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Organizational and Technological Aspect of Innovation Development of Resort-Tourist Locations of the Russian Black Sea

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Abstract: One such powerful potential resources in Russia, which has huge economic and social significance for its future development is a health resort and tourist business. It is known that many countries (Spain, Cyprus, Turkey, Greece, Italy, Czech Republic, Australia, etc.) to 30-50% of their revenues from foreign operations earn in this business. Russia, with its huge potential of natural-climatic conditions and the achieved level of sanatorium-resort treatment and tourism are very poorly utilizes the potential in this area. This applies even to those regions and areas which has earned the reputation of highly organized and effective sanatorium-resort and tourist complexes. General quality of life of the Russian population is accompanied by the expansion of domestic and foreign tourism, increased requirements to the quality of resort and recreation services. This causes the need for production base development resort and tourist business and the improvement of organizational and technological forms of management in the Russian black sea coast, which is one of the main areas of summer holiday of Russian citizens. The article analyzes the current state of the resort and the tourist practices in the area of the black sea coast of Russia and substantiates recommendations for its improvement, proposed cluster form the resort and tourism business and technology of resort construction, including with the participation of foreign firms.

Keywords: Russian black sea coast, resorts, tourism, summer holidays, business patterns, cluster, technology and organization of construction, children's holidays

JEL Classification: L21, L26, L83, M31, Q26

INTRODUCTION

The organizational and technological aspect of innovation development of resort-tourist locations – versatile organizational and management innovations, consisting in the purposeful changes made at different levels

of the tourism industry. This includes legal support of tourism projects, the ability of the organization of new types of tourism activities, the creation of a radically new tourism products and travel goods, information and promotional support of tourism demand, which includes modern technology. The main effort in the development of innovation in tourism is aimed at improving the competitiveness of enterprises, the significant improvement of tourist service.

The innovation process is an incremental adoption of innovations in tourism.

The most promising direction is creation of centers of cultural, scientific, educational, tourist and other activities on the basis of archaeological, ethnographic, architectural, natural landscape (and the best solution is to complex) of open air museums. Extensive experience in creating these objects has accumulated in foreign countries (Flevo in Holland, leur in Denmark, Butser hill in England, Duppel in Germany, Pamunkey in the USA). In recent years, Museum complexes began to be established in Russia (Kostenki in Voronezh, Arkaim in the Chelyabinsk areas, etc.). Such centers are, in fact, represent a new model of activities of cultural institutions of the regions with almost unlimited resources and possibilities. Based on them can be created entirely new for many regions of the field of recreation and entertainment.

A new development is the inclusion in the service of tourists, vacationers, visitors of theatricality and role-playing games. It also includes the reconstruction of historical and cultural situations across time. The viewers have the opportunity to become direct participants in the interactive process (Friedrichs & Gummesson, 2006).

This direction can be associated with extreme entertainment and activities such as different degree of complexity campaigns, expeditions, experiments, etc.

In addition, at the present stage of development of domestic tourism is absolutely necessary to go back to the old for a long time and unjustly forgotten, but interesting routes developed in the Soviet era.

Currently, there are a huge number of brand new destinations: ethnographic, archaeological, floral; on the tourist market make suggestions photo tours, military tours, wine tours, religious and wedding tours. Develop therapeutic, educational, environmental and other types of cultural tourism, new museums, including private ones, with the possibility of introducing individual programs.

Against this background, the innovation promotes not only the development of these sectors and the harmonization of relations of modern man, society and nature.

Socio-cultural service and tourism are designed to solve many tasks: recreation and restoration, educational, education, the task of preservation, study and use of natural and historical-cultural heritage. They are permanent, significant (and for some regions and major) sources of income, solve the problem of creating jobs etc.

Therefore, innovation not only fosters the development of these sectors and the harmonization of relations of modern man, society and nature.

LITERATURE REVIEW

Tourism is one of the most important spheres of the modern economy, aimed at meeting human needs and improving the quality of life of the population. Thus in contrast to many other industries tourism does

not Deplete natural resources. Being an export-oriented sphere, tourism shows great stability in comparison with other industries in the conditions of unstable situation on world markets.

Source the provisions of methodology and research methods of innovation issues described in works of O.S. Vikhansky, S.D. Ilenkova, A.G. Porshnev, R.A. Fatkhutdinov, Yu.V. Yakovets. Problems of innovation was highlighted in the works of scholars studying the tourism system: V.I. Azar, L.A. Ilina, A.D. Chudnovsky.

The study of investment processes has been the subject of research of many Russian and foreign scientists-economists. Among the local authors involved in the formation of a scientific framework for investment, it is possible to note studies, S.I. Abramov, V.S. Bard, V.P. Ivanitsky, V.I. Igoshin, L.L. Igonina, A.B. Krutik, E.I. Melnikova, V.M. Ryabov, F.S. Tumusov, V.V. Sheremet, etc. A significant contribution to the development of investment activities made by foreign scientists, economists, among whom W. Sharpe, G. Alexander, D. Bailey, D. Sachs, F. Larren, Campbell R. McConnell, Stanley L. Brue, etc.

Problems of investment and innovative activity was studied in the works of S.I. Abramov, S.V. Ermakov, N.V. Igoshina, A.B. Krutik, I.A. Kornyshev, V.I. Liechtenstein, A.L. Meyerson, M.I. Sivakov etc.

Questions of formation and development of Spa facilities at different stages of its development was mostly engaged in physicians, geographers, health resort and other researchers. So, in pre-revolutionary Russia, a great attention to the formation and development of the resorts was paid by such scientists as F.A. Batalin, F.P. Gaas, A.P. Nelyubin, V.V. Svyatlovsky, S.A. Smirnov, A. Cea, N.I. Chistovich and many others. However, comprehensive socio-economic development of sanatorium-resort industry and tourism on the basis of the strategy of innovative development remain poorly understood.

MATERIALS AND METHODS

A research object is innovative activity in the sphere of tourism.

Object of research are innovative processes of a travel company.

The study was based on the data State Committee of the Russian Federation on Statistics and Social Science Statistics, information received from various publications and the Internet. To a large extent used review, reference and regulatory materials, state agencies and bodies of the Russian Federation. The thesis also used its own analytical and practical experience of the author on the innovative development and structural transformation of the resort complex and resource support for its development.

The methodological basis of this work the methodology of scientific knowledge, decisions and orders of the Government of the Russian Federation, legislative and normative acts, instructive and methodological documents. We use State Committee of the Russian Federation on Statistics data; the results of the research made in the 2007-2016 years; the actual data of tourist companies, collected and processed by the authors.

The theoretical importance of work consists in generalization of experience of foreign and domestic travel companies to innovate in tourism, which allows the use of material diploma as extracts from statistical sources.

Practical significance of work consists in possibility of practical application of suggested recommendations for improvement of activity of tourist firms using modern innovations.

DISCUSSION

Modern state of the resort and tourist zones of the Russian Black Sea. Recently in Russia there has been some increase in business activity in the resort and tourism sphere, which can be explained, on the one hand, to improve the standard of living of the population, with another – changing the structure it needs. Along with the growth of overseas (outbound) tourism, quite significantly increasing the number of tourists in hotels and campsites of Russia (Table 1).

Table 1
Number of persons benefiting from the services of the hotels and motels in Russia

<i>Indicators</i>	<i>2005</i>	<i>2011</i>	<i>2014</i>	<i>2014/2005</i>
Number of persons accommodated in boarding houses, thousand people	431,4	555,6	697,9	1,62
Number of persons placed in motels, thousand people	182,2	310,6	337,0	1,85

However, as for the children’s summer holiday, there is a certain depression (Tables 2, 3), which is observed both on the all-Russian scale and in the sub-region (enclave) of the Russian Black Sea region (Krasnodar Territory).

Table 2
Children’s summer vacation in Russia

<i>Indicators</i>	<i>1990</i>	<i>2000</i>	<i>2005</i>	<i>2010</i>	<i>2014</i>	<i>2014/2000</i>
Number of children’s health institutions, thousand	46,1	49,2	52,8	50,2	46,2	0,94
Number of children who rested in them in summer, thousand people	7239,3	6170,6	5666,8	4893,9	4829,4	0,78

The current state of the resort and tourist zones of the Russian Black Sea Region testifies to some distortions in their socio-economic development, the lag in the “hospitality technology” from foreign analogues close to natural-resource parameters. The activists of the explosive development of Sochi’s infrastructure in the last decade were the holding of the Olympic Games, the inclusion of the resort city in the Formula 1 racing program, preparations for the World Cup, and international forums and exhibitions.

This gave Sochi representational qualities of the world level, contributed to the development of resort and tourist zones, but mainly in the eastern part (Adler). As for other areas of the coastal zone of the resort city, their infrastructure has undergone much less changes. Separate “advanced” in the technology of hospitality complexes such as “Aqua-Loo” do not change the general picture of the somewhat archaic state of the resort, stretching more than 100 kilometers along the Black Sea (especially in its western part).

The resort areas of the Tuapse region, stretching for 100 kilometers from Sochi to Gelendzhik, are scattered; in them one can hardly see a single organizational and technological beginning of the resort-tourist direction. The density of resort and tourism activities in the resorts of Gelendzhik and the resort city of Anapa is somewhat higher, but these territories also have considerable reserves of improvement in bringing them to the level of advanced foreign analogues.

From the point of view of the organizational form of management, modern objects of resort business and tourism of the Russian Black Sea Region are represented by commercial organizations, mainly in the form of partnerships (limited liability companies), individual enterprises (IE) and, less often, joint-stock companies (closed or open type). The general strategic start of the resort and tourism activities in the Kuban is set by the Legislative Assembly and the Administration of the Krasnodar Region, the functions of coordinating the resort business and tourism in the areas of its jurisdiction are exercised by local authorities (municipalities).

The current Russian practice of territorial management of the functioning of the resort and tourism industry is characterized by fairly large freedom of self-development, which, along with the benefits of initiating the initiative, is associated with excessive tolerance, in our opinion, for depressed and underdeveloped enterprises in this sphere. Observations show that the main area of attention of both municipalities and regional authorities to economic entities in the resort and tourism area is financial practice - the receipt of taxes and payments. A few to lesser extent local authorities show interest in issues of general culture of resort services, improvement, and employment of the population.

Evaluation of the efficiency of industrial and economic activities of hospitality enterprises.

As for the evaluation of the efficiency of industrial and economic activities of enterprises in this sphere, the bankruptcy institution is the only “judge” here, which also limits the sector of its attention to only the financial sphere (solvency assessment). In such conditions, the technology of resort business and tourism falls out of the field of regulatory practice of both local authorities and other management bodies.

It is the lag in the “hospitality technology” and the weak structured resort business in the Russian Black Sea region, we believe, can be considered the main causes of the depressed state of this sphere in the presence of a large unrealized segment of domestic demand. The recent decrease in outbound (abroad) tourism has turned out to be practically not replenished by the domestic sphere of resort services. According to experts, the Russian market of demand for resort and tourist services is so great that even with the projected increase in the volume of foreign (outbound) tourism, the corresponding Russian enterprises are unlikely to remain unemployed - but only on condition that they raise the level of technology of resort and tourism Activities to the indicators of the countries of the Eastern Mediterranean, where the main streams of Russian tourists are directed.

If we evaluate the organizational and economic resources of the Russian Black Sea region, which comprise four administrative-territorial units of local self-government, the resort towns of Sochi, Anapa, Gelendzhik and Tuapse District, they can be characterized by the following statistical indicators:

- total area of the territory - 8111 thousand square kilometers;
- permanent population - 905 thousand people;
- Average annual number of employed in the economy by organizations that are not related to small businesses - 178 thousand people;
- The number of students in public day-care institutions is 98,300;
- number of sanatorium-and-spa organizations (enterprises) - 166;
- The number of places in sanatorium and resort organizations and organizations of the hotel type in the month of maximum deployment - 192 thousand (2).

Despite some regressive phenomena in the Russian economy in recent years, the number of vacationers in the sanatorium and resort organizations and in the hotel-type organizations of the Russian Black Sea region is characterized by a steady growth trend:

- in 2013 their number was 1604 thousand,
- in 2014 - 2.87 million,
- in 2015 - 3376 thousand people.

According to experts, in the long-term period we can expect a continuation of the above-mentioned growth trend in the number of holidaymakers in this enclave, but with a slight change in the structure of demand towards an increase in the share of relatively inexpensive resort and hotel services.

It should be noted that with the expansion of demand in the resort and tourism sector of this sub-region, the growth of the hotel base correlates: the index of growth in the number of places in hotel-type organizations by the previous year it was 1.17 in 2011, in 2012 it was 0.94, in 2013 it was 1,15, in 2014 it was 1,99, in 2015 it was 1,25. The number of hotel rooms counted by statistical bodies is more than 103 thousand.

Sample surveys show that, along with officially registered handlers of hotel-type rooms, there is still a fairly large number of people performing such activities without registration. This phenomenon is most common among apartment owners in apartment buildings and owners of households. This shows, on the one hand, the steady demand for hotel services in this territorial enclave, on the other hand, on the need to improve the monitoring tools in this area.

A special branch of resort and recreational activities in Russia has historically been a children's holiday during the school summer vacation. The structure of the children's health centers of this sub-region is characterized by the following data: in Sochi there are 99 centers, Anapa are 41 centers, Gelendzhik are 31 centers, Tuapse district are 68 centers.

The one-time capacity of children's health centers is 400-500; They have approximately the same type of internal structure, which allows us to standardize the organizational and technological and sanitary and environmental requirements for the quality indicators of children's health services. Analysis of statistical indicators of the number of children rested in the health centers of this sub-region, indicates a sluggish trend in the development of this area (Table 3).

Table 3
Number of children rested in children's health centers of the Russian Black Sea region in 2010-2015, thousand people

	2010	2011	2012	2013	2014	2015	2015/2010,%
Sochi	10,5	9,8	15,2	14,8	14,3	10,2	96,7
Anapa	52,1	32,5	41,9	38,8	35,2	27,1	52,0
Gelendzhik	12,9	17,8	13,1	18,6	19,7	14,5	112,4
Tuapse district	43,2	36,2	46,2	36,4	53,2	41,6	96,3
Total	118,7	96,3	116,2	108,6	122,4	93,4	78,7

From the data in Table 3 it follows that, despite the positive dynamics of the population of Russia, the demand for children's health services in the Russian Black Sea region does not increase.

On the one hand, this can be considered a manifestation of a change in the demand structure of the Russian population, on the other hand, an incorrect increase in the prices of health services and children's transport. To the reserves of expansion of children's health resort practice should include the year-round operation of the resort facilities. To date, such facilities in this sub-region are so far single. The transfer of children's health centers to year-round operation is associated with significant capital expenditures for the reconstruction and completion of the buildings for the constant stay of children in the cold season, the construction of winter pools and gyms, the solution of heat energy tasks, etc. Nevertheless, the mild climate of this zone allows us to reduce the above-mentioned costs up to the minimum values. The solution of this problem involves the development of a federal program for the phased transfer of children's health centers to year-round operation. Naturally, the number of such objects will be limited by the financial possibilities of investors. As a first step in the implementation of such a program, the operation of such centers could be extended in September and the first half of October, when the temperature of the water in the Black Sea remains acceptable for bathing. The effectiveness of such investments must be measured not only through profit and roelty, but also taking into account the receipt of physically healthy future builders of the new Russia, who will work effectively and will not require additional costs for treatment and health maintenance. One of the reserves for the development of year-round resorts for children is the invitation of foreign investors. A coordinated implementation of the program would be facilitated by the creation of a single body that would extend its management activities to the entire Russian Black Sea region.

By now, the investment and construction aspect of resort and tourism development has been updated in the Russian Black Sea region. Moreover, with the return of the Crimea to Russia, this problem acquires an increasing scale and complexity both in terms of capital investments and in the organizational and technological foreshortening. The statistical dynamics of this sphere in the last five years is characterized by the statistical data of Table 4.

Table 4
Number of seats and the number of vacationers in the organizations of the resort and tourist complex of the Russian Black Sea Region in 2010-2015

<i>Indicators</i>	<i>2010</i>	<i>2011</i>	<i>2012</i>	<i>2013</i>	<i>2014</i>	<i>2015</i>
Number of places in the sanatorium and resort organizations and organizations of the hotel type, thousands	127,2	125,3	122,8	121,3	168,4	191,7
Number of rested, thousand people	1502	1597	1580	1604	2887	3376

A simple comparison of the indicators in Table 4 indicates some inconsistency (disproportionality), which is expressed in the following. The holiday season in this area lasts 100-120 days; the rest time is generally 15-20 days. Dividing 120 days for 15 days of rest, we get: $120:15=8$ threads. If we multiply the indicator of the number of places in sanatorium-resort organizations in 2015 by 8 streams, we get the following: $191.7 \times 8 = 1533.6$ thousand people. But according to the accounting data in 2015 it was 3376 thousand people rested.

This means that 1,842,400 people have rested in other places, namely, private “apartment owners” (apartment owners in apartment buildings) and owners of private households. Based on the calculations performed, it can be concluded that in the given territorial enclave there is a significant, more than 2 times, reserve for the growth of sanatorium and resort organizations and hotels. Analysis of graduation projects of students of the direction 08.03.01 “Construction” shows that at present the cost of construction of one square meter of buildings above this type is 35-45 thousand rubles.

This indicator varies depending on the architectural and planning and design parameters of sanatorium, tourist and hotel facilities. This should be taken into account when developing appropriate investment proposals (business plans). According to some experts, the segment of the housing market in this territorial enclave is unlikely to expand (even possibly some narrowing), so the positioning of investors in the resort construction may be in the future compensating for the shortage of profits on housing.

Formation of branch resort and tourist clusters. In the forefront of the development of organizational forms of management in the resort and tourism sector, it may be considered promising to form industry resort and tourist clusters that extend their activities to the entire Russian Black Sea region. We believe that the entry into such clusters of foreign firms specializing in the resort and tourism business could have a beneficial effect on improving technology and enhancing culture in this area. The attractiveness of clustering in the development of the resort business and tourism is explained by the fact that such a form of business coordination, without affecting the property relations of the participants, allows to introduce a soft coordinating start into their activities, to facilitate the resolution of organizational issues in cooperation with territorial authorities (Prokhorova, 2010).

In this respect, the adoption of a federal (national) project for the development of the Russian Black Sea Region and the creation of appropriate structures for its implementation would help, in our opinion, solve the problems of positioning foreign companies on the Russian market, without which there can hardly be expected significant progress in this important matter.

In our opinion, the creation of a favorable treatment regime for the positioning of high-tech foreign companies in the resorts in the Black Sea resort would contribute to the goals of expanding the import of world technologies for resort and recreational practices. We believe that the resort technology will only benefit if similar facilities with foreign personnel appear alongside Russian boarding houses. Also, additional motivations are needed for the formation of appropriate joint ventures. In the synergistic set, the above measures could have a beneficial effect on the development of this sphere (Popov, 2017).

In planning the development of settlements, especially rapidly growing agglomerations, it becomes urgent to make a forecast of their condition for 80-100 years. Such an approach would make it possible to efficiently form the infrastructure, place energy facilities, construction bases, roads, recreational facilities and intensive employment facilities. Similarly, it seems appropriate to approach and plan the development of the resort and recreational agglomeration of Sochi-Anapa-Gelendzhik-Tuapse. When developing a strategy for the development of this territorial-economic system (“road map”), it is necessary to perform the following actions:

- neglect uncontrollable factors (to carry out their absorption, that is, to take on the internal costs of the system) to divide the controlled factors into managed and uncontrollable factors;

- to divide the controlled factors into easily managed and poorly managed ones, having determined the appropriate measures for each of them;
- Develop a system of criteria for monitoring the implementation of the road map.

The peculiarity of this agglomeration is a pronounced resort-recreational specificity. Therefore, as key factors for its sustainable development, we can consider the growth indices for the following indicators:

- number of holidaymakers for the season;
- number of holidaymakers in the summer maximum period;
- number of places in hotels, boarding houses and camp sites;
- number of seats at public catering establishments;
- number of places of cultural rest and leisure (theaters, beaches, sports grounds, attractions, etc.);
- the number of public transport units and taxis.

Concentration of economic practices in the field of resort and recreational services, the formation of uniform for the entire agglomeration of territorial and administrative structures would facilitate the free movement of capital, technology, personnel, increased the interest of foreign firms to create centers of world culture in the domestic spa business. It deserves the revival and development on a new technological basis of the practice of cruises in the resort and historical places.

Development of communications weakens the distance factor - a technology service factor.

The development of communications weakens the factor of distances between resort areas; The leading factor is the factor of service technologies. In conditions of free international competition, the Russian resort and tourist business will be able to develop effectively only when it uses the most advanced forms and methods of world practice in this field. As the world civilization evolves, a person changes, his needs change, including in the resort and tourism sphere. The tasks of improving the positions of the Russian resort and tourism industry require a significant adjustment of organizational forms of administration and management.

In this context, it seems to us useful to cluster the resort business. In modern publications, there are different interpretations of the organizational structure of production clusters, which somewhat blurs the notion of its organizational essence (Enright, 2000). Often, traditional vertically integrated structures are classified as clusters, the participants of which are in subordination. Such rigid structures do not contain such an attractive quality of participation in the cluster, as the preservation of legal and economic independence for the members of the cluster.

The use of the special type of the English word Cluster (bunch, bundle) in the description of the organizational and economic structure requires a special principle of constructing such a structure, namely, in the form of a beam in which each participant interacts directly with the management center and is in no way connected by subordinations (Porter & Stern, 2003). This principle of cluster construction allows using different in terms of administrative rigidity of the relationship between the executive management and individual participants in the cluster: with one participant, this relationship can be described by the stringent terms of a long-term contract, with others - less stringent, and with a third have the character of a one-off transaction. The main attractive force for the cluster participants should be the synergetic effect of their interaction within the boundaries of the common business field.

We believe that the cluster form of cooperation with Russian partners can be useful for foreign companies, dealing with resort and tourist business in the Russian black sea coast.

The specifics of the resort and recreational areas of the economy affects the technology of building of corresponding objects. The location of the resort and recreational buildings and structures mainly in the area of special sanitary protection regime places high demands of construction processes with the implementation of the dug, conservation plantings, movement of building materials and structures, operation of construction equipment. In modern Russian practice of the large construction projects of resort and tourist complexes in areas of functioning other such facilities are often seasonal – mainly in the autumn-winter period, especially civil works and landscaping.

This stresses the need to plan construction processes so that for the holiday season to perform outdoor work and have the opportunity to continue building mainly on the works within the relevant buildings and structures. Observations show that to comply with such restrictions and ensure proper quality of works and terms of construction can only specialized in the field of construction and installation organizations.

Historical experience testifies to the successful activities in the area of foreign construction firms: in Dagomys from Yugoslavia, in Olginka from Bulgaria, in Sochi from Turkey. Observations show that even local objects built quite large foreign contractors. As for the Russian builders by this time hard to call such an organization, except that GlavSochiSpecStroy (organization), on account of which many built in the 70-80-ies of the last century, large health resort and tourist complexes in the region of greater Sochi.

For the sustainable functioning of such organizations requires a fairly uniform distribution of large amounts of construction and Assembly works, which also testifies in favor of clustering of resort construction on the territory of the entire Russian black sea coast.

CONCLUSION

Carried out theoretical and experimental work on the problem of innovation in the field of tourism suggests the achievement of the goals and objectives set before work. This fact is confirmed by the following findings:

According to the forecasts of Russian experts, in the next 10-15 years the tourism, under certain accompanying conditions, could have a significant positive impact on the country's economy and its Russian black sea coast.

The crisis had a negative impact on all the enterprises of the Russian tourism industry, there is one bright side: despite the fall in the demand for services in General, the reduction of qualified employees and reduced costs of labor and marketing activities, significantly increased the interest of Russians to domestic tourism and Russian black sea.

In the context of the ongoing crisis, many firms are forced to seek non-traditional ways and methods of solving their problems, one of which is the problem of Informatization. The study also showed that a Central place among the modern information and computer technology in tourism is automated reservation system, integrated with the Internet.

Implementation of innovative technologies in the Russian black sea possible at:

- the creation of conditions for dynamic and sustainable economic growth;
- increase the level and quality of life of the population by increasing the availability of tourism services, employment and income of inhabitants of our country;
- improving the competitiveness of the Russian economy by increasing the attractiveness of our country as a tourist destination;
- ensuring balanced socio-economic development of constituent entities of the Russian Federation at the expense of increasing the share of tourism in gross regional product.

Currently, the most promising types of tourism in the global tourism market is growing at accelerated rates are:

- cultural-educational tourism, which covers 10% of the total international flow of tourists and is characterized by a high average level of tourism expenditure;
- active types of tourism, such as sports and adventure, which are acquiring increasing popularity in the world;
- tourism, involving such species as ecological, scientific, educational, event, health, etc.;
- cruise – sea and river cruises, where in the world in 2016, was attended by more than 12 million tourists;
- business tourism, which covers the so-called MICE industry (Meetings, Incentives, Conferences, Exhibitions).

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