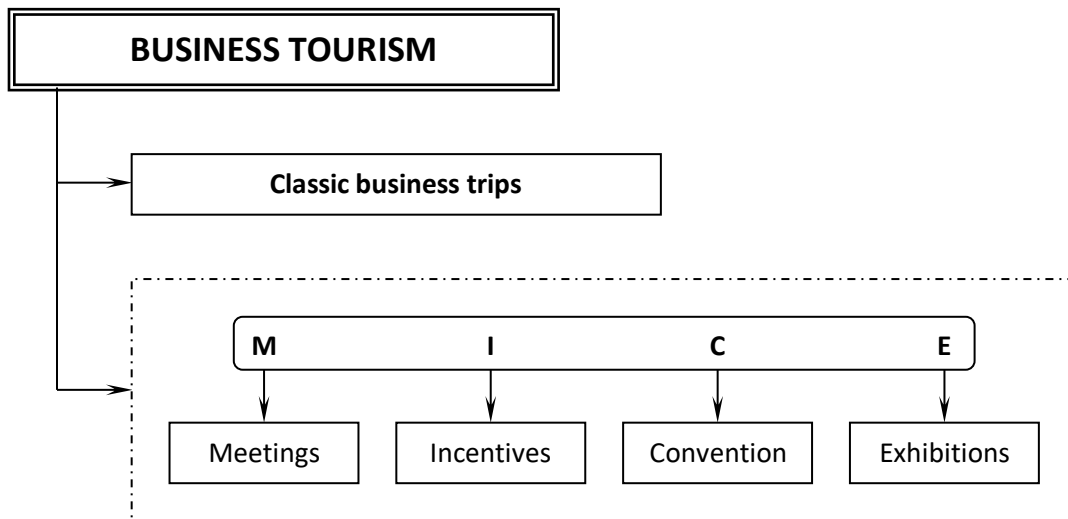


Fig. 2. Species structure of business tourism (Andrenko, 2014)

MICE events are, as a rule, directly serving the business activities of companies – i.e. exchange of experience, presentation of goods and services, preparation of future contracts, etc., i.e. work for the future or implementation of auxiliary functions (employee encouragement, etc.).

Target differences are also reflected in the difference in the organization of business trips in these two main directions:

- in the organization of classic business trips, as a rule, the concept of the trip is much simpler than the concept of MICE trips;
- specific organizing companies participate in the creation of the concept of trips in the field of MICE;
- the number of participants in MICE trips is usually greater than the number of participants in classic business trips.

In general, the structure of business tourism is multifaceted: business trips take different forms, combine (one trip can pursue several goals), and combine with generally accepted forms of classical tourism (with recreation). Sometimes it is very difficult to separate one segment of business tourism from another. The main characteristics of types and subtypes of business tourism are given in the Table 1.

Table 1. Characteristics of types of business tourism

Types and subtypes of business tourism	The purpose of the trip	Business travel market professionals	Infrastructure
I. Classic business trips for the company, business trips (individual)	Discussion and resolution of the company's commercial issues Transport international flights	Meeting managers Travel agencies Tour operators	Hotels Business hotels
II. MICE - Trips to congresses, conferences, conventions, summits, congresses, symposia, meetings, seminars, forums, festivals, workshops, etc.	Meetings with colleagues to discuss a wide range of issues (marketing, sales, the introduction of new types of services, personnel issues, etc.)	Managers of meetings or organizing committee Professional organizers Direct managers Convention Bureau Travel agencies Tour operators	Hotels Business hotels Apartment Purpose-built and multifunctional buildings Academic centers Conference halls Institutions of higher education yachts Ancient castles Stadiums Museums Galleries
- Trips to exhibitions and trade fairs	Presentation of goods and services to visitors to establish further contacts and sales	Meeting managers Travel agencies Tour operators Professional organizers Direct managers Convention Bureau	Hotels Business hotels Apartment Conference halls Expo centers
- Trips to incentive events	Promotion Incentive Increase in sales	Meeting managers Travel agencies Tour operators Professional organizers Direct managers	Hotels Yachts Ancient castles

The table shows the differences between the types and subtypes of business tourism according to several parameters: the purpose of the trip, the participation of professionals, and the infrastructure used. At the same time, corporations or their representatives can participate in all four main directions. However, there are usually differences in the implementation of corporate business trips depending on the purpose of the trips. So, in classic business tourism, small groups of one or another link usually represent a corporation. Large groups often attend conferences. When it comes to trips

to exhibitions and fairs. Incentive measures are characterized by a different quantitative composition, from a few people to full staff.

The main trends in the creation of business trips for various areas of business tourism are as follows:

I. Classic business trips for company affairs or business trips differ from other destinations in the smallest number of travelers, that is, they are not group trips. Business tourists of this group can be representatives of both small companies and large corporations or private entrepreneurs. Fewer professionals are involved in the organization and conduct of this type of event, and these trips are distinguished by a smaller variety of infrastructure. When carrying out such trips, the business tourist is guided by the fact that he solves private commercial issues of the company, which do not require the presence of a large group of travelers. It can be legal and financial issues, consultation meetings, or the conclusion of new agreements. Participants of creative forums in the field of science or art, and crew members of international flights are specific types of individual trips or very small groups.

II. Trips to congresses, conferences, summits, congresses, and symposia differ primarily in the categories of business tourists, which also have their specific features. This category of business tourists uses such infrastructure, which is practically not in demand by other types of business tourists, except participants of incentive events.

Consider the types of business tourists at congresses, conferences, summits, congresses, and symposiums.

- Corporate participants (large, medium, or small companies whose main motives for meetings are commercial). Their main difference from individual departures is organized group departures. These can be meetings on marketing and sales issues, the introduction of new products or services, personnel issues, training of managers, etc. This is the largest sector of business trips to congresses, conferences, summits, congresses, and symposia in terms of capacity and number of events (73-75%).

- Associations and their members. There is a classification of the so-called «hard» and «soft» forms of interfirm integration. The «hard» can include concern, a trust; to «soft» – is association. «Soft» forms of company integration are especially popular for international associations in various fields. They are created by commercial organizations that are part of a certain industry to coordinate their business activities, present and protect joint property interests, lobbying for joint interests in the government and legislative bodies, exchange information, and are registered by the laws of the country.

So, an association is a voluntary association of legal entities or individuals to achieve a common economic, scientific, cultural, or any other, usually non-commercial goal. Events are held by professional associations (associations) to resolve internal issues.

Associations are divided into two groups:

- professional – associations on a professional basis (government organizations, political parties, trade associations, industrial groups);
- voluntary – associations based on interests outside the profession (religious groups, youth organizations, groups with various interests, creative unions).

Events organized by associations are divided into three categories:

- scientific and creative;
- trade and economics;
- congresses of members of organizations that unite people by interests.

According to the level of association, they are divided into:

- local;
- regional;
- national;
- international.

This sector accounts for about 14-15% of the number of events and is characterized by a large number of participants. So, in the corporate sector, the number of participants can vary from 20 to 250, then here it can reach up to 2 thousand people or more.

To hold its event, the association creates an organizing committee that determines the main parameters of the event: time and place of its holding, budget, and concludes a contract with suppliers or organizers of meetings. Similar work is performed by specialized departments in corporations. Organizing committees of associations and specialized departments of corporations are, in fact, their representatives. In scientific literature, they are called managers or planners of meetings. A distinctive feature of association participants from corporate participants is the ability to choose whether to participate in the event or not. In addition, members of associations pay their expenses at their place of stay, unlike corporate members.

The organization of non-corporate business trips generally has several features:

- non-corporate events are usually held for a large number of participants (around 200-250 delegates in total). About 8% of all business meetings are designed for an audience of 2,000 or more delegates;

- the main part of non-corporate business meetings is of a regular nature and is held at certain intervals (annually, every two or three years, etc.);

- these meetings are held in the spring and autumn – in those periods when there is a decline in tourist activity in other sectors of the travel market. Thus, the development of non-corporate business tourism contributes to the smoothing of seasonal fluctuations in tourist activity as a whole;

- non-corporate business trips have a pronounced specialization. The main part of them falls on medical topics (28%), as well as on the field of technology and industry;

- meeting locations alternate and a new location is selected on a competitive basis. The initiative to hold and organize non-corporate events comes from a local member of the association;

- the decision to hold the event is made at least 2-3 years before the start of the event.

The organization of corporate business trips also has a number of its features:

- corporate meetings are smaller in some participants than association meetings. Most of them (64%) have from 20 to 250 people, and 11% – have more than 1,000 people;

- many meetings are one-offs;
- corporate meetings require less time to prepare (less than a year);
- corporations try to use the services of professional companies to organize business meetings.

Government structures and their participants (national or local government structures, educational organizations, health care authorities, international flight crews). This sector accounts for about 12% of the number of events. Sometimes this sector is identified with associations.

Business meetings of all the above-mentioned participants (associations, corporations, and government structures) can take different forms, depending on the scale of the event. In the domestic and foreign literature, there are disagreements regarding the definition of the forms of business activities. Even regarding the definition of the term «conference» there are disagreements. Several definitions of this definition are widely used:

- a meeting of any type, the purpose of which is the exchange of opinions;
- a business meeting outside the office lasting at least 6 hours with the participation of at least 15 people;
- meetings of representatives of various organizations (specialists, scientists) to discuss any issues or problems. It can be the local, branch, inter-branch regional, national, or international.

In the last definition, there is no reference to the number of participants.

The term «congress» also has several interpretations in the scientific literature, the most common of which is its characterization as a meeting of persons belonging to a certain sphere of human activity to discuss a wide range of issues. They are usually international. In American scientific sources, the term «congress» to characterize large-scale events is replaced by the definition «convention», and in European sources, it is identified only with meetings at the international level.

The summit is the same conference, but with the participation of high-ranking officials, up to the state level. This type of meeting represents the government sector.

A congress is a meeting of people who have common goals, in particular, gatherings of delegations from parties, for policy formation and elections to governing bodies (professional associations).

Symposium – meetings accompanied by conversations in a relaxed atmosphere, where messages on certain topics can be presented. As a rule, this applies to associations and the corporate sector.

So, the largest percentage of meetings is in the corporate sector, the largest number of participants is noted in associations, the maximum average duration of a meeting is in association members, and the average maximum expenditure per person per day is in the corporate sector.

II. Trips to exhibitions and trade fairs. Returning to the problem of the lack of a clear division of sub-sectors of business tourism trips to visit and participate in exhibitions and trade fairs can be timed to visit and speak at congresses, seminars, and conferences on a wide variety of topics.

There are two categories of participants in this sector:

- exhibitors who come to advertise and sell their products;
- visitors who come to familiarize themselves with the latest achievements in various fields of economy, science, and art and to conclude agreements and contracts.

These participants are representatives of corporations.

A distinctive feature of business tourists who go to exhibitions and fairs is the use and visit of exhibition center areas. Also, the maximum number of professionals is involved in the organization of such events, as well as in the organization of trips to conferences and congresses.

These events are held to present products and services to inform guests and drive sales. In this sense, these activities are a form of advertising, where the product can be studied visually, and in some cases, it is possible to try it out. As advertising, exhibitions

play a significant role in marketing, stimulating trade both within the country and abroad. As a business tourism sector, the organization and holding of exhibitions and trade fairs generate funds for the local economy from both domestic business tourists and foreign visitors.

By nature and economic essence, the following are distinguished:

- exhibitions (exhibition, exposition, Ausstellung) – wholesale market events, regularly organized, with a limited duration, where exhibitors present services and goods of one or more industries based on the demonstration of exhibition samples;
- fairs (trade fair, Messe) – regularly organized wholesale and retail market events with a limited duration, where a significant number of exhibitors sell characteristic services and goods of one or more industries.

There are many classifications of exhibitions and fairs according to various criteria and characteristics:

- according to the criterion of the level of participants (exhibitors):
 - international;
 - national;
 - interregional;
 - local.

The main sign of the international status of the exhibition is the participation of at least 10% of exhibitors and at least 5 % of visitors and specialists from different countries. National exhibitions are held within the country and abroad to promote the country's products to domestic and foreign markets and are characterized by the exponents belonging to the same country. Interregional exhibitions are characterized by the composition of exhibitors from different regions, and regional exhibitions are characterized by the affiliation of participants to one region (Vdovichen & Vdovichena, 2018; Bessarab, 2015).

- by the subject of exposition:
 - universal;

- thematic;
- sectoral;
- interdisciplinary.
- by frequency:
 - periodic (with a frequency of 1, 2, 3, 5 year);
 - seasonal;
 - disposable.
- by the method of implementation:
 - permanent venue;
 - variable venue (mobile exhibitions).
- for:
 - implementation of wholesale and retail sales;
 - providing information about achievements;
 - communication.
- by affiliation of visitors:
 - for specialists;
 - for specialists and visitors (mixed);
 - oriented towards the mass consumer.

Participants of conferences and fairs are active consumers of a wide range of services – both directly related to the event and those that go beyond it. The profitability of the exhibition enterprise is ensured not only by income from the sale of exhibition space: significant income is brought by service services for participants and visitors (tourist services, entrance tickets, club events and presentations, public catering, etc.). Most often, such additional services provide more than 50% of the total amount of income from this type of business tourism (Bohatyr'ova et al., 2020).

III. Incentive measures. The emergence of incentive tourism can be attributed to the 1960s of the last century, and its heyday was in the 1970s and 1980s, when European capitals, which especially felt the influx of this category of tourists, mainly from

the USA, even specially built 5- star hotels. This type of business trip has its characteristics. Corporate companies participate in such events in two directions:

- to support the company's external image: 50 % of companies hold them for the presentation of a new product, 35 % – to increase sales of their products, that is, they invite their dealers and partners;

- to strengthen the internal corporate climate, i.e., to encourage their employees (15% of companies).

Incentive tours have different forms:

- meetings and conferences «without ties»;
- presentations and promotions of their products;
- vacation trips;
- encouragement;
- employee training;
- training.

Employees, dealers, and partners of the company take part in these events. To study and estimate the size of this important sector, it is quite difficult to collect any statistical data for several reasons:

- when traveling abroad, tourists do not indicate the exact purpose of their trip, they can be classified as both classic tourists and business tourists;

- it is very difficult to determine which part of meetings and conferences with incentive elements falls into the category of incentive travel;

- it is very difficult to distinguish the categories of business tourists on these trips. Mostly, these are corporate participants, whose departures are carried out in the form of incentive tours for distinguished employees, and rest timed to some external event with commercial purposes.

The average duration of an incentive tour is 6-7 days. Incentive groups are dominated by management personnel (31%) and sales managers (26%), partners account for about 29%, and distributors – 14% (Zyma & Kuz'mynchuk, 2012).

The incentive tour is closest in content to such types of the tourism industry as recreation, rest, and leisure, as it intensively uses recreational resources, unlike other types of business tourism.

In the modern structure of international business tourism, classical business trips for company affairs prevail. They account for 70% of the total number of business trips. The share of trips to congresses and conferences is more than 15%, and to exhibitions and fairs – more than 11%. Approximately 3-4% are occupied by incentive tours (Dilovyy turyzm: osnovni problemy rozvytku ta shlyakhy vyrishennya, 2019).

An important and specific component of business tourism is the relationship between business tourists and business tourism professionals, that is, the algorithm for creating a business tourism product. This significantly distinguishes business tourism from classical tourism. In general, the interaction scheme includes the following participants:

- suppliers – means of accommodation, transport, means of holding events, the field of entertainment;
- typical intermediaries – agencies, tour operators;
- tourists – different categories of business tourists;
- small intermediaries – technical support, printing, etc.;
- line managers;
- organizer.

The central figure is the organizer, as it forms a package (product), consisting of the services of suppliers and intermediaries, and offers it to the business tourist (client) (Bohatyr'ova et al., 2020).

All participants of the scheme closely interact with the help of various technologies and exchange information flows.

Convention bureaus (CVBs) play a special role at the regional level.

A so-called convention bureau should function on the territory of the business tourist's stay, which has complete information about the business infrastructure and the hospitality industry, companies specializing in serving business tourists, and all

the events taking place in the given place. That is, the range of their activities is very wide: consulting, training, promotion and advertising, marketing, exhibition activities, as well as investment attraction.

So, four groups of participants are unique only to business tourism:

- meeting planners – employees of companies and associations who plan and solve organizational issues of holding events, that is, people who make or help make the most important decisions related to meeting planning, defining its goals and content, negotiations, financial control, and unforeseen expenses.

Meeting managers or planners can take three main forms:

- internal departments of any corporation;
- independent meeting planning companies;
- travel companies that take on the responsibilities of meeting planning.

In some foreign countries, it is customary to engage independent managers or meeting planners (private companies) to plan their meetings. Well-known companies have concluded that they should do what they do best and find everything else outside the company. Many are abandoning entire in-house departments for planning business meetings. As a result, a growing number of independent professionals are self-employed as they lose their corporate jobs;

- professional congress organizers – companies specializing in the organization of various meetings (congresses, exhibitions, conferences), conduct the so-called ready-made «conference package»;

- destination management – employees of companies that provide reception and service of delegations and groups directly at the venue of the event conceived and planned by the coordinator of the association or corporation. They are also called professional meeting planners;

- MICE intermediaries are so-called contractors. For example, advertising agencies that carry out marketing or produce souvenir products can also act as builders of stands at exhibitions.

Various innovations are actively used for close and high-quality interaction in the field of business tourism between its various participants. Information technologies can be called the most important. The business tourism industry is closely related to the communication business worldwide. Every year in the world, the business tourism industry spends a lot of money on the use of various forms of communication business. One of the priorities of the activity is the search for systems and developments that allow you to work more productively, effectively, and at a higher speed. That is why achievements in the field of information technologies are increasingly being used in business tourism around the world. These include the mass use of the Internet, and e-mail, as well as various forms of communication, sale, and purchase of goods and services of business tourism with the help of communication technologies. A large role of the Internet in the field of business tourism is assigned to advertising and marketing tools for attracting attention to destinations, for example, advertising activities of convention bureaus of various countries.

The use of information technologies is not the same in different sectors of business tourism. In the incentive travel sector, information technology development is used by professional organizers, destination managers, and meeting providers in the form of websites and e-mail. They see websites as useful tools for displaying information about themselves and for obtaining objective information, the so-called feedback, which can be used by business travelers (meeting planners) to send feedback on the quality of the organized event.

In the exhibition sector, professional organizers also actively use information technology. Specialized exhibition organizers open special websites dedicated to any event, indicating the venue, and program, and providing additional information on leisure and entertainment. Clients receive information by e-mail from the organizers and go to the websites of the organizers. The organizers of the exhibition can demonstrate through the Internet the design of the hall, show the plan of the exhibition, and sell booth spaces. They can also arrange sponsorship deals and sell advertising news through

the network. Business tourists can register online. Especially for this, software developers have created some registration systems based on the use of the Internet. Most software packages allow event organizers to create an electronic registration form, administer participation fees, monitor ongoing registration, and more. In addition to information about the planned event, some websites offer powerful search engines with a large list of events and participants, allowing interested parties to conduct their search and register online. Among the most useful tools used on websites may also be event diaries, which allow visitors to make appointments with exhibitors and discuss issues of interest.

In the exhibition sector, the use of websites to provide information about themselves to business tourists is significantly higher than in the incentive travel sector, as advertising of exhibition events on the websites is the main source of information. Registration and feedback with business tourists are equally important.

The application of information technologies in the exhibition sector also consists of the use of the Internet to sell exhibition products online in parallel to reality shows. This is the so-called Cyber-conference, i.e., a digital supermarket through which the participants of the exhibition sell their services and goods online at any time of the day all year round. Cyber-conference offers a wide range of products and services.

One of the widely used developments is videoconference. The potential advantages of such a system for initiators of meetings include the possibility of attracting a wider range of participants, compared to the traditional way of holding meetings, as well as reducing costs for transportation, accommodation, and food for participants. Video conferencing, which first appeared in the 1960s of the last century, could not become widespread, mainly due to the high cost and limitations imposed by the technology of that time. The equipment that was needed to support two-way discussions on the screen is now available not only to heads of state and to heads of large corporations. Having assessed the potential of video conferencing, and increasing the offered services, hotels have installed the necessary equipment on their premises.

For the field of business tourism, virtual communication is a good addition to the movement of business tourists in real geographical space. With the advent of this type of communication, suppliers and organizers of business trips feared that business travelers would no longer move in real geographical space, although people still value face-to-face communication in conducting business. After the introduction of quarantine, people became even more motivated to attend trade fairs, and conferences to exchange ideas and personal business contacts to solve various issues.

Conclusions. Business tourism in the modern interpretation among scientists is only becoming more widespread, but at the same time, it has a deep history that is closely related to the history of human development. The study of the evolution of business tourism based on the study of foreign and domestic scientific publications showed that there are many approaches to defining this concept, but none of them fully reveal its essence. So, the concept of «business tourism» was clarified and defined as a set of relations and phenomena that arise during the movement and location of people during working hours, the main motivation of which is participation in various business meetings, congresses, conferences, exhibitions, fairs and incentive events, in places different from their usual residence and work. In this definition, emphasis is placed on two important properties of business tourism: its connection with the category of the working day, as opposed to recreation – the activity of people in their free time, and the special, business motivation of tourists, which distinguishes them from classic tourists who travel for recreation, entertainment or cultural and educational purposes.

Business tourism has other specific features, in addition to the difference in motivation and use of working time, which makes it possible to distinguish it in a separate segment of the tourist market: all-season, mass trips, high predictability, availability of specific infrastructure, weak dependence on the natural and climatic factor, involvement in training and carrying out a business trip of a much wider contingent of specialized personnel.

During the research, it was established that business tourism has a complex internal structure and is divided into classic business trips and the MICE field. In the structure of business tourism, classic business trips and business events in the field of MICE differ both in essence and in formal features.

Classic business trips mainly work abroad, i.e., business trips with specific official goals – the implementation of business functions by companies and firms or trips to conclude new contracts. Business tourism in the modern interpretation among scientists is only becoming more widespread, but at the same time, it has a deep history that is closely related to the history of human development. The study of the evolution of business tourism based on the study of foreign and domestic scientific publications showed that there are many approaches to defining this concept, but none of them fully reveal its essence. So, the concept of «business tourism» was clarified and defined as a set of relations and phenomena that arise during the movement and location of people during working hours, the main motivation of which is participation in various business meetings, congresses, conferences, exhibitions, fairs and incentive events, in places different from their usual residence and work. In this definition, emphasis is placed on two important properties of business tourism: its connection with the category of the working day, as opposed to recreation – the activity of people in their free time, and the special, business motivation of tourists, which distinguishes them from classic tourists who travel for recreation, entertainment or cultural and educational purposes.

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MICE events are the maintenance of business activities of companies, i.e., exchange of experience, presentation of goods and services, preparation of future contracts, etc., in other words, work for the future.

Target differences are revealed in the following specifics of the organization of classic business trips and MICE trips:

- the concept of classic business trips is generally simpler than the concept of MICE trips;
- special organizing companies participate in the development of the concept of MICE trips;
- the number of participants in MICE trips is usually larger than in classic business trips.

At the same time, three subtypes of business trips are distinguished in the field of MICE:

- trips to congresses, conferences, summits, and symposiums;
- trips to exhibitions, and trade fairs;
- participation in incentive events.

Business tourism is characterized by organizational and technological connections between its participants, that is, a special algorithm for creating a tourist product. At the same time, modern information technologies and communication systems are actively used.

The organizational and technological model implemented in business tourism allows us to consider it as an innovation in the field of tourism. Business tourism participants can be divided into the following groups:

- tourists;
- providers of tourist services – accommodation facilities, transport companies, facilities where business events are held, entertainment facilities;
- intermediaries – travel agencies, tour operators;
- organizers of business events;
- small intermediaries of business tourism – technical support;
- managers of the tourist direction.

At the same time, the organizer is the central figure, since he forms a tourist product – a package consisting of the services of suppliers and intermediaries, and offers it to the client – a business tourist. This significantly distinguishes business tourism from classical tourism. All participants closely interact with each other using various technologies and exchange streams of information.

So, business tourism is complex and multifaceted. This is one of the most profitable types of tourism. The creation of its proper infrastructure will contribute to the sustainable development of individual settlements of our country and the state as a whole.

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