

Business travel influence on effective management of organization

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The article highlights the results of a study how business travel influences on management of organization. The latest international trends in business round-trips planning are analyzed, including incentive tours.

A lot of attention in the article is paid to the factors, which determine cost-cutting strategies: per-person incentive spending, addition of 'wow'-effect into different types of incentives, etc.

There are defined both the list of goals that can be pursued by such tours, as well as the results that the organization can achieve after application of these tours as significant motivational events for their employees. Among given goals the most important for respondents are criteria 'sales', than go 'education / training', 'customer retention' and 'organizational core values', and the less appreciated are 3 points – 'business diversification', 'net promoter or customer engagement scores' and 'tenure'.

Recent data for analyzing situation and main trends in the world MICE market are

taken from the materials of the Incentive Research Foundation and reports of the Incentive Marketing Association and are processed.

For analyzing Ukrainian travel market structure and its changing there are used data of the State Statistics Service of Ukraine for several periods.

There are shown some parallels between the world and domestic trends in the development of business travel and its impact on the management of those organizations, which understand a forcefulness of these trips on their efficiency improvement.

Generally this article has an applied character, but it also contains some elements of scientific novelty, namely: there is proved connection (logical circuit) between the implementation of business tours by organization to encourage its employees and customers and the increase of its operation efficiency (under the optimal conditions of the following: right management purposes, enough operational costs and good results).