

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

Musayeva Shoirazimovna,

Professor of Samarkand Institute of Economic and Service, Samarkand, Uzbekistan

Usmonova Dilfuza Ilkhomovna

Assistant professor of Samarkand Institute of Economic and Service, Samarkand, Uzbekistan

Usmanov Farzod Shokhrukhovich

Student, Samarkand Institute of economic and services

<https://doi.org/10.5281/zenodo.7260052>

Abstract. In this article, the principles of business tourism, increasing economic efficiency of tourism business entities and acquisition of tourism segments were considered.

Keywords: Business tourism, principle, communication, business, efficiency, object, subject.

ПУТИ СОВЕРШЕНСТВОВАНИЯ ОРГАНИЗАЦИОННО-ЭКОНОМИЧЕСКОГО МЕХАНИЗМА ДЕЛОВОГО ТУРИЗМА В РЕСПУБЛИКЕ УЗБЕКИСТАН

Аннотация. В данной статье рассмотрены принципы делового туризма, повышения экономической эффективности субъектов туристического бизнеса и приобретения туристских сегментов.

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

INTRODUCTION

In the modern world economy, tourism is one of the rapidly developing industries. According to the World Tourism Organization, the number of international tourist visits has been constantly increasing over the past decade and reached 1.5 billion in 2019. In 2020, tourism, like all service industries, was hit hard by the impact of the Covid-19 coronavirus pandemic, with international travel falling by 74%, or one billion. Today, efforts are being made to revive the tourism industry and bring it to the 2019 figures as soon as possible.

Business tourism, which is a reflection of economic interests, is one of the active means of developing real sectors of the economy. As long as there is a business, there is a need for communications to develop it. Information technology can handle only the formal part of communications between business partners, but agreements and negotiations require face-to-face meetings. In this regard, the creation of an economic mechanism that supports business tourism is the need of the hour.

The study of the socio-economic roots, needs and interests of business tourism remains the focus of attention of world scientists.

MATERIALS AND METHODS

I.V. Zorin and V.A. Kwartalnovs define business tourism as "temporary business trips and trips for business purposes without receiving income, including participation in conferences, congresses, etc." Balabanov I.T. and Balabanov A.I. they interpret this term as "businessmen on a business trip".

Smirnova O.A. The definition given by is as follows: Business tourism is a set of relationships and events that arise during the movement and change of place of people during work. In contrast to the usual place of living and working, the main motivation of this movement

is participation in various business meetings, congresses, conferences, exhibitions, fairs, incentive events.

According to Tsatsulina I.A., "business tourism includes business communication, exchange of information and technologies, search for new partners and markets, PR events, training of personnel and development of corporate culture".

RESULTS

Systematic approach, abstract-logical thinking, grouping, comparison, factor analysis, selective observation methods were used in the research process.

Analysis and results. consists of:

Clarification of the types of business tourism and scientific justification of the demand for it serves to direct the activities of tourist business entities;

The introduction of a coordinating body for business tourism in Samarkand region will increase the economic efficiency of regional business tourism;

Occupancy of business travel and business tourism segments will serve to increase tourism potential in the region.

Studying the development of business tourism first of all requires the separation of objects and subjects of this type of tourism, its socio-economic roots and characteristics. In this regard, the study focuses on the economic basis of business tourism. One of the unique features of business tourism is the consideration of the interests of another participant - a business entity, in addition to tourists and tourist organizations (Table 1). Our research has shown that the actions of this third party in the market and the communication system play a key role in the formation of the principles of business tourism in the country. In any country where business communication is conducted in a transparent and free manner, business tourism will be comprehensive and multifaceted.

1 – table

Economic interests of regional business tourism entities*

Subject	General economic interest	Private interest
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.

*author development

Today, one of the directions of tourism development in Uzbekistan is to increase attention to business tourism. For this, it will be necessary to turn business tourism into a simple and mass form of market communication in our country. From a theoretical point of view, it is necessary to create conditions for any business communication to be seen as a tourist event, that is, it is important to organize the communication in conditions of morale, mutual respect and cooperation. In practice, the economic justification of business tourism and, most importantly, its benefits determine its forms, place and procedure. Therefore, the development of organized forms of business tourism requires first of all to increase their usefulness.

The fact that business tourism covers all sectors of the real economy of the region requires that the actions of various economic entities and management bodies be directed towards the goal. The arrangement of incoming and internal trips for the purpose of service should be directed to their functioning as a single system. During the expert survey, experts commented on the lack of development of business tourism and the low level of cooperation of business entities with tourist organizations on trips. In particular, proposals were made on the need to establish a coordinating body for business tourism at the regional level. Foreign scientists suggested creating a tourist cluster in the formation of such a body. The development of regional business tourism should include all available sources of service visits. For this, the organization of international and domestic relations of economic entities is required to be coordinated with the tourist business, that is, a public structure capable of influencing all sectors of the regional economy is needed.

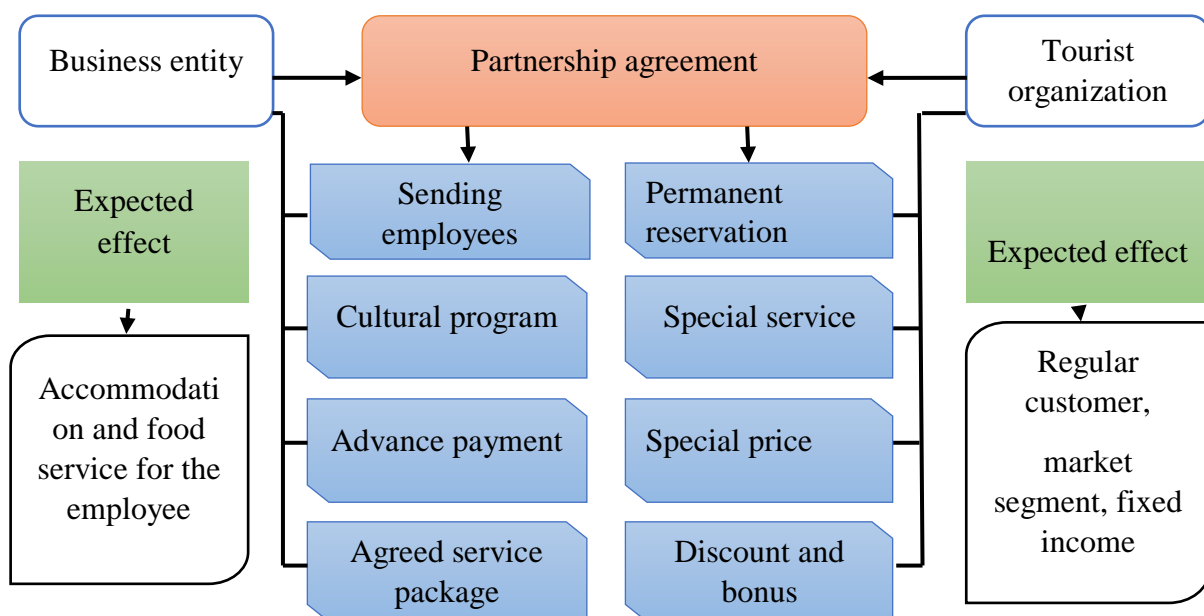
In this regard, we have established the Business Tourism Coordinating Center (ITC) under the governor of Samarkand region.

It is necessary to create an economic basis for the participants of the tourism market to accept business tourism with full responsibility. One of the important aspects is to increase the financial attractiveness of trips, along with the resolution of businessmen reception and service standards, business tour costs, organizational and economic conditions, etc. At the same time, it requires a special organizational and economic mechanism to take into account the interests of the three listed entities and interest them. The motivational mechanism embodies the system and order that encourages the participants of the business tourism process to joint actions (Fig. 2).

The central element of this mechanism is a cooperation or partnership agreement between a business entity and a tourist organization. The reasons for this are, firstly, that the contract is considered the main document in business practice, and secondly, the business entity is the legal representative of the employee on a business trip.

2 – picture.

Motivation mechanism of domestic business tourism.



In this scheme, we mean production enterprises, all types of state organizations, entrepreneurs, non-governmental non-profit organizations, etc., that is, subjects of civil relations.

By tourist organizations, we mean all organizations that offer tourist services, including tourist companies, hotels, catering organizations, transport, guide-interpreter, excursions, advertising and organizations that provide organizational, legal, insurance, cultural and recreational services.

If we look at the practical aspects of this picture, the enterprise and other business entities enter into a long-term contract with the tourist organization in the area where the business trip is repeated a lot. For example, the operation of highway bridge construction organizations throughout the country requires workers to be sent on business trips on a time basis, that is, part of the workers and specialists must always be at the site for 10-15 days. Therefore, it is necessary to provide them with cheap and decent accommodation, and this task can be performed by local tourism organizations. All obligations and responsibilities of the parties are fully agreed upon in the contract.

The business entity takes responsibility for the approximate schedule of the employees' business trip, their number, length of stay, additional services, cultural program and warning system. The tourist organization, in turn, undertakes to immediately place the employees, fulfill the agreed service package, make payments directly with the organization, create working conditions for the employee on the trip, etc.

The interests of the tourist organization will be to enter a certain segment of the market through this enterprise, to have a regular customer, to receive income and to have a guaranteed volume of orders.

One of the important aspects of the motivational mechanism is to conduct a mutually beneficial economic policy. We believe that some reliefs can be offered to businesses by tourist organizations. In particular, the application of the "cash-back" procedure, that is, if the company fulfills its obligations under the contract, returning a certain small percentage of the payment or writing it to the company's account as a reserve. Today, in many companies, this procedure is successfully used as a bonus map. Creating additional working conditions for an employee on a business trip is also considered a great help. The preferential policy forms include many activities such as group service discounts, advance notice discounts, service package discounts.

The effect observed in business travelers is reflected in indicators such as an increase in the level of satisfaction with the visit, saving time and money, full fulfillment of service goals, and achievement of personal goals.

Efficiency in business tourism entities is reflected in indicators such as regulation of business visits, avoidance of problems of travel organization, creation of conditions for employees, saving of business trip expenses, increase in productivity of trips.

The effect achieved on the scale of regional tourism is manifested in the increase of the tourist flow, its stabilization, reduction of the effect of the seasonality factor in tourism, improvement of the business environment in the area and strengthening of communications between enterprises, as a result of which the gross regional product increases. At the same time, it should be taken into account that it will stimulate the development of other types of tourism.

It is also appropriate to distinguish between direct and indirect types of business tourism effectiveness.

The direct effect is usually evaluated with quantitative indicators and is manifested at the same time. Indirect effects are often observed in similar networks and partner entities, can be evaluated using relative indicators, and are manifested in future periods. Indirect effects are often social in nature and can be seen in various aspects of society.

It should be recognized that, along with the direct economic effect, the effect related to the development of tourism infrastructure in the region is also important.

Our calculations showed that the scientific and methodological proposals aimed at the development of business tourism primarily connect the majority of service visits to the tourist accommodation business. Therefore, if we analyze the introduction of scientific methodological proposals, the following results will be achieved in 2022 compared to 2021:

- In addition to the events organized by the republic's central and international organizations, Samarkand promotes international business trips organized by the initiative of tourist operators. By attracting regional tourism and hotel businesses to MICE-tourism, it is possible to increase the number of visits of foreign citizens in terms of inbound tourism from 119,012 in 2021 to 150,000 in 2022. If the daily income from a foreign visit is 140 US dollars, the annual profit is equal to 4340 thousand US dollars;

- 10,000 additional customers will be accommodated in hotels, the number of overnight stays will increase by 20%.

- According to the visits of mobile and temporary production workers. As a result of the development of hotel services for temporary accommodation of workers and specialists in construction, industrial production and transport, an average of 20,000 people will be accommodated in this segment and the number of overnight stays will increase by 20%.

In our opinion, to calculate the economic effect of business tourism, it is necessary to calculate two types of direct effect, namely:

Economic effect of regional tourism.

The economic impact of business tourism at the regional level includes:

ΔN_b - increase in the number of business visits;

$\Delta N_{t.o.}$ - increase in the level of coverage of business tourists by tourist-hotel business;

ΔC is an increase in the volume of tourist services provided to one tourist.

Economic efficiency at the scale of economic entities can be determined in the order presented in the following table (Table 2):

Table 2.

Economic effect of the development of business tourism segments*

t/r	Type of business visit	Calculation formula	Description	Other tourist service
1	Movement of employees for work	$\sum (N_x * O + N_t * M_x) * T_x$; \sum - sum of business trips planned during the year	N_x - average number of travelers; N_t - the number of overnight guests in the hotel; T_x is the average duration of a service trip O – food expenses; M_x – hotel expenses;	No
2	Participation in service	$\sum [(Tr + O) * I]$	Tr - transport costs;	Yes

	activities	\sum - the number of events planned during the year	O - food expenses; I - the number of event participants	
3	Training visits	$\sum [N * (O + MX) * Tmo]$ \sum - training plan during the year	N - the number of participants of training courses; O – food expenses; Mx – hotel expenses;	Yes
4	Visits within the framework of trade agreements	$\sum (N*O + ke* N*Mx) \sum$ - the number of visits according to the plan	N – average number of visitors; ke- overnight stay coefficient; O – food expenses; Mx – hotel expenses;	Yes
5	Inspection visits	$\sum (Nx*O + Nt*Mx)*Tx;$ \sum - plan of inspection trips during the year	Nx- average number of travelers: Nt - the number of overnight guests in the hotel; Tx is the average duration of a service trip O – food expenses; Mx – hotel expenses;	No
6	Business visits	$\sum (Nx*O + Nt*Mx)*Tx;$ \sum - the number of trips during the year	Nx- the average number of travelers; Nt - the number of overnight guests in the hotel; Tx is the average duration of the trip O – food expenses; Mx – hotel expenses;	Yes
7	Business visits			Yes
8	Carrying out other tasks of the management of the enterprise	$\sum (Nx*O + Nt*Mx)*Tx;$ \sum - the number of trips during the year	Nx- the average number of travelers; Nt - the number of overnight guests in the hotel; Tx is the average duration of the trip O – food expenses; Mx – hotel expenses;	Yes
9	Business visits of individuals	$\sum (O + Mx)*Tx;$ \sum - the number of trips during the year	Tx is the average duration of the trip O – food expenses; Mx – hotel expenses;	No

*Developed by the author

To conclude, business tourism development measures will raise the tourism of Samarkand region to a higher level and create an opportunity to open new directions of tourism.

DISCUSSION

The rapid development of the economy of Uzbekistan, the implementation of the strategy of strengthening the economic foundations of the new Uzbekistan requires the penetration of tourism services into real sectors. This is primarily due to the expansion of international business

relations, and on the other hand, it is pushing forward the problem of increasing the efficiency of business visits within our country. The fact that business tourism is considered as the most promising and attractive segment in the field of tourism increases its importance. Organizing business visits is an urgent issue, especially in increasing the tourism potential of the regions. The following conclusions are based on the theoretical and practical research and scientific-methodical analysis:

- In the scientific researches related to the field of tourism, great attention is being paid to business tourism. At the same time, there is no consensus on the definition of the term "business tourism". Scientists give different answers to the question of exactly which services and which features distinguish this type of tourism from others. At the same time, there is a need to expand the content of "business" in the purposes of trips.

- In recent years, the Republic of Uzbekistan has been paying great attention to the rapid development of the tourism sector, the expansion of tourist resources and the strengthening of its infrastructure. Especially after the pandemic, we can emphasize that the policy aimed at further increasing the tourism potential will have a positive effect.

CONCLUSION

- It has been determined that the organizational aspects of business tourism have a positive effect on the regional socio-economic development. The economic effect of the proposed scientific results is manifested mainly in three links: stability of activity and increase of income in tourist organizations, optimization of costs of business activities in enterprises and organizations, development of the business environment at the regional level. In the thesis, the method of calculating the economic effect obtained from business tourism is proposed and the possibility of its application in practice is shown.

REFERENCES:

1. On measures related to the rapid development of the tourism network" Resolution of the President of the Republic of Uzbekistan dated January 5, 2019 No. PQ-4095.
2. Decision of the President of the Republic of Uzbekistan No. PQ-4755 dated June 19, 2020 "On additional measures to develop the tourism sector in strict compliance with the requirements of the enhanced sanitary and epidemiological safety regime".
3. Resolution of the President of the Republic of Uzbekistan No. PQ-5249 dated September 22, 2021 "On financial support for activities to be implemented in order to further accelerate large-scale construction and beautification works in Samarkand region and increase tourism potential."
4. "On measures to further improve the continuous system of training qualified personnel in the fields of tourism, cultural heritage and museology" Resolution of the President of the Republic of Uzbekistan dated October 30, 2021 No. PQ-5270.
5. Decree of the President of the Republic of Uzbekistan No. PF-4861 of December 2, 2016 "On measures to ensure rapid development of the tourism sector of the Republic of Uzbekistan".
6. Decree No. PF-5033 dated May 4, 2017 "On amendments and additions to some decrees of the President of the Republic of Uzbekistan".
7. Abdurahmanov K.Kh. Management tourism: uchebnoe posobie. - T.: Branch FGBOU VPO "REU im. G.V. Plekhanova" v g. Tashkent, 2013. – 248 p.

8. Azar V.I., Tumanov S.Yu. *Ekonomika turistskogo rinka*. - M.: IPKT, 1998. - 239 p.
9. Aleksandrova A.Yu. *International tourism*. - M.: Aspekt press, 2016. - 470 p.
10. Alimov R., Kamilova M., Kurbanova D. *Cluster concept of economic development: theory and practice*. - T.: Institut ekonomiki AN Ruz., 2005. - S. 36.
11. Alieva M.T., Umurjanov A. *Economy of tourist countries*. - T.: Economy - Finance, 2005. - 339 p.
12. Babkin A.V. *Special tourism*. - Rostov-on-Don: Phoenix, 2008. - 252 p.
13. Balabanov I.T., Balabanov A.I. *Economic tourism. Uchebnoe posobie*. - M.: Finance and statistics, 2003. - 176 p.
14. Balabanov I.T. *Economic tourism / I.T. Balabanov, A.I. Balabanov* - M.: Finance and statistics, 2002. - S.
15. Birzhakov M.B. *Introduction to tourism*. - Izdanie 9-e pererabotannoe i dopolnennoe. - SPb.: Izdatelsky dom Gerda, 2007. - 576 p.
16. MS Azimovna *Improving The Study Of Consumer Behavior*
17. *Gospodarka i Innowacje.*, 109-112
18. MS Azimovna *Stages of the Econometric Research and Modeling Process*
19. *Central Asian Journal of Innovations on Tourism Management and Finance* 3
20. MS Azimovna *Scientific-Methodical Issues of Evaluation of Marketing Service in Hotels*
21. *Central Asian Journal of Innovations on Tourism Management and Finance* 3
22. MS Azimovna *Efficiency of advertising activities of trading organizations and ways to increase IT*
23. *Asian Journal of Research in Social Sciences and Humanities* 12 (3), 93-97
24. Azimovna MS, Ilkhomovna UD *Problems of Marketing in the System of Higher Education //Academic Journal of Digital Economics and Stability*. - 2022. - T. 13. - S. 71-75.
25. Azimovna MS, Ilkhomovna UD, Shokhrukhovich UF *INNOVATIVE STRATEGIES OF TOURISM DEVELOPMENT IN UZBEKISTAN //EUROPEAN JOURNAL OF INNOVATION IN NONFORMAL EDUCATION*. - 2022. - T. 2. - no. 1. - S. 1-4.
26. Musayeva SA, Usmonova DI, Usmanov FS *Problems with Marketing Research in the Furniture Market //Eurasian Journal of Academic Research*. - 2021.
27. Azimovna MS, Shokhrukhovich UF *Development Prospects of Business Subjects in the Republic of Uzbekistan //Web of Scholars: Multidimensional Research Journal*. - 2022. - T. 1. - no. 4. - S. 13-19.
28. Azimovna MS, Ilkhomovna UD, Shokhrukhovich UF *The Concept of Marketing Policy in Trade and Service Enterprises //CENTRAL ASIAN JOURNAL OF INNOVATIONS ON TOURISM MANAGEMENT AND FINANCE*. - 2022. - T. 3. - no. 8. - S. 1-5.
29. *SCIENCE AND INNOVATION INTERNATIONAL SCIENTIFIC JOURNAL VOLUME 1 ISSUE 5 UIF-2022: 8.2 | ISSN: 2181-3337105*
30. Azimovna MS, Shokhrukhovich UF *Ways to expand network marketing and e-commerce in the wholesale of medicines //INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT, ENGINEERING AND SOCIAL SCIENCES ISSN: 2349-7793 Impact Factor: 6.876*. - 2022. - T. 16. - no. 06. - S. 113-116.
31. Azimovna MS, Shokhrukhovich UF *THE ROLE OF AGRICULTURAL PRODUCTS IN THE FOREIGN TRADE TURNOVER OF THE REPUBLIC OF UZBEKISTAN //*

- SCIENTIFIC JOURNAL OF SUSTAINABILITY AND LEADING RESEARCH ONLINE.
- 2022. - T. 2. – no. 6. - S. 110-112.
32. Azimovna MS IMPROVING THE STUDY OF CONSUMER BEHAVIOR //Gospodarka i Innowacje. - 2022. - S. 109-112.
 33. Azimovna MS et al. Analysis of the main economic and marketing indicators of FE" DAKA-TEX" LLC // ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW ISSN: 2319-2836 Impact Factor: 7.603. - 2022. - T. 11. – no. 06. – S. 4-7.
 34. Azimovna MS, Ilkhomovna UD Optimal principles of assessing the quality of graduates in higher education //Eurasian Scientific Herald. - 2022. - T. 8. - S. 233-238.
 35. Azimovna MS THE MAIN DIRECTIONS OF THE MARKETING COMPLEX TO INCREASE THE EXPORT POTENTIAL OF PRODUCTS //FORMATION OF PSYCHOLOGY AND PEDAGOGY AS INTERDISCIPLINARY SCIENCES. - 2022. - T. 1. – no. 9. - S. 20-23.
 36. Musayeva Shoirazimovna, CREATION AND IMPROVEMENT OF BRANDING ACTIVITY OF JV LLC "SIYOB SAKHOVATI"International Scientific Journal SCIENCE AND INNOVATION. Series A volume 1 issue 5 – 276p.
 37. Musayeva Shoirazimovna, RESEARCH OF MARKETING ACTIVITIES IN THE PRODUCTION ENTERPRISE "OR GOLDEN OIL" LLC"International Scientific Journal SCIENCE AND INNOVATION. Series A volume 1 issue 5 –245p
 38. Musayeva Shoirazimovna, WAYS TO ORGANIZE AND DEVELOP MARKETING RESEARCH IN THE LABOR MARKET"International Scientific Journal SCIENCE AND INNOVATION. Series A volume 1 issue 5 –84
 39. 34.Musayeva Shoirazimovna, PROBLEMS OF INNOVATION MARKETING DEVELOPMENT IN TEXTILE AND SEWING-KNITTING
 40. ENTERPRISES OF THE REPUBLIC OF UZBEKISTAN"International Scientific Journal SCIENCE AND INNOVATION. Series A volume 1 issue 5 –89p
 41. Musayeva Shoirazimovna, DESCRIPTION OF MODERN MARKETING RESEARCH METHODS IN THE MARKET ECONOMY"International Scientific Journal SCIENCE AND INNOVATION. Series A volume 1 issue 5 –99p