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WAYS TO IMPROVE THE ORGANIZATIONAL AND ECONOMIC MECHANISM OF BUSINESS TOURISM IN UZBEKISTAN

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Abstract: This article examines the principles of business tourism, increasing the economic efficiency of tourism business entities, the economic interests of regional business tourism entities, and the acquisition of tourism segments.

Key words: Business tourism, principle, communication, business, efficiency, object, subject.

Annotatsiya: Ushbu maqolada ishbilarmonlik turizmi tamoyillari, turistik tadbirkorlik subyektlarining iqtisodiy samaradorligini oshirish, mintaqaviy ishbilarmonlik turizmi subyektlarining iqtisodiy manfaatlari va turizm segmentlarini egallash masalalari ko‘rib chiqiladi.

Kalit so‘zlar: Ishbilarmonlik turizmi, tamoyil, aloqa, biznes, samaradorlik, obyekt, subyekt.

Аннотация: В данной статье рассматриваются принципы делового туризма, повышение экономической эффективности субъектов туристического бизнеса, экономические интересы региональных субъектов делового туризма, приобретение туристических сегментов.

Ключевые слова: Деловой туризм, принцип, общение, бизнес, эффективность, объект, субъект.

INTRODUCTION

In the modern global economy, tourism is one of the fastest-growing sectors. According to the World Tourism Organization, the number of international tourist arrivals steadily increased over the past decade, reaching 1.5 billion in 2019. However, in 2020, the tourism industry, like many other service sectors, was severely impacted by the Covid-19 pandemic, with international travel plunging by 74%, amounting to a decline of one billion tourists. Currently, efforts are underway to revive the tourism industry and restore it to pre-2019 levels as soon as possible.

Business tourism, driven by economic interests, plays a crucial role in fostering the development of the real sectors of the economy. As long as business exists, there will be a demand for communication to facilitate its growth. While information technology handles the formal aspects of communication between business partners, agreements and negotiations often require face-to-face meetings. Therefore, establishing an economic mechanism that supports business tourism has become a timely necessity.

LITERATURE ANALYSIS

Researching the socio-economic roots, needs, and interests of business tourism remains a focal point for global scholars. I.V. Zorin and V.A. Kvartalnov define business tourism as “temporary business trips and travel for business purposes without income generation, including participation in conferences, congresses, and similar events.” Balabanov I.T. and Balabanov A.I. interpret the term as “businessmen traveling for business pur-

poses." O.A. Smirnova defines business tourism as "a set of relationships and activities that arise during the movement and relocation of people while at work."

Unlike typical residential and working environments, the primary motivation for business tourism is participation in various professional meetings, congresses, conventions, exhibitions, fairs, and incentive events. I.A. Tsatsulina explains that "business tourism encompasses business communication, exchange of information and technologies, search for new partners and markets, PR events, personnel training, and the development of corporate culture."

RESEARCH METHODOLOGY

The study utilized a systematic approach, abstract-logical reasoning, grouping, comparison, factor analysis, and selective observation.

ANALYSIS AND RESULTS

This section clarifies the different types of business tourism and scientifically justifies its demand, which helps direct the activities of tourism business entities. Establishing a coordinating body for business tourism in the Samarkand region could enhance the economic efficiency of regional business tourism. Moreover, increasing the occupancy of business travel and tourism segments will contribute to boosting the region's tourism potential.

To study the development of business tourism, it is essential to identify the objects and subjects of this tourism type, as well as its socio-economic roots and characteristics. The focus of the study lies in exploring the economic foundations of business tourism. A unique feature of business tourism is that it considers the interests of a third participant a business entity in addition to tourists and tourism organizations (see Table 1). Our research demonstrates that the actions of this third party in the market, as well as the communication system within the country, play a pivotal role in shaping the principles of business tourism. In any country where business communication is transparent and free, business tourism tends to be comprehensive and multifaceted.

1 – table. Economic interests of regional business tourism entities[1].

Tourist (person on business trip)	Fast and efficient performance of assigned tasks	High satisfaction of material and spiritual needs
Tourist organization	Increase competitive advantage, occupy the market segment	Having a regular customer, earning
Economic entity	Improving the efficiency of communications, reducing costs	Increasing the effectiveness of the service trip, controlling and optimizing the spending of funds, and achieving social goals.

Today, one of the key areas of tourism development in Uzbekistan is enhancing focus on business tourism. To achieve this, it is necessary to transform business tourism into a straightforward and widespread form of market communication within the country.

From a theoretical standpoint, creating an environment where any business communication can be perceived as a tourist event is crucial. This requires organizing such communications with an emphasis on mutual respect, morale, and cooperation. The practical economic justification of business tourism lies in determining its forms, functions, and procedures. Therefore, the development of structured business tourism forms hinges on increasing their utility.

The fact that business tourism encompasses all sectors of the regional economy necessitates that the activities of various economic entities and governing bodies are aligned toward a common goal. Inbound and outbound trips for service coordination should function as a cohesive system. During an expert survey, professionals highlighted the underdevelopment of business tourism and the insufficient collaboration between business entities and tourism organizations. Specifically, recommendations were made to establish a coordinating body for business tourism at the regional level. Some foreign experts even proposed the formation of a tourist cluster as part of this initiative.

1 author development

The development of regional business tourism should tap into all available sources for service-related visits. To achieve this, there needs to be better coordination between international and domestic business relationships and the tourism sector. This requires a public structure capable of influencing all sectors of the regional economy.

In this regard, we have established the Business Tourism Coordinating Center (ITMC) under the governor of Samarkand region to address these needs and improve the overall framework of business tourism in the region.

To ensure that participants in the tourism market fully embrace business tourism, it is essential to establish a strong economic foundation. This involves setting clear standards for receiving and serving business travelers, managing business tour expenses, and addressing the organizational and economic conditions. One key aspect is enhancing the financial attractiveness of business trips.

In addition, the development of a specialized organizational and economic mechanism is necessary to balance and cater to the interests of the three main entities involved: the business traveler, the business entity, and the tourism organization. The motivational mechanism plays a crucial role by encouraging these participants to collaborate and engage in joint activities (see Fig. 2).

The central element of this mechanism is a partnership agreement between the business entity and the tourism organization. This agreement is vital for two reasons. First, in business practice, the contract is regarded as the primary document that governs the terms of engagement. Second, the business entity acts as the legal representative of the employee on a business trip, ensuring that the interests of both the traveler and the organization are aligned and protected.

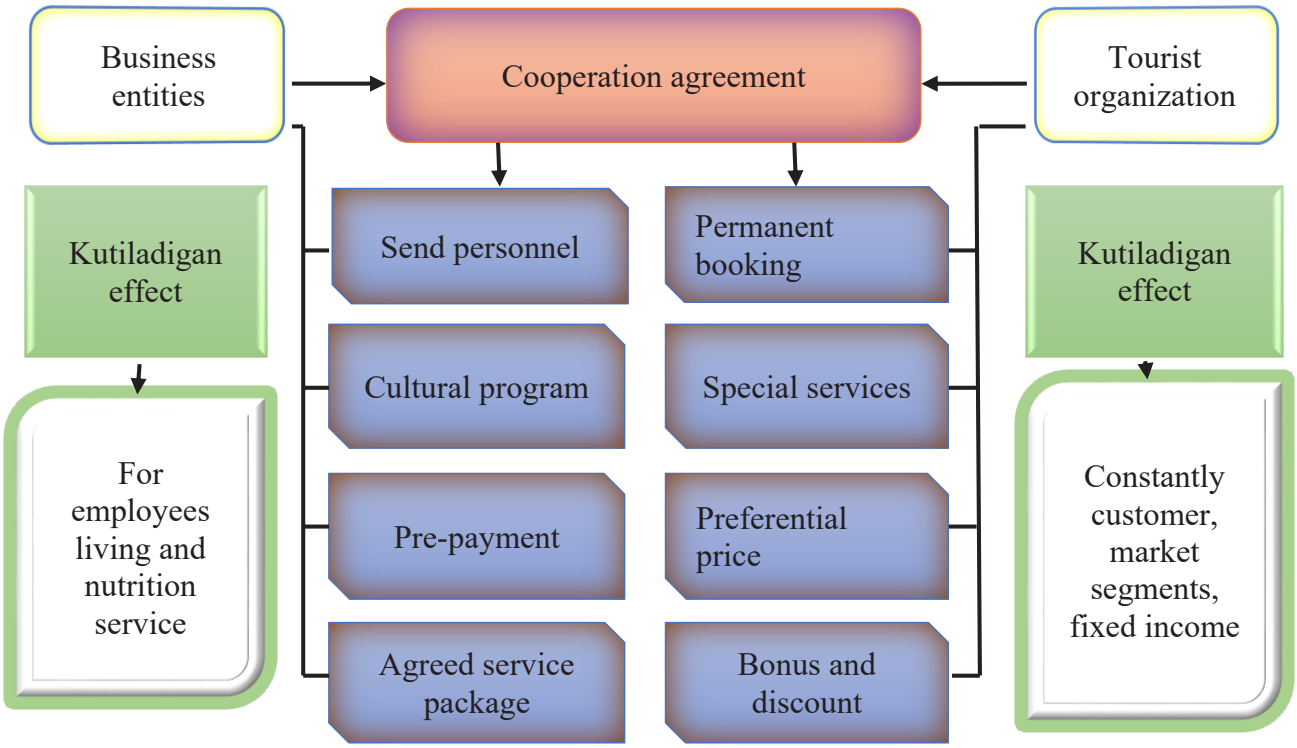

Figure- 2. Internal business tourism motivation mechanism.

In this scheme, we refer to production enterprises, all types of state organizations, entrepreneurs, non-governmental organizations (NGOs), and other civil entities as subjects of civil relations. Tourism organizations include travel companies that offer comprehensive services such as accommodation, catering, transport, tour guides, translators, excursions, advertising, and legal, insurance, and cultural services. These organizations play a key role in facilitating business travel.

From a practical perspective, companies and other business entities often have long-term contracts with tourism organizations, particularly when they frequently require services in specific areas. For instance, organizations involved in projects like nationwide construction using the “shift method” often need to send workers on service trips, with a portion of their employees or specialists working for 10-15 days at a time. As a result, it is crucial to provide these workers with affordable, adequate living conditions, which local tourism organizations can manage. These organizations are responsible for fulfilling all obligations outlined in the contract.

The contract typically includes a detailed chart outlining the service schedule for employees, including the number of employees, the duration of their stay, additional services, and cultural programs. The tourism organization agrees to provide these services promptly and coordinate all arrangements directly with the company. This ensures that staff needs are met on time, enabling them to focus on their work.

The economic benefits for business entities stem from creating necessary conditions for their employees at minimal costs, ensuring that expenses do not exceed a certain level. These contracts cover essential aspects such as diet, living conditions, health, occupational needs, and leisure activities, which are important to both the employees and the enterprise. These details are carefully outlined in the agreement. Additionally, the contract allows the enterprise to manage costs and control employee time, providing transparency and accountability through proper accounting practices.

The interests of tourism organizations lie in gaining consistent access to specific market segments, ensuring a steady stream of clients, and securing guaranteed income through ongoing orders. One of the key elements of the motivation mechanism is implementing mutually beneficial economic policies. Tourism organizations can provide many benefits to enterprises, including various incentives. For instance, a “cash-back” or bonus system could be applied, where if the enterprise meets specific contractual obligations, a portion of the cost is refunded or a small percentage of the payment is credited back as a future discount. This system, widely used by firms today, functions as a bonus incentive for enterprises and their employees, making business trips more attractive.

Providing employees with additional benefits during business trips, such as discounts or promotional offers, is seen as a significant advantage. These can include discounts on services, early or late check-in, or package deals that include various activities. By offering such incentives, tourism organizations can foster a positive reaction from businesses, thereby strengthening cooperation.

The development of tourism business yields multiple benefits, primarily by increasing the number of clients, extending the duration of tourist stays, and boosting the presence of tourism companies in the market. Additionally, these efforts lead to higher revenue and other key performance indicators for tourism businesses. Business travelers benefit from improved services, as these offerings save time and money, allowing them to fulfill their professional goals more efficiently.

The effectiveness of business tourism can also be seen in how well it improves the regulation of travel-related documents, reduces employee expenses during trips, and ultimately increases productivity. Business tourism can be evaluated based on both direct and indirect impacts. Direct effects are typically measured through quantitative indicators, while indirect effects often emerge through increased cooperation and improved social dynamics within the community.

It’s important to note that the direct economic benefits of business tourism are closely linked to the development of tourism infrastructure in a region, playing a significant role in overall economic growth. Our analysis indicates that the majority of service visits are directly tied to business tourism, particularly in areas where tourism infrastructure is well-established.

For example, we compared 2021 to 2022 in Samarkand, where business tourism has been promoted through events organized by both national and international organizations. MICE (Meetings, Incentives, Conferences, and Exhibitions) tourism has also played a role in increasing foreign visits to the region. In 2021, 119,012 foreign tourists visited Samarkand, while in 2022, this number rose to 150,000, generating an average of $4,340 in daily revenue, which translates to $140,000 in annual revenue.

Additionally, incentivizing employees to travel for business as part of internal reward programs has led to a 15% increase in the number of domestic tourism trips. Organizing short-term training courses and seminars for employees from public education, medical, agricultural, and local government sectors has also increased demand for local tourism services, with a 20% increase in hotel bookings and overnight stays.

For industries that rely on temporary workers, such as construction and manufacturing, providing accommodations and transport services has become a vital part of the tourism sector. This has resulted in a 20% increase in hotel occupancy, particularly for workers on extended shifts or temporary assignments.

In our opinion, the calculation of the economic effect of tourism business for the direct effect of the two types it is necessary to consider that :

The effect on tourism, the economic level of the region.

At the regional level, the economic effectiveness of business tourism include the following:

ΔN_b - business visits , the number ofgrowth;

ΔNt.o. - business tourism-take cover by an increase in the level of the hotel business;

Δ C - shown to the volume of tourist services in tourism’s be done.

Economic economic entities on the level of the effectcan be detected in the order listed in the following table (from 2-table):

2-table. The effect of the economic development of business tourism segment[2].

r/t	business type visit	of the formula is the	description of the	other tourist services
with 1	employees on the job to be tried	∑ (N_x*O + N_t*Mx)*Tx; ∑ - service time scheduled throughout the year, the sum of	N_x- travel the average number of voters: N_t- the number of directed spending to stay the night in a hotel; Tx-a service trip the average duration of the o – meal expenses; Mx – hotel costs;	No
2	on the service to participate in the event	∑ [(Tr + O)*I] ∑ - planned events throughout the year, the number of	Tr-transport costs; o - catering costs; I – the number of participants of the event	Yes
3	training visit	∑ [N * (O + MX) *T_{mo}] ∑ - training plan throughout the year	N – the number of participants of the training course; o – catering costs; Mx – hotel costs;	Yes
4	visits within the framework of a trade agreement	∑ (N*O + k *$_e$ * N*Mx) ∑ plan on the number of visits	N – the average number of visitors; k_e- spending koeffisienti stay the night; o – meal expenses; Mx – hotel costs;	Yes
5	Inspektsion visits	∑ (N_x*O + N_t*Mx)*Tx; ∑ inspektsion plan a trip during the year	N_x- travel the average number of voters: N_t- the number of directed spending to stay the night in a hotel; Tx-a service trip the average duration of the o – meal expenses; Mx – hotel costs;	No
6	in order of business visits	∑ (N_x*O + N_t*Mx)*Tx; ∑ - time during the year, the number of	N_x- travel the average number of voters; N_t- the number of directed spending to stay the night in a hotel; Tx - the average duration of the trip, the o – meal expenses; Mx – hotel costs;	Yes
7	visit the commercial			Yes
8	complete other assignments of management	∑ (N_x*O + N_t*Mx)*Tx; ∑ - time during the year, the number of	N_x- travel the average number of voters; N_t- the number of directed spending to stay the night in a hotel; Tx - the average duration of the trip, the o – meal expenses; Mx – hotel costs;	Yes
9	visit the business of the particular person	∑ (O + Mx)*Tx; ∑ - time during the year, the number of	Tx - the average duration of the trip, the o – meal expenses; Mx – hotel costs;	Not

2 Developments of the author.

CONCLUSION

The conclusion we draw from the measures taken in Samarkand region for the development of business tourism is that these efforts have opened new opportunities for tourism at a higher level. Increasing the flow of tourists and stabilizing regional tourism contributes to reducing the effects of seasonality, improving regional tourism infrastructure, and strengthening communication between businesses. As a result, these factors positively influence the growth of the Gross Regional Product (GRP).

Additionally, it is important to consider that the development of business tourism also motivates the growth of other types of tourism, which further enhances the overall tourism landscape in the region.

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