

Usług ubezpieczeniowych w kraju. Kurs na eurointegrację z uwzględnieniem społeczno-ekonomicznych właściwości ubezpieczeniowego biznesu na Ukrainie pozwoli polepszyć sytuację na ubezpieczeniowym rynku.

Implementacja wszystkich opisanych powyżej środków będzie sprzyjać wzrostowi konkurencyjności i finansowej trwałości ojczyzestego rynku usług ubezpieczeniowych.

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THE IMPORTANCE OF MICE-TOURISM

MICE is a type of tourism in which large groups, usually planned well in advance, are brought together. The service industry in organisation of meetings, conferences, and other events is indicated by the term MICE. Recently there has been an industry trend towards using the term 'meetings industry' to avoid confusion from the acronym. Other industry educators are recommending the use of "events industry" to be an umbrella term for the

vast scope of the meeting and events and profession. It applies to the branch of business tourism.

What is 'MICE'? MICE stands for Meetings, Incentives, Conventions and Exhibitions or Events. MICE can be likened to a type of tourism. Tours are usually planned well in advance for larger groups and delegates are brought together for a particular purpose.

*Meetings: It is the gathering of a group of two or more people in one place for a particular activity. The frequency can vary from one-time event to the regular one, for example, annual general meetings, committee meetings, executive board meetings, etc.

*Incentives: This type of meeting usually deals with the employee reward by a company for the well - done job, some reached goals.

*Conferences/conventions: Conferences usually take on a smaller module than congresses. The purpose is to encourage an exchange of information, fact-finding and problem-solving among the people from the same profession or field. Conferences are usually limited to time and have specific objectives.

*Exhibitions/events: This is an event in which lots of services and products are displayed. The exhibition travel agents organise these meetings for marketing, celebrations, education and even reunions.

It turns out that MICE-tourism is associated with people who travel for work. This confirms and becomes relevant one of the most ancient forms of tourism, when a person traveled the world exclusively for business purposes. So what's the difference between non-business and business tourism (MICE)? It's simple, in the first case, the rest are sent on vacation to the sea, and in the second - on business trips. In this case, tourists are called businessmen, and vacation - an intensive tour. The programs of such incentive tours are always unique and diverse.

Therefore, MICE Tourism is an important requirement for any company which is keen on expanding its client-base and keeping of the present market intact. Apart from other ways of promotions, these targets can be achieved by participating in huge conferences, seminars, events, exhibitions and other meetings.

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