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



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**Annotatsiya:** This article examines the new Uzbek business tourism as a simple and mass form of market communications, the organization of a business-communication tourist event, the analysis of the conditions for business tourism, the development and implementation of a regional business tourism strategy, and the establishment of beneficial partnerships between manufacturing enterprises and tourism infrastructure organizations.

**Kalit so'zlar:** tourism, business, business, territory, strategy, enterprise, infrastructure.

## INTRODUCTION

Business tourism, which is a reflection of economic interests, is an active tool for the development of real sectors of the economy. As long as there is a business, there is a need for communication for its development. Information technologies can only take care of the official part of communication between business partners, but agreements and negotiations require face-to-face meetings. In this regard, the formation of an economic mechanism supporting business tourism is a requirement of the time.

New Uzbekistan. The study of the development of business tourism requires, first of all, the identification of objects and subjects of this type of tourism, its socio-economic roots and characteristics. In this regard, the study focuses on the economic foundations of business tourism.

Analysis of literature on the topic

An analysis of the existing literature on marketing shows the need to improve modern marketing principles, brand promotion methods, and a flexible approach to consumer requirements. In his textbook on marketing strategies, the expert R.G. Ibragimov states the following: "Marketing strategy is understood as the use of a model of the principles of the enterprise's behavior in the market, established for a certain period of time. With its help, the enterprise seeks to ensure its success." Many economists have been involved in the development and implementation of marketing strategies. Among them are such famous scientists as F. Kotler, David Aaker, Clayton Christensen, Seth Godin, Kevin Keller, Byron Sharp, and Jay Baer.

While the research in the field of marketing conducted in our country for many years is based on national characteristics, it is also necessary to recognize the scientists who have made a significant contribution to the development of marketing theory. These include R. Ibragimov, Yo. Abdullaev, A. Saliev, M. Sharifkhodjaev, D. Rakhimova, Sh. Ergashkhodjaeva, Sh. Musayeva, and others.

## RESEARCH METHODOLOGY

The study used a systematic approach, marketing analysis, benchmarking, and digital metrics. Mass surveillance methods were used to collect and analyze data from social media platforms.

## ANALYSIS AND RESULTS

One of the distinctive features of business tourism is the consideration of the interests of another participant - the business entity, in addition to the tourist and the tourist organization. Research has shown that the actions of this third entity in the market and the communication system play a key role in shaping the principles of business tourism in the country. In a country where business communication is carried out in a transparent and free manner, business tourism is also extensive and multifaceted (Table 1).

Table 1. Economic interests of local tourism businesses<sup>1</sup>

Subject	General economic interest	Private interest
Tourist (person on a business trip)	Complete assigned tasks quickly and efficiently	High level of satisfaction of material and spiritual needs
Tourist organization	Increase competitive advantage, capture market segment	Having a regular customer, earning income
Business entity	Improving communication efficiency and reducing costs	Increase the effectiveness of business trips, control and optimize the cost of funds, and achieve social goals.

Today, one of the directions of tourism development in the new Uzbekistan is to increase attention to business tourism. For this, it is necessary to transform business tourism into a simple and mass form of market communications in our country. Theoretically, it is necessary to create conditions for any business communication to take the form of a tourist event, that is, it is important that the dialogues are organized in an atmosphere of morale, mutual respect and cooperation. In practice, the economic justification of business tourism and, most importantly, its profitability determines its forms, place and procedure for conducting it. Therefore, the development of organized forms of business tourism requires, first of all, increasing their usefulness.

The fact that business tourism covers all sectors of the regional economy requires the targeted actions of various economic entities and management bodies. The organization of incoming and internal trips carried out for the purpose of the service should be directed to their functioning as a single system.

We propose that the following functions be assigned to the main tasks of the Coordination Council:

- Analysis of the conditions for business tourism in the region;
- Develop and implement a regional business tourism strategy;
- Creation of an information space for domestic business tourism;
- Developing a strategy for creating a system of international and republican business conferences in Samarkand;
- Further liberalizing the regional business environment and expanding the geography of enterprise activities;
- Development of beneficial partnerships between manufacturing enterprises and tourism infrastructure organizations;
- Increasing the importance of business tourism in the region's socio-economic development programs;
- To form a mechanism for official, business and commercial travel in the region.

It is necessary to create an economic basis for the tourism market participants 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 the standards of reception and service of business people, business tour costs, organizational and economic conditions, etc. At the same time, a special organizational and economic mechanism is required to take into account the interests of the three listed entities and to interest them. The motivational mechanism embodies the system and procedure that motivates the participants in the business tourism process to joint actions.

The central element of this mechanism is a cooperation or partnership agreement between a business entity and a tourist organization. This is due, firstly, to the fact that in business practice the agreement is considered the main document, and secondly, to the fact that the business entity is the legal representative of the employee on a business trip (Figure 1).

<sup>1</sup> Author's development

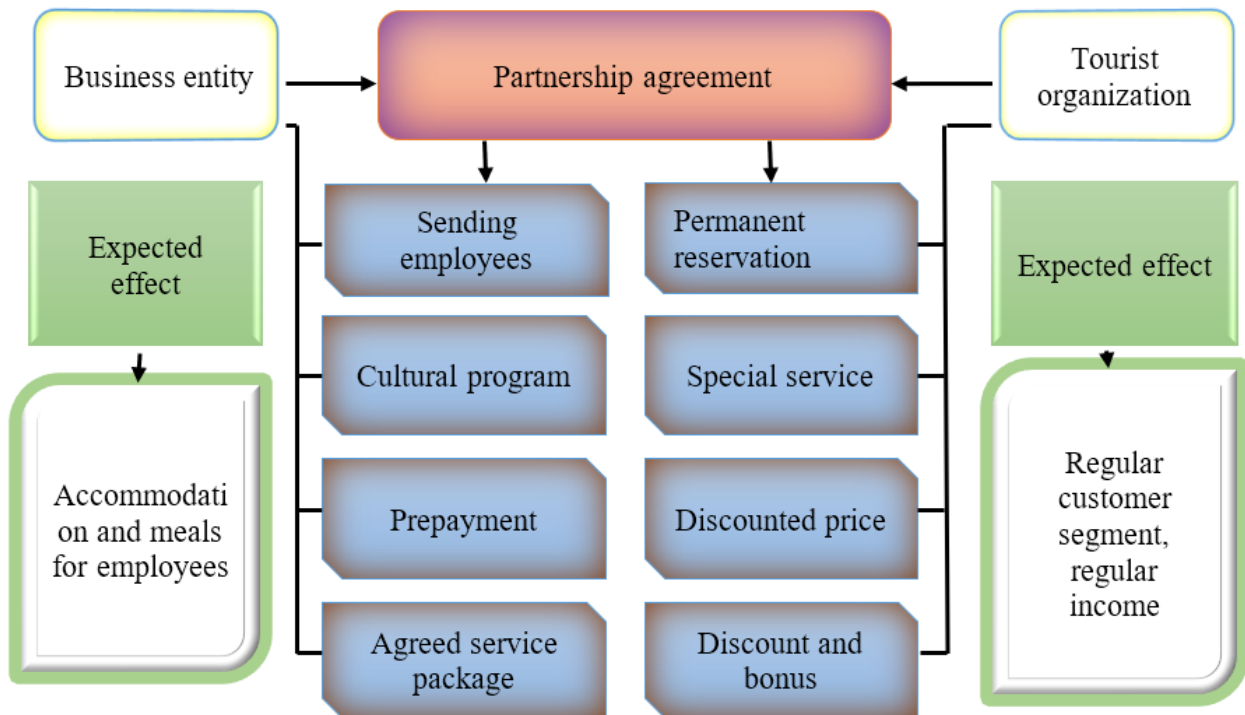


Figure 1. Motivational mechanism of domestic business tourism<sup>2</sup>

In this scheme, by business entity we mean manufacturing 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 entities offering tourist services, including tour operators, hotels, catering establishments, transport, guides and interpreters, excursions, advertising, and organizations providing organizational, legal, insurance, and cultural and recreational services.

If we consider the practical aspects of this picture, then enterprises and other business entities conclude a long-term contract with a tourist organization in the area where business trips are frequent. For example, the fact that bridge construction organizations on highways operate throughout the country requires that workers be sent on business trips on a periodic basis, that is, some of the workers and specialists must always be at the facility for 10-15 days. Therefore, they need to be provided with affordable and decent accommodation, and this task can be performed by local tourist organizations. The contract fully stipulates all the obligations and responsibilities of the parties.

The business entity assumes the obligations regarding the estimated schedule of the employees' business trip, their number, duration of stay, additional services, cultural program, and alert system. The tourist organization, in turn, assumes the obligations of immediately placing the employees, fulfilling the agreed service package, making settlements directly with the organization, creating working conditions for the employee on the trip, etc.

The content of economic benefits for the enterprise is associated with the fact that the necessary conditions for employees at the place of business trips are created less often and that travel expenses do not exceed a certain level. At the same time, issues of great importance for the employee, namely his nutrition, living conditions, health, professional activity and cultural leisure, are also within the interests of the enterprise. Therefore, they are also covered in detail in the contract. In addition, the structure of the contract creates an opportunity for the management and accounting of the enterprise to control the employee's travel expenses.

## CONCLUSIONS AND SUGGESTIONS

In conclusion, the study demonstrates that business tourism serves as an important driver for the development of the real sector of the economy, strengthening business communication, improving cooperation between economic entities, and enhancing overall efficiency. The research confirms that the effective organization of business tourism requires a well-developed economic and organizational mechanism that integrates the interests of tourists, tourism organizations, and business entities.

<sup>2</sup> Author's development

The findings highlight that the expansion of business tourism in Uzbekistan depends on increasing transparency in business relations, improving service quality, and creating favorable institutional and economic conditions. In this context, the establishment of coordination mechanisms, the development of regional strategies, and the implementation of partnership-based approaches are essential.

Furthermore, the study emphasizes the need to modernize marketing strategies, enhance digital integration, and increase the financial attractiveness of business trips. Strengthening these aspects will contribute to the transformation of business tourism into a mass and efficient form of market communication. Ultimately, the systematic development of business tourism will support sustainable economic growth, improve regional competitiveness, and promote deeper integration into the global economic system.

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