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КІЇВСЬКИЙ НАЦІОНАЛЬНИЙ
ЛІНГВІСТИЧНИЙ УНІВЕРСИТЕТ

«СУЧАСНІ ТЕНДЕНЦІЇ РОЗВИТКУ СФЕРИ ТУРИЗМУ ТА РЕКРЕАЦІЇ»

ЗБІРНИК МАТЕРІАЛІВ
МІЖНАРОДНОЇ НАУКОВО-ПРАКТИЧНОЇ КОНФЕРЕНЦІЇ



17 квітня 2025 року

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СЕКЦІЯ ТУРИЗМУ КАФЕДРИ ПСИХОЛОГІЇ ТУРИЗМУ
ІНСТИТУТ КОНФУЦІЯ
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THE STRATEGIC ROLE OF INTERNATIONAL BUSINESS TOURISM IN REVITALIZING UKRAINE'S ECONOMY

Business travel is an important form of tourism, involving people with high levels of spending. For a large number of industrial cities that do not have a developed cultural and historical component that could be of interest to ordinary tourists, the development of business tourism is a priority.

According to the annual research of the World Travel & Tourism Council (WTTC) (World Travel & Tourism Council, 2025), before the pandemic, the travel and tourism (including its direct, indirect and induced impact) accounted for 1 in 5 new jobs created in the world during 2014-2019 years, as well as 10.3% of jobs (334 million) and 10.4% of world GDP (10 trillion US dollars) in 2019.

At the same time, the expenditures of international visitors in 2019 amounted to 1.9 USD. In 2022, the travel and tourism sector contributed to global GDP at 7.6%, which is 22% more than in 2021 and only 23% lower than in 2019. In 2022, 22 million new jobs were created, an increase of 7.9% more than in 2021 and only 11.4% less than in 2019. Spending by international visitors increased by 81.9% in 2022 (WTTC, 2025).

In 2023, the Travel & Tourism sector accounted for 9.1% of the global GDP, reflecting a 23.2% growth from 2022 and coming just 4.1% short of the 2019 figure. Spending by domestic travellers increased by 18.1% in 2023, surpassing the levels recorded in 2019. Meanwhile, international visitor expenditures experienced a 33.1% surge in 2023, though they remained 14.4% lower than in 2019 (WTTC, 2025).

The above stated data demonstrates that the development of the tourism industry in the world is leading in terms of profitability and dynamism among the world's leading industries, and this is the basis for further development of this sector. Ukraine's post-war recovery should be driven, among other things, by tourism, which is one of the most promising sector of economy, and it is obvious that international business tourism is the most promising area.

Business tourism is a subtype of tourism when a tourist visits countries or regions for business or professional purposes. As such, it is one of the oldest forms of tourism, as people have been travelling for trade since ancient times. Business international tourism includes a large number of business activities, among which there are several main ones:

- individual business trips;
- travelling of public employees in the civil service, e.g. diplomats;
- regional and national meetings and conferences;
- international congresses, forums, symposia;
- training courses;
- introduction of goods and services to new markets;
- exhibitions and fairs;
- student and teacher exchanges;
- short-term migration for employment purposes;
- business incentive trips;
- work of charitable / non-governmental organisations working on projects abroad;
- military service outside the main deployment.

International business tourism is considered the most promising type of tourism due to the following features:

independence from the season (events involving business tourists are held throughout the year);

predictability (the event is planned a long time in advance), with the exception for unforeseen events, such as pandemic restrictions or the outbreak of war;

mass character;

focus on the consumption of high quality services, as well as a wide range of additional services.

For example, spending on business travellers globally from 2001 to 2022 in peak years was more than USD 1,400 billion. US business travel did not stop even during the pandemic, although it fell sharply to its lowest level since 2005. In 2024, however, global spending on business tourism was projected to reach around 1.5 billion U.S. dollars, signalling a complete recovery from the impact of the pandemic (Statista, 2025).

A survey of European business travellers' plans to travel to Europe, conducted in September 2023, indicated that as of that month, about 69% of respondents were ready to make business trips for leisure in the region over the next six months. At the same time, the share of travellers planning business trips to Europe from other countries over the next six months decreased from 8.7% in May 2023 to 7.8% in September 2023 (Global Business Travel Association, 2025). Previous surveys demonstrate that even in the pre-war years, Ukraine was not represented in this study, since, despite all the potential, the international business tourism in the country did not develop properly, thereby losing on cash flows and profits.

Business tourism has a specific infrastructure that has to be available for various events: exhibition and conference halls, premises for presentations, forums, symposiums, etc.; in addition, business travellers are the main source of revenue for most hotels and airlines. Ukraine had made great strides in creating an inbound business tourism infrastructure in pre-war years: business hotels and business centres, exhibition organisations were built, and the calendar of congresses, forums and other business events created. Thus, Ribas Hotels Group continues construction and development of the hotel industry even during the full-scale invasion. It is necessary to admit that hotels are being built or renovated not only in relatively safe western regions but also in Odesa and Dnipro. In the hotel construction national as well as western investors are involved, besides, there are projects to transfer some hotels to the segment, which is directly related to the development of international inbound business tourism.

In the hospitality market many Ukrainian hotels position themselves as business hotels and focus on the business traveller. For those who value their time and the opportunity to keep abreast of all important events, a wide range of communication services are provided. Hotels and business centres are equipped with dedicated workspaces with internet access, they offer computer services, and provide express mail delivery. There are facilities available for renting meeting rooms, as well as assistance from highly qualified secretaries and professional interpreters, personal drivers, and arrangements for photo and video recording. Conference halls are equipped with simultaneous translation systems. Additionally, business travellers receive support with booking and purchasing airline, railway and bus tickets, as well as organizing transportation and guided tours.

After an intense and demanding workday, a business traveler requires proper rest, as both aspects of the term "business tourist" are equally important. It is believed that after the victory, a business trip to Ukraine will become an excellent opportunity to combine productive networking and professional connections with broadening one's horizons and learning more about a country that, since February 2022, has become a symbol of resilience in the fight against aggression.

To facilitate this, representatives of the tourism industry, as well as central, local, and municipal authorities, are encouraged to organize business tours of various themes and purposes –

from conferences and exhibitions to company visits – for delegations, individual clients, and corporate groups, shaping the image of a successful businessperson. To achieve this, it is essential to enhance the legal framework for business tourism, modernize the infrastructure to meet contemporary standards, diversify tourism services to cover all aspects of business interactions while considering the specific needs of business travelers, train qualified specialists in the field of business tourism, and create an attractive image for Ukraine's business tourism sector.

Beyond generating revenue, business tourism fosters Ukraine's economic ties with other countries. The country's strategic geopolitical position will also contribute to the growth of business tourism. Even amid war, Ukraine continues to host government delegations, political and state leaders from various nations, members of the diplomatic corps, and executives of major international companies, global celebrities, and public figures.

As previously noted, modern international business tourism plays a significant role in the economic development of regions and countries, contributing to their integration into the global economic landscape. This sector provides opportunities for exposure to innovative technologies and discoveries across various industries, facilitating meetings with investors, suppliers, and other key stakeholders. Business travel is closely linked to the establishment and expansion of international partnerships, positively influencing economic indicators and the social development of regions that host business events.

The cause-and-effect relationship between business travel and economic growth manifests through mechanisms such as international trade and investment. The reliance of trade and investment on business travel highlights its importance in fostering and strengthening relationships in ways that other forms of communication cannot. This supports the notion that countries depend on business travel to access specialized knowledge and expertise available worldwide. In this context, business trips help build trust and enable knowledge exchange, often relying on personal interactions.

The findings of this study indicate that even in the most challenging times, marked by widespread travel restrictions, conditions gradually improve, and tourism flows steadily recover. Thus, the post-war rebuilding of Ukraine is expected to benefit significantly from the growth of international business travel.

Overall, the modern business tourism industry stimulates the activity of many related economic sectors. As a crucial component of the tourism industry, business tourism contributes to increased national economic profitability. The development of specialized congress centers and business hotels, the expansion of the hospitality and transportation sectors, the establishment of new transport routes, and the revitalization of travel agencies will all contribute to job creation, increased tax revenues, infrastructure development, a stable investment climate, and an overall boost in inbound tourism.

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