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**FEATURES OF THE DEVELOPMENT OF INTERNATIONAL MICE
TOURISM****ОСОБЛИВОСТІ РОЗВИТКУ МІЖНАРОДНОГО МІСЕ-ТУРИЗМУ****Bakalo N.V. / Бакало Н.В.***c.t.s., as.prof. / к.е.н., доц.*

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Abstract. *The article examines the essence and features of MICE tourism, which includes meetings - negotiations, corporate meetings; incentives – incentive tours or motivational programs for employees; conferences - conferences, forums, seminars, congresses; events – events, exhibitions and other events (festivals, concerts, charity events, etc.). It has been established that the international experience of MICE tourism development is based on the formation of a conference bureau, which is an important step towards marketing and branding of a direction that differs from the marketing of recreation and holidays. The global experience of the development and practice of the MICE tourism organization shows that the market subjects of this type of tourism are specialized MICE and event agencies, congress bureaus, exhibition centers and various venues for holding corporate events. As the economic environment develops, the need for the development of business tourism is due to the need to improve the process of forming MICE tourism products and expand this area, in particular, such a subspecies of MICE as incentive travel - one of the ways of non-material stimulation and encouragement of employees.*

Key words: *tourism, business tourism, intensive tourism, MICE tourism, exhibitions, events*

Introduction.

The sphere of tourism is one of the promising types of economic activity and an important source of increasing state budget revenues at all levels. It is advisable to consider tourism as a certain complex that provides all the opportunities to get acquainted with the history, culture, customs, monuments of architecture and archeology, the religion of a certain country and its people, and at the same time allows to ensure the income of the state. Modern tourism is largely characterized by a variety of types and forms. Every year, business, cultural and scientific relations are strengthened, which is facilitated by business or congress tourism. The development of the state's national economy, its optimal integration into the world market of goods and services is impossible without the development of MICE tourism. Communications arising in the field of business, the exchange of technologies, information and experience, the search for new markets, new business partners and investors, joint projects, promotion of companies through PR actions, training of personnel and the implementation of an effective corporate culture belong to the field of business tourism, which is worth to be considered one of the resources of integration and development of companies through participation in exhibitions, conferences, forums, business-education.

**Main text.**

Today, the use of the acronym MICE, which most accurately reflects the structure of this type of tourism, has become popular. The term MICE tourism appeared in the scientific literature as a result of the globalization of the world economy in the 70s and 80s of the 20th century. It should be noted that business tourism is not a modern phenomenon, since ancient people even in ancient times traveled for a purpose related to their activities, such as traders and merchants. The concept of MICE comes from four English words: meetings – negotiations, corporate meetings; incentives – incentive tours or motivational programs for employees; conferences - conferences, forums, seminars, congresses; events – events, exhibitions and other activities (festivals, concerts, charity events, etc.) [2].

In recent years, the terms «meeting industry» and «event industry» have gained popularity as alternatives to MICE. This accounts for the majority of global business travel, as every industry regularly hosts events of all kinds. The main goal here is always to connect professionals, make connections, promote new ideas and stimulate growth. Traditionally, MICE covers mostly business events. Leisure activities, such as concerts or festivals, fall into another category. However, many organizers are now adding leisure elements to larger events to better engage attendees and create memorable experiences.

The conducted studies show that the development and practice of the MICE tourism organization in the world shows that the subjects of the business tourism market are specialized MICE and event agencies, congress bureaus, exhibition centers and various venues for holding corporate events. They operate in public and private form [3].

For the organization and maintenance of corporate trips and numerous events in the field of MICE tourism, it is necessary to create a special infrastructure. It includes available premises for holding exhibition and congress events, specialized business hotels, business aviation, international payment systems, modern information and interactive technologies, high quality of service, developed transport logistics, the presence of historical and cultural monuments, natural resources, direct flights and convention bureau. This makes it possible to create comfortable conditions for businessmen and other participants of MICE tours, equipped with everything necessary for productive work and a full-fledged rest. These are both comfortable rooms and fully equipped conference halls. One of the main requirements for business hotels is that they should be conveniently located (in the city center).

For the high-quality organization of business and MICE tourism, convention bureaus are formed, which are non-commercial or commercial specialized marketing companies that will promote certain cities or tourist regions in the international arena as venues for holding international congresses, conferences and business meetings. Among the tasks of the convention bureau is the coordination of participation in tenders, the organization of service provision, as well as the provision of a professional platform for events [2].

All institutions that specialize in the organization and conduct of MICE tourism disseminate information about MICE events through websites, social networks, video/teleconferences, as well as event mobile applications. On the one hand, it



allows you to balance MICE expenses and guarantee the participation in events of busy top managers. Large corporations are now developing and implementing their own event applications to keep in touch with shareholders and sponsors. On the other hand, it helps to increase the level of awareness of the event and to receive feedback, comments and feedback on the results of its implementation.

Note that MICE tourism is a multifaceted industry in which a number of interested parties participate, in particular (Fig. 1).

The variety of stakeholders involved in MICE tourism indicates the potentially wide range of economic impacts of MICE tourism. It also provides a rationale for support from government agencies in many countries.

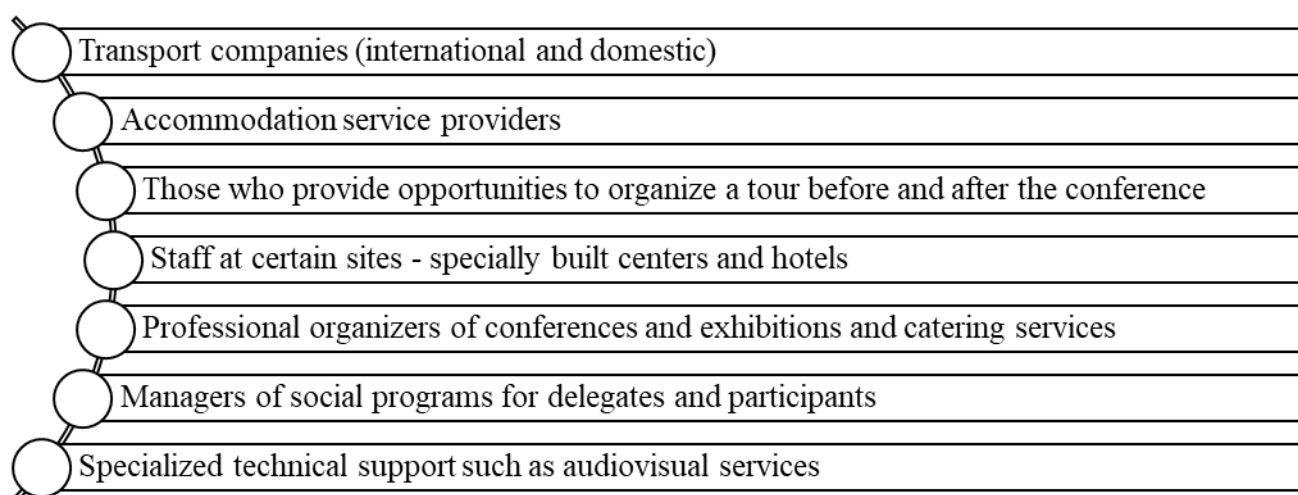


Fig. 1. The main stakeholders involved in the organization of MICE-tourism services (summarized by the author based on [4])

It also indicates the scale of problems that need to be solved in coordinating the activities of various stakeholders to ensure the stability and effective management of the MICE tourism industry [4].

Introducing customized MICE services into hotel infrastructure is a way to provide additional long-term value growth. So, for example, 85% of meetings in the US take place in places with accommodation, which is more than 275 million nights per year. Spending by MICE travelers is much higher than that of tourists, and profitable clients come from the worlds of information technology, banking, pharmaceuticals, retail and hospitality. Therefore, meetings in hotels and corporate events are an effective way to increase income and secure additional bookings [5].

MICE tourism refers to business trips for the purpose of holding meetings, incentive tours, conferences and exhibitions. These events are organized to achieve a wide range of business, academic, professional or cultural goals. The MICE travel market is the largest contributor to the tourism industry. Globally, it was worth \$805 billion in 2017, \$916 billion in 2019, and is projected to reach \$1,439 billion in 2025 and \$1,780 billion in 2030. Thus, the global market shows continuous growth - with a drop in 2020 due to the COVID-19 pandemic [1].

In fig. 2. the main factors contributing to the development of MICE tourism are presented.

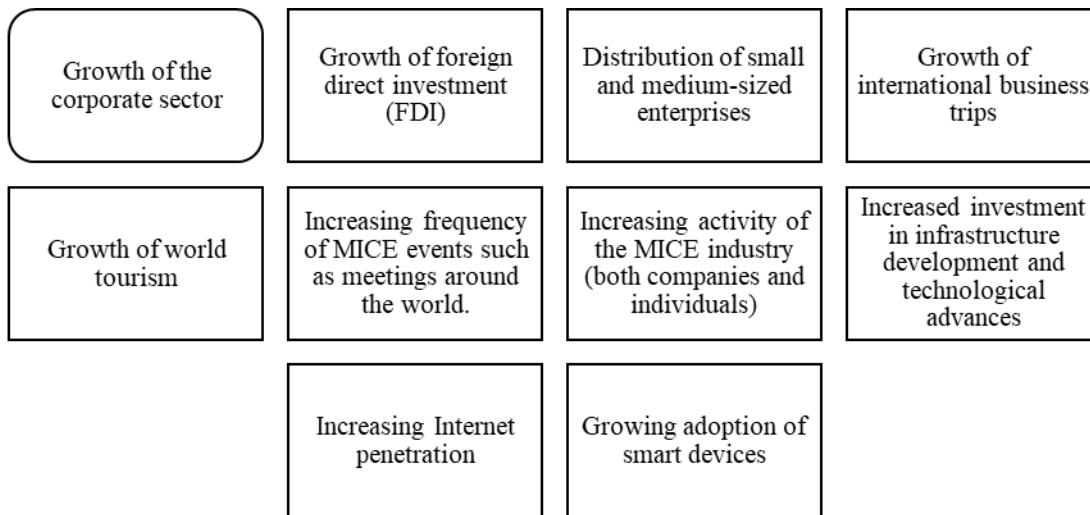


Fig. 2. Factors contributing to the development of MICE tourism (summarized by the author on the basis [3])

The share of European countries is quite stable. The UK and Germany have been the largest source markets for MICE and business travel in Europe for many years. The list is topped by the UK market with 4.5 million outbound MICE trips per year, followed by the German market with 3.3 million MICE trips per year. These two leaders are followed by France with 1.6 million MICE trips. Switzerland (non-EU country), Spain and Italy occupy lower positions with a similar share of 1.1 million, 1.1 million and 1.0 million outbound MICE trips, respectively (Fig. 3).

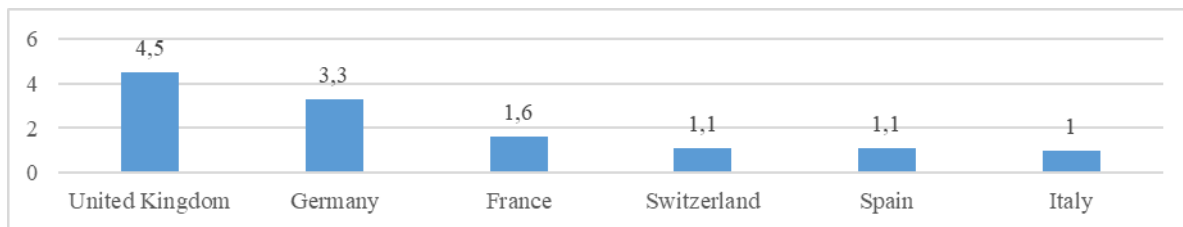


Fig. 3. The share of European countries in the structure of MICE trips (summarized by the author on the basis [2])

The study found that the European region dominates the global MICE tourism market with a market share of 50%, and Europe is expected to maintain this position until 2030. In addition, Europe is the largest market in the world in terms of the number of participants in conferences of international associations. In 2020, 6% of all outbound trips from Europe were MICE-related. Outbound MICE trips accounted for 48% of conferences/congresses/seminars, 42% for exhibitions/fairs, and 10% for incentives.

Conclusions.

Thus, MICE tourism is a form of business tourism aimed at bringing together the best professionals from all sectors in an extended, customized hospitality environment. The term «MICE-tourism» (meetings, incentives, conferences, events) means meetings, incentives, conferences and exhibitions. the international experience of the development of MICE-tourism allows us to conclude that this direction of tourist activity is quite promising and profitable. Most of the world's countries, in



particular Great Britain, Germany, France, Spain and Italy, are suppliers of tourists who are focused on MICE services and are actively developing this field on their territory. The MICE industry is one of the fastest growing segments of the tourism industry, with the International Convention and Congress Association (ICCA) reporting an annual increase in registered events of around 9%.

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