

MBA (Moscow Bleisure Agency)

Take a break and see Moscow

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GTTP Russia
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INTRODUCTION

Nowadays working people are thinking more and more about business trips as a form of hard labor.

Efficiency and wage is decreasing. You didn't think about it, did you? But after all progress also doesn't stand in place. People in the field of tourism become to inventing what could improve and leave many memories from business trips.



Moscow-is one of the cities that perfect fits for bleisure tourism.

The city is one of the biggest cultural and scientific centers of Russia. Thanks to the fact that there are more than one thousand scientific- research foundations in Moscow. There are more than 250 institutions of higher learning

and annually more than 5000 events are held, plenty of foreign scientists and students arrive. Moscow attract lovers of culture tourism, as a place, founded in the 11th century and has on its area colossal quantity of historical-cultural monuments.

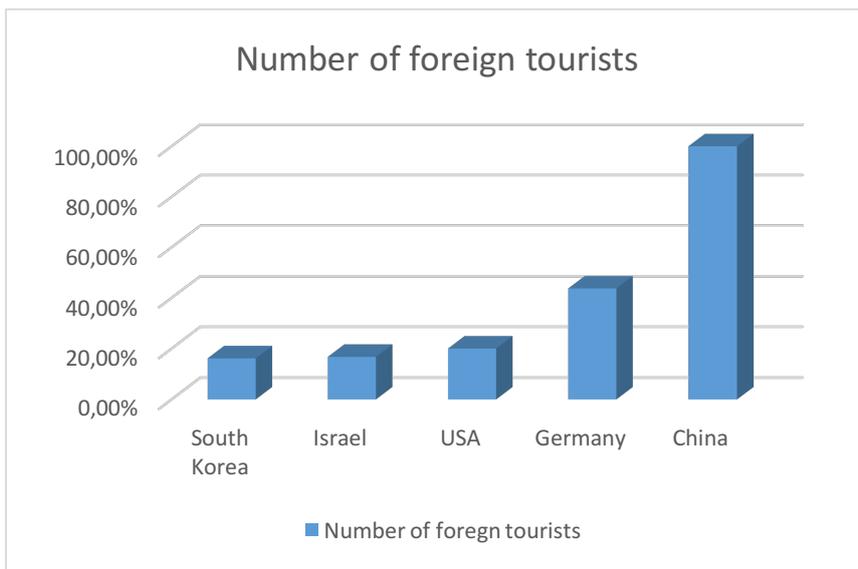
Also on area of Moscow are situated more than 170 theatres, more than 400 museums, multiple concert halls, cinemas and stadiums. An especially important role in the development of Moscow tourism is the fact that city is one of the biggest transport hub of Russia.

Every year transport nets and improve transport

availability increase in Moscow, as the city is served by 5 airports, 9 railway stations, 3 river ports and in Moscow already subway works more than 80 years.

The sector of service is also very developed in city, to visitors can choose from more than 700 various hotels and great multiplicity of restaurants and cafes of different cuisines and directions. Thanks to all these factors, annually a huge amount of tourists arrives in Moscow. The number of foreign tourists for two years has increased by 25 percent in Russia. So in 2016 the number was 17,5 million.





28% make up tourists from this amount, who arrived with business goals. This percent grows every year, just as the infrastructure of Moscow is improving and modernizing.

BLEISURE TOURISM

Let's analyze what is Bleisure tourism in details. Bleisure tourism – it is kind of business and recreational tourism with the aim of leisure and rest. Kind of this tourism includes to itself:

- Extension of days of trip with the aim of employee's leisure;
- Invitation of members of families, friends and coworkers with a view of joint rest;
- Inclusion in program of business event details of leisure and health nature;
- Holding of business events and meetings in destinations which are attractive from point of view of rest and leisure.

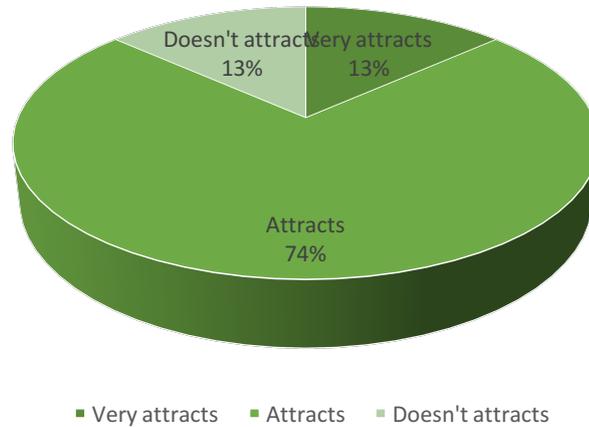
INTERVIEW OF POTENTIAL CLIENT

Number of the respondents: 50 people

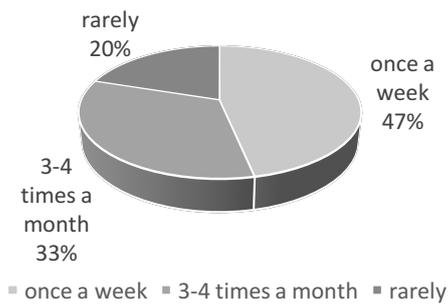
Age of the respondents: 25-55-years-old

Questions that were asked to the respondents:

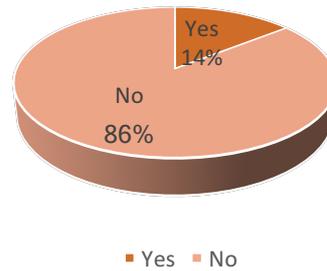
-Does the concept of inviting family members and friends to whom rest and leisure services will be presented attracts you?



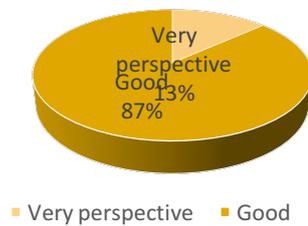
-How often do you go on business trips?



-Have you ever been on a bleisure business trip?



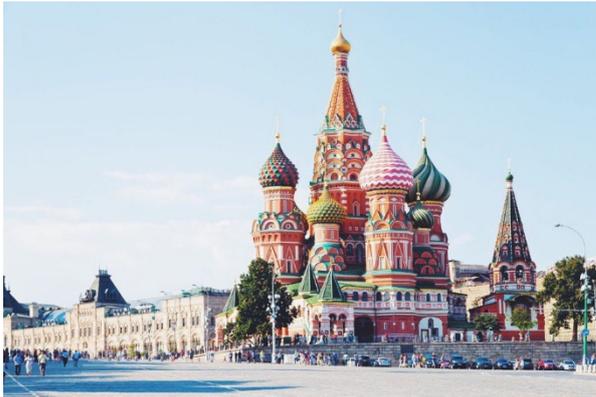
-How do you, based on your own experience, appraise the perspective of this concept in the Russian market?



BUSINESS-IDEA

In market of business tourism brand-new concept has appeared not so long ago: trip, combining business with rest and leisure, which has taken the name Bleisure=Business (business trip) + Leisure (recreational tourism). This idea is not so well-known yet in Russia. Although according to the results of interview, which was held among people who often be in business trips, nearly 90% have been interested and expressed desire to take part in this type of trip.

Based on this data, which were gotten from respondents and from reports and



researches of foreign companies, and considering features of infrastructure and the economic, political and social fields of the city, our team invented a new touristic brand, which positions Moscow as a center of business tourism in the Bleisure category. Our brand is going to erase borders between business tourists all around the world. We want our busy travelers to visit other countries in the

field of Bleisure tourism with the help of collaborating companies around the world.

The MBA (Moscow Bleisure Agency) company will engage in submitting of various services that organize free time from work for business tourists to Russia. Our company is going to make for every client his own program. We will send a questionnaire to each person who decided to use our service in which he writes his preferences, allergies and marks sights and cultural entertainments from a list which we suggest. Every program will be absolutely individualized to be used comfortably by business tourist and doesn't think about it at all in important conference. We invented app for smartphones, which will be told about a little below.

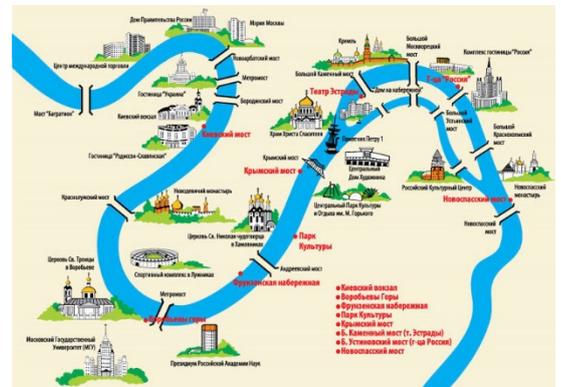
So, person, who arrived to the capital, who wants to see and/or visits sights of the city and, how tourists like to say "don't miss anything" in free time from work. He can get clearly written plan of his movements in the city, of excursions and other, just by introducing information about the place and time of holding business events. And about when and how he wants to rest in the city. The same planning service a person can order for his relatives or friends, whom he took with him on the trip. All these services will be possible to order in advance or on day of arriving to Moscow by phone, on web-site, on different social networks by special links, and also in mobile app of our company, invented with introduction of latest voice technologies, thanks to which users can change interface with the app by introducing information by voice and talking with voice helper "Anna".



A distinctive feature of our company is unique rate, which can be plugged in the very beginning of registration, the «Pet Friendly» rate. Many people, being even very busy, can not imagine life without their pets. Specially for these people this tariff was created, plugging which in, will be suggested hotels, restaurants and entertainments in Moscow, in which entrance with pets is accessed. Also in time of your trip, our company undertakes to ensure due nutrition when you are absent for work, the

skilled specialist will look after you pet. Also the company assumes all questions concerning check-in of your pet at the hotel and in case of emergency situations undertakes to find the clinic.

The same way we will suggest to our clients several different tours over the capital of Russia, which was made specially for our company. Every person will be able to see Moscow from various sides and in an interesting new way.



The foreign languages' level and service of foreign nationals need serious improvement. As Russia waits for the football

championship in 2018, the city is carefully preparing for arrival of foreigners, that is why the level of service is increasing, but in preparation attitudes more for tourists, but not so much for business visitors of the capital.

Within the framework of project of inventing a new touristic brand, in places attractive from the point of view of leisure and rest of business tourists, we can set mini points to help in orientation and the planning of your leisure and holding business meetings.

MOSCOW-CITY

Moscow City is one of the best and the most comfortable places by location. Moscow City is a business area, in which all intended for business and leisure. It has very developed infrastructure. The truth is said, that in Moscow City you can live, work and rest





without necessary to leave it. As their tagline is said “It’s a mini city, which is intended for life and work!”. In this center 11 towers are included, which are used as: offices, apartments, cafes, recreation, pool, parking, shopping center, gym, hotel and etc.

Also, it is very convenient that Moscow City is situated nearby the metro, on which you can reach to any destination.

In the middle of whole business center, a huge shopping center is situated, with its help every person can find to himself something to his liking.

Exactly in Moscow City the highest swimming pool in Europe is located, and also wide spectrum of unique services for maintaining health and relaxing.

A fitness-club offers its visitor to organize business meetings on the highest level. The format of these meetings sets up on calm, confidential fret and leaves pleasant memories from communication.



On territory of business complex situates the highest ice rink in Europe. The visitors can use services of instructor in figure skating, warm locker room, and skate rental. Nearby of rink situates bar with drinks and snacks.

Then hotel Novotel with 4 stars is situated in the middle of the business area, it offers possibilities for diverse rest. There is organization of business meetings and business-conferences at your service, including whole equipped conference-halls and free WiFi on all territory of hotel and also an iMac zone.



QUEST

Of course, not everyone, and especially not the younger generation, enjoy visiting museums, exhibitions and attractions. Especially for those who prefer entertainment, our company has created a range of services for an active vacation. Here customers can find many interesting proposals from a trip to the zoo to quest.

Yes, quest is one of the areas of active leisure, which has spread around the world and which is so loved by millions of different people. Especially for Moscow visitors we together with the main quest-companies of the city has developed a line of quests, whose plots are in some way connected with Moscow and Russia. Now there are games presented for people of different ages: for preschool children ("With Cheburashka around Moscow"), older children and adolescents ("Philosopher's stone", "Sounds of Moscow") and for all who are older ("Moscow Eugene Onegin", "Back in the USSR", "Sherlock Holmes").

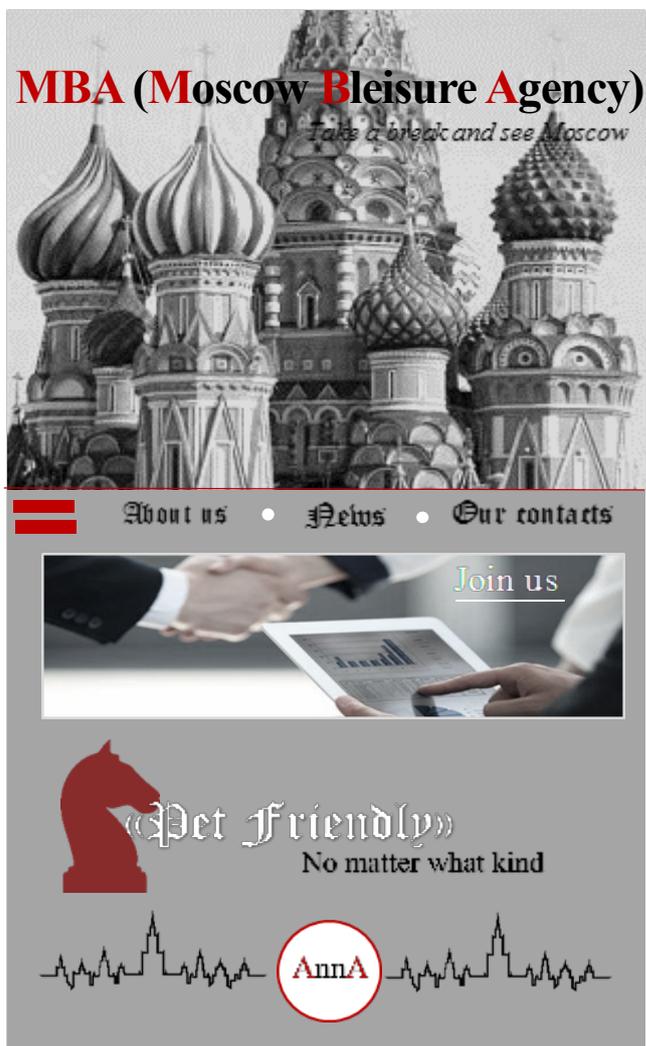
We are sure that quests will not leave you indifferent and will leave many fun memories!

MOBILE APP

It may be a good idea to create our own app for phones (for all operating systems).

☛ An example of the design of the app

In this app you will find all necessary information about the brand and its proposals. We also have an idea about including in the app the function of reading the location that helps the app to send in smartphone



notifications about attractions and interesting places nearby. Also, you can make the date and place of the business meeting so that later app sent you a notification. Moreover, you can see the whereabouts of your family, friends and pets. You do not have to worry about your loved ones and frantically call every half an hour for information about their location.

This app will include a very useful voice feature. Your virtual assistant “Anna” will help you in the organization of your stay in Moscow. To access this feature you should swipe the screen up with your finger. The app will be very convenient because when you book your tour you will be issued a password and username to log into our app on the smartphone. You log in to your account and there opens the schedule of events planned on your trip (in the orientation in schedule you will be helped by "Anna").

COMPETITIVE ADVANTAGES

As we mentioned earlier, the concept of BLEISURE tourism is still unpopular in Moscow. Therefore, in Russia we still have no competitors, which is beneficial for the creation and development of a new brand for this concept. So it turns out that people will use the services of our original and exclusive company in Russia.

The uniqueness of our brand is that we will offer services interconnected with tastes and preferences of people. We will also emphasize social and environmental problems, because for many people these are highly important topics. And if we cooperate with different companies worldwide we enlist the trust of consumers.

The relevance of our project is very high, as at present people are very busy with their work and they do not have time to see the world. Our company takes full responsibility for our customers spare time.

The innovation lies in the fact that in the creation, promotion and implementation of our project we use progressive technology, which coupled with the most original and interesting ideas, no doubt will bring huge demand. An example is "Pet Friendly". This program involves all types of pets. Don't worry! We will make your trip pleasant and your pet will be happy.

In the world, there are not many companies that try to please their clients. However, we will do it and we promise you that this business trip will remain in your memory and you will be able to bring home a lot of impressions and stories.

MARKET POTENTIAL

According to the portal Tripadvisor, Moscow ranks second in Europe and fifth in the world among the top emerging tourist destinations. Approximately 3 millions of people from the regions of Russia, CIS and the far abroad arrive every day with different goals in Moscow. A huge percent of those city visitors are business travelers. And for them the idea of combining work and leisure is very promising. The development of business tourism in Russia also contributes to the growth of the hotel complex in the capital.

This idea will require quite a lot of money and resources, but without a doubt will be very profitable for Moscow. With its income it will cover all the costs. For this project, we need:

- ☞ Cash investments
- ☞ An office
- ☞ A Team of technicians
- ☞ Support
- ☞ Communication with other companies



The industry of business tourism is closely connected with what is happening with the environment: fewer resources, and thus prices will rise. Pricing policy of our company will be moderate. Not too expensive but not too cheap. However, with a large demand for the Russian market we will make a profit, not loss. Every business traveler with any income can use our services. Nevertheless, if our client wants to make his business trip with his family at the highest level, he will always be able to take advantage of our additional services. The profitability of our project is that people can use any of the services, which are best suited to their preferences, and our company is primarily interested in the desires of our clients. Therefore, the demand for the concept will grow, as will its efficiency and revenue.

The sustainability of the project lies in the fact that in the world every day there are business trips, so this concept is very relevant now. The company, which will deal with organization of business trips combined with vacation and leisure. will hold very steadily and confidently in the labor market.

About 60% of the turnover of business tourism is in Moscow. By 2020, the amount of business tourism in the world will grow three times, from 664 million to 1.6 billion. "Revenues from this sector will increase by five times and reached \$3 trillion a year", said the chairman of the Moscow Committee for Tourism Sergei Shpilko at the International Forum of Innovations in the Business Travel Industry «Travel into the Future».

PROMOTION STRATEGY

Now there is a huge number of ways to promote your companies, ideas, etc. Our company definitely need to have the profile of the brand in all the social networks popular in Russia. Because people spend huge quantity of time in social networks nowadays.

Also we will make site in the internet, on which people will be able to enter, who more like to search on WWW (World Wide Web) more. Companies with which we are going to collaborate, will advertise our company mutually.

Also we will not manage without advertisement in real space. It is necessary to hang out an advertisement on tabloids, give out flyers in travel agencies, etc. So we will be able to find and attract our new clients in different areas of life.

SOCIAL DIRECTION

The increase in population, opening of new factories, the amount of exhaust emissions led to a huge environmental problem. There has been a violation of



equilibrium on our planet. Animals are killed, the forests cut down and rivers are drained. Environmental issues have become a huge threat in the 21st century. To maintain the environment, we offer our clients some simple, but very important



initiatives. They are that each person can help nature; even the smallest thing helps the environment. Our



customers we encourage to "green" the city to which they came. The idea is very simple: the person at the end of his visit could plant some trees in the park. It is not very difficult to do, but you can bring something small, but something good for the Earth. In addition, we transport our clients around the city on electric cars, because they do not emit harmful gases into the air, thereby not contaminating it.

In terms of social problems, things are not better. These problems often arise due to the relationship between the individual and society. Such problems are in the areas of health, education, culture, crime, etc.

We address the issue of water in Africa. It is not always pure and causes diseases. Because of this, many people in Africa suffer serious illness. To lend a helping hand, everyone from his country can bring a bottle of water on which he can write some nice and encouraging words for a person who gets this important bottle. We collect these gifts and then send them to people in Africa who need it.

SWOT-ANALYSIS

	HELPFUL	HARMFUL
INTERNAL ORIGIN	STRENGTHS	WEAKNESSES
	<ul style="list-style-type: none"> • We meet the needs of our customers as much as possible through a wide range of services and entertainment. • Due to the active promotion strategy, we have high speed and easy availability of receiving answers from customers. • As guides to the city / museums / attractions, we recruit the best professionals who know and love their work. • We are not tied to specific companies and are always open for cooperation, so we do not have fixed prices and uncomfortable restrictions. 	<ul style="list-style-type: none"> • We will need large financial investments to start work. • To ensure quality of service we need a large staff of qualified professionals. • We may lose sales at the beginning of the agency's work because of people's distrust of new concepts.
EXTERNAL ORIGIN	OPPORTUNITIES	THREATS
	<ul style="list-style-type: none"> • When merging with other companies engaged in the bleisure tourism, we will create a communicating network through which workers will lose even less valuable time. • Receiving daily information on new trends and / or customer requests, we can easily expand the register of tariffs and activities. • Following the news from the life of Moscow, we will be able to select clients' programs, including the latest events in them. 	<ul style="list-style-type: none"> • In Russia electric cars, which we are going to provide to our customers as vehicles, are not very popular so we can have difficulties with their servicing. • The fact that we do not have competitors at the Russian tourism market can become our unpreparedness for this in the future.

CONCLUSION

The conclusion of this project is that Russia and especially its capital, Moscow, is very promising for BLEISURE tourism. The city is sufficiently developed to realize the boldest ideas. We are sure that very soon Moscow will support the concept of BLEISURE tourism and become a favorite place for even more tourists.

All and all, as we found out, to create a touristic brand in our city you need:

- Fresh ideas and united team, which is always ready to work
- Elaborate business plan
- Effective promotion strategy
- Investments at the initial stage (however, they are not obligatory, if some funds will finance you)
- Friendly attitude and willingness to cooperate with other companies

With our project, we proved that the creation of a BLEISURE agency in Moscow is not only real but also very promising and advantageous!

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TEACHER'S NOTES

It was a difficult task to unite students from different schools in Moscow. I want to note that this is one of the best schools where gifted children, children who want to devote themselves to science and further serious education, study. My mentee are very creative, capable and motivated students. I would like to note that the theme of bleisure is new for Russia and there are practically no agencies that would be engaged in this kind of services. A serious study was done and a variant poll was conducted, which gave an unexpected result for everyone. I am confident that the girls are very creative and have found the highlight of the project. I am grateful to GGTP for the unique opportunity for schoolgirls to start thinking creatively. Think about the best trends, dig into the statistics and make a serious analysis and conclusions. I am grateful to all organizers that such an opportunity exists, and that my country can participate in it, and my mentees can get acquainted with the students from other countries. Even if we do not win this competition, it will be a serious breakthrough for my mentees. Once again, thanks to GGTP for the opportunity to solve the task and for international communication with international students.