



## FORMATION OF ORGANIZATIONAL AND ECONOMIC MECHANISM FOR THE DEVELOPMENT OF BUSINESS TOURISM

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**ANNOTATION:** *This paper gives information about classification and the role as well as importance of business tourism in economy. In addition, The article focuses on the participants of business tourism in the algorithm for creating a product of it.*

**Keywords** –Investment, business tourism, conferences, business travel, traveler-entrepreneur, business tour, tourism industry

Ensuring the development of the national economy in the formation of an innovative economy can be achieved only through the effective exchange of information, acquisition of new technologies, finding partners for investment and joint projects, participation in international congresses, fairs, seminars. All this represents the field of business tourism. Thanks to this industry, there will be an influx of new ideas into the economy, and development will take place with the acquisition of new markets. International experience shows that the rate of economic growth of any country, the level of development of investment attractiveness is directly related to business tourism.

Effectively organized business tourism allows to develop the infrastructure of host cities, increase budget revenues, provide employment, expand international relations, create a favorable investment climate and increase the image of the region as an international cultural and business center. At the same time, as one of the high-income types of tourism, business tourism is characterized by high and stable growth rates.

In business tourism, a tourist can travel to buy or sell goods and services, and at the same time he will have the opportunity to use the services that provide leisure. This type of specialized tourism is distinguished by a number of unique features, including:

First, this type of travel is not seasonal in nature. The traveler-entrepreneur establishes contacts regardless of the seasons, and exhibitions and other events are held regardless of the weather;



Second, it costs 11 times more than an ordinary tourist and three times more than a traveling tourist. However, he does not pay for the business tour directly from his own account, as this is within the competence of the sending enterprise;

Third, it focuses on business development, particularly improving the personality of a company employee. Intensive tourism is a direction of business tourism that helps team members improve. Intensive measures will be taken to increase sales of goods and services, as well as to coordinate activities within the team. They are distinguished by the intensive improvement of the personal qualities of the entrepreneur.

Business trips can be divided into several categories:

- corporate travel. They account for more than 73% of the total volume of business trips: individual business trips, participation in events organized by corporations. Intensive-types are included in this group;

- trips related to participation in various types of conferences. They account for about 16% of the total volume of business trips. These are mainly trips related to participation in conferences, congresses and seminars;

- trips to trade and industrial exhibitions, fairs and participation in their activities. They account for 11% of the total volume of business trips.

Business tourism is the organization of business trips (business trips) of employees of companies, organizations, or corporate events. Business tourism can be divided into the following types:

1. Business travel.

2. Activities aimed at training or supporting employees or making a presentation about the company to customers.

3. Organization of Corporate Events (MICE).

Business travel is business travel that is covered by the company at all costs. "Business travel" - business-related travel, all costs of which are reimbursed by the company. In international practice, the concept of "business travel" is often replaced by the English concept - MICE.



Table 1

MICE-tourism structure

MICE			
Meetings	Incentives	Conferences	Events
Meetings with partners, strategic, cyclical meetings, negotiations, presentations, seminars and trainings for dealers and other options for business meetings. Their proper organization would shape the image of the company	Incentive types designed to thank customers, employees, and partners. They perfectly motivate the team, strengthen corporate values and have a positive impact on business performance.	Organization of seminars, conferences, trips to exhibitions. These give an effective result to the business activity	Organization of mobile corporate celebrations and tour

Business or corporate tourism is a business trip of entrepreneurs, their participation in conferences, seminars, trainings, as well as the organization of intensive tourism , corporate events.

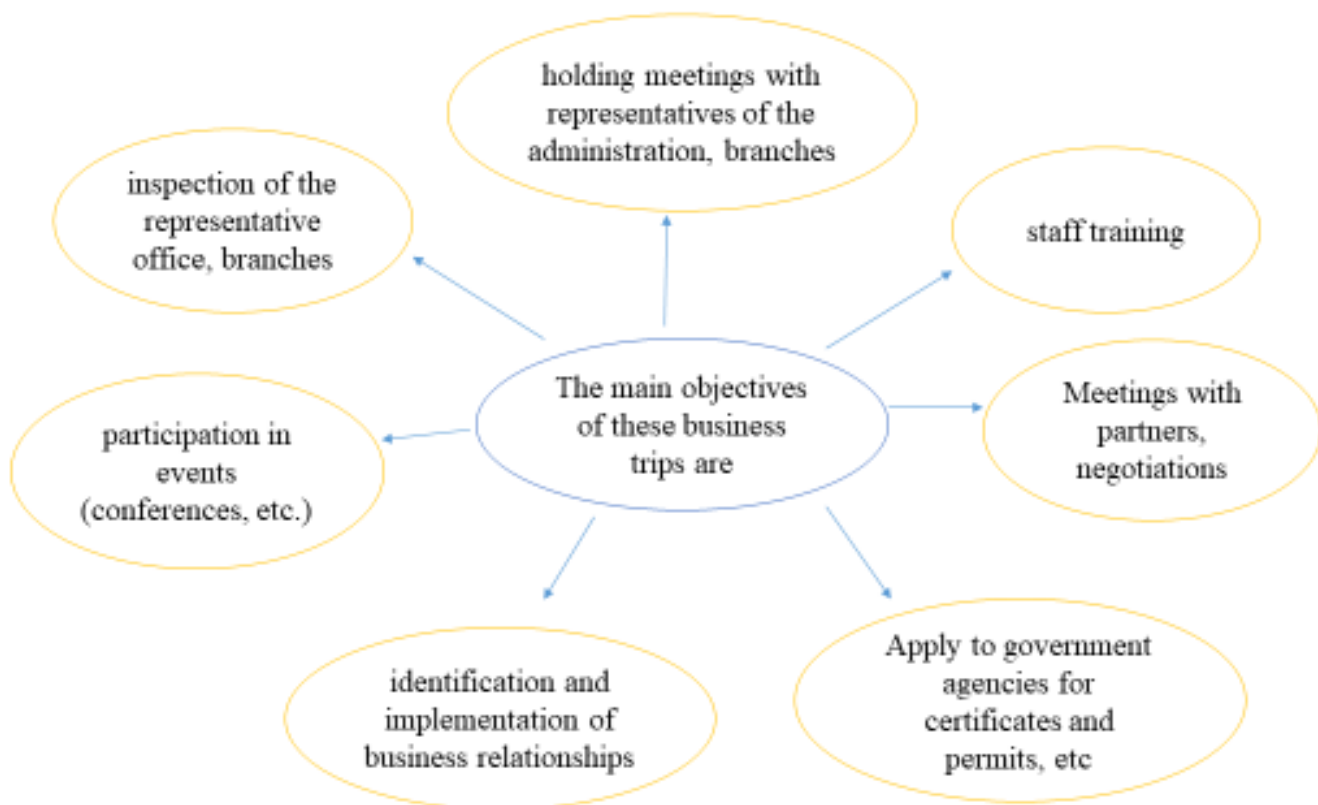
MICE plays an important role in the successful dynamic development of the tourism industry - organizations. Holding business meetings allows you to effectively address a number of issues:

- increase the loyalty and objectivity of employees, partners, associates, dealers (support the company's reputation and its positive acceptance by employees and partners);
- Encourage sales of goods and services (attract the attention of B2B partners to the products and services offered);



- team motivation (inspiring the team and motivating them to reach new heights);
- staff development (personal and professional development of employees);
- expanding contacts (search for new ideas, products, technologies and business partners).

Tourism is a multifaceted industry that includes individual travel, study tours, participation in activities and conferences organized by financial and commercial organizations, and so on. This is directly related to the intensive tours, which are carried out by companies in order to encourage and inspire employees involved in the sale of goods produced by the organization, its direct promotion. Trips related to conferences, seminars held under the motto of political, cultural and other organizations. Part of tourism is travel related to visiting industrial exhibitions and participating in their activities.



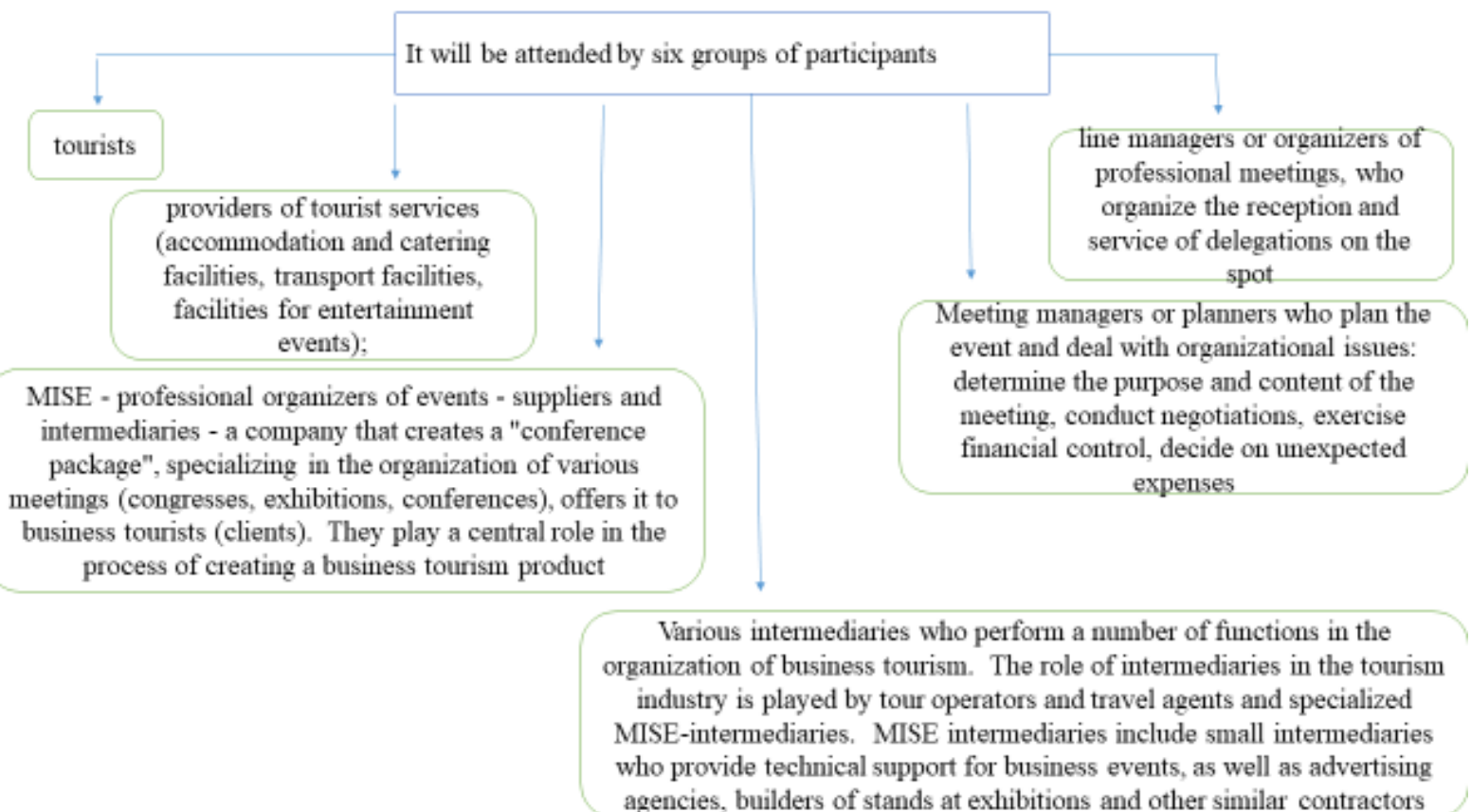
Commercial, scientific contacts between countries and regions are intensive. The development of tourism plays an important role in the development and integration of the economy of the Republic of Uzbekistan. Business tourism is communication, information exchange, search for new markets, partners, etc. to attract investment, implement projects, promote enterprises through PR campaigns, motivate employees, introduce ethical rules.



MICE - specialists in the field of science, technology, architecture, music, entertainment in the tourism industry. The network attracts a large group of creative thinking professionals working in the fields of entrepreneurship, finance and law.

Forming a city or international network partnership is one of the main tasks of the MICE tourism industry. It covers a significant range of activities, from data dissemination to the development of specific programs with specific content, to ensuring the provision of a scheduled meeting.

The peculiarity of business tourism arises in the interaction between tourists and specialists of business trips - the organizers - and, in essence, in the algorithm for creating a product of business tourism.



Business tourism differs in a number of aspects, including:

Correlation of seasonality with the periodicity of network exhibitions and conferences;

Mainly targeted at middle- and high-income consumers;

Predominance of mostly long-planned species;

Business tourists pay several times more than ordinary tourists and so on.



The analysis of the business tourism market of the Republic of Uzbekistan allowed to identify the trends in its development, including:

- Stable demand for industry exhibitions;
- short average length of meetings;
- The predominance of combined activities, including coordination of conferences and intensive programs.

Prospects for the development of tourism in any region of the country The presence of a complex or attractions that attract visitors; development of tourist infrastructure; the volume of investments in the tourism business; is determined by the ability of local governments to create a favorable microclimate for tourists.

A tourism manager must be a professional in his or her field who has a broad outlook and can think creatively. It is necessary to take into account the demands of the modern client, serious attention to the quality of business trips, the need for modern solutions for optimization, knowledge of development trends, a good understanding of the impact of business on the process.

In business tourism, the performance of service personnel is an important part of the tourism product and should be seen as the most important of the main competitive advantages, not as an auxiliary component. The quality of service in organizations depends directly on the skills and awareness of employees.

In order to develop business tourism, the following should be done in the research of higher education institutions engaged in business activities, education in the field of tourism:

- Monitoring the trends in the formation and development of business tourism in the Republic of Uzbekistan, its regions and foreign countries;
- Development of programs, methodological manuals on business tourism with the use of information and communication technologies;
- Active implementation of business activities in network research for use in problem solving, learning tools (programs, questionnaires, etc.);
- Establishment of an international exchange of specialists in business tourism;
- Invitation of practitioners, entrepreneurs in the field of tourism to practical conferences, etc.

Effective implementation of the above will create a new approach to the organization of MICE-tourism and will allow to carry out positive marketing activities in the promotion of national business tourism products.



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