

Reformers adopt new models for present-day economic and political conditions, but, inevitably, public managers face friction and conflict when organization principles and values are put into practice.

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## **BUSINESS TOURISM**

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Business tourism is an important and rather complex branch of the tourism business. This is a type of tourism performed by representatives of companies or organizations for business purposes, or the organization of corporate events. Over 100 million business trips are held in the world every year. Most tourists prefer to have business travel to Europe. Business trips, trips to exhibitions and fairs, and congress tours prevail on the European continent. France, Great Britain, Spain, the Netherlands, Switzerland, Italy, Sweden, Belgium stand out among the European states that receive streams.

Business tourism has its own clearly defined specificity. Most of the trips take place during the period "February-May" and "September-November", all it due to a large number of different events and high business activity during this period. As a rule, a business tour is planned several months in advance. The organizers of trips in the field of business tourism are often specialized travel organizations, which, in addition to the necessary experience and qualified personnel, have extensive connections with foreign partners.

The meetings are distinguished by their variety. They can have both commercial and non-commercial tasks, can be long (several weeks) and short (over several hours), can be numerous (hundreds of participants) and small (from a few people to several dozen participants).

Business tourism market participants are conventionally divided into clients and customers (entrepreneurs, companies, non-profit organizations and non-governmental organizations, the public sector), intermediaries (travel

specialists, consultants, associations organizing conferences, etc.) and travel service providers. Suppliers include airlines, hotels and other business accommodations, cruise lines, MICE venues, transfer organizers, car rental companies and rail carriers.

Scientific, cultural and business ties between regions and countries are becoming more intense every year. Business tourism plays an important role in it. The development of the business tourism sector also affects the development of the national economy and integration. The reason for the creation of a powerful service industry was the need to organize and service both corporate travel and numerous events in the field of business travel. The infrastructure of business tourism includes exhibition and congress centers, business aviation, business hotels, modern technologies, payment systems, thanks to which a business person, regardless of his location, is able to monitor his business.

A characteristic feature of some companies is an individual approach to each client. Each organization is assigned a personal manager-curator who constantly maintains contact with his ward, knows the basic requirements of the partner and solves all the necessary issues. An expert begins work with a specific application for organizing a trip by selecting several options for a trip (hotel accommodation, flight details, organizing transfers, etc.), providing the client with a choice. After that, the manager-curator selects the most convenient flight time and accommodation conditions, as a result, this helps to reduce costs and optimize the budget. The development of a new product, including the organization of a congress, a business meeting, must begin with marketing research. At the initial stage, the possibilities of organizing the reception are analyzed in terms of the material base, infrastructure and other possibilities for providing services.

Business tourism today is a very developed industry. Thanks to this fact, customers are offered the best hotels, frequent flights, a streamlined travel planning system and much more.

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