

DEVELOPMENT OF BUSINESS TOURISM IN EUROPEAN COUNTRIES

Every year, over 150 million business trips take place around the world, with over 60 million of them taking place in the European region. It ranks top in the world in terms of business tourism arrivals and expenses. The entire flow of visitors in Europe for business trips is 20 %, but they collectively make up 60 % of the industry's revenue.

The European corporate travel market is complicated. It is dominated by business visits and attendance at conventions, exhibits, and conferences. Germany, the United Kingdom, France, and Italy are the main suppliers of corporate business trips. Germany is the evident leader in this area: every year, over 5 million Germans travel for business, primarily to other cities in Germany. Among other European countries that attract corporate business visitors are the United Kingdom, France, the Netherlands, Italy, Spain, Sweden, and Switzerland. In this context, the purpose of this study is to analyse the issues involved in the growth of business tourism.

Congress tourism is the most rapidly growing segment of the European business tourism market. Convention and exhibition events generate around 16-20 million of the 60 million business trips in the European region [1]. France, the UK, and Germany are the leaders in the organization of numerous exhibitions and receiving corporate travellers.

Congress tourism includes several distinguishing characteristics, such as:

- seasonality characterizes congress activity. The exhibition and convention season is often spring and autumn, when the number of exhibits scheduled, as well as the number of participants and guests, peaks;
- the exhibition halls are assigned for countries that are leaders in the development of the promoted products;
- domestic congress tourism flow dominates the European region. When it comes to the percentage of national and foreign attendees at exhibitions, it mainly consists of local tourists. However, there are a number of exhibitions that, on average, have an international status, with more foreign exhibitors than national ones;
- many exhibitions and conventions are held each year, for example, with products related to industrial production, which can be explained by the development of new collections, trends, and products which require time to develop and provide further to the market.

There are numerous advantages to business tourism. Notably, it adds economic value to both the global tourism sector as well as the local economy. Business tourism not only encourages the development of advanced

infrastructure and transportation systems, but it also benefits the hospitality industry, for example, through accommodation and restaurant bookings. Despite economic values, travelling frequently for work can yield many benefits for the individual, for example: collecting frequent flier miles and redeeming these for personal use; becoming a member of hotel loyalty programmes and receiving associated benefits during both work and personal trips; enhanced networking opportunities that may otherwise be inaccessible; taking advantage of leisure opportunities that could possibly be unavailable; enjoying the use of facilities, such as gyms or swimming pools, that might not be accessible normally [2]. Thus, when compared to regular tourism, business tourism involves a smaller segment of the population, with different objectives and additional freedom-of-choice-limiting constraints imposed by business and economic aspects. Nonetheless, regardless of various constraints when it comes to corporate travel, business tourism continues to flourish due to the creation of fresh concepts and possibilities created by mankind.

References

1. *Turgut, V.* Convention tourism modelling / V. Turgut, F. Cesario, G. Mauser // *Tourism Management*. — 1985. — № 6(3). — P. 195–204.
2. What is business tourism and why is it so big? [Electronic resource] // *Tourism Teacher*. — Mode of access: <https://tourismteacher.com/business-tourism>. — Date of access: 01.12.2023.