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BUSINESS HOTELS AND BUSINESS CENTERS AS A BASIS FOR THE DEVELOPMENT OF BUSINESS TOURISM IN UKRAINE

The analysis of the tourism industry of Ukraine in general shows all the prerequisites for the development of tourism, and business in particular. On the official page of the newspaper «Government Courier. Business Tourism» «summarizes information on the number of business tourists» the number of business tourists increased in 2018 compared to 2017 by almost 10% – up to 217 thousand. As you can see, the pace of development of MICE-tourism in our country exceeds the world. The industry’s revenue in 2018 as a whole reached UAH 21.6 billion compared to 19 billion a year earlier» [1].

Researchers believe that one of the indicators directly related to tourism research is the number of arrivals, is the number of registered tourists who arrived in a country or left it for a certain period of time, usually a calendar year [2].

In table 1 presented data on the number of tourists served by tour operators and travel agents by type of tourism, and in particular, business trips for 2016-2018.

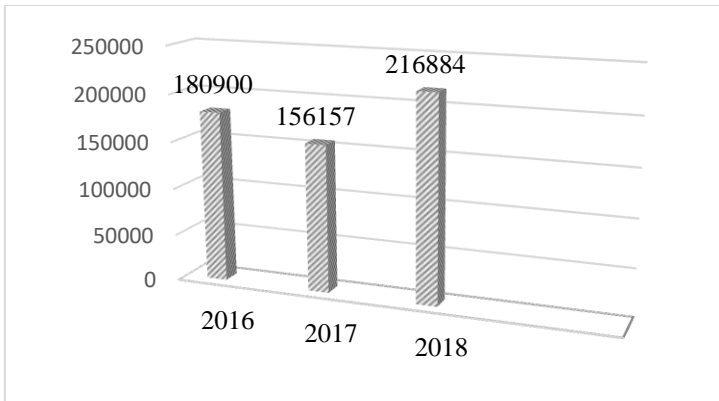
As you can see, according to the data generated in Table 1 the number of business and business trips in Ukraine is growing. According to the State Statistics Service of Ukraine, the business segment of the market of tourist services includes those tourists whose purpose of travel is a business trip, business trip, or study.

A clear dynamics of the number of tourists served in this segment is presented in Figure 1.

Table 1

**Number of tourists served by tour operators and travel agents
by type of tourism in 2016-2018 [4]**

Indexes	2016		2017		2018	
	Total	Official, business, educational	Total	Official, business, educational	Total	Official, business, educational
Number of tourists served by tour operators and travel agents	2549606	180900	2806426	156157	4557447	216884
Inbound (foreign) tourists	35071	2361	26 437 413	7 271	75945	8066
Outbound tourists	2060974	74318	14 229 642	88 976	4024703	75979
Domestic tourists	453561	104221	463561	102221	456799	132839



**Figure 1. Dynamics of the number of tourists served
in the business segment in the period 2016-2018 [4]**

According to official data from the Ministry of Economic Development and Trade, in 2018, 14.2 million foreigners visited Ukraine. The State Border Guard Service recorded an increase in the number of tourists from non-border countries, including Europe:

Spain – by 68%, Great Britain – 47.3%, Lithuania – 23.4%, Italy – 15.4%, Germany – 13.3%, France – 9.2%. As well as India – by 57.4%, China – by 38.8%, Japan – by 38.3%, Israel – by 21.7% and the United States – by 19% [3].

Regarding the number of incoming (foreign) tourists who were served by tour operators and travel agents for the purpose of business travel, there is also a positive trend in 2018 by 5% more than in 2016 (Figure 2).

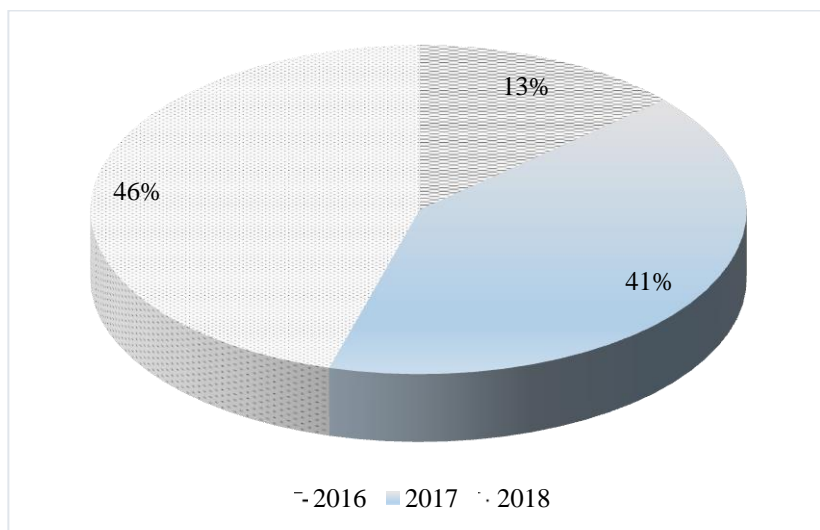


Figure 2. Dynamics of the number of serviced incoming (foreign) tourists of the business segment in the period 2016-2018 [4]

Nevertheless, it can be argued that every year business tourism becomes popular among the majority of Ukrainians. In Figure 3 presents the dynamics that shows the share of the business segment of tourists among their total number in 2018 in Ukraine.

Numerous business hotels and business centers are being built in the regions of Ukraine, albeit unevenly, congress bureaus and exhibition organizations are being created, as a result of which the calendar of congresses, forums and other business events is expanding, which in turn has a positive impact on business tourism.

In the domestic hotel industry, the business center is most often associated with the office, which combines the services of Internet use, fax, a separate conference room [5].

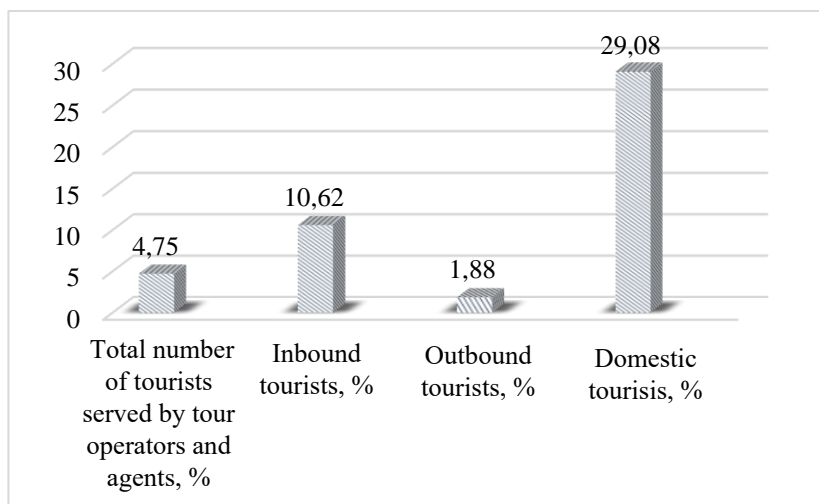


Figure 3. Dynamics of the share of the business segment of tourists among their total number in 2018 in Ukraine [4]

Also of great importance for the development of business tourism is the number and quality of conference halls in Ukraine, which allow for trainings, seminars, presentations, conferences and other corporate events.

According to the conference service.com.ua portal, there are currently at least 242 hotels in Ukraine that provide services to business tourists, and they are located unevenly. Thus, most business hotels are concentrated in the centers of business activity, namely: 27% – Kyiv region, 24% – Odessa region, 14% – Lviv region. If you count, in general, these regions account for – 65% of their total number. A similar situation is observed with regard to the location of conference halls at hotels, the total volume of which is 722 units.

Among the regions leading in the business tourism market, in particular, there are: 34% – Kyiv region (246 halls), 21% – Odessa region (152 halls), 12% – Lviv region (85 halls) [4].

Today the world is developing rapidly congress hotels of the Mercure brand, which is the newest segment for Ukraine. In 2017, the Accor Hotels Group (№ 1 chain in Europe by number of hotels) presented the first Mercure hotel in Ukraine with the largest congress center in the capital of more than 5,000 m², called Mercure Congress Center, which appeared as a result of rebranding and reconstruction Cosmopolitan.

As business tourism in Ukraine is developing and has great prospects, AccorHotels is confident that «Ukraine has great prospects in the development of business tourism and a format that combines hotel business and conference services will be most in demand in the hotel market» [3].

The hotel of the Mercure brand is focused on all segments of tourists – both business guests and individual travelers, so the advantage of the congress center will be: convenient location; transport interchange; proximity to the station and Zhulyany airport; proximity to the city center and its business districts. The pricing policy worked on by both local and European experts will take into account all the pros and cons of the market and will be customer-oriented, balanced and thoughtful [5].

Thus, Ukraine is promising for business tourism, as evidenced by many events that have been held and are held on the basis of regional and national exhibitions, congresses, etc. That is, business tourism in Ukraine has all the chances for development and this is primarily evidenced by the dynamics of the number of tourists visiting Ukraine for business trips and the number of business hotels and business centers.

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