

SUMMARY

The theme of graduation thesis: "The formation of the territorial structure of business tourism: global and local experience."

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The relevance of the research topic. The relevance of the research topic due to the low degree of elaboration of the theory of business tourism as a specific sector of international and domestic tourism. In Russia, business tourism is very new phenomenon and tourism in General, especially international, but evolved within this industry later than most other areas.

The aim of this work is to explore the territorial structure and development trends of business tourism and to develop recommendations for the improvement of this industry in Russia on the basis of studying foreign experience.

Tasks:

- to clarify the conceptual framework of business tourism, to give a definition of business tourism in the author's interpretation;
- define the principles of organization and segmentation of the sphere of business tourism;
- develop criteria for selection of key links in the global territorial structure of business tourism at the model center, proferia and periphery, and on their basis to allocate and characterize these links and territorial structure as a whole;
- to characterise the Central Europe as an innovative leader in infrastructure development of business tourism;
- to study the issues of formation and development of business tourism in the Russian Federation on the basis of the revealed regularities of the functioning of the territorial structure of business tourism;
- to identify problems in the formation of the territorial structure of business tourism in Russia and to give recommendations for the improvement of this industry.

Scientific novelty and theoretical significance of the work are as follows:

- clarifying the concept of "business tourism" with the purpose of the application of the empirical study; the definition of business tourism as a special type of tourism in the author's interpretation; analyzes the principles of organization and segmentation of the sphere of business tourism;
- expanded understanding of the functioning of the territorial structure of the global business travel is determined by its participants and stakeholders; identifies the features of international flows of business tourists in the world space;
- the analysis of territorial structure of the world of business tourism, are defined and characterized its basic units, their General and specific features;
- developed the author's assessment of the place and role of domestic business tourism in the global system this industry and on this basis proposals for the improvement of its development in Russia.

Practical significance of the work. Practical significance of the work is predetermined by the necessity of working out of strategy of development of business tourism in the Russian Federation, taking into account trends in the global Centres of business tourism and optimization of ways of Russia's entry into the world of business tourism. It is especially important that the leading industry regions of the world, tourism has a high income and often plays a significant role in the budgets of States, including highly economically. Implementation of the main provisions of the dissertation in practice will enhance the validity of management decisions in the sphere of business tourism and related industries

The results of the study. The study showed that the solution of the problems of development of business tourism in Russia should be based on support from the state and initiatives of constituent entities of the business tourism market. The value and prospects of development of business tourism in the economy requires state support, including:

- legislative;
- organizational (creation of the state program of phased development and promotion of business tourism);
- financial (equity financing, material-technical base of business tourism, support of investors who invest in the development of business tourism);
- information (creation of automated information system of data on the business travel market).

Recommendations. Thus, we conducted a study to identify key issues in the development of the industry of business tourism allows to draw conclusions about the need for early and in some cases radical transformation of this tourist segment, which involves making major changes in the regulatory and legislative framework regulating the process of organizing business trips, reforming the infrastructure of the tourism sector, its technologization and Informatization, the update and the corresponding promotion. Only in this case, the domestic business tourism will be able to go at the appropriate international level quality standards that would have a positive impact on the image of the country as a whole.