

**Kyiv National University of Trade and Economics**  
**Tourism and Recreation Department**

**FINAL QUALIFYING PAPER**

on the topic:

**«Kyiv MICE tourism product design and promotion on  
international market»**

Student of the 2<sup>d</sup> year, group 11 a,  
academic degree «Master»  
specialty 242 «Tourism»  
specialization «International Tourism  
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**Kyiv, 2019**

## **Kyiv National University of Trade and Economics**

Tourism and recreation department  
Specialty 242 «Tourism»  
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### **Task for a final qualifying paper Nikonova Yelyzaveta**

#### **1. Topic of a final qualifying paper**

«Kyiv MICE tourism product design and promotion on international market»

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#### **2. Term of submitting by a student his/her terminated paper: 16.11.2019**

#### **3. Initial data of the final qualifying paper**

*Purpose of the paper* – study of theoretical and practical aspects of MICE tourism product design and promotion and develop recommendations for its improvement

*The object* – process of Kyiv MICE tourism product design and promotion on international market

*The subject* – methodological, theoretical and practical aspects of Kyiv MICE tourism product design and promotion on international market

**4. Illustrative material:** table 1.1 Definition of MICE tourism, table 2.1 The most remarkable venues for conducting MICE tourism services in Kyiv, table 2.3 Position of Kyiv in worldwide ranking by the numbers of events, figure 1.1 MICE tourism components, figure 1.4 Components of MICE tourism promotion.

## 5. Consultants of the research and titles of subsections which were consulted:

Section	Consultant (last name and initials)	Date and signature	
		The task given	The task received
Part 1	Dupliak T.P.	20.11.2018	20.11.2018
Part 2	Dupliak T.P.	20.11.2018	20.11.2018
Part 3	Dupliak T.P.	20.11.2018	20.11.2018

## 6. Contents of a final qualifying paper (list of all the sections and subsections)

### INTRODUCTION

### PART I. THEORETICAL AND METHODOLOGICAL BASIS OF MICE TOURISM PRODUCT DESIGN AND PROMOTION

#### 1.1. Definition of MICE tourism and its types

#### 1.2. Features of MICE tourism product design and promotion

#### Conclusions to the part I

### PART II. ANALYSIS OF KYIV MICE TOURISM PRODUCT PROMOTION ON INTERNATIONAL MARKET

#### 2.1. Characteristics of Kyiv MICE tourism infrastructure

#### 2.2. Analysis of Kyiv MICE tourism product

#### 2.3. Assessment of Kyiv MICE tourism product promotion

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### PART III. IMPROVEMENT OF KYIV MICE TOURISM PRODUCT DESIGN AND PROMOTION ON INTERNATIONAL MARKET

#### 3.1. Actions to improve Kyiv MICE tourism product design and promotion on international market

#### 3.2. Evaluating the effectiveness of the proposed measures to improve Kyiv MICE tourism product design and promotion

#### Conclusions to the part III

### CONCLUSIONS

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### APPENDICES



## 7. Time schedule of the paper

No	Stages of the final qualifying paper	Terms of the final qualifying Paper	
		de jure	de facto
1.	Choosing and approval of the final qualifying paper topic	01.09.2018-29.10.2018	01.09.2018-29.10.2018
2.	Preparation and approval of task for the final qualifying paper	30.10.2018-02.12.2018	30.10.2018-02.12.2018
3.	Writing and pre defense of the 1 <sup>st</sup> part of the final qualifying paper	03.12.2018-12.05.2019	03.12.2018-12.05.2019
4.	Writing and preparation of scientific article	till 01.06.2019	
5.	Writing and pre defense of the 2 <sup>nd</sup> part of the final qualifying paper	13.05.2019-31.08.2019	13.05.2019-15.09.2019
6.	Writing and pre defense of the 3 <sup>rd</sup> part of the final qualifying paper	01.09.2019-20.10.2019	15.09.2019-29.10.2019
7.	Preparation of the final qualifying work (title, content, introduction, references, appendices), the presentation of the finished work to the department for preliminary defense in commissions	21.10.2019-03.11.2019	29.10.2019-03.11.2019
8.	Additional processing, printing, preparation of material to final qualifying paper defense	04.11.2019-15.11.2019	04.11.2019-15.11.2019
9.	Presentation of the finished work to the department	16.11.2019	
10.	Defense of the final qualifying paper in the Examination Board	According to the schedule	

**8. Date of receiving the task:** 20.11.2018

**9. Scientific adviser of the research**

Dupliak T.P.

**10. Head of educational and professional program**

Gladkey A.V.

**11. The task received by the student**

Nikonova Y.M.

## **12. Resume of a scientific adviser of a final qualifying paper**

Student Nikonova Yelyzaveta executed the final qualifying paper full-scale in the set terms in obedience to the time schedule of the paper.

The content, structure and execution of the paper answer requirements of the high school, has a practical value and academic novelty, an actual direction of researches. The final qualifying paper contains the introduction, main text (3 parts), conclusions, references and appendices.

In the first part defined theoretical and methodological basis of MICE tourism product design and promotion.

In the second part estimated analysis of Kyiv MICE tourism product promotion on international market.

In the third part defined the main actions of improvement of Kyiv MICE tourism product design and promotion on international market.

A final qualifying paper can be admitted to defense in the Examination Board and deserves high positive score.

Scientific adviser of a final qualifying paper \_\_\_\_\_ Dupliak T.P.

## **13. Resume about a final qualifying paper**

A final qualifying paper can be admitted to defence in the Examination Board.

Manager of the educational program \_\_\_\_\_ Gladkey A.V.

Head of the Department \_\_\_\_\_ T.I. Tkachenko

\_\_\_\_\_, \_\_\_\_\_, 201\_\_

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## INTRODUCTION

**Actuality of final qualifying paper.** MICE tourism is one of the fast growing sectors of the tourism industry nowadays. It is an important economic sector bringing a multiple benefits for a constant development of tourism sphere of the host country. It is a very strong impetus, major force and great motivator for developing marketing plans of the destination. Actuality can be defined by the essential need for constant



development of infrastructure and other things for conducting MICE tourism services. It is connected with fast-growing business industries, their need for collaboration and spreading information within some defined spheres.

The MICE tourism industry operates within economic, political and cultural environment as the rest of the tourism business and brings a lot of benefits to the economy and total industry in general. As the development of international businesses and worldwide markets ensures that the need to meet continues it is very vital to understand and conduct the right ways of promotion and communication of the advertising campaigns of MICE tourism product promotion on international market. The scientists who have been engaged in the process of MICE tourism research and have invested a lot for collecting the data and creating scientific works are: Adele Ladkin [5], David Silva-Pedroza [6], Calvin Jones [4], Pi-feng Hsieh [7], Donald Getz [3], David M. Pearlman [2], Virgil Nicula [8].

**Purpose of final qualifying paper** is to study theoretical and practical aspects of MICE tourism product design and promotion and develop recommendations for its future improvement.

To achieve the purpose the research has to solve the following tasks:

- to give the definition of MICE tourism and define its types;
- define features of MICE tourism product design and promotion;
- to make the characteristics of Kyiv tourism potential;
- to analyze current state of Kyiv MICE tourism product;
- to make assessment of Kyiv MICE tourism product promotion;
- to develop actions to improve Kyiv MICE tourism product design and promotion on international market;
- to evaluate the effectiveness of the proposed measures to improve Kyiv MICE tourism product design and promotion.

**Subject of final qualifying paper** is to find theoretical, methodological and practical methods of promotion of MICE tourism on international market.

**Object of final qualifying paper** is to show the development of MICE tourism in Kyiv, find the ways of its promotion and design an appropriate way for

improvement of this kind of tourism, examine the ways of promotion and design of MICE tourism product on international market.

**Methods of research of final qualifying paper.** In given qualifying paper such methods were used as: process of research, identification of clear goals and results, the methods of theoretical and practical research and comparison, methods of logical generalization, formulating of conclusions and final purpose, system approach (the analysis of main indicators that bring MICE tourism industry).

**Theoretical and methodological basis of final qualifying paper.** Theoretical and methodological basis of final qualifying paper is fundamental researches and scientific works concerning MICE tourism industry, publications of Ukrainian and foreign researchers and experts, use of methodological principles of MICE tourism promotion on international market.

Data base of research are accurate statistics of tourist flows in Kyiv, information data, data collection about MICE tourism industry, articles and papers from scientific conferences, seminars and periodical literature, statistical statements regarding the promotion of destination.

**Scientific innovation of final qualifying paper** consists in development of the theoretical and practical aspects of Kyiv MICE tourism promotion and searching for innovative ways of promotion of destination on international market.

**Practical value of results of final qualifying paper.** The practical value of results of the conducted research and Kyiv MICE tourism product design and promotion lies in bringing the MICE tourism in Kyiv on new higher level of development and giving to it the reputation of MICE tourism destination with developed facilities and available abilities for conducting MICE tourism services in Kyiv, creation of recommendations for the promotion of MICE tourism of Kyiv, ways of constant improvement and implementation of promotional tools for more successful future work and state of Kyiv MICE tourism and industry development that concerns its possibility for constant expansion and improvement due to its well-known position on the international market.



Practical approval of research results of final qualifying paper. Research results of tourism Kyiv MICE tourism destination design and promotion are partially prefilled in the scientific article “MICE tourism product design and promotion on international market” in the collection of scientific articles of KNUTE students (Appendix A).

**Structure of final qualifying paper.** Final qualifying paper consists of three parts, introduction and conclusions, references (50 titles), 4 appendices and also contains 12 tables and 10 figures.

## **PART I**

### **THEORETICAL AND METHODOLOGICAL BASIS OF MICE TOURISM PRODUCT DESIGN AND PROMOTION**

#### **1.1. Definition of MICE tourism and its types**

The MICE tourism is comprehensive, fast-growing and rapidly developing industry. This type of tourism is largely associated with travel for businesses purposes with some need to exchange the information. MICE tourism services consist of four main features that are mainly shown in an abbreviation: The

Meetings, Incentives, Conferences (or Conventions) and Exhibition. These components are integral essential parts of MICE services (table 1.1).

*Table 1.1*

**Definition of MICE tourism**

<b>Author</b>	<b>Definition</b>
Adele Ladkin [5]	The Meetings, Incentives, Conferences (or Conventions) and Exhibitions (MICE) industry is extensive and rapidly growing, and is largely associated with travel for businesses purposes.
David Silva-Pedroza [6]	MICE tourism is defined by reasons in the category of meetings, incentives, conferences, and exhibitions (MICE), this class of tourism focuses on generating a full range of travel services and conferences for all types of groups and events.
Calvin Jones [4]	MICE tourism is a part of business tourism industry that is an integral part of MICE tourism and include meetings, conventions and exhibitions activities, it has long been targeted for growth by governments, industry and other responsible agencies.

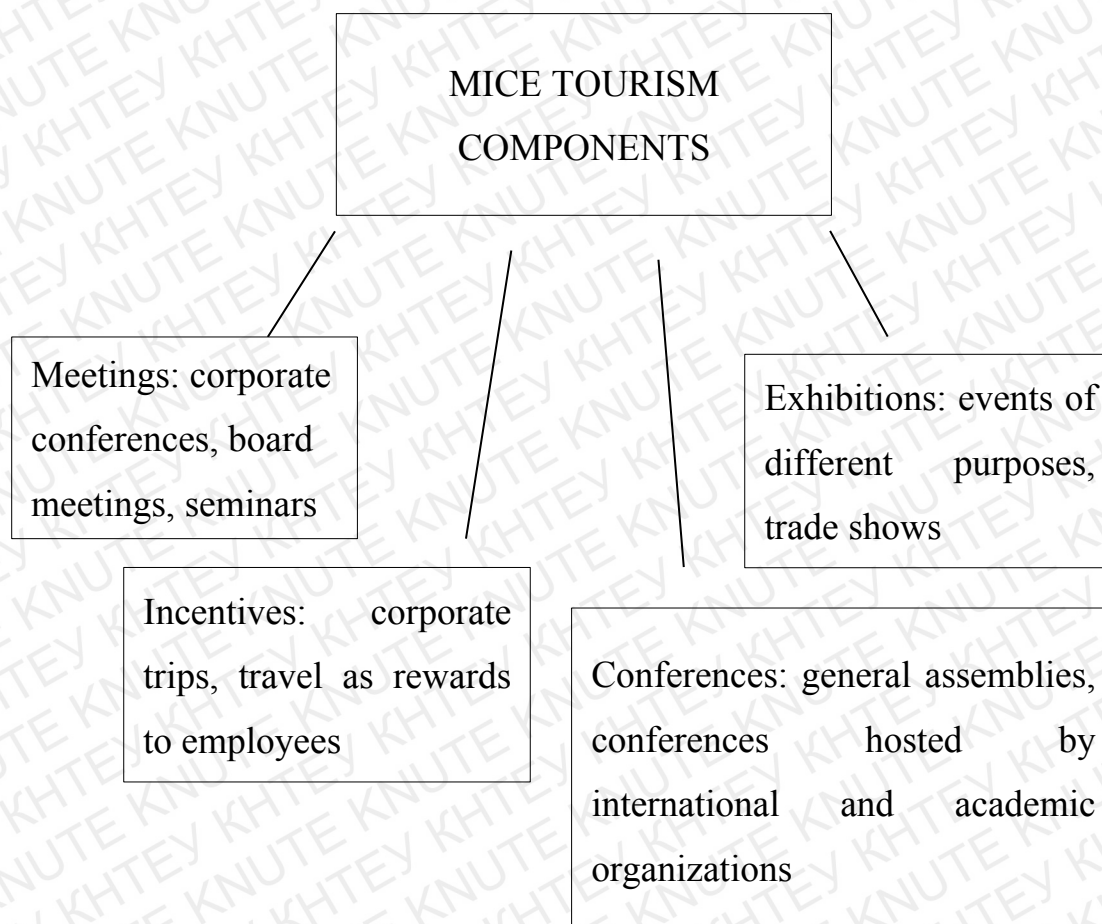
*Continuation of table 1.1*

<b>Author</b>	<b>Definition</b>
Pi-feng Hsieh [7]	The MICE (meeting, incentive travel, convention and exhibition, event) industry is one of the fastest-growing segments of the global tourism industry because it brings multiple economic benefits to the host region resulting from the longer stay of the attendees than other types of tourists.
Donald Getz [3]	MICE tourism is generally referred to events tourism, and is an important motivator of tourism, and figures prominently in the development and marketing plans of most destinations.
David M. Pearlman [2]	The Meetings, Incentives, Conferences (or Conventions) and Exhibitions (MICE) industry is predominantly a service industry combining trade, transportation, finance, and travel with business and information delivery services.
Virgil Nicula [8]	Meetings, Incentives, Conventions, Exhibitions (MICE) tourism is defined as a part of business tourism that is a form of tourism for commercial, governmental or educational purposes, with the recreational (leisure) part as a secondary motivation.

Experts often connect the term of Business travel with MICE industry, defining these both definitions related to one sphere of event tourism. Today business travel tourism is one of the leading and dynamically developed types of world tourism business. It is in the first place in state economic development programs of different European and other countries. Experts predict the continuous increasing in the number of business trips from 564 million in 2013 year to 1,6 billion till 2020 [1].

MICE tourism began to be acceptable as an independent and highly profitable type of tourism in the 1970s and 1980s in Europe and the USA. In the domestic market this type of tourism business began its real development only at the beginning of 90's.

MICE-related events include meetings, conferences, conventions, congresses, exhibitions, expositions, and incentive travel. All of the components can be defined as one integral entity, although they can be managed in different ways (figure 1.1).



*Figure 1.1. MICE tourism components \**



\*Self-elaborated figure on the base of such sources [5], [3], [1].

This shows the need for different approaches for each components of MICE tourism service, they are:

- meetings are when group of people coming together on a place for some special business, working, professional purposes;
- incentives are usually conducted as a tool for providing rewards to employees by a company for targets met or exceeded a working process well done. Incentives usually have purpose of entertainment rather than professional or education one;
- conferences have special objectives for arranging and conduct the exchange of information, it about gathering together people from one professional field;
- exhibitions represent some product or serviced displayed playing a role of purpose of the event.

MICE tourism industry is complex one and comprises of fragmented elements. The important elements of MICE tourism are:

- the consumers;
- suppliers;
- agencies;
- intermediaries.

The consumers are the purchasers of the MICE products are people who, for a lot of purposes, want to arrange a conference or exhibition, rent a venue, accordingly in complex with a range of different other additional services in order to conduct a some event. The suppliers in MICE are that who provide the destinations and give accurate information about them, represent venues for arranging events and give different services to fulfill the certain demand of given consumers.

The venues for MICE tourism can be hotels, purpose built convention centers, unusual venues, event halls, seminar and conference rooms, exhibition

centers, congress hall and other places where numerous services related to MICE activity can be provided. Agencies and intermediaries may represent purchasing on behalf of clients, or act as the “linkman” for a large scale of activities and components of MICE, including the arranging, holding and planning of the events. These three elements are like one complete and interrelated unit that consists of buyers, suppliers and intermediaries that are entirely connected with the end product of MICE tourism, and changes in any of them will impact MICE tourism of the destination at all [2].

To see the future trends in demand, MICE tourism must be viewed from the point of understanding of how the venues, conferences and other spaces are selected by customers, whether they are satisfied with services they were given.

So, understanding, selecting and accurate development of the right divisions may bring to the destination a lot of advantages and impacts in different spheres from economic to social ones. MICE tourism management has a crucial point of importance for each destination that is connected with business and event tourism, and determines its future successful development and improvement (table 1.2).

*Table 1.2*

**The MICE tourism elements [5]**

<b>Element</b>	<b>Divisions</b>
Sector	Meetings, incentives, conferences, exhibitions.
Buyers	Corporate, association, public sector, target audiences, domestic and international market.
Suppliers	Destinations, venues (conference centers, hotels), service providers, destinations host companies, providers of additional services.
Agencies, intermediaries	Qualified organizations for conducting conference services, venue-finding agencies.
Others	Different associations (tourist, trade), catering services, educational institutions, translators, photographers, video services.

Within MICE industry the dominant is conference tourism. A conference is defined as an activity used by any organization with a purpose of gathering together

people and exchange information, opinions, distribute messages between them or open a conversation and give publicity to some area of view on a specific task or some certain theme. There is not a required periodicity or determined time for conferences. Conferences generally are not limited in time and usually have short duration with specific objectives. Conferences have smaller scale of issues and problems for discussion and resolving than congress. Conferences concern the activities regarding organizing, holding, planning of travel and taking a part in different domestic or international conferences and meetings. Also conference tourism is usually accompanied by leisure tourism. As well a lot of people are engaged in process of organizing conferences but it also depends on the types of consumers (or the field of activity they represent) and the size of event [5].

MICE tourism can be provided for such a number of purposes: international diplomatic meetings and meetings between representatives of different companies, business meetings, discussing of the results of certain research and development programs, meetings with purposes of sharing the information about some countries issues concerning economic, trade, cultural, educational and other questions, negotiations with some information (scientific, technical, planning, promotional etc.), meetings of different members of some industry with some specific purpose.

MICE tourism cannot stay at one level of development there is always a certain tendency towards changes. Changes in demand inevitably entail changes in supply. So, supply changes in order to meet a demand and there is always a consumer who is in the first point of any changes in the MICE tourism industry.

In today's structure of world MICE tourism individual business trips have dominant position and consist about 70,8 %, trips with the purpose of conferences and seminars have 12,6 % and exhibitions 10,9 %. About 3 % are congress tours and incentive tourism [38].

So, the organization of MICE tourism business activity has a lot advantages and brings a lot of benefits to the destination. First of all, MICE tourism does not possess seasonal character of its conduction and the time of arranging the services, due to its suppliers and intermediaries MICE tourism has all-year activity with the



taxes paid and budgeted continually refilled. MICE tourism creates an interest and attraction of attention for the future development and improvement of destination, its infrastructure and attracts investments for the future activities. One of the major benefits is creating of multiplier effect from the MICE tourism activities.

## **1.2. Features of MICE tourism product design and promotion**

MICE tourism product can be characterized as complex one comprising of different elements. Each of the different elements of MICE has quite variable characteristics. The four sectors of MICE tourism are quite distinct [6].

Promotion of MICE tourism on international market require deep and certain analyzing of the industry to see modern market trends and therefore to be ready for any change occurring within it. MICE product design starts from total and accurate researching and understanding of each its components and their unique features. Some of the features of four components of MICE product:

- tourists or buyers;
- special duration of services;
- specific venues;
- accommodation.

Tourists in MICE are people travelling with purposes that are related to their business activity, work with some aims as sharing and obtaining information, it consists of individual or group trips with the same qualification. Buyers of MICE products often have different needs and thus a big number of suppliers. Suppliers usually relate to the services regarding location, venue selection or its types; suppliers also can be service providers and organizers. The buyers are those people who, for a variety of reasons, wish to organize conference or exhibition together with services for creating a particular event [5]. Consumers of MICE in Kyiv are business tourists – a special segment of consumers of hotel enterprises that are significantly different from the segment of tourists traveling for a purpose of rest:

- business segment;

- corporations and other firms members [3].

Duration of services of MICE product depends on the length of stay of tourists, in average it consists of 3-4 days, usually from Monday till Thursday, in official working days. Conference and exhibition usually are arranged for 2-3 days terms, but this also depends on a kind of event.

Current trend includes the variety of venues that are used while performing MICE tourism services and are designed to provide a different type of conference experience. Venues include usual ones such as different hotels, especially international chain hotels, city center and airport hotels, congress and conference centers, exhibition centers. Unusual venues include sporting venues, museums and different tourist attractions, historic houses, open air locations and etc [5]. Consumer's venue satisfaction is one of the most important indicator of accurate providing and delivering of MICE tourism product (figure 1.2).

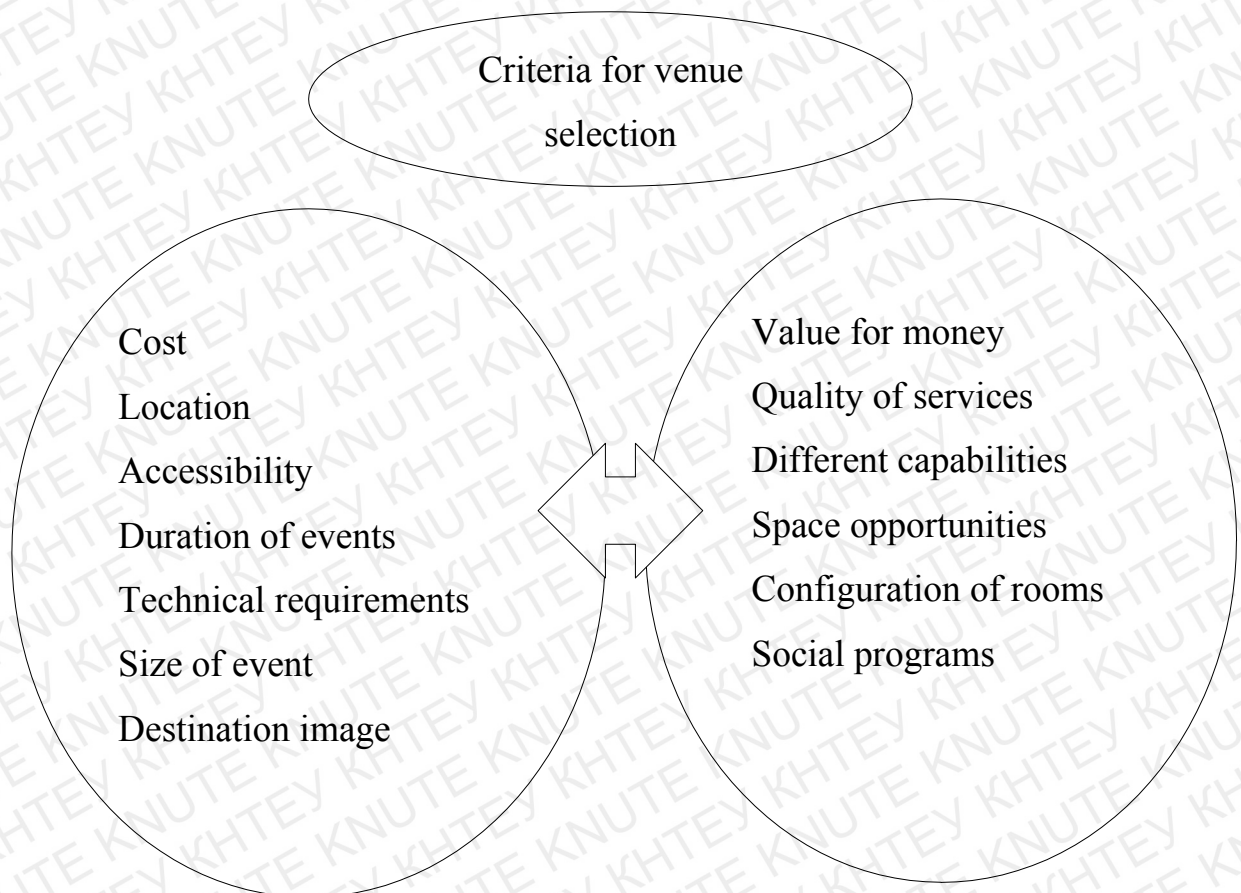


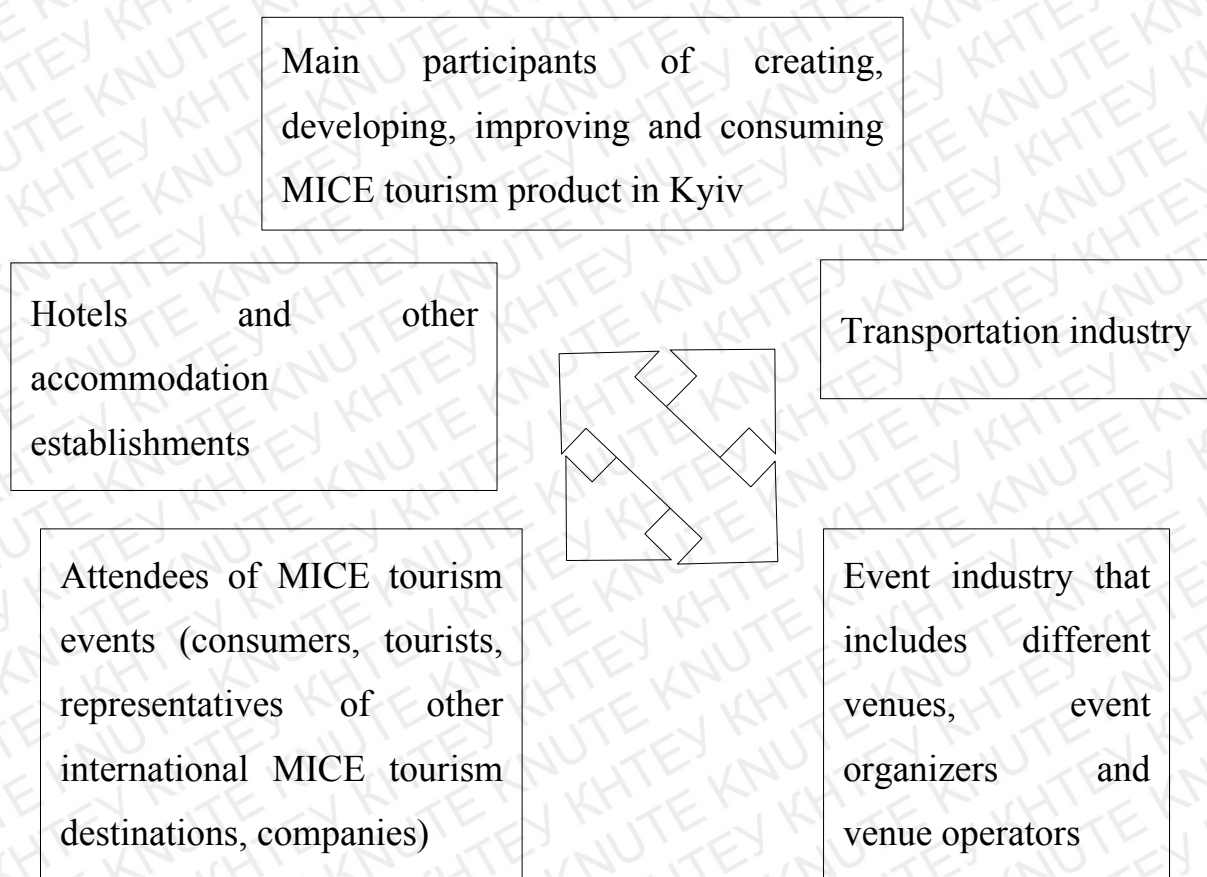
Figure 1.2 Venue selection [4]

One of the main cause of consumer's dissatisfaction with the event is poor service quality that is connected with an abuse of facilities, inadequate standard or quality of furnishings.

Hotels and other types of accommodation for MICE tourists must be selected by the principal of their fitness to business segment thus to ensure that these hotels have all necessary characteristics for this type of consumers. It can be separated hotels or hotels that have in their possession both as accommodation and venues for performing MICE services. Usually it refers to hotels that have in their structure conferences and other congress halls that is very useful while selecting a venue for conducting MICE tourism services.

Organizing of events also falls into responsibilities of wide range of different people, depending on the size and nature of the buyer and the event. Variations in the persons responsible for services can cause problems in producing these services as it is not easy to target marketing and promotions to the relevant person.

Main participants of creating, developing, improving and consuming MICE tourism product in Kyiv are inevitably interrelated and depend on each other due to their tight connections and the fact that all of these participants are the part of one coherent unit (figure 1.3).

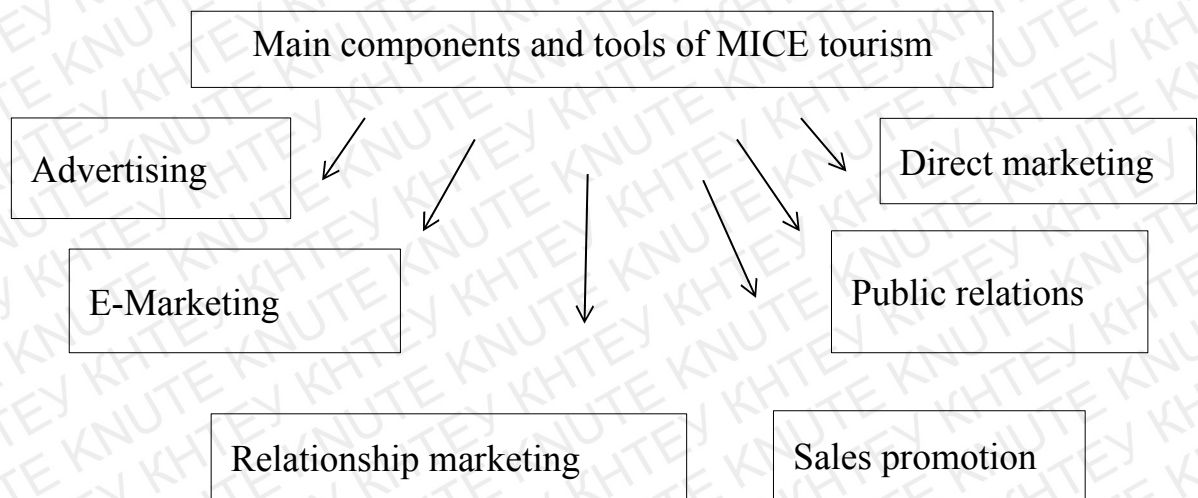




*Figure 1.3. Participants of MICE tourism product*

Demand is one of the important parts to start the promotion process [5]. The factors that create a need for conducting MICE tourism:

- globalization of the whole industry, constantly increasing numbers of business units such as companies, corporations,
- increase need to share skills, experiences, get new knowledge,
- incentive travel trips that are offered like a reward to employees for their well performed work (figure 1.4).



*Figure 1.4. Components of MICE tourism promotion*

For promotion being more attractive, branding and relationship marketing must be provided. In terms of branding it is very important to create destination's image and logo that will help in positioning and selling this destination. Good and effective branding enhance positive thoughts and actions in the mind of the consumers and thus affects customers decision making process and thereby give them an impetus to choose a brand that they recognize and identify with. The

destination branding helps to keep constant attraction of the customers and the sustainable development of MICE tourism.

Relationship marketing is the main duty of the suppliers of destination. It is about the creation of relationship linkage between suppliers and buyers. This kind of linkage is beneficial for both parties and helps in a process of the trust building. Therefore, the focus on marketing to the new consumers is on building good relationships that will in future as a result generate profitable transactions [5]. So, the efforts must be forced on development of relationship and creation of strong brand identity. Advertising – is one of the types of promotion of product, service or idea, this activity is usually paid for.

The consumers of MICE tourism most frequently are people from different business fields that travel with the aim of receiving and spreading the information that concerns their field of work. So, it is useful to promote the information about MICE product potential in hotels and other accommodation establishments, also different conference and meeting halls, airports and other travel hubs.

The presenting of MICE potential on tourist exhibitions, direct mail to the big corporate structures with the offer of incentive tours, advertising brochures that are aimed at the attraction of attention of people from some business centers, newspapers advertising or advertising in the different magazines specialized on people from different fields of work or science that may have a need to conduct some conference or a business trip [3].

Another good tool for conducting promotion is public relation as an example of building communication between MICE tourism industry and its potential customers. The main aim of public relations is to inform the customers and make them maintain a positive opinion about the organization, its leadership, products, or political decisions. One of the good ways of conducting public relations activities is a participation of different representatives of Kyiv MICE tourism in some conferences, exhibitions dedicated to MICE tourism activity or other business or even leisure tourism. The main aim of such actions is to attract customers and give and spread information about Kyiv as about destination with high MICE tourism

potential. Accordingly, the main customers are from business segment, people who are interested in discovering new places for conducting conferences, meetings and etc. The other good way is act as a partner for some companies in order to create a positive attitude toward Kyiv as a MICE tourism destination, take part in different international charity events, congresses, meetings and seminars that are connected with MICE tourism.

So, to understand and evaluate the level of development of MICE tourism in Kyiv will bring the clear answer about how to develop and increase the quality of this type of tourism and how to make it become a major factor for attracting tourists, investments and thus bring constant improvement of economy.

### **Conclusions to the part I**

1. MICE tourism is very complex and comprehensive industry regarding its numerous components. Components of MICE tourism are: meetings: corporate conferences, board meetings, seminars; incentives: corporate trips, travel as rewards to employees; conferences: general assemblies, conferences hosted by international and academic organizations; exhibitions: events of different purposes, trade shows. Within MICE industry the dominant is conference tourism. A conference is defined as an activity used by any organization with a purpose of gathering together people and exchange information. Important elements of MICE tourism are: the consumers; suppliers; agencies; intermediaries. The venues for MICE tourism can be hotels, purpose built convention centers, unusual venues, event halls, seminar and conference rooms, exhibition centers, congress hall and other places where numerous services related to MICE activity can be provided.

2. MICE tourism can be provided for the variability of reasons and always has a certain tendency to change. Its future is inevitably linked to global trends in business and event tourism. MICE tourism services are closely connected with changes in demand, consumer choices and driving forces as accurate development of



venues and their selection, customer satisfaction and meet of consumers' expectations.

3. Main participants of creating, developing, improving and consuming MICE tourism product in Kyiv are: hotels and other accommodation establishments; attendees of MICE tourism events (consumers, tourists, representatives of other international MICE tourism destinations, companies); transportation industry; event industry that includes different venues, event organizers and venue operators.

4. MICE tourism has direct and induced impact on different spheres of destination. Economic impact comes as result from increasing sales and cooperation between different participants of providing MICE tourism services. Thus it cause higher income of local community and job opportunity, additional revenues in budget that can be most effective indicators of improvement of current state of economy. Main components and tools of MICE tourism promotion are: advertising; E-marketing; direct marketing; public relations; relationship marketing; sales promotion. For promotion being more attractive, branding and relationship marketing must be provided. In terms of branding it is very important to create destination's image and logo that will help in positioning and selling this destination.

5. MICE product design and promotion are complicated activities due to MICE complex character of services and that it comprises of different elements with some specific features. While creating MICE product such special features must be taken into consideration: tourists or buyers, duration of services that is connected with short-term character of business trips, venues and their selection such as hotels with conference room or separate spaces, accommodation that has an essential need to be located near the large venues for conducting MICE tourism services.

6. MICE tourism creates an attraction for consumers, increasing level of development of destination, its improvement of infrastructure and additional financing from the state. A major tool while making promotion of MICE destination is developing a brand of the city that will bring awareness about destination in the minds of consumers, and also create numerous additional work places that will bring local economy on the next level and entail the multiplier effect to the destination.

## **PART II**

### **ANALYSIS OF KYIV MICE TOURISM PRODUCT PROMOTION ON INTERNATIONAL MARKET**

#### **2.1. Characteristics of Kyiv MICE tourism infrastructure**

The importance and popularity of MICE tourism services are getting higher due to modern fast-growing world of business. Not each country can boost the presence of city that could perform such comprehensive services. Kyiv has a great potential as destination for conducting MICE tourism services. Kyiv is opened for events and always ready to host people.

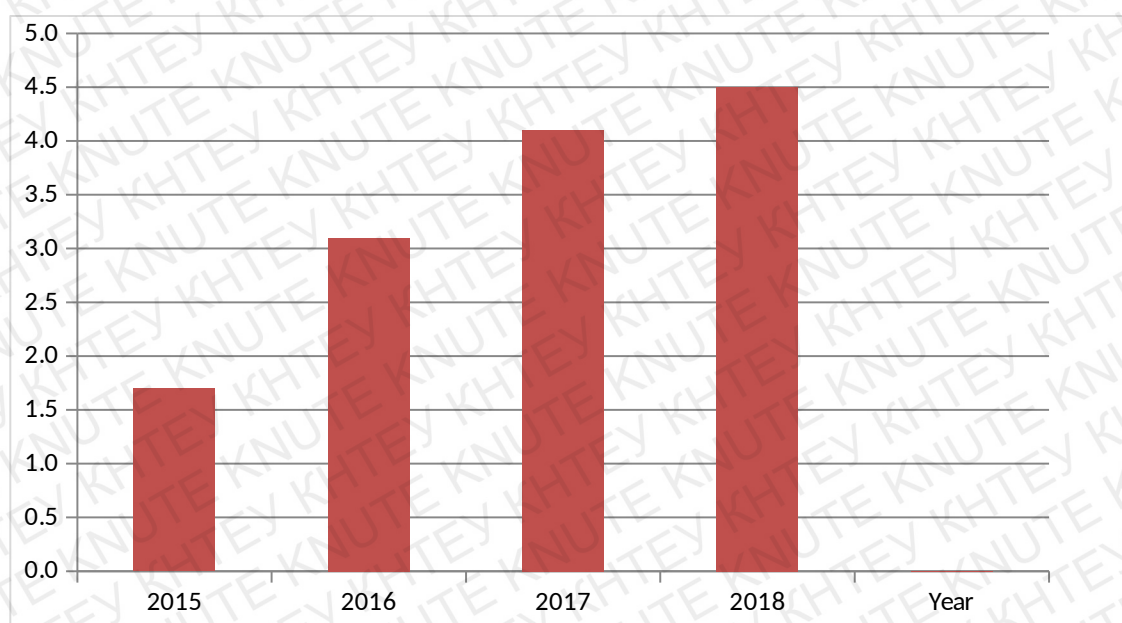
Domestic traditions of business tourism are on their way of development now, as well as infrastructure need a lot of investments for its future improvement. However, in recent years the process of stabilization of the economy has occurred, appeared slow but steady growth of foreign investments, improved progress in the development of collaboration in business sphere and partnerships with different foreign business sectors and the crucial point is that the country's exit from a deep political crisis. So, all these factors inspire optimism and are the major force for creating an impetus for developing a civilized market in Kyiv business tourism.

One of the important components of the tourism potential of the destination is the level of development of tourism infrastructure. In some cases low level of infrastructure or its total absence can play the role of retard of the destination development and future progress. MICE tourism compounds of different four elements so the requirements when organizing each of them will be different too.

In Kyiv for creating the possibility of easier conduction of inbound business tourism some steps have been made in infrastructure development in recent years:

- business hotels are being built with special facilities for conduction MICE tourism services;
- business centers are built and also congress bureaus and exhibition organizations,
- the calendar of congresses, forums and other business events is expanding.

Kyiv with the reputation of the business center of the country and a place of all the noticeable actions of Ukraine cannot be in the shade in tourism industry. As a business city it has very big potential to conduct MICE tourism services as well. The demand for MICE tourism in Kyiv is indicated in the best way in for of statistics data: 4,5 millions of tourists visited Kyiv in 2018 and 41,8 % came with event or business purpose, among them 30% of visitors are external, 70% internal [15], (figure 2.1).



*Figure 2.1. Dynamics of tourists that visited Kyiv in 2015-2018, mln. [47]*

The importance of Kyiv as city for conducting MICE tourism services is that it has outstanding attraction for tourists as the city “about past and future”. It’s one of the oldest European cities, great cultural, political, industrial center.

Kyiv has very developed facilities for conduction MICE tourism services. Almost 1500 business events take place in Kyiv each year. Each large hotel in Kyiv



has conference halls, event halls, seminar and conference rooms, congress halls and other places where numerous services related to MICE activity can be provided. In addition the suppliers of MICE tourism services can be also different venues including open-space ones, exhibition centers and stadiums.

Kyiv is represented by numbers of convention centers that gather together people from all over the world. Events are an important motivator of tourism and play a key role in development and marketing plans of MICE tourism in Kyiv. At all Kyiv possesses over 500 conference and event halls [25].

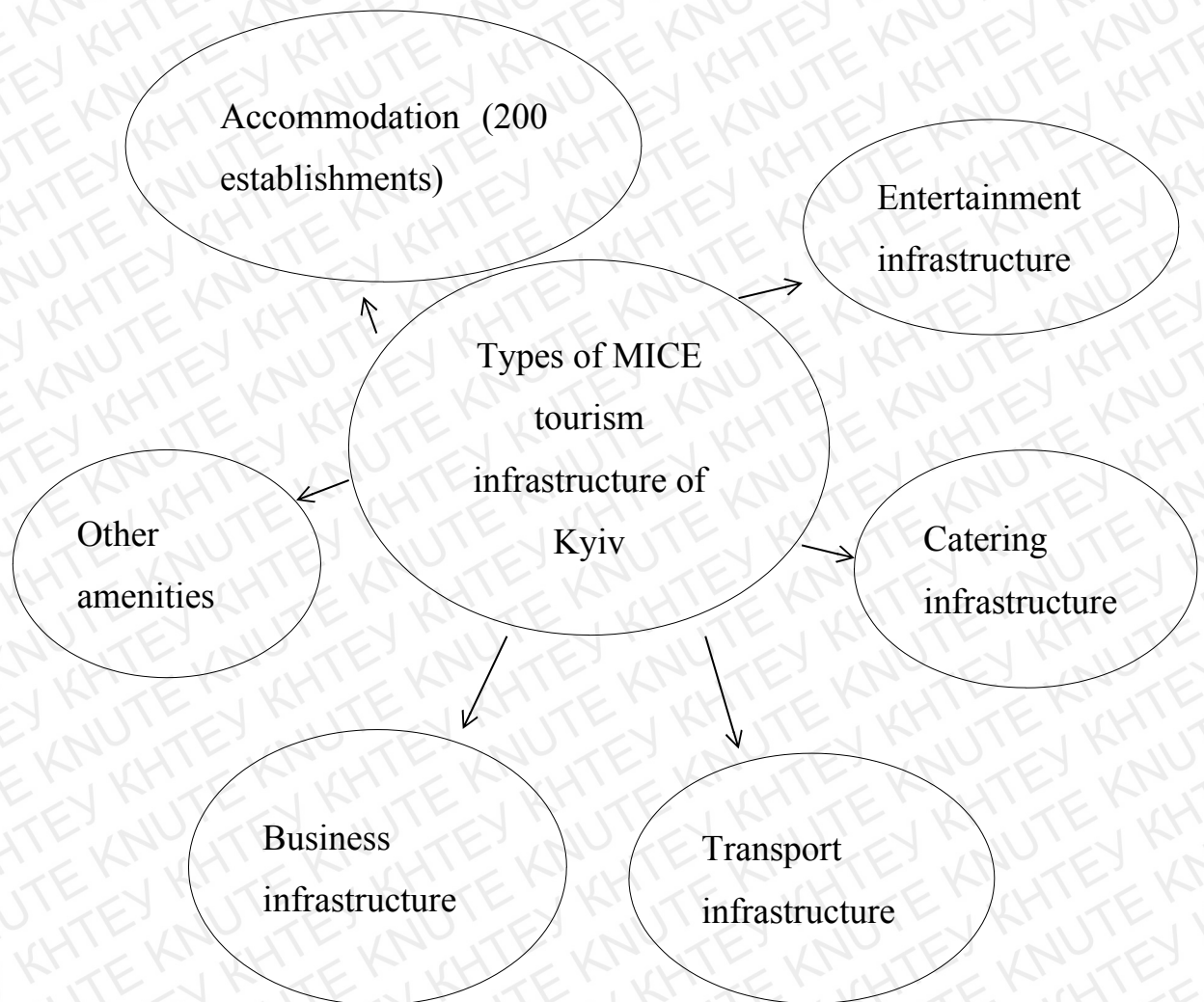
Kyiv has different preconditions for conducting MICE tourism services. These preconditions of course result from increased demand for event and conference tourism. Demand is one of the important parts to start the promotion process and understand future trends for accurate developing of MICE tourism in Kyiv [5]. Factors that create a need for conducting MICE tourism:

1. globalization of the industry, constantly increasing numbers of corporations;
2. increasing number of commerce;
3. newly created associations with stable need for conducting meetings and sharing new tendencies;
4. increase need to skills share, experiences and knowledge transfer within different industries;
5. incentive travel trips that are offered like a reward to employees and thus increase the desire to work [17].

Kyiv as a destination for conducting MICE tourism services possesses a great potential and all necessary elements that are needed for this type of tourism. Developed infrastructure, immense quantity of variable venues and different spaces that are represented in Kyiv are the best impetus for future improvement and development of MICE tourism services in Kyiv. The crucial point of importance of this activity may be the fact that business, event and conference travels bring destination a lot of benefits and advantages by providing higher levels of income,

local employment and government revenue and thus the constant improvement and increasing of local economy, level of life and local community well-being.

It is hard to overestimate the huge role that infrastructure has for the destination's reputation and thus for economy development of the service sector, in the form of transport services, communications, banking, insurance, healthcare, leisure and so on (figure 2.2).



*Figure 2.2. MICE infrastructure of Kyiv [1], [22], [23]*

Detailed information about each infrastructure type:

1. Accommodation infrastructure: hotels, hotel and office centers, hotels complexes and other accommodation establishments: sanatoriums, holiday homes, private accommodation facilities [1].
2. Catering infrastructure: restaurants, cafes, bar, canteens.

3. Business infrastructure: business centers, office centers, convention halls, convention centers, conference centers, meeting rooms and other venues with all necessary facilities for arranging business events.

4. Transport infrastructure: airports, railway stations, routes and means of transport, their availability and accessibility.

5. Entertainment infrastructure: amusement centers, shopping malls, shopping areas, markets, open air markets, gyms, sport and recreational facilities.

6. Other amenities: banks, insurance institutions, security institutions, health and wellness such as medical treatment, SPA centers, sport complexes, gyms, beauty salons.

Among different facilities for conducting MICE tourism services first of all the most important are the availability and variety of different venues that have a purpose of gathering together people and can possess a great fitness for this activity. Variability of spaces opens possibility for attraction of customers, resources and investments for future development and improvement of business tourism in Kyiv. It creates a so-called multiplied effect that due to these facilities produces the customer's awareness about Kyiv as a destination for business trips and arranging conferences as on national and on international level. It is also a major factor for bringing the economy and local community to the higher step of development and improvement of the level of life (table 2.1).

*Table 2.1*

**The most remarkable venues for conducting MICE tourism services in Kyiv**

Name	Year of foundation	Total area (sq.m.)	Capacity (amount of visitors)
The International Exhibition Centre [18]	2002	58000	11000 (per day)
ICC Kyiv (Ukrainian house) [19]	1993	17550	67000 (per day)



Kyiv Expo Plaza [20]	2006	11000	50000 (per day)
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*Continuation of table 2.1*

<b>Name</b>	<b>Year of foundation</b>	<b>Total area (sq.m.)</b>	<b>Capacity (amount of visitors)</b>
Expocenter of Ukraine (VDNG) [21]	1958	44000	1,5 million (per year)
Mystetskyi arsenal [22]	2006	60000	200000 (per year)
PARKOVY Kyiv International Convention Center [23]	2013	3555	10000 (per day)

Detailed information about venues:

- The International Exhibition Centre – is the biggest expo center in Ukraine. It combines in a single architectural ensemble three pavilions. The complex has a congress hall and fourteen conference rooms with a capacity of 90-600 seats, meeting rooms, rooms for storing valuables and weapons, cafes and fast food restaurants, bathrooms, toilets and air conditioning. Is located in the western portion of Livoberezhna microdistrict [18].
- ICC Kyiv (Ukrainian house) – is the largest convention center in Ukraine and the international exhibition and convention center. It is located in the center of the vibrant capital. It is the perfect venue for arranging different events from award-winning exhibitions and conferences to international association meetings, product launches, banquets, award ceremonies, sport events [19].
- Kyiv Expo Plaza – is one of the most premier and the most dynamic exhibition venues in Ukraine. Kyiv Expo Plaza has already hosted more than 150 events [20].
- Expocenter of Ukraine (VDNG) – is cultural and innovation center, multi-purpose exhibition complex. Opened in previous century VDNG is still one of the most noticeable and well-known venue that is always in high demand. VDNG

ensures the mission as a national cultural-innovation park, which is a model for a better future of Ukraine [21].

- **Mystetskyi arsenal** – is Ukraine's flagship cultural institution that brings together various arts – from contemporary art, new music and theater to literature and museum development. It is a national cultural-art museum complex and a dynamic center with exposition halls, art laboratories, electronic libraries, conference rooms, information centers and all necessary facilities for conducting services of conferences, exhibitions and etc. Mystetskyi Arsenal currently uses the first floor with a space of 12,000 m<sup>2</sup> and part of the second floor with a space of 12,000 m<sup>2</sup> [22].

- **PARKOVY Kyiv International Convention Center** – is a modern unique complex, truly exemplary venue with high-tech facilities, which offers superlative ambiance for different types of events: exhibitions, conferences, congresses, round tables, forums, presentations, seminars, concerts and private celebrations. Parkovy is located in a park zone, in the heart of the city center and has 2 huge exhibition halls (2000 and 1300 sq. m. each), 26 different meeting rooms (40, 50, 70, 95 sq. m. each), co-working space with a lounge zone, a congress and concert hall, a summer terrace with a picturesque view and an open air area with heliport [23].

So, Kyiv has very extensive line of venues for conducting MICE tourism services that is a great advantage and a crucial point for the destination's future development in the sphere of business tourism.

Accommodation is the most important element of tourism at all: if there is no any accommodation thus there's no tourism. It is an indisputable and cruel requirement for each destination economy that seeks to strengthen it and obtain high revenue from hosting and serving tourists and using their tourist resources. Hotels enterprises perform one of the most important functions in servicing: provide housing and tourist accommodation [30].

So, the main component in the structure of MICE tourism is hospitality services that represent a material and technical base of the industry and mostly affect the level of tourist's services and the formation of tourist infrastructure, as well as

define the type, features and quality of the tourist product. Functioning of the tourism industry is reflected in the main indicators of the activity of the hotel enterprises. In their turn hotel enterprises mostly affect the tourist activity and allow the destination to gain authority and popularity.

So, the main source of revenue for hotels is not only providing the business services for tourists it is also providing accommodation, rent and full complex of services offered (premises, food, other).

In Kyiv the concept of business tourism is getting more and more popularity each day. Among tourists that come to Kyiv very clear tendency can be defined and seen:

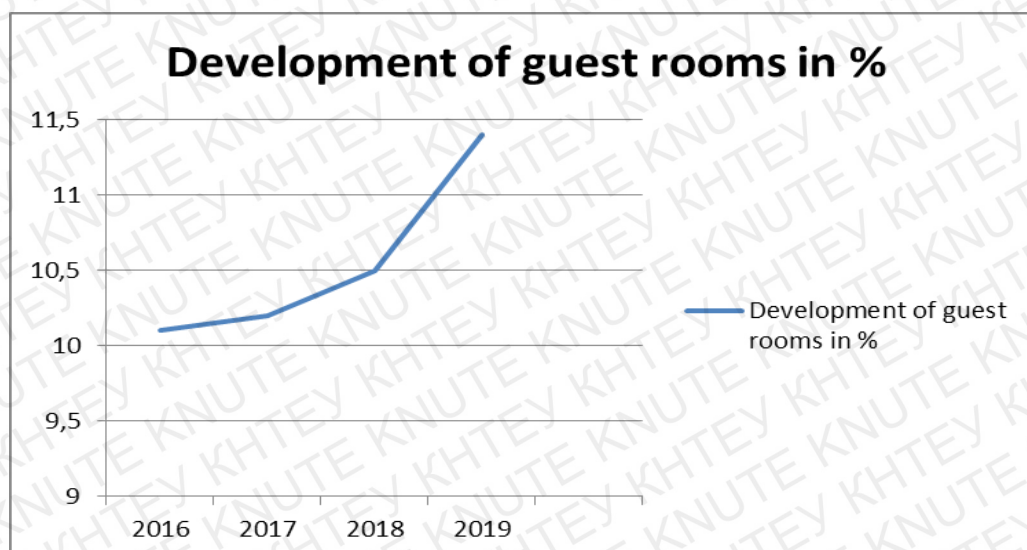
- more than 50% of trips have business purposes;
- travel with purpose of recreation account for about 40%;
- trips with other purposes (job search, visiting friends, etc.) make up about 10% [1].

Kyiv can boast its great developed accommodation facilities that comprise over 200 establishments for more than 11000 rooms, 196 hotels, over 130 hostels and 1120 apartments. Among numerous hotels there are 7 luxury five stars hotels, 10 of them are international hotel chains and more than 30 of them are midscale ones.

Among different hotels in Kyiv are also represented such international hotel chains as: Radisson, InterContinental, Hyatt International, Hilton, Sheraton Hotels & Resorts, Marriott International, Accor Group, Holiday Inn, Ramada Encore and etc. The majority of hotels and hostels are located on the right bank of Kyiv especially business ones.

The good tendency in the development of guest rooms is seen in recent years: from 2016 to 2019 the number of Kyiv guest rooms increased in 9% from 10,117 rooms to 11,451 [25], (figure 2.1).





*Figure 2.2. Development of guest rooms among the hotels of Kyiv*

Hotels are the main suppliers of MICE tourism activity and receive more benefits than other MICE product's elements as well. Business travelers who travel with the purpose of MICE tourism (events) usually have such expenditures as:

- over 65% goes on hotels (payment for rooms and hotel dining);
- while 15% is usually spent on other restaurants and other amenities out of the hotel;
- 10% goes for shopping (sightseeing and etc.);
- another 10% they spend on local transportation [36].

Hotels of Kyiv offer a wide diapason of prices for tourists from the lover to higher ones that make possible to fit as more clients as it is possible.

Among different types of hotels the most appropriate for MICE tourism are business hotels. Business hotels serve people that travel with the purpose of business trips. The enterprises of this group are also known as hotels for congress services – symposia, conferences, meetings, conferences, etc. This type of hotels needs to have some extra amenities, items, facilities, and services that are available to the guests and normally are not included in the basic accommodations of a room and bed. All these additional and specific items must fit the business travelers that ate the main consumers of MICE tourism services. High quality of these accommodation

establishments may make higher customer loyalty and bring a lot of benefits to the destination [1].

If taking in the account accommodation establishments on the left bank of Kyiv the majority of them is concentrated in the Darnitskiy and Dniprovskiy District that brings a lot of benefits as well as many venues for conducting MICE tourism services (conferences, exhibitions and etc.) are located there [30].

On the right bank hotels are mainly located in the historical part of Kyiv – Shevchenkivskiy district and in the business center of the city – Pecherskiy district that is determined by the big amount of business hotels, numerous business centers, conference halls and etc. (appendix B).

Due specificity business hotels cannot obey to all the laws of the hospitality industry. The activity of business travelers is not related to the cultural and recreational life of the city, but to its business activity and such phenomenon as business tourism. Only in the central part of Kyiv there are 155 hotels. Most of them belong to the famous global hotel chains, such as: «Hyatt», «Hilton», «InterContinental», «HolidayInn», «Fairmont», «Radisson» (table 2.2).

*Table 2.2*

**The most remarkable business hotels of Kyiv**

<b>Name</b>	<b>Hotel chain</b>	<b>Year of foundation</b>	<b>Ranking by stars</b>	<b>Room capacity</b>	<b>Conference or meeting rooms</b>
President Hotel Kyiv [42]	Vertex Hotel Group	1990	4	374	+
Mercure Congress Centre Kyiv [43]	AccorHotels	2012	4	160	+
Hotel Ibis Kiev City Center	AccorHotels	2011	3	212	+

*Continuation of table 2.2*

<b>Name</b>	<b>Hotel chain</b>	<b>Year of foundation</b>	<b>Ranking by stars</b>	<b>Room capacity</b>	<b>Conference or meeting rooms</b>
Ramada Encore	Wyndham	2012	4	264	+

Kyiv [32]	Hotel Group				
Royal Congress Hotel [33]	Royal Hotels and Spa Resorts	2012	4	205	+
InterContinental Kyiv [45]	InterContinental Hotels Group	2009	5	272	+

Detailed information about hotels:

1. President Hotel Kyiv – the hotel is located at the distance of 35 km from the Borispil Airport and 5 km from the Central Railway Station. It takes 15 minutes to walk to the city center. President Hotel offers rooms belonging to different categories – from Business Class Rooms to Presidential Suite. President Hotel offers a full range of services related to holding any events: our 17 diverse multi-purpose halls with the capacity ranging from ten to 465 guests are ideal venues for hosting large-scale conferences, presentations, banquets or drink receptions. The necessary technical equipment as well as all kinds of catering services including breakfasts, lunches, dinners, coffee breaks, banquets and drink receptions are at our guests' disposal [42].

2. Mercure Congress Centre Kyiv – is an ideal place for conferences, seminars, business meetings. The complex includes conference rooms of the hotel and the largest in Kyiv congress center with a total area of 5000 m<sup>2</sup>, ideal for any business events – the Mercure Congress Center. The services of the Mercure Congress Center are in demand by many Ukrainian and foreign companies. Equipped with modern equipment (acoustics, communication and multimedia, furniture), the halls of the congress center can accommodate from 8 to 2,000 guests [43].

3. Hotel Ibis Kiev City Center – is a great hotel overlooking the Dnipro River. It is located near Saint Sophia Cathedral and about 2 km from the city center. The hotel is surrounded by gardens. Ibis Hotel offers rooms on 16 floors with heating, wireless Internet, a refrigerator, a sofa and a telephone with an international line [44].

4. Ramada Encore Kyiv hotel is a very appropriate hotel for conducting different events. Hotel has the ideal location features 58 extended stay apartment-



style suites. Hotel Ramada Kyiv possesses 3500m<sup>2</sup> of event space: at all hotel features 16 meeting rooms, which can be arranged to accommodate 1000 conference guests or 280 banquet guests. It is very convenient to plan meetings, conferences or special event there [32].

5. Royal Congress Hotel has a very good location in the Solomensky district of Kyiv near the international airport Kyiv, just 1,5 km away. Hotel possesses a wide range of conference rooms for business meetings, presentations and all kinds of events. Royal Congress Hotel offers rooms with all needed facilities [33].

6. InterContinental Kyiv offer comfortable and beautifully decorated rooms. InterContinental Kyiv Hotel offers over 1000m<sup>2</sup> of event and conference space to hold events in Kyiv. From the most private meeting to a celebratory gala, from corporate events to business conferences, hotel's facilities, dedicated staff and expertise ensure that Kyiv event goes off in the highest level. InterContinental Kyiv is the ideal venue for meeting and social event offering 6 elegant functional rooms. Hotel is the perfect location to host meetings. With unparalleled facilities, it has an exceptional range of meeting rooms to suit every requirement and occasion [45].

So, the current state of the hotels in Kyiv can be said to be satisfying. It is necessary for Kyiv as a MICE tourism destination to have a sufficient level of development of the hospitality industry and a wide range of business hotels. It is crucial point because it helps to revitalize all socio-economic contacts and connections, enhances the economic potential of city and raises the reputation of the destination.

For MICE events that involve domestic and international customers, transportation plays a major role in creating the success of an event. Cities located near major air or land transport hubs have a lot of benefits and the advantage of being able to attract more tourists. Kyiv is easily accessible due to highly developed state of public transport. It has an extensive and rapidly developing transportation infrastructure serving local public and also offers its means of transports to external passenger. Kyiv possesses two international airports that serve 15,5 million passengers per year. Public transportation consists of the Kyiv Metro (underground),

buses, trolleybuses, trams and a funicular. Among all means of transport the most popular is metro. Kyiv has very extensive road lines as the city is a crossing point for many of Ukraine's main roads.

Air passengers arrive in Kyiv at one of two airports: Boryspil Airport (served by international airlines) and the smaller Kyiv Airport (with domestic and international flights). The figure of annual passenger flow of these two airports has reached: 15,6 million passengers per year. And this number is continually increasing. For example, according to the results of 2018, Boryspil International Airport has increased passenger flow by 19,5% compared to the previous indicator – up to 12,6 million people.

Other important factors for creation a well-developed destination of MICE tourism are resources:

- natural resources – parks, lakes, rivers and landscapes and other unique land formations;
- heritage and a culture of a destination (provide a basic and powerful attracting force for the prospective visitor) [22].

Kyiv has favorable natural and recreational resources: temperate-warm climate, huge forests areas surrounding the city, with small rivers and reservoirs, create excellent conditions for recreation, rehabilitation, treatment of people and form the prerequisites for tourist flow growth.

Kyiv is one of the oldest European cities, the administrative, economic, scientific and cultural center of Ukraine. Almost all historical epochs left their traces in Kyiv in the form of monuments of archeology, history, architecture and art. The city's unique historical and cultural heritage is shaped by 2148 monuments that are protected by the state. Among them 39 are of international importance, 437 are national and 1711 are the part of local heritage [7].

So, it is obviously that Kyiv has a very good potential to hold MICE tourism services, develop them and get revenues from this activity. The city possesses all necessary features as well as infrastructure and other facilities for successful and continual improvement of business tourism.

## 2.2. Analysis of Kyiv MICE tourism product

MICE tourism product is a comprehensive and diverse one. As it comprises of different elements it is very important to understand and develop in the right direction each of them. The term MICE reflects activities related to sector of tourism which includes business events, conferences, meetings, exhibitions and etc.

According to ICCA (International Congress and Convention Association), today 7 major congress events are held in Kyiv each year, that is 0,1 % of the European congress market. Due to its geographical location Kyiv can obtain the status of one of the world centers of business tourism. In recent years business hotels and business centers have appeared in Kyiv, exhibition organizations are being created, the flow of business tourists is increasing each year.

In just ten years, the volume of private travel has increased in one full half (49,1 %), and business travel has increased more than in double (by 112,1 % or 2,121 times), therefore, the difference in growth is 63,1 % [37], (table 2.3).

ICCA gives clear and accurate statistic data concerning the events that are held by each city, each county. In worldwide ranking Kyiv has not so stable condition and mostly occupies one of the last positions in the list (for 2017-2018 years) (appendix C).

*Table 2.3*

### **Position of Kyiv in worldwide ranking by the number of events [48], [49]**

<b>Year</b>	<b>Position</b>	<b>Number of events s per city</b>
2017	325	7
2018	302	8

International Congress and Convention Association also gives clear ranking about meetings capacity for European countries. From this data can be seen that the



state of development of event industry in Kyiv is constantly increasing in recent years and has positive tendency (table 2.4).

*Table 2.4*

**Position of Kyiv in European ranking by the number of events [48], [49]**

<b>Year</b>	<b>Position</b>	<b>Number of events per city</b>
2017	159	7
2018	150	8

At the present stage of business tourism development in Kyiv such types of MICE tourism can be identified: international, regional, internal. International business tourism involves traveling for the purpose of business relations, a visit to a foreign branch or headquarters in another country in the world. Regional type of business tourism is characteristic of travelling among neighboring countries, between which is a close industrial cooperation. Internal tourism is a kind business trips within the country [24].

Hotels are the main suppliers of MICE and are the main beneficiaries as well. Kyiv possesses a large scale of hotels that offer facilities according the arranging of different events.

About 60% of business tourists come to Kyiv from abroad and other are representatives of different Ukrainian cities (fig. 2.3).

In general, MICE events are events and activities gather in one place people that share some common interest. The venue for gathering must be arranged beforehand [36]. The venue offers the space and all facilities necessary to fulfill the requirements concerning the needs of those who attend the gathering.

Any MICE tourism activity includes some unique characteristics that are in the possession of this type of tourism and it implies the constant presence of some specific features that must be taken into consideration while creating of MICE tourism product. Specific features of MICE tourism services:

- seasonality;
- business activity;

- work week;
- location of venues;
- location of hotels.

Seasonality is defined by the intensity of business activity that increases from February to May and from September to November, and decreases in the summer months and during the Christmas and New Year holidays. Accordingly, MICE venues and business hotels must be ready for these unstable characters of their product [38].

Specific character of business activity can be explained that in Kyiv various events of national and international scale are regularly held: exhibitions, forums, conferences, congresses and others, so, mass events, including concerts, exhibitions, football matches, etc., it increases the attractiveness of the city in the eyes of domestic and international tourists. During the periods of the holding of these events there is a significant inflow of tourists, including business ones. The same applies to the economic activity of the city. The arrival of guests to business hotels stimulates the construction of other important MICE facilities – stations, airports and etc.

The majority of business meetings and trips are held during the weekdays. So, in this regard, work week or the calendar week for participants of MICE tourism can be roughly divided into such periods:

- period of increased load: from Monday till Thursday;
- low load period: from Friday till Sunday and other public holidays.

The specific feature of venue location is connected with the convenience of the movement for consumers, so it is better to locate venues near metro stations or other important road junctions. The location of hotels near different stations (metro or railway and so on) is very convenient one for people visiting the city for business purposes and also very one of the main decisions is a location of the hotels directly near the big convention, exhibition centers, or vice versa.

Organizing of business trips is a very difficult business. However, there are many Ukrainian companies that are involved in this business. Their professionalism and experience is growing and constantly developing. This fact together with the



growth of international contacts and level of the collaboration gives to domestic businessmen the hope for full development of business tourism in Kyiv in the near future [36]. One of the trends in business tourism is the formation of specialized tourism companies on different types of tourism, and in particular the creation of firms that are engaged in business trips and exhibitions, seminars and conferences abroad as well as firms specializing in incentive programs (incentive tours are used by company executives for encouraging their best employees and encouraging them to make new achievements).


All of these companies help to develop, increase, improve and maintain the functioning of MICE tourism industry. They play such roles as:

- organization of services regarding MICE tourism;
- creating and contribution into the infrastructure development;
- distributing of information and enhancing the need for promotion of business travels to Kyiv.



In Kyiv there are more than 50 companies that provide services for different levels of events in the fields of MICE tourism services. They also plays role of the main participants that continually contribute to the Kyiv MICE tourism development and improvement (table 2.5).

*Table 2.5*


#### **MICE tourism companies of Kyiv**

<b>Name</b>	<b>Information</b>	<b>Year of creation</b>	<b>Logo</b>
Concierge Group Company	Company is one of the leading companies specializing in cost management and business travel. It works closely with the representatives of the largest travel companies, has big experience and is an expert in working with corporate clients.	2011	



Business Travel Agency "All Travel Group"	Agency offers hotel reservation services in Kyiv, provides booking of different types of tickets and organizes events of any format.	2016	
Business tourism "Via Kyiv"	"Via Kyiv" offers MICE services in Kyiv. The due to their competence and creativity constantly provide improvement of Kyiv MICE services. "Via Kyiv" make the consistent promotion of Kyiv as business capital.	2006	

Continuation of table 2.5

Name	Information	Year of creation	Logo
MICE Travel Group	Company is a member of BTA Ukraine and specializes on organization of corporate tours and MICE related services in Kyiv and Ukraine at all.	2012	

So, MICE tourism product of Kyiv has diverse facilities for successful organizing MICE tourism services, as well as it is shown by the numerous business hotels, conference halls, increasing number of business tourists flows, increasing demand for business trips, improvement of Kyiv MICE tourism infrastructure, promotion of its services on international markets, creating of new associations concerning MICE. All these factors create preconditions for enhancing the reputation of MICE product of Kyiv. So, forums, different events and other conferences are annually held in Kyiv. In recent years the most outstanding events concerning

business travel industry and MICE that were held in Kyiv are indicated below (table 2.6).

*Table 2.6*

**Calendar of events**

<b>Name of event</b>	<b>Data</b>	<b>Aim</b>
Event “Kyiv nice for MICE” [24]	September 25, 2017	Aim was to provide very informative reports concerning business tourism and promoted MICE in Kyiv as one of the most important direction of Kyiv tourism specialization. The participants were MICE tourism organizations of Ukraine and from abroad

*Continuation of table 2.6*

<b>Name of event</b>	<b>Data</b>	<b>Aim</b>
Kyiv Invest Forum	September 26, 2017	The aim was to unite different participants of MICE tourism in Kyiv and representatives of other same destinations in order to show Kyiv potential in business tourism sphere. The whole section was dedicated to discussing the topic "Kyiv at international business tourism map"
Conference by BTA and IAPCO [24]	June 10, 2017	There was created the Ukrainian version of the terminology dictionary for meeting and events purposes. Business Tourism of Ukraine (BTA Ukraine) and International association of professional congress organizers (IAPCO - International Association of Professional Congress Organizers) together planned and conducted the conference
Tbilisi-Kyiv Business Tourism Forum	April 16 - 20, 2018	Introductory tour Kyiv-Tbilisi (for representatives of companies in the business tourism industry and the industry of meeting of Kyiv). Organized by the Association of Business Tourism of Ukraine and the Center for Tourism Development of Ukraine at the invitation of the Convention and Exhibition Bureau of Georgia.
Kyiv Convention Office [37]	July 4, 2019	This event helped to attract business representatives with the purpose of development of business tourism in Kyiv through future cooperation with the newly established office. The conference was attended by representatives of inbound tourism operators, hotels,



	convention centers, exhibition centers and other companies related to the production of tourist services
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*Continuation of table 2.6*

<b>Name of event</b>	<b>Data</b>	<b>Aim</b>
“Kyiv Tourism Forum “World cases” [50]	October 2, 2019	Event organized by Kyiv Convention Office brought together professionals who work in the area of tourism and hospitality who want to improve their knowledge. It was an educational events with the aim of sharing of experience in event tourism sphere.

Different events of Kyiv that are dedicated to MICE tourism activity emphasizes its importance and provide constant improvement of MICE Kyiv services, implement new knowledge and make continual promotion of Kyiv MICE among different representatives of the industry invited to these variable MICE oriented events.

### **2.3. Assessment of Kyiv MICE tourism product promotion**

Promotion of MICE tourism on international market require accurate, deep and certain analyzing and assessment of the event industry to see modern market trends, create a product that will fit the demand and therefore to be ready for any change within industry.

While creating ways of promotion, Kyiv MICE product must be improved concerning different its components and ways of promotion. Promotion of MICE tourism on international market is about identifying, analyzing and evaluating the competitors, their strategies, their current position, their market share to determine their strengths and weaknesses relative to those of your own product or service.

Among ways and tools of promotion such components may be highlighted:

- advertising;
- sales promotion;
- public relation;




- development of the ways of spreading information;
- increasing of conference and exhibition activities, organization of international and regional tourist salons and fairs.

In order to increase the efficiency of the Ukrainian tourism industry and promote Kyiv MICE product on international market must be done the enhancement of the image and authority of destination in the tourist community, involvement in the global information space. It means constant participation of Kyiv or even Ukrainian associations (such as Business Tourism Association of Ukraine or Kyiv Convention Office) and different companies that organize MICE tourism tours in the forums throughout the world dedicated to event or business tourism or MICE as well, so to enhance awareness of other communities about MICE services of Kyiv.

Kyiv as the city with huge potential of MICE tourism development has a crucial need for available associations concerning business travels activity. All over the civilized world, professional associations are being created to solve some problems and find the ways of future prosperity of the field they work on. The task of such associations is to create for members the rich information field they can use daily in practice to the extent of possible share of knowledge and spreading different information. Associations of MICE tourism in Kyiv mainly bring together professionals from different industries participants of this kind of tourism (table 2.7).

*Table 2.7*

**The most known associations of MICE tourism in Kyiv**

Name	Year	Aim	Logo
Business Tourism Association of Ukraine [26]	2007	Aim is to unite all the participants and their forces and efforts for the future creation of the conditions for prosperous development of event and business tourism.	

*Continuation of table 2.7*

Name	Year	Aim	Logo
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Kyiv Convention Office	2019	KCO has the aim to develop business tourism in Kyiv which will work on increasing the tourist potential of the capital in the sphere of business tourism.	
Kyiv convention and visitors bureau	2015	Kyiv Convention and Visitors Bureau is a non-commercial marketing organization, which has goals to promote and popularize Kiev on international and domestic business travel market	

Detailed information about associations that work in the sphere of MICE tourism:

- Business Tourism Association of Ukraine (BTA) – all Kyiv and Ukrainian professional association of business tourism market participants and MICE tourism. The association understands the need of such actions and changes so it continually struggles for the effective development of the industry in Kyiv and Ukraine at all. BTA Ukraine creates structure of the planning and organization of business trips, meetings and conference services. BTA also play a role of a promoter of Kyiv as a business destination in the world market of MICE tourism industry. Association does the researches and collects data concerning MICE and also conducts analysis of business industry in Kyiv and Ukraine [26].
- Kyiv Convention Office presents the potential of the capital as a destination for business tourism and promotes its product on the international market [34].
- Kyiv convention and visitors bureau – is the organization that promotes Kyiv in the international arena as a venue for international congresses, conferences and business meetings [34].

This strategy also is a good way of direct advertisement and spreading of the information about Kyiv services. Advertising – is defined as different types of communication or promotion for product, service and idea, in a paid form [16].

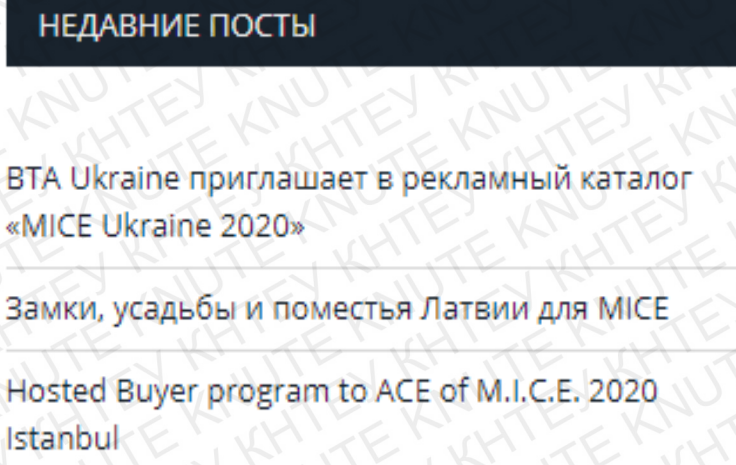


Advertising in any form will bring the results, but to make it become an effective one there is a need to choose the right way of communicating. The best way of communication of Kyiv MICE facilities is to spread the information among business segment of people.


Business Tourism Association of Ukraine provides the information concerning current state of MICE in Kyiv and constantly updates the table of events of MICE industry in Kyiv and Ukraine at all (appendix E). On their official website all main and current information about MICE is presented (table 2.8).

*Table 2.8*

**Present information on the official website of BTA**

Information	Image from BTA official website
MICE tourism news	

*Continuation of the table 2.8*

<p>MICE glossary – an online dictionary that consists of 1,100 words in 15 languages. By the efforts of BTA Ukraine, a Ukrainian version of the dictionary of terminology used in the global meeting industry was created. It is an encyclopedia of communication for the event industry. Designed for practical use, 1100 terms and definitions are translated into 15 languages.</p>	
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Archive of the events of MICE in Ukraine (from 2008 till nowadays)	<div data-bbox="927 174 1517 241">АРХИВ</div> <div data-bbox="927 309 1517 353">Февраль 2019</div> <div data-bbox="927 376 1517 421">Январь 2019</div> <div data-bbox="927 443 1517 488">Декабрь 2018</div> <div data-bbox="927 510 1517 542">Ноябрь 2018</div>
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So, main mission of BTA is to contribute to the development of the business tourism industry and MICE in Ukraine and to make it such an industry that ensures the dynamic development of the country's economy, provides a significant contribution to GDP, increases employment, and forms the budget revenue side. Also, BTA aims to influence the formation of a legislative environment for conduction the effective development of the industry.

BTA strives to improve the quality of services provided in the market so they try to increase the professionalism of company employees and introduce modern methods and technologies.

BTA annually produces and publishes the magazine that gives current information about MICE tourism industry. Advertising catalog "MICE Ukraine 2020" as and in all previous publication, is published in Ukrainian and English languages and consists of information of the events for the year, program of events and data about MICE tourism companies and their offers (appendix F).

Another good tool for promotion of Kyiv MICE potential can be done through tourist exhibitions, direct mail to the big corporate structures with the particular offers of incentive tours for their employees. Also MICE tourism representatives must take part in international conferences concerning tourism and especially MICE industry. In such conferences or exhibitions informative brochures must be presented with the information about MICE in Kyiv, detailed facts, data and attractive formalization so these brochures will capture the attention of potential customers. Also, the distribution of information concerning MICE tourism of Kyiv may be done by the ways of advertising in some business centers, newspapers

advertising or advertising in the different magazines specialized on people from different fields of work or science that may have a need to conduct some conference or a business trip [5].

MICE tourism is one of the great items for conducting different conferences about. These events can also contribute to the promotion of MICE of Kyiv, as a lot of international speakers, guests, representatives of MICE of international organizations, people from different corporations and so on are usually invited. This fact gives to such events an enormous importance in promotion activity of Kyiv as a destination that is optimal for planning and organizing business travels to.

In terms of branding it is very important to create destination's image and logo that will help in positioning and selling this destination. Good and effective branding enhance positive thoughts and actions in the mind of the consumers and thus affects customers decision making process and thereby encourages them to choose a brand that they recognize and identify with. The destination branding helps to keep constant attraction of the customers and the sustainable development of MICE tourism.

Kyiv as a destination has a very strong brand, its own logo and official website that plays a role of official tourist guide of Kyiv – [www.visitkyiv.travel](http://www.visitkyiv.travel). Motto of Kyiv as a tourism destination is “Everything starts in Kyiv” (appendix D).

The other good way of promotion of MICE in Kyiv is organization international and regional tourist salons, fairs, exchanges in Ukraine, in particular in main tourist business centers. All these events must be held in a form of conference where a lot of international speakers and professional are invited to spread the relevant information concerning MICE tourism sphere and so to promote Kyiv as a MICE related destination.

## **Conclusions to the part II**

1. MICE tourism is a comprehensive sphere of event tourism and comprises of different element that are closely connected with each other. Kyiv has



very developed infrastructure and facilities for conducting MICE tourism services: Kyiv is represented by numerous of convention centers and other venues suitable for event services; at all Kyiv possesses over 500 conference and event venues. The most remarkable venues for holding the MICE events in Kyiv are: The International Exhibition Centre (capacity 11000 visitors per day), ICC Kyiv (Ukrainian house) (67,000 visitors per day), Kyiv Expo Plaza (50,000 visitors per day), Expocenter of Ukraine VDNH (can host about 1,5 million of visitors per year), Mystetskyi arsenal (200,000 visitors per year), PARKOVY Kyiv International Convention Center (can host 10,000 per day).

2. Kyiv can boast its developed accommodation facilities that include about 200 establishments, from 2016 to 2019 the number of Kyiv guest rooms increased in 9% from 10,117 rooms to 11,451 that shows a positive tendency concerning the development of accommodation infrastructure of Kyiv. The most remarkable business hotels of Kyiv that have all necessary facilities for conducting MICE events are: President hotel Kyiv (possesses 17 convention and meeting halls); Mercure Congress Center Kyiv (can boast the largest congress center with total area 5000m<sup>2</sup>); Ramada Encore Kyiv (possesses 16 meeting rooms); Royal Congress Hotel (includes meeting and conference halls); InterContinental Kyiv (offers over 1000m<sup>2</sup> of event and conference space). The current state of accommodation facilities that are suitable for MICE tourism can be said to be on a sufficient level of development due to a variety of hotels and their different facilities – conference and meeting rooms, halls, convention spaces and etc.

3. According to ICCA (International Congress and Convention Association), today 8 major business events are held in Kyiv each year, that is 0,1 % of the European congress market. For the number of held events Kyiv occupied the position №302 in the worldwide ranking and №150 among European cities in 2018.

4. Kyiv has numbers of participants of MICE tourism services. These participants constantly provide promotion of MICE potential of Kyiv, spreading the information to the international MICE market. The main participants that constantly work on enhancing of MICE tourism potential and have the aim of development of



Kyiv as event oriented destination are associations of MICE tourism: Business Tourism Association of Ukraine (unites all the participants of event tourism for creation of the conditions for prosperous development of event and business and MICE tourism); Kyiv Convention Office (develops business tourism in Kyiv); Kyiv convention and visitors bureau (non-commercial marketing organization that promotes and popularizes Kyiv mainly on international business travel market).

5. In Kyiv there are more than 50 companies that design MICE product of Kyiv, provide services of event tourism and have a major role in the contribution of the development of MICE tourism in Kyiv. Promotion of MICE tourism product of Kyiv requires total knowledge about industry that cannot be done without collecting of data relating this activity. The accession of our country to an increasing number of international tourism organizations and associations annually organized and held different European and world forums, conferences concerning business tourism allow Kyiv to obtain higher reputation, attract tourists and make Kyiv to become one of the most known business destinations of Europe.

6. In terms of branding Kyiv has own destination's image, logo, motto and official website that help in positioning, selling of the services of Kyiv and mainly spreading the information about Kyiv as a perfect and suitable destination that fits for a variety of purposes and exactly for conducting MICE tourism services.

### **PART III**

## **IMPROVEMENT OF KYIV MICE TOURISM PRODUCT DESIGN AND PROMOTION ON INTERNATIONAL MARKET**

### **3.1. Actions to improve Kyiv MICE tourism product design and promotion on international market**

Value of improvement of Kyiv MICE tourism product design and promotion consist of the huge importance and a large scale of benefits that any MICE activity brings to Kyiv. MICE product design is a complicated process due to the complexity and comprehensive character of each MICE tourism product element. Strong connection between all of the elements shows that if on one part of the industry some important changes occur, so they must appear and in the whole industry as well.

### Ways of improvement of MICE product of Kyiv:

- attracting domestic and foreign tourists to have the opportunity to hold business events in Kyiv;
- in Kyiv must be developed the international concept of business (MICE) tourism that will meet the requirement experiences of business travelers;
- in Kyiv must be provided the improvement of a powerful modern business infrastructure;
- to ensure Kyiv MICE tourism product improvement must be provided consultations, marketing and legal assistance for MICE tourism participants that perform in the sphere of business tourism;
- creation of a network of Kyiv participants of MICE tourism with a purpose of uniting the efforts for common improvement of the industry and must be a desire for mutual support between participants of MICE and services market and other suppliers;
- facilitating investment attraction for infrastructure development of tourism business in Kyiv;
- establishment of business contacts with MICE tourism foreign organizations;
- developing of new programs for the conducting of MICE activities aimed at improvement of business travel environment in Kyiv;
- attract international customers by the means of e-marketing and in such a way increase inbound tourism in Kyiv.

In order to improve promotion of MICE tourism product such actions must be undertaken:

- enhancement of the image of Kyiv as a MICE destination and authority of Kyiv MICE tourism product and its services in the tourist community;
- involvement of Kyiv MICE product in the global information space in order to create strong and stable relations and collaboration with different international partner industries;

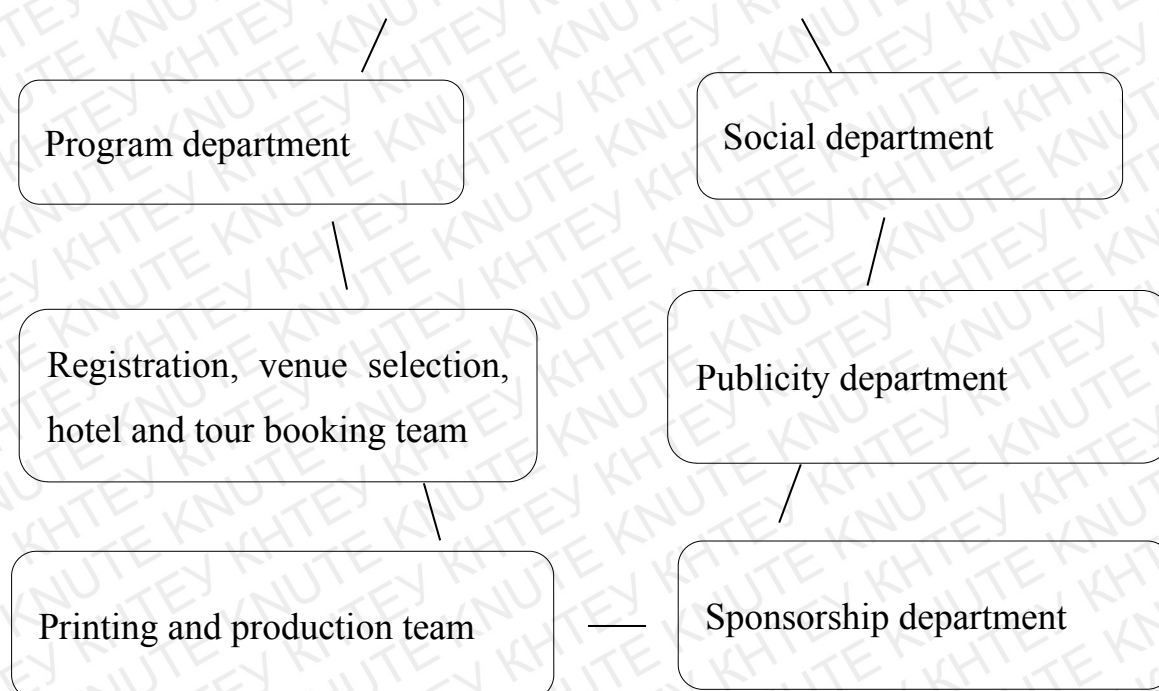


- expansion of international cooperation by the way of participating in international conferences and congresses dedicated to international MICE tourism activity, presenting there Kyiv MICE tourism product capacities and available propositions.

To improve the process of design of MICE tourism product of Kyiv such thing must be taken into the consideration that typical MICE event must have different departments to perform its functions effectively. Clear division of responsibilities among organizational departments can significantly improve MICE tourism product design and make it an attractive one for international visitors and potential customers:

1. Program department is responsible for event schedule and structure and concept of the event;
2. Social department is accountable for invitation of speakers, confirmation of coffee and tea breaks and lunches (food and beverage plan);
3. Registration, venue selection, hotel and tour booking team – confirmation of venue, date and time, registration of guests, collaboration process with hotels;
4. Publicity department – agents that help representatives and guests to get acquainted with event schedule and give all necessary information, keep contact with speakers, do direct mail (send registration brochures by mail to the guests). Publicity subcommittee mainly is responsible for promotion;
5. Printing and production team produces registration brochures, invitation cards, conference proceedings – a book or electronic document that contains all written articles about presentations, program of the event, speakers and guests lists, badges.
6. Sponsorship department is responsible for identifying the potential sponsors and partners distribution of responsibilities among them (figure 3.1).

MICE event organizational departments



*Figure 3.1. MICE event departments to improve MICE tourism product design [36]*

Ways of improvement of Kyiv MICE tourism product promotion on international market:

1. Ensure the right use of E-Marketing, including customer-friendly website and using of wireless media. E-marketing provides customers with more convenience about the product; they can easily get the most important information at any comfortable time by visiting website with video and audio files for promotion of product, receive continual reminder about product through visual banner advertisement and pop-ups.
2. Using of SMM marketing through target advertisement, implement constant post writing in different social media. Social media sites enable companies and firms to advertise and promote their products with better possibilities. The first step is to choose target audience of Kyiv MICE, they are people who work in the tourism industry, in hotel restaurant business and aviation sphere, they can be as representatives of domestic companies and international ones and business travelers that are the main consumers of MICE tourism services. Also while selecting target

audience the city administrations and other governmental establishments that may be interested in this issue can be included.

3. Making of effective advertisement concerning Kyiv MICE product must be constantly provided. Advertisement can be delivered and shown on international websites, on the banners and fliers in international hotel chains or in different exhibition or convention centers and other venues that perform their services for business segment of customers. This way will help and ensure that all current information about Kyiv MICE product is as much more closely as possible to its target audience and that it has a possibility to convey the details about its activity in the most effective way.

4. Use of direct marketing, especially direct e-mail marketing that allows promoting the product directly to the previously selected target audience through the e-mails with upgraded information about current offerings of Kyiv MICE tourism.

5. Sales Promotions that can be done for the process of retention of the current customers or with a purpose of attracting new and more customers. It can be done by offering of discounts, exhibitions where newly trend in MICE tourism are presented.

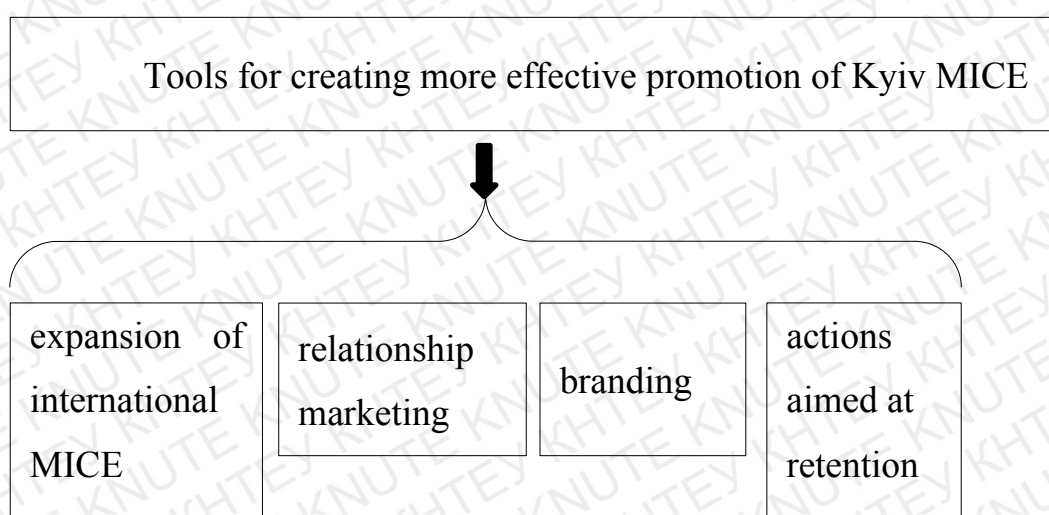
6. Trade shows – events that are targeted at suppliers of MICE industry, domestic and international ones. The main aim is getting the right directions for the improvement of the process of delivering services in MICE industry, its work and constant increasing of quality of services and obtaining new partners among international colleagues.

Proposed measures of improvement of Kyiv MICE tourism product design and promotion can be evaluated by the importance they have to the city by the use of such points that are caused as the result of industry activity:

- Improvement of the products design and promotion attracts more tourists and thus tourist flows are higher, and the size of expenditures of tourists increase too. Business travelers generally spend more than the average tourist as they stay in business hotels and dine at delicious restaurants since they are with business clients.



- Arrangement beforehand – MICE events are generally planned one or a half of the year in advance, and even more if it concerns the international events due to the number of attendees and persons invited to participate in the event. So, this character of MICE events creates preconditions for constant improvement of services and constant increasing of the quality of the product and modernization of the Kyiv MICE product.
- Large scale – MICE events generally have a large number of attendees. International conventions, conferences and exhibitions usually require about 300 hotel rooms per night and big conference venues rented in the day. An exhibition, conference or forum with a duration of more than 2 days, either local or international one, needs to have a large scale of attendees and requires several or even more large venues for holding the event that gives new working places for a lot of people.
- Improvements create a need for standardization of services – all attendees for the same MICE event and business travelers as well usually have so much similar requirements and needs regarding service`s standards and quality. So, standardized services are required in the modern world of tourism.
- Improvement of MICE industry enhances the quality and level of the functioning of secondary businesses. MICE tourism product improvement requires a lot of suppliers and intermediaries that are needed for MICE tourism activities and MICE events.
- Improvement of the MICE product design and promotion in its turn improves the host city image – the city that successfully holds the international MICE event can give to the business travelers a desire to return there and continue business affairs in this particular destination (figure 3.2).



*Figure 3.2. Tools for creating more effective promotion of Kyiv MICE product*

The proposes measures of promotion of Kyiv MICE tourism product by the means of e-marketing, public relation, advertisement campaigns, direct and SMM marketing will bring a lot of benefits and advantages to Kyiv. Also, improvement of promotion and design is a key force for obtaining the future success of a MICE event. The main purpose of such promotion is attracting of participants, international and domestic representatives of tourism industry. Promotion is a key result area in designing the MICE event (table 3.1).

*Table 3.1*

**Kyiv MICE tourism product promotion improvement results**

<b>Result</b>	<b>Information</b>
Increasing of destinations awareness	Promotion help directly in creating of awareness of target customers about MICE in Kyiv
Improvement of reputation	The state of reputation of the Kyiv MICE is closely connected with the conditions of available MICE tourism services in Kyiv, their quality and how easily the information about Kyiv MICE potential is distributed to international customers.
Partnership and investment	Promotion helps to distribute the information between potential partners and investors of MICE in Kyiv
Attraction of new customers	Improvement of promotion creates distribution of the information about MICE of Kyiv and thus increases flow of business travelers.
Improvement of the state of	MICE tourism activity directly impact the

local economy	destination, through constant improvement of its services more and more tourist are attracted, accordingly number of expenditures get higher, new work places are created.
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The prosperity of each of the available industries or their different separated other components cannot be achieved without continual improvement and development of the industry's work, activities, collaboration and capacity. Creating of effective ways of improvement of MICE tourism may be done by the way of total understanding of all MICE tourism elements and the steps of the design of the product, structure of the promotion process and the correct order of implementation of the plan of improvement.

### **3.2. Evaluating the effectiveness of the proposed measures to improve Kyiv MICE tourism product design and promotion**

The most effective way of bringing Kyiv MICE tourism product on the next higher level of development is constant spreading of the information about its activities, making advertising campaigns (banners, advertisement in the places of gathering of Kyiv MICE services target audience, using of SMM marketing) and create specialized on MICE tourism exhibitions and conferences, such as organization of international or regional tourist salons, fairs and forums.

So, MICE tourism product of Kyiv may be done in the form of some particular event organized in order to attract tourists, higher the awareness of prospective customers of Kyiv MICE tourism services, improve its activities, attract investments and people that are interested in this type of tourism and may contribute to the improvement of Kyiv MICE activities. As a result of all of these actions continual improvement of MICE in Kyiv will occur.

Kyiv MICE tourism event has the shape of innovative forum that will concern MICE tourism development. The name of the event must possess a clear and easily understandable combination of the words that will immediately show the idea of event: "Kyiv – World of MICE Forum".



Such kind of event is not only a good example of creating an improved MICE tourism product and also the idea of the Forum concerns MICE industry and generally how to improve its design. “Kyiv – World of MICE Forum” is very good way of promotion of Kyiv MICE tourism on international market, because a lot of foreign representatives of different companies will be invited, speakers of this Forum will in future spread the information about Kyiv MICE tourism and in their turn invite the Kyiv’s professionals to other MICE tourism destinations.

To make MICE tourism product of Kyiv more effective, a lot of international and domestic speakers must be invited to share the current information, find and resolve the problems in the industry and discuss the most important cases about MICE tourism improvement. “Kyiv – World of MICE Forum” main case of discussion must be:

- Kyiv MICE tourism product capacity, available propositions;
- information about the structure and some unique characteristics of MICE industry at all;
- presentation of Kyiv perspective in MICE tourism industry;
- presenting Kyiv MICE tourism infrastructure, available hotels and venues;
- general information with detailed facts about Kyiv MICE;
- discussion of the ways of improvement of MICE product of Kyiv;
- creating of innovative ways of promotion of MICE tourism services of given destination;
- studying the suggestions of domestic representatives of MICE how to improve the industry and product at all;

The main mission of “Kyiv – World of MICE Forum” is to promote Kyiv as a European MICE tourism destination, to promote MICE services of Kyiv and implement innovative tools of designing and promoting of the product according to the experience of colleagues of Kyiv as a MICE destination. Guests of “Kyiv – World of MICE Forum” will receive valuable information, knowledge and skills from foreign and domestic speakers.

So, “Kyiv – World of MICE Forum” has the aim to bring together the masters and professionals who work in the MICE tourism industry and are trying to improve their work and share and obtain the information about industries modern trends thus to improve MICE product design.

This Forum will show the world experience in designing MICE tourism product and thus give the possibility to improve MICE tourism product of Kyiv. During the Forum Kyiv MICE tourism will be promote not only directly but also with the help of brochures, continually repeated advertising, representatives that will demonstrate presentations with detailed information and accurate statistic, different examples of possible collaboration and etc.

“Kyiv – World of MICE Forum” aims to gather up to 200 representatives of MICE tourism industry from all over the world, invited before head each of them receive detailed information about Forum schedule, program, plan and structure and list of all cases that will be discussed, so they will be ready to participate discussions and share opinions.

To have the possibility to perform on the Forum 12 speakers (MICE professionals) are invited. Forum possesses its own website with all needed information, data, structure and schedule of events, information about partners, hotels and venues with the information about their location and other characteristics, information about special offers for transfers for all guests. The main aim of the Forum’s website is to promote the event, spread information and attract as much guests as possible. “Kyiv – World of MICE Forum expect to attract up to 300 guests.

The process of choosing hotels and venues for holding the event is one of the most complicated tasks, that brings a lot of difficulties because of the desire to choose appropriate and effective proposals, and it’s better to obtain partner agreements with service delivers. The right way for improvement the process of venue and hotel selecting is to implement Request for Proposal (RFP). The event planner manager needs to create and send a request among hotels, venues (convention and exhibition centers), and catering companies the list of organization’s requirements. After the process of comparison of different RFPs the decision about

suppliers can be taken. Therefore, RFP needs to have accurate information and must deliver to suppliers the event planner's exact expectations [36]. There process can in a great extend improve the process of selection of participants of given MICE product.

Forum has partner agreement with some of Kyiv hotels on the base of what representatives will have the possibility to stay in each of them with some additional discount. Speakers are invited on the grounds of free accommodation and other services.

“Kyiv – World of MICE Forum” collaborates with such Kyiv's hotels as: President Hotel Kyiv; Mercure Congress Centre Kyiv; Hotel Ibis Kiev City Center; Ramada Encore Kyiv; Royal Congress Hotel; InterContinental Kyiv; Tourist Hotel Kyiv.

Events will continue for 2 days, on the space of three previously chosen venues. These venues were chosen according to such points: location, event capacity, and desire to support the improvement of MICE product of Kyiv. Venues for conducting “Kyiv – World of MICE Forum”:

1. The International Exhibition Centre. Center possesses a convenient location near metro station and 3 star hotel “Tourist” that a lot of representatives may decide to stay there.
2. ICC Kyiv (Ukrainian house) – is the largest convention center in Ukraine and the international exhibition and convention center. It is located in the center of Kyiv, encircled by big diversity of tourist attraction, venue may be of a great importance for conduction international events, and attendees will have the possibility not only visit the event but also visit the heart of Kyiv.
3. Mystetskyi arsenal – located in historical part of Kyiv, on the Dnipro River Bay, venue possesses all necessary facilities for arranging conferences, exhibitions and events of different scale and size, and as a last space of Forum conduction is easily achievable from ICC Kyiv (Ukrainian house).

“Kyiv – World of MICE Forum” offers for the clients two types of tickets: standard ticket 1999 UAH and business one 3899 UAH. The price is based on the



перечень of services that are offered to the guest in the certain order of completion (table 3.2).

Table 3.2

**Table of cost for services**

<b>Name of service</b>	<b>Standard ticket</b>	<b>Business ticket</b>
Accommodation, reservation services	—	+
Transfer from the point of arrival to the hotel or venue and from them to the point of departure	—	+

*Continuation of table 3.2*

<b>Name of service</b>	<b>Standard ticket</b>	<b>Business ticket</b>
Coffee and tea breaks, lunches	+	+
Agent (may help with different tasks, resolves guest's problems, explains all misunderstood points, accompanies guests during all Forum duration)	—	+
Brochures and prospect with detailed information about the event and schedule, invitation cards, conference proceedings (books or electronic document that contains all written articles about presentations)	+	+
Transfer between venues	+	+

Schedule of event comprises of two days, beginning from 9 a.m. till 16 p.m. each day. After guests in в сопровождении of Forums agents will have time to get acquainted with the city and infrastructure of Kyiv MICE tourism that will be represented by agents with the help of visual information, presentations and beforehand created advertisement (table 3.3).

Table 3.3

**Program of “Kyiv – World of MICE Forum” events**

<b>Day</b>	<b>Time</b>	<b>Information (name of event, venue, transfer and etc.)</b>
1 Day	09:30-10:00	Welcome break, located in the International Exhibition Centre, transfer from the hotels or point of arrival
	10:00-10:30	Coffee break
	10:30-13:00	Three panels of discussion concerning

		important issues about MICE, speech of 6 international speakers, questions discussion
	13:00-13:30	Lunch
	13:30-14:00	Transfer to the second venue ICC Kyiv (Ukrainian house)

*Continuation of table 3.3*

<b>Day</b>	<b>Time</b>	<b>Information (name of event, venue, transfer and etc.)</b>
	14:00-15:00	Conference concerning the presentation of Kyiv MICE capacity, infrastructure and the ways of improvement and current offering for collaboration
	15:00-15:15	Tea break
	15:15-16:00	Continuation of the conference
2 Day	09:00-11:00	Welcome break, two panels of discussing of newly trends in MICE industry, location: Mystetskyi arsenal
	11:00-11:30	Coffee and tea break
	11:30-13:00	Presentations about Kyiv MICE, 3 sectors for discussion and questions
	13:00-13:30	Lunch or coffee, tea break according to the previously done orders
	13:30-15:00	Speech of 6 speakers about the improvement and development of world MICE product and enhancement of collaboration between its participants
	15:00-16:00	The final meeting, stock-taking of the Forum

Points for improvement of a process of starting compiling of a product:

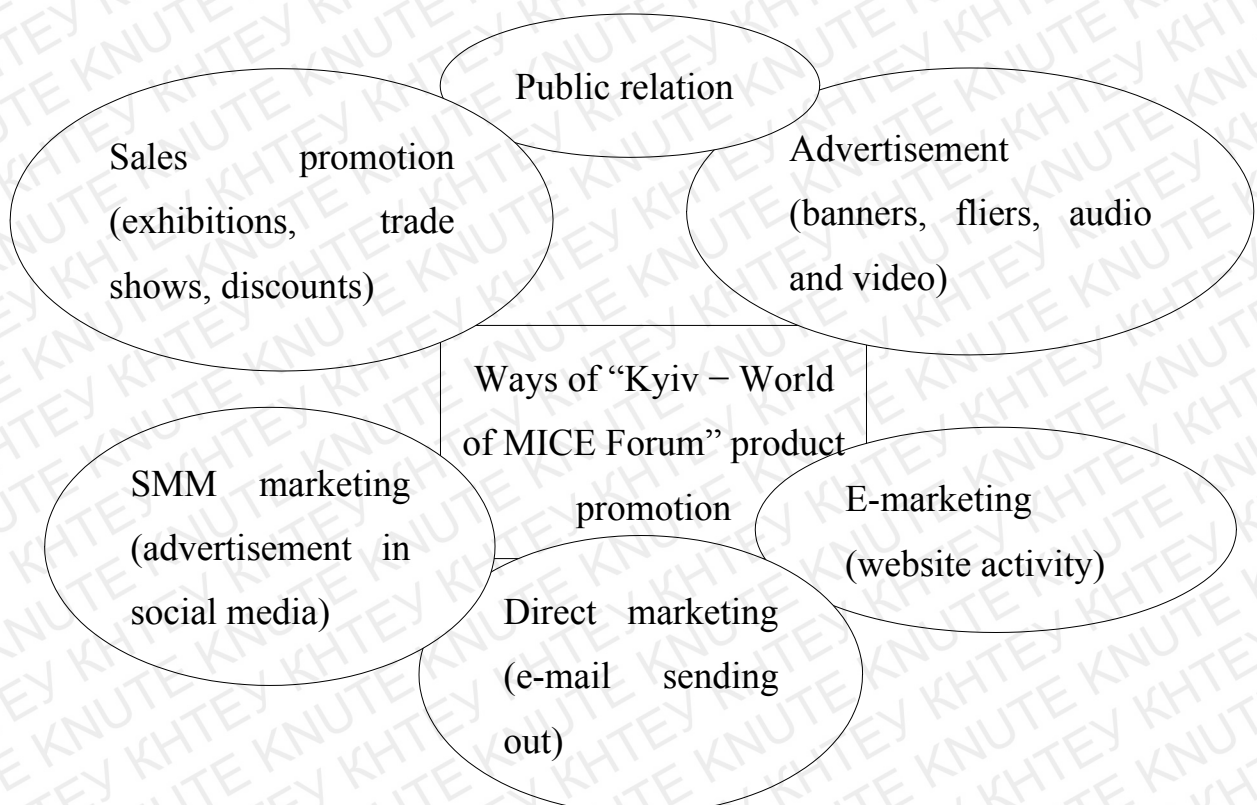
- set up main components of a product;
- check out available propositions in the destination and its infrastructure;
- set up a product design plan;
- create event website and e-mail account
- set up a budget;

- create conference theme and logo;
- select and define date and venue (according to the RFP);
- confirm members of the organizing committee and make an effective distribution of responsibilities among them;
- invite members of the different event organizers subcommittees.

So, the importance of “Kyiv – World of MICE Forum” for Kyiv MICE tourism product design and promotion is that it will increase awareness in the minds of international consumers about Kyiv as an appropriate and perfect destination for conducting MICE tourism services.

Main part in creating the product is maintaining its promotion that will bring benefits and positive results in future. Promotion of MICE product is a key element in putting across of Kyiv MICE tourism a lot of benefits. Right promotion ensures long-term success, bringing into MICE market more customers and thus ensures its profitability.

It is hard to overestimate the importance and value of promotion, but the process of selecting of right way of promotion may ease future work and ensure the continual growth of the whole industry (figure 3.3).





*Figure 3.3. Ways of “Kyiv – World of MICE Forum” product promotion*

Ways of improvement of “Kyiv – World of MICE Forum” product promotion on international market:

1. Promote the product or event in similar events: create and distribute fliers on different events, especially international ones, which will be very good example of direct spreading of the information among target audience.
2. Although the main purpose for business travelers is to visit a MICE event sometimes they would like to see some of the local attractions. So, it is appropriate while making the advertisement for international market to include the information not only about MICE in Kyiv but about Kyiv tourists potential and attractions as well.
3. Another good way is send free invitations to the people that are professionals in tourism sphere and are interested in contribution to its development (for example members of different associations and etc.) and opinion-leaders that in their turn will distribute information among their audience.
4. Conclusion of a partner agreement with some domestic and international radio station that will distribute the audio advertisement about MICE product of Kyiv.

### **Conclusions to the part III**

1. The improvement of Kyiv MICE tourism product design and promotion means increasing the state of development of MICE in Kyiv, trying to encourage the actual and potential customers to have a business trips to Kyiv, and enhancing of the awareness about Kyiv as a perfect MICE tourism destination through the spreading of information. attracting domestic and foreign tourists to have the opportunity to hold business events in Kyiv; in Kyiv must be developed the international concept of business (MICE) tourism that will meet the requirement experiences of business

travelers; must be provided the improvement of a powerful modern business infrastructure; must be created a network of Kyiv participants of MICE tourism with a purpose of uniting the efforts for common improvement of the industry and must be a desire for mutual support between participants of MICE and services market and other suppliers.

2. Successful promotion of Kyiv MICE tourism product can be done by development of constant spreading of the information about its activities, making advertising campaigns (banners, advertisement in the places of gathering of Kyiv MICE services target audience, using of SMM marketing) and create specialized on MICE tourism exhibitions and conferences, such as organization of international or regional tourist salons, fairs and forums. Also development of destination brand will increase awareness about services available in Kyiv.

3. Kyiv MICE participants should unite their efforts to research the needs of business travelers and find necessary promotional strategies to enhance interest among the potential tourists. It is very important for the MICE industry success to understand how customers search and obtain the information about MICE related services and products.

4. Given as an example MICE tourism product “Kyiv – World of MICE Forum” was created to show the ways of improvement of MICE tourism product design and promotion. The idea of the Forum concerns MICE industry and generally how to improve its design. Forum has duration of 2 days, where 12 speakers have the ability to perform their speech and 200 representatives of MICE tourism industry are invited from all over the world. Main cases of “Kyiv – World of MICE Forum” are: Kyiv MICE available propositions; information about MICE industry; Kyiv perspective in MICE tourism; presenting of Kyiv MICE infrastructure; discussing ways of improvement of MICE product design and promotion. The main mission of “Kyiv – World of MICE Forum” is to promote Kyiv as a European MICE tourism destination, to promote MICE services of Kyiv and implement innovative tools of designing and promoting of the product.

5. One of the good tools of promotion of the given event is online promotion including internet advertising, e-marketing (website activity), e-mail, direct marketing, sales promotion and exhibitions of trade shows – events that are targeted at suppliers of MICE industry, domestic and international ones. Other ways of “Kyiv – World of MICE Forum” promotion: presenting of event information on similar events: create and distribute fliers; while making the advertisement for international market about event must be included not only the information about MICE in Kyiv but about Kyiv tourists potential and attractions as well; send free invitations to the people that are professionals in tourism sphere and are interested in contribution to its development (for example members of different associations).



## CONCLUSIONS

1. MICE tourism is very complicated and comprehensive industry that consists of its numerous components. Components of MICE tourism are: meetings: corporate conferences, board meetings, seminars; incentives: corporate trips, travel as rewards to employees; conferences. MICE tourism industry due to its various components has involved a lot of participants that play a key role in designing MICE product. They are: hotels and other accommodation establishments; transportation industry; event industry that includes different venues, event organizers and venue operators.

2. Kyiv as a destination related to MICE tourism has all services and facilities needed for this activity. Kyiv has good infrastructure, wide range of hotels and different venues and what is more important that in Kyiv there are numbers of participants of MICE tourism services. MICE tourism is seasonal, predictable, customer oriented that stimulate high income, consuming high quality services and facilitating revitalization consumption of additional hotel services, other specific features of MICE tourism are: seasonality, dependability on business activity, work week, specific requirements for hotels, venues, including location and variability of services. MICE tourism different purposes created the need for development of the whole industry and thus such participants of MICE have appeared: the consumers; suppliers; agencies; intermediaries, accommodation industry, event industry that includes different venues, event organizers and venue operators, transportation industry. It shows the comprehensive character of MICE product.

3. Promotion of MICE tourism product of Kyiv requires deep and accurate analyzing of the MICE product unique features and understanding the ways of its promotion so to be done in most sufficient way. Thus promotion and design of MICE

product must be aimed on the industry's target audience: business tourists – a special segment of consumers of hotel enterprises that are significantly different from the segment of tourists traveling for a purpose of rest: business segment; corporations and other firms members.

4. Kyiv possesses all suitable infrastructure and facilities for conducting MICE tourism services: Kyiv is represented by numerous of convention centers and other venues suitable for event services (about 500) and more than 200 accommodation establishments and in Kyiv are operating more than 50 companies that design MICE product of Kyiv, make promotion and sell Kyiv MICE services. In Kyiv are associations that are working towards the enhancement of Kyiv MICE destination image and conduct constant promotion of Kyiv event services. In Kyiv a lot of different exhibitions, conferences and conventions take part, so that can be seen in official ICCA statistic report that Kyiv annually increases the amount of events, and for 2018 it have 8 held event, that is 0,1% of all the events that were held by other European cities.

5. In terms of branding Kyiv possesses its own destination logo, website and motto, this is an essential part on the way of its promotion. All these points spread information of Kyiv MICE and created the right perception of its services in the mind of consumers of Kyiv MICE tourism product and services.

6. Different ways of improvement of MICE product of Kyiv were accessed and there can be defined the most effective: attraction of domestic and foreign tourists must be done; find ways of creation in Kyiv the international concept of business (MICE) tourism that will meet different requirements of international business travelers; constant improvement of business infrastructure because business tourism, on the one hand, needs enough development of location infrastructure in the region, and on the other, contributes to the development of this infrastructure. And the most important is to create a strong and close collaboration between participants of Kyiv MICE tourism for future development and improvement of industry.

7. Promotion of MICE tourism product of Kyiv includes different ways and tools. Destination image of Kyiv as a MICE oriented must be constantly

improved. MICE tourism of Kyiv must be represented on different international platforms, the advertisement about its services can be presented on different international events and international corporations, as one of the first points is to spread information among Kyiv MICE target audience.

8. To improve the process of design of MICE tourism product of Kyiv such thing must be taken into the consideration that typical MICE product (event) have some unique: seasonality, dependability on business activity, work week, specific requirements for hotels, venues, including location and variability of services.

9. So, given example of created Kyiv MICE tourism product “Kyiv – World of MICE Forum” has proven that tourist information about the event is an important element to quickly distribute the information, obtain a positive image about the Kyiv MICE tourism by business travelers. Such kind of event is a major impetus for promotion of Kyiv MICE product on international market, as it attracts a lot of foreign representatives of MICE tourism and tourists interested in business travels activities. The information about a specific destination which is mostly demanded by tourists is considered as an important means of promotion for tourism industry.

10. Proposed measures concerning the improvement of MICE product design and promotion can be seen as the result of Kyiv MICE successful and efficiently performed services. Improved services and the process of compilation of the relevant activities to the product can significantly ease the working process of participants of MICE tourism activity and make MICE of Kyiv more attractive for its potential business travelers.



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**Classification of hotels of Kyiv by districts [41]**

<b>Name of the district</b>	<b>Hotels</b>	<b>Hostels</b>	<b>Apartments</b>
Shevchenkivskyi district	54	51	385
Pecherskyi district	31	20	343
Podilskyi District	20	15	24
Solomianskyi District	16	13	53
Dniproviskyi District	15	5	67
Sviatoshynskyi District	13	3	34
Obolonskyi District	11	1	57
Holosiivskyi District	9	8	12
Desniansky District	8	2	9
Darnitskiy district	16	8	122

**Top 15 cities for held events in European ranking (2018 year)**

Rank	CITY	# MEETINGS
1	Paris	212
	<a href="http://en.convention.parisinfo.com">Paris Convention and Visitors Bureau</a>	<a href="http://en.convention.parisinfo.com">http://en.convention.parisinfo.com</a>
2	Vienna	172
	<a href="http://www.hofburg.com/en">HOFBURG Vienna Congress Center</a>	<a href="http://www.hofburg.com/en">www.hofburg.com/en</a>
	<a href="http://www.vienna.convention.at">Vienna Convention Bureau</a>	<a href="http://www.vienna.convention.at">www.vienna.convention.at</a>
3	Madrid	165
4	Barcelona	163
	<a href="http://www.barcelonaconventionbureau.com">Barcelona Convention Bureau</a>	<a href="http://www.barcelonaconventionbureau.com">www.barcelonaconventionbureau.com</a>
5	Berlin	162
6	Lisbon	152
7	London	150
8	Prague	136
	<a href="http://www.praquecc.cz">Prague Congress Centre</a>	<a href="http://www.praquecc.cz">www.praquecc.cz</a>
9	Amsterdam	123
	<a href="http://www.beursvanberlage.com">Amsterdam Conference Centre Beurs van Berlage</a>	<a href="http://www.beursvanberlage.com">www.beursvanberlage.com</a>
10	Copenhagen	120
11	Brussels	112
12	Dublin	104
13	Stockholm	103
14	Budapest	100
15	Rome	93

*Appendix D*

**Kyiv official logo, motto and official website as a tourism destination**









О НАС ▾

ЧЛЕНСТВО ▾

ПАРТНЕРЫ ▾

НОВОСТИ ▾

ОБУЧЕНИЕ

МЕРОПРИЯТИЯ

КОНТАКТЫ

## НОВОСТИ BTA UKRAINE



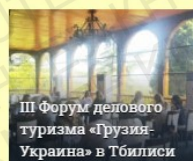
31.08.2019

Презентация Georgia Holiday в Киеве

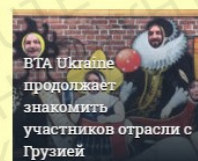
## НОВОСТИ BTA UKRAINE



BTA Ukraine знакомит с Regent Hill



III Форум делового туризма «Грузия-Украина» в Тбилиси



BTA Ukraine продолжает знакомить участников отрасли с Грузией

## НОВОСТИ BTA UKRAINE



04.11.2019

BTA Ukraine приглашает в рекламный каталог «MICE Ukraine 2020»

Уважаемые коллеги! BTA Ukraine приглашает к участию в ежегодном Рекламном каталоге «MICE Ukraine 2020» Заявку на участие направляйте на адрес [info@btaukraine.com](mailto:info@btaukraine.com)....



30.10.2019

Замки, усадьбы и поместья Латвии для MICE



27.09.2019

Hosted Buyer program to ACE of M.I.C.E. 2020 Istanbul

## НОВОСТИ ОТРАСЛИ



27.09.2019

Hosted Buyer program to ACE of M.I.C.E. 2020 Istanbul

Уважаемые друзья и коллеги! Ассоциация делового туризма Украины рада сообщить Вам об организации группы приглашенных покупателей BTA Ukraine для посещения...



10.09.2019

Презентация Грузии в Киеве



28.05.2019

Группа BTA Ukraine на IMEX Frankfurt 2019. Видеоотчет.

## ТЕРМИНЫ И ОПРЕДЕЛЕНИЯ



## НЕДАВНИЕ ПОСТЫ

BTA Ukraine приглашает в рекламный каталог «MICE Ukraine 2020»

Замки, усадьбы и поместья Латвии для MICE

Hosted Buyer program to ACE of M.I.C.E. 2020 Istanbul

Делегация BTA Ukraine в Аджарии

Презентация Грузии в Киеве

**Advertising catalog "MICE Ukraine"**





