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## **FORMATION OF A CONCEPTUAL MODEL FOR THE APPLICATION OF AN INTEGRATIVE APPROACH FOR THE ORGANIZATION OF CORPORATE PSYCHOLOGICAL TOURISM**

Event ROI.

The relevance of the study is determined by the role currently assigned to human resource management at enterprises. The high level of competition forces entrepreneurs to look for new, innovative ways to improve the effectiveness of personnel policy. The article considers three approaches to the analysis of corporate tourism: economic, sociological and managerial. The definition of "psychological tourism" is given. The reasons for the growing popularity of psi tours have been identified. A proposal has been put forward to use psychological tourism to improve the effectiveness of the personnel policy of enterprises and the reasons why the effectiveness of corporate psychological tours may be higher compared to traditional training and staff development programs are named. A matrix of the distribution of types of psychological tourism according to the level of physical activity and evoked emotions has been compiled. The tools that are used in psi tours in order to achieve complete harmony with yourself and the world around you are listed. The principles of forming a proposal for corporate psychological tourism, as well as the likely results of participation in the psi tour are determined. Possible sources of financing for corporate psi tourism are listed. For the organization of corporate psychological tourism, we propose to apply an integrative approach. A conceptual model of the

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application of an integrative approach in the development and implementation of corporate psychological tourism is constructed. When evaluating the effectiveness of a corporate psi tour, it is proposed to use the Event ROI methodology.

*Keywords:* corporate tourism, psychological tour, efficiency, travel, integrative approach, physical activity, emotions.

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[1], [2], [3], [4], [5], [6], [7], [8], [9], De Young R. [11], Lopukhova [12], [10], N.M. Nielsen [13], J. Phillips [14].

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