

## Development of the motivational mechanism of business tourism in modern conditions

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**Abstract:** *Given article it has been learnt about the importance of foreign and domestic business tourism in the development of tourist flow in Uzbekistan . In the development of internal business tourism is based on the basis of which the organization is proposed to implement for economic motivation of business entities and tourism organizations.*

**Keywords:** *business tourism , internal tourism , economic interest , benefits , cooperation agreement .*

### Introduction

In 2020 , the tourism sector has seen great losses , because of a result of the spread of the coronavirus pandemic around the world . In the countries it has taken quarantine measures , it caused to eliminate for not only international , but also internal tourist flows . One of the consequences of the pandemic is millions of people lost their income sources who employed in the tourism sector . It is considered that supporting for the tourism sector is one of the directions of economic condition . Restrictions have also caused significant damage to the tourism business which put on tourism in the Republic of Uzbekistan . To compare that in January-September 2020 the number of guests who came to Uzbekistan included 1354.3 million people , which is 3584.2 million less than in the same period in 2019 ( 4938.5 million people ) [1]

It has been taking measures clearly by The President and the government in order to support businessmen , tourism infrastructure of tourism as well as save of investment attractiveness of tourism . Especially , it was paid big attention to tourism business subjects with material motivation .

It was spent 20 billion sum for supporting tourism sphere in May – July months by Accumulation for Anti - Crisis attached to Ministry of Finance of Uzbekistan Republic for providing the decree President of the

Republic of Uzbekistan which “ Measurements which not postponed for decreasing of Coronavirus pandemic`s negative effects to tourism industry “ in May 28 , 2020 year , PD – 6002 . [2]

It was meant that it was given a number of benefits, discounts and subsidies for representatives of tourist business with decrees of President of the Republic of Uzbekistan in 19 July 2020 PD – 4755 , which namely “ Additional measures for the development of tourism industry with the requirements of the enhanced regime of sanitary and epidemiological safety “ as well as decree of Cabinet of Ministers in 6 October 2020 , number – 602 , namely “ Supporting for tourism industry subjects and development of tourism infrastructure in the economic situation which caused by the coronavirus pandemic “ . For example , It was meant in the decree of Cabinet of Ministers that , especially , subsidies to subjects of tourist services for covering part of the cost of air and rail tickets ; subsidies for accommodation services , expenses for taking category ; grants for new tourist product ; privilege according to fees and others . [3]

**Analysis of literature on the topic .** At the same time , we consider that motivational measures are not enough to develop tourism industry which aimed at the development of certain types of tourism. There are not only an economic and financial nature , but also have social causes for keeping people away from travel . Every day the facts about setting an anti - record on daily of illness , in some country it was installed again restrictions , the emergence of new strains of coronavirus in mass media caused to absorb the idea of staying home to people . It is possible to understand why the tourist flow is not restored if we add to this the impact of measures to limit the movement of people in inter government and inter regional areas .

Scientific research and foreign experience show the importance of digital technologies in the development of tourism . Around the world one - third of plan their travels that based on information platforms . Mobile apps for smartphones are becoming an inalienable part of modern tourism. [4] Researcher of Samarkand State University , E.Kim , it was reflected the problems and prospects of internal tourism development in Uzbekistan in his research . According to the author`s opinion that internal tourism should be the main direction in the restoration of the sphere , in which the factors that are important for tourists are the conditions of rest, safety and price . [5] Some scientists believe that the factor of business tourism is a decisive factor and they described it “using a set of special services system of business activities , including congresses , forums, seminars , exhibitions , etc . , which aimed at achieving specific goals “ . [6]

However , there is a branch or type of tourism that it cannot be prevented by any administrative measures , it is business tourism . Business tourism , which is a reflection of economic benefits , is one of the tools for the development of real sectors of the economy . As long as there is a business, it will be a necessity for development communications . Information technology can take only the official part of communications among business partners , but agreements and discussions require face – to - face meetings . A requirement of the period that the formation of an economic mechanism to support business tourism . According to statistics , in nine months of 2020 , only 21.5 thousand tourists visited Uzbekistan for commercial and service travel ( 0.9 % ) , however , in fact most people who came for “ see relatives “ aimed to business undertakings .

**Research methodology .** First of all , the study of the development of business tourism requires that it should learn about objects and subjects of this type of tourism , separate its socio-economic roots and features . In this regard that the reaserch paid attention to the economic background of business tourism . In addition , the

special feature of business tourism is the consideration of the interests of another participant , besides that the tourist and tourist organization (1-table). Our research has demonstrated that in the country the actions of this third party in the market and the communication system play the main place in the formation of the principles of business tourism . Business tourism will be comprehensive and multifaceted , in which country where business dialogue is conducted in a transparent and free manner .

1 - table

**Benefits of subjects of business tourism.**

	General economic benefit	Private benefit
Tourist (person on a business trip)	Performing assigned tasks quickly and efficiently	High level of satisfaction of material and spiritual needs
Tourist organization	Decreasing superiority of competition , бозор сегментини эгаллаш Occupied for market sigment	To be possessed of regular customer , earning money
Business subject	Increasing of the efficiency of communications , reducing of expense	Increasing of the efficiency of service tour , control the spending of funds and optimization , achieving for social goals

## Main part .

In Uzbekistan one of the directions of tourism development to pay attention to business tourism a lot . For developing is this that it will necessary to replace business tourism into a simple and mass form of market communications in our country . If we look from a theoretical point of view , it should be created conditions for the appearance of the tourist event in any business communication , that is to say it is important that communications should be organized spiritually uplifting , mutual respect and cooperation conditions . It is being defined in practice that the economic based of tourism and most importantly, the benefits of business tourism determine its forms , location and procedure . Thus , first of all the development of organized forms of business tourism requires to increase their usefulness .

Foreign business tourism is an important part of business tourism . It can be based on foreign experience , it can be noted that leading firms and companies invite special tourist firms in order to prepare for their all events and they show them in different parts of the world . For what reason ? Because these events can create for

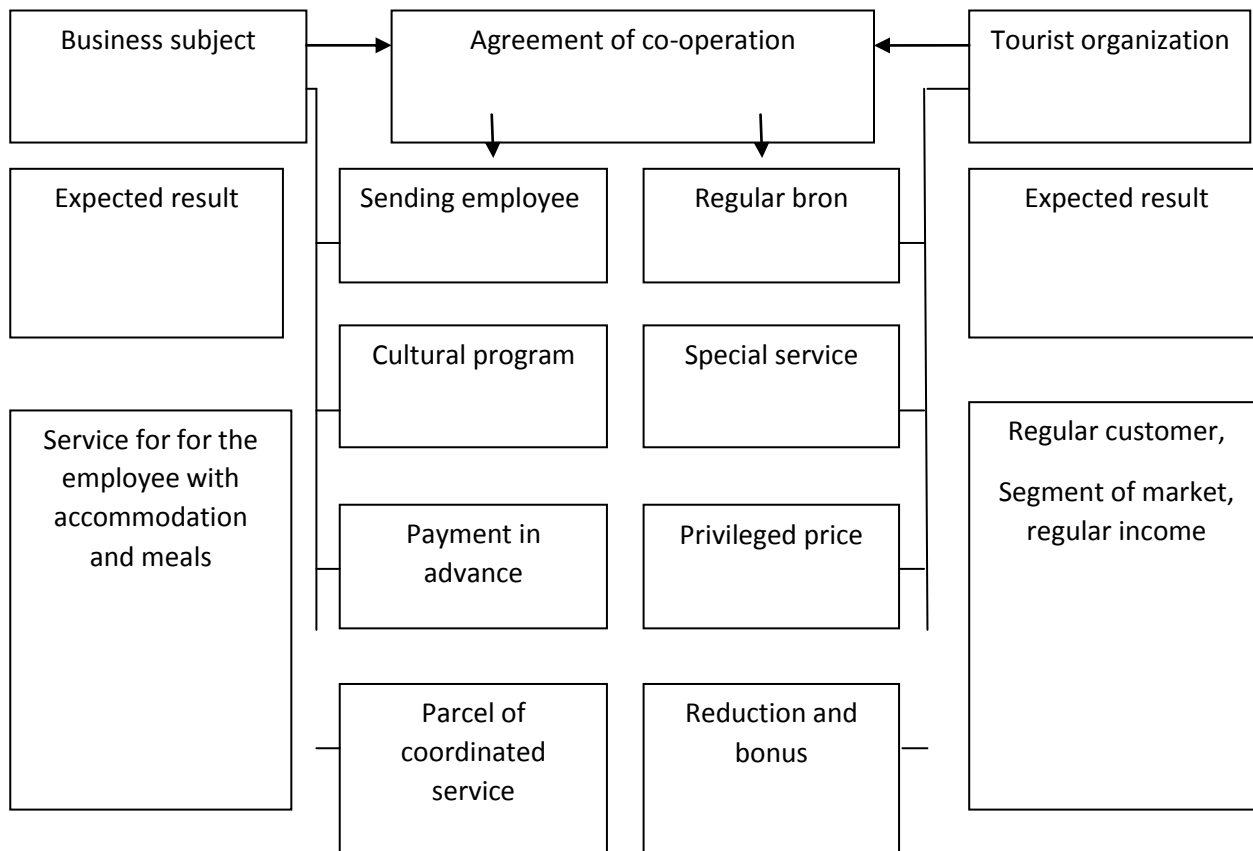
companies with not only at direct communication among the participants of events , but also the introduction of the company to the public , the possibility of entering new markets .

Given the tourism potential of Uzbekistan , it can be highly assessed that the opportunities for the development of foreign business tourism . Especially , the attractiveness of Tashkent and Samarkand in the field of business communication can be the basis for organizing of business communication around the world . The tourism infrastructure can also be satisfied international tourism events` demands . Additionally , we consider that the the concept of " Guarantee of safe tourism " , which is developing in national tourism , it should be used for businessmen , firstly. Our national tourism companies should struggle for organizing both international forums and narrow discussions .

Encouraging economic for economy subjects is important to develop internal business tourism in today's complex socio -economic condition. It is known that types , forms and methods of business communication arise from the goals and strategies of the business subjects . In this regard , factories and organizations should make sure that such dialogue is cheaper and more effective than others in order to use the form of tourism business in their dialogue in the market . Factories based on the budget of marketing communications in the organization of marketing activities in the market. Thus , it can be taken in within this budget the results of limit that expense which connected with business tourism. On the second hand , marketing communications should be guaranteed certain results , that is that business tourism should have certain opportunities when it comes to conditions for achieving such a result .

It is necessary to create an economic backround for accepting business tourism the participants of the tourism market . One of the important aspects of increasing the financial attractiveness of travels is solution of standards of reception and service of businessmen , costs of business travel , organizational and economic conditions and others . At the same time , it requires a special organizational and economic mechanism in order to attract attention and interest of three subjects which listed above . The motivational mechanism includes for participants of the process of business tourism a system and order for working and encouraging together . ( 1 - picture ) .

The central element of this mechanism that the agreement of partnership or companion between business subject and tourism organization . First reason for this that the agreement is considered as main document in economy practice , secondly business subject is considered legal representative of employer when employer goes for service travel .



**1 – picture . Motivation mechanism of internal business tourism .**

If we pay attention for the practical aspects of this picture that factories and other business subjects make a contract with tourist organization where the business travel is often repeated . For example , organizations for building bridge on roads they require to sent their employee with vakhta method around the country which they send their some workers and specialists for being them in the facility for 10-15 days . Thus , it should be provided with cheap and deserving accommodation for them and tourist organizations can do this function where located that places . In the agreement it is made agree fully of all obligations and responsibilities of the parties .

The business subjects undertakes the obligations of employees on an approximate schedule of service travel , their number , period of residence , additional services, cultural program and warning system. The same time , the tourist organization undertakes to accomadate for employer immediately , do the agreed service package , settle with organisation , create conditions for working and do other services to employer who traveling .

The economic benefits for factories depend on less likely to create the necessary conditions for employees on a business trip and travel costs should not to become more frequent a clear level . At the same time , the issues of great importance for the employee , for example , nutrition , living conditions , health, professional activity and cultural recreation of employee are also in the interests of the factory . For this reason in the contract they are also covered in detail . Besides that , the structure of the contract allows the leadership and accounts departments of factory to control the travel expenses of the employee .

The interests of the tourism organization include entering certain segment of market , having a regular customer , earning money and having a guaranteed order volume .

One of the important aspects of the motivational mechanism is conducting with mutually privileged economic policy . We consider that it can be offered several advantages for factories via tourist organizations. In particular , using with “ kesh – bek ” ( cash – back ) , that is to say that it can be returned small small percentage of the payment or written as reserves for factory account if the factory fulfills its obligations under the contract . Nowadays many firms are using given order with seccessfully as bonus map . Creating additional conditional for employer to work who service travel is also taken as big help . Groups on preferential policy views include many events such as discounts of service , discounts of reporting in advance , discounts of service packet . Invited them is demonstrated pay attention for costumer and it is created basis of positive reaction of business subject .

Obviously , offering mechanism can allow to combine the economic interests on the basis of market relations of organizations in various industry and the subjects of the tourism market . In our opinion , for using practice the motivational mechanism of business tourism , it is necessary to adhere to the following principles :

- 1.0 For developing business tourism it should be measured optional , that is to say minimization of organizational and administrative measures ;
- 2.0 Paying attention for business subjects ( factories and organizations ) business process in business tourism , that is to say sttitude increasing income ;
- 3.0 Increasing attractiveness of business tourism segment for tourism organizations ;
- 4.0 The tendency of business tourists to receive tourist services , that is to say to prefer other forms they accept to live and accommodate ;
- 5.0 Adding elements of business tourism infrastructure into the system and economic development .

**Conclusions** . The research demonstrates that business tourism depends on a small part of the tourist flow in the official statistics of the Republic of Uzbekistan, because business communications are one of the main factors of economic development . Especially , there are great opportunities to wide business goals in internal tourism . It is being invited to find the benefits of internal tourism subjects and created motivational mechanism measurements for them . The mechanism will be allowed to improve internal tourism , at the same time , develop the organizational forms of business trevels .

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