



THE LIFE CYCLE OF A TOURIST PRODUCT

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Abstract: This article examines the life cycle of a tourist product.

Keywords: Life cycle, service market, tourist product, competition, tourists, sale.



Introduction

Structurally, business tourism consists of the following segments: individual business trips, incentive tours, congress and exhibition tourism. The best way to characterize the structure of business tourism is the term-abbreviation MICE (Meetings, Incentives, Conferences, Congresses, Exhibitions, Events). Business tourism is a complex factor of development at the global and local levels, and it is important: economic, as it contributes to the development of the economy of the world as a whole and countries (regions), social - the development of business tourism leads to the creation of new jobs and an increase in the level of education; cultural - promotion of business tourism in the knowledge of the surrounding world, countries and nations, the establishment of mutual understanding, cooperation between countries; innovative - the development of business tourism is accompanied by the active application of innovations and innovations. The leading countries in the business tourism market are European countries. They account for more than 51% of all VICE events. The second place is occupied by the countries of North America, primarily the USA, which accounts for 17%. The third place is occupied by the Asia-Pacific countries, where the business tourism market has been developing at the fastest pace in recent years. They account for about 15% of all VICE events. 10% of the business

tourism market belongs to the CIS countries, 7% to Latin American countries.

The main "supplier" of business tourists in Europe is Germany. Every year, over 5 million Germans go on business trips, of which 3% travel abroad, 21% travel both abroad and in their own country, 76% make business trips in Germany.

Methodology

Meetings (business meetings) - business meetings involve a full package of travel services — from booking flights and transfers to business visas — as well as organizing business meetings and vacations. A special feature of organizing business meetings for Russian companies is the fact that when traveling within the country, companies contact agencies only to purchase tickets. This is due to the fact that when traveling within the country, the host party is responsible for the accommodation and cultural program of the guests.

Incentives are trips that companies use to reward their employees for high performance and/or motivate them to work more productively in the future. Incentive tourism promotes the formation of organizational culture in organizations and enterprises, reveals the abilities of employees and their creative potential.

There are two types of incentive tours:

1. Individual tours;
2. Field seminars, conferences, dealer schools.

The first incentive tour was conducted in 1910 in the USA by the National Cash Register Company of Danton. The company's agents and dealers were awarded a free trip to New York for their excellent work. The beginning of the regular use of trips in the form of encouragement was laid in the 60s of the XX century due to the beginning of flights of civil jet aircraft. According to the European Association for Incentive Tourism SITE, the United States (about 60%), Great Britain (20%) and Germany (11%) are still the leaders among the main supplier countries of encouraged tourists. The number of incentive visitors from Japan has increased in recent years. As for Russian incentive groups, there are few of them in Europe.

Incentive tourism has several goals:

1. presentation and promotion of a new product or service;
2. Increase productivity and quality;
3. creation of a dealer and agency network;
4. Forming a loyal and cohesive team.

Depending on the goals, there are 3 types of incentive programs.:

1. Incentive programs;
2. Motivation programs;
3. Team building.

This type of MICE tourism is short-term in nature. The average duration of the incentive tour is 3-7 days. Incentive tourism is often combined with other special types of tourism, such as cruise tourism.

Conferences / Congresses - organization and holding of congresses and conferences. In terms of

profitability, congress events are inferior to exhibition events in terms of rates, since they are designed for fewer participants. However, unlike exhibitions, congresses, especially international ones, focus on exclusive service, thereby ensuring that the best hotels in the city are loaded. Congress hotels, which can accommodate up to 2,000 or more participants at a time, have become commonplace in America, China, and Singapore.

Results and discussion

In Europe, the average figures for this type of activity are 300 people per event, which is more modest than the averages in the USA and Asia (where absolute records are recorded — 5 thousand or more participants). The average duration of the congresses is 2 days, which, taking into account the road and the cultural program, increases the stay of tourists in the country or city to 4-5 days. Statistics show that in recent years, the organizers of convention tourism are faced with a decrease in the number of participants while increasing the average length of stay.

Congress tourism has one distinctive feature — it must have a large corporate customer: the government, individual ministries, large corporations and holdings.

Congresses and conferences are held in congress centers, hotels, theaters and concert halls, universities and other educational institutions. In recent years, international events have increasingly been held in buildings of historical significance: castles and non-traditional structures. Events held on board ships are popular. Symposiums and conferences are often held in the warmer months on the shores of the seas and lakes. Participants of such events can not only work, but also relax on the beach, swim and sunbathe in their free time.

Event / Exhibitions

Exhibition tourism refers to activities related to the organization of exhibitions, fairs, and other events. According to WTO statistics, the share of convention and exhibition tourism in the total volume of business trips is 10-12%.

The main volume of the congress tourism market is in Europe (80%), where the best professional staff are concentrated, and there is a rich tradition of holding these events. The top three positions in terms of the number of international symposia and meetings are firmly held by the United States, France and the United Kingdom. Germany, which ranks 4th, is known for its exhibitions and fairs.

The largest convention and exhibition centers in Europe and America are Amsterdam, Barcelona, Brussels, Washington, Vienna, Geneva, Copenhagen, London, Madrid, as well as Paris and Strasbourg. In addition, government and business leaders annually gather in Davos (Switzerland), where forums are held on topical issues of global economic development. These cities have an appropriate material and technical base and have ample opportunities for organizing leisure activities for foreign guests.

One of the main conditions for the development of exhibition tourism is the requirement to secure reputations for the host destination, allowing it to gain international recognition.

Event tourism relies on attracting a large number of tourists to any event in the cultural or sporting life of a region that is attractive to tourists. Visiting vivid and often unique events in cultural, sports or business life in the region or around the world is the basis of event tourism. There are many reasons for organizing event tours. Significant events in the world of music include concerts by world celebrities. Carnivals, historically timed to coincide with the beginning of Catholic Lent, are considered the most spectacular world-class events.

Conclusion

The reason that the MICE industry is more vulnerable to crisis than other tourism sectors is the fact that, in principle, MICE is a trip sponsored by a company.

Among the four components of MICE tourism, incentive tourism is the most crisis-sensitive sector. In a destination prone to crisis, the domestic incentive tourism market, as a rule, does not have good prospects. This is due to the fact that the basis of incentive tourism by its very nature is trips as a reward for industrial success, trips to motivate the company's staff and develop corporate culture. However, offering employees to send them on an incentive trip to Thailand during SARS, for example, would not be a good motivation for staff, as there is a certain risk involved.

In addition, companies that focus on MICE tourism may also face another challenge. If the company's management cannot decide on a destination for organizing an incentive tour and still wants to encourage its employees, then it can give the employee a plasma TV, since remuneration can be carried out in various forms: either in cash, or goods, or a trip.

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