

BUSINESS TOURISM IN THE USA AND NATURE PARK BEREMYTSKE COMPLETING COVID-19

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Summary. The paper clarifies the place, role and importance of business tourism in the structure of the US economy and NP "Beremytske" opportunities for its development in modern conditions. Problems and prospects of development of this type of tourism, ways of improvement are defined. Recommendations for improving the state policy in the field of business tourism and cooperation with other countries in overcoming COVID-19 are offered.

Formulation of the problem. To date, business tourism has remained one of the most developed types of tourism. It is often called the phenomenon of XXI for its novelty and invaluable contribution to economic development and relations between countries and regions. The United States, as the world's economic center, is perhaps the most active in developing business and partnerships in combination with visiting the country's attractions. But in the realities of today, the question of global infection has arisen, which has closed the borders of states and forced them to go online indefinitely.

Analysis of recent research and publications. The development of this problem was facilitated by the works of G. Harris, H. Katz, V. Fedorchenko, and others, whose statements are relevant to the topic.

The purpose of this work is to study the changes in the development of business tourism in recent years, the prospects for the US economy and the activities of NP «Beremytske» before, during and in the future overcoming COVID-19.

Presentation of the main research material. Of all the existing types of tourism, business is considered to be one of the most promising, as it is in any case inseparable from the economic ties of the countries. For such a leading country in the world as the United States, which occupies a leading position in the world in terms of tourism in GDP and tourist visits, business tourism plays a significant role in raising and maintaining the rating of the country, cities of business meetings, positioning them as economic sectors.

The main objectives of business meetings include: holding events and negotiations with partners; holding meetings with management and colleagues,

representatives of branches and subsidiaries; inspection of the work of representative offices and branches; establishing and establishing business contacts; attending professional events (exhibitions, conferences, etc.); staff training; appeals to state structures of different countries in order to obtain certificates, licenses, permits, etc. [1].

In fact, the United States is perhaps the best field for the development of this type of tourism: the geographical location allows visitors to one country to attend conferences in tropical latitudes and temperate regions, a huge number of cities with millions, economic centers of the country and the world. Angeles, Chicago, Washington), developed transport, tourism and hotel infrastructure [2]. And despite the fact that the structure of business tourism has suffered greatly after the terrorist attacks of September 11, 2001, it recovered quickly and by 2013 made a total contribution to GDP of \$ 1.35 trillion.

According to the U.S. Department of Research, Statista in 2015, business travel accounted for a significant portion of profits, contributing \$ 282.6 billion directly to GDP, accounting for 28.4% of total travel and tourism.

The average cost of business travel in the United States is \$ 309.6 per day, but in San Francisco, the most expensive city in the United States for business travel, this figure is much higher, and the average cost per day can reach \$ 547.3 [3].

The basis of the national market of business tourism are corporations and associations, the number of which is significantly increasing. For example, in 2014, the world's most successful travel management company was the Travel Leaders Group, with more than 2.3 million transactions. It is with such institutions that various companies that hold business meetings work [4].

30% of all US visitors come to the country for business purposes. Most of these trips are made in the fall or spring. The states of California, Illinois, Florida, Texas and New York are most often chosen for business purposes (both foreign and domestic business tourists).

In 2019, global business tourism spending reached \$ 1.2 trillion, the highest in the history of research. Among them, the cost of business trips to the United States amounted to more than \$ 300 billion. However, it is worth taking into account the fact that every year the number of international visitors to business tourism decreases, and the trend towards full domestic business tourism increases. As of 2019, US airports recorded approximately 5.4 million arrivals of foreign business travelers.

In addition, there is a risk of reducing the cost of international business travel in the United States. This has been going on for the last 10 years. Thus, this figure reached a maximum in 2014 - \$ 42.3 billion and gradually decreased, reaching \$ 37.1 billion in 2019 [3].

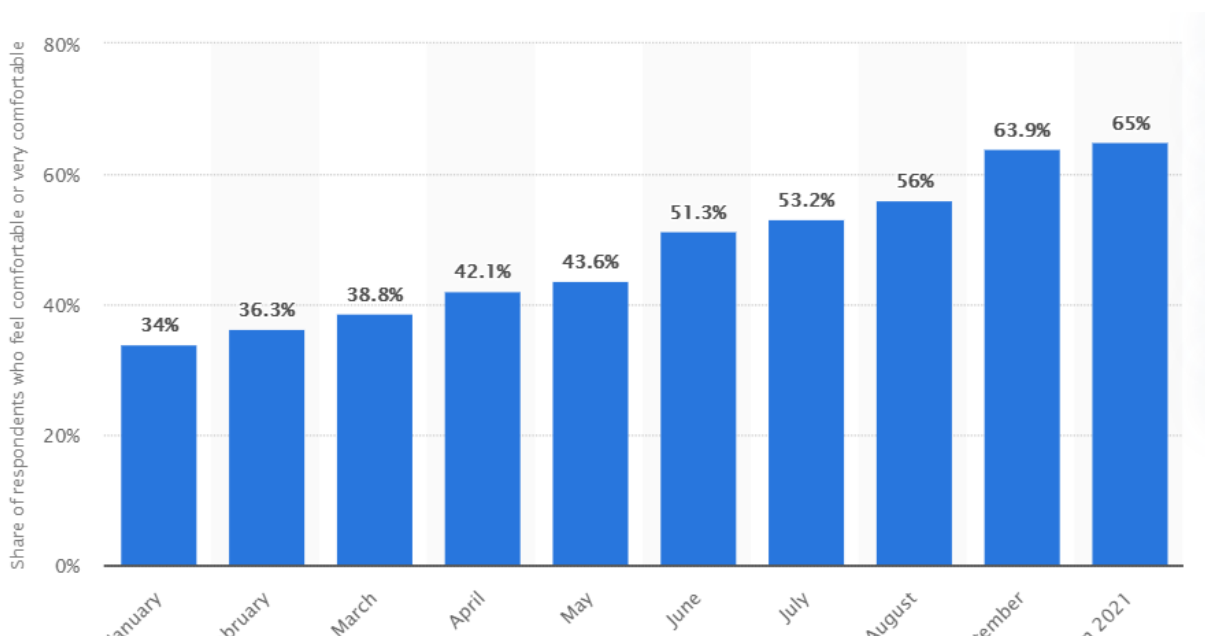
However, the biggest impact on the state of business tourism today was caused by the pandemic caused by the Covid-19 virus. Probably no company or society in the world was ready to change the organization of its work so quickly and radically. This is clearly reflected in the first place on tourism and actual business travel.

According to the US research department Statista, American travelers made 464 million domestic business trips in 2019, and in 2020, due to restrictions caused by the

coronavirus pandemic, the figure dropped to 185 million people (the difference is over 60%). According to forecasts, the restoration of the previous number of visitors per year will be delayed until 2024. Of course, reduced and the cost of business travel. If in 2019 the domestic cost of business travel in the United States amounted to \$ 291 billion, with a slight increase compared to the previous year, in 2020 domestic business travel decreased to the cost of \$ 131 billion due to travel restrictions.

Due to restrictions, several companies had to cancel international travel to the United States. According to a survey by the Research Department in December 2020, 31% of respondents said that their companies canceled all trips to the United States, but 45% of respondents said that their companies canceled most business trips to the United States. Of all possible respondents, only 24% indicated that their companies plan to recover within 1-3 months.

According to the survey, those interested were offered options when it would be most comfortable for them to hold congresses. The results show (Fig. 1) that the current January was the least comfortable for conferences became the current January.



Survey on conferences Fig. 1

(34%), and the most acceptable for respondents was September 2021 (65%). This is due to the unstable situation of the disease and the difference in the number of patients in January 2021 [3].

Due to modern realities, the field of tourism and business travel itself needs measures that will help develop the industry in a pandemic. First of all, it is necessary to introduce more 3-day tours, virtual tours in conference modes, embodying the atmosphere of the hall and the presence of guests without leaving home.

On November 2, 2020, the Association of Business Tourism of Ukraine and the Tourism Committee of the Chamber of Commerce and Industry of Ukraine held another informational and one-day tour " Nature Park Beremytske " (Kyiv-Beremytske-Oster-Kozelets-Kyiv), where representatives of the Ukrainian tourism industry were able to get acquainted cooperation with the Nature Park Beremytske - the only private nature park in Ukraine, enjoy communication with the living flora and fauna of the park, go through the "ecological trail". Touch the historical and spiritual heritage of Oster and Kozelets, and get a lot of other useful information about the tourist opportunities of the region [5].

Conclusions from the study. The development of business tourism in the United States was carried out at a rapid pace. The country was a leader in the number of visits by tourists and business travelers, the business travel industry itself accounted for 30% of the entire tourism sector and had huge profits before COVID-19 due to both domestic and foreign travelers. To address current issues, there is a need to raise the issue of tourism financing at the state and legal levels, as this is largely done locally (by the federal government), paying attention to other sectors of the economy. This is necessary in order to provide the conditions for a gradual increase in the number of online conferences.

Development of business tourism NP «Beremytske» also has its own traditions and opportunities, but there is a need to attract more partner support from other countries in solving current problems, develop new concepts aimed at improving the business environment and develop this industry fully using information technology and online meetings. As the pandemic has drastically changed the situation and previously planned projects, tourism has fallen sharply, the economy and tourism have suffered devastating losses.

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