



BUSINESS TRIPS AS A SEGMENT OF BUSINESS TOURISM MARKET

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ABSTRACT

This article is aimed at disclosing the essence, types and characteristics of business trips as an integral part of business tourism. The issues of the development of the organizational aspects of business trips and the involvement of travel companies in this activity are considered. The author proposes a scheme of information support for business trips as an internal tourist flow.

KEYWORDS: *business tourism, business trip, classification of business trips, organization of business trip, information support.*

INTRODUCTION

The Republic of Uzbekistan, like other countries around the world, is taking large-scale measures to prevent the spread of the coronavirus pandemic and reduce its negative impact on the economy. It is known that the spread of coronavirus has led to serious consequences in the activities of industries primarily related to services and mass communication. Production volumes have fallen sharply, problems with unemployment have increased, and businesses are on the verge of crisis. The situation of enterprises operating in the tourism sector has worsened. In order to mitigate the situation, about 1,750 entities were provided with benefits of property, land and social tax benefit of about 60 billion soums, as well as targeted financial assistance for the development of the sector. [1] At the same time, anti-crisis measures should include not only financial but also scientific-methodological approaches, including the use of non-traditional ways of tourism development.

The reason for the focus on tourism is that it is one of the fastest growing and most promising industries in the world. In particular, the role of tourism in ensuring employment and welfare of the population, the development of international and interregional relations is invaluable. We can see this in the numbers. According to statistics, 5346.2 thousand tourists visited the country in 2018, which is 1.9 times more than in 2017. Moreover, In 2019 Uzbekistan was visited by 8279.0 thousand people which is 128,7% over the previous year. [2]

ANALYSIS OF THE RELEVANT LITERATURE

Business tourism plays a significant role in the global tourism industry. According to the data, business tourism accounts for up to 60% of world tourism turnover. Furthermore, 55-60% of hotel seats are filled by business traveller. [3]

Based on the analysis of the literature related to business tourism, it can be concluded that a common term has not been formed in this area. For example, I.V. Zorin and V.A. Kwartalnov describe business tourism as "temporary non-profit business trips and tours, including participation in conferences, congresses, etc." [4] Balabanov I.T. and Balabanov A.I. interpreted the term as "business trip of businessmen". [5]

Some scholars understand business tourism as "a system of business activities that includes a congress, forum, seminar, exhibition, etc., and uses a set of special services to achieve specific goals." [6] The distinguishing features of business tourism are that: it covers tourists' expenditure, is not seasonal, and is associated with economic efficiency.

Unfortunately, there is no separate statistic on business tourism in Uzbekistan, in this regard, the available data can be roughly calculated. For example, based on data on the flow of tourists in 2019, we can conclude that 161.0 thousand people (1.9% of total arrivals) came to our country for specific business purposes. There is no official data on those who travel for business purposes among locals.

RESEARCH METHODOLOGY

In the world practice, business tourism is one of the most attractive markets for all major travel companies and hotels. The most profitable segment of this market is the market of international conferences, forums, exhibitions and other official events. This segment is distinguished not only by direct financial efficiency, but also by the fact that it brings a large amount of indirect income. Therefore, it is planned to hold the above mentioned events in the socio-economic development programs of each country. The holding of major forums and international events in Uzbekistan, along with political achievements, brings enormous economic benefit.

The analysis shows that the literature emphasizes the forms and types of business tourism organized jointly with tour agencies. This is probably true if we look at it from the perspective of the tourism business interests. However, there is another side of necessity of business tourism, which is also business entities, i.e. enterprises. Their daily activities are focused on solving production issues. Such problems require managers and professionals to go to the places and study the situation. In this case, there is another type of travel - a business trip. It should be noted that business trips play a significant role in the structure of domestic tourism. The business trip segment in the business tourism market is characterized by the lack of a clear methodological approach, accounting procedures and coordination system.

THE MAIN PART

Business trip- is an integral part of any business entity, which provides for the departure of the employee from his permanent place of work for a certain period of time. In this case, the employee's place of work and salary are often saved, and the employee's expenditure is fully or partially covered by the enterprise. A business trip has always existed and a large part of the administrative expenses of an enterprise is spent on it. It should be noted that in modern fiction, most of the main characters face various problems on a business trip, and this leads to the beginning of the plot.

The main reason for a business trip is that it is not possible or effective to solve the problem remotely. In this regard, the main tasks of the business trip are as follow:

- Have basic information about the situation on the ground;
- To stabilize the situation when it goes out of control;
- Declaration and protection of the interests of the enterprise;
- Negotiations;
- Distribution and redistribution of resources;
- To make a strategic decision.

Personal research and observations have shown that not enough attention is paid to the classification of business trips today. Based on the business trip tasks outlined above, we have developed a specific classification of them. According to this classification, business trips can be classified according to the following characteristics (Figure 1):

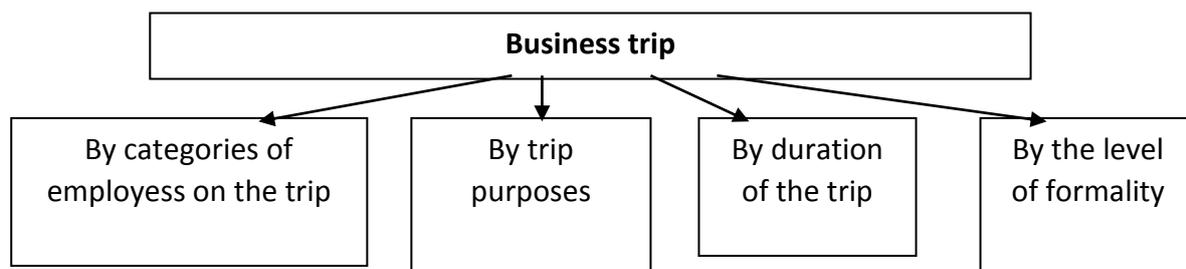


Figure 1. Classification of business trips. (compiled by the author)

The classification by categories of employees on business trips can be divided into: senior executives, consultants, functional managers and inspectors, professional workers.

The business trips purposes are divided into trips on strategic agreements, control trips, production and technical consultations, scheduled staff rotation, workforce distribution trips.

Duration of business trips can be divided into during the working day, short-term, medium-term and long-term business trips.

At the level of formality business trips can be with or without formal events, with or without cultural events.

The development of information technology has led to many changes in the management of enterprises and has made it possible to reduce the cost of business trips. Electronic delivery of large amounts of data from multiple locations has led to a dramatic reduction in paperwork and the need to go to places. However, business trip has not lost its importance as a management function. The provision of reliable and primary information to the administration of the enterprise is still associated



with the field visits. But the perception of a business trip is much different than before. There are several reasons for this:

Changes in the requirements of employees to working and living conditions, i.e. increased attention to service duties together with leisure;

Changes in the content of the business trip. Development of staff responsibilities from directive management to assistant consultant;

Changes in the duration and frequency of business trips. The development of transport and information communications has led to a sharp reduction in travel time. As a result, the duration of the business trip depends only on the need for production, only if the personal participation of the employee is required.

This means that the workload of an employee on a business trip is relatively less compared to the main place of work, and it is possible to fill this gap with other goals, such as cultural entertainment, new information, historical literacy, and so on.

Involvement of travel agencies and hotels in the organization of business trips can make a significant contribution to the further development of the business tourism market. This requires a different approach to the business trip of employees, that is, it should be considered as a part of production. The higher the level of business trip, the higher the economic efficiency.

Today, the peculiarities of doing business cause specific problems in the organization of business trips, that is, our national enterprises pay insufficient attention to business trips. The first problem is that most business trips are not planned in advance. A business trip may occur by accident. This prevents the creation of living conditions for the employee. As a result, the employee will have to stay with either relatives or at any hotel they find.

The second is that the accommodation and food industry is not orientated to business trips. As mentioned above, an employee on a business trip will first try to perform the assigned task. Travel agencies and hotels, on the other hand, do not consider such individuals as customers or regard them as casual customers. As a result, the employee will not have enough comfort and will not be satisfied with the business trip.

The third problem is related to the reimbursement of staff travel expenses. Tariff prices of travel agencies and hotels are adapted to the customer who intends to relax. There are legal

restrictions on business trips. For this reason, many enterprises refuse to use services of travel agency.

In our opinion, for cooperation of enterprises with tour companies in the field of business trips the following principles should be followed:

- The principle of efficiency, i.e. cooperation should lead to a reduction of business trip expenses of the enterprise;
- The principle of convenience, i.e. the satisfaction of employees with the work and leisure conditions;
- The principle of transparency, i.e. openness to control of all expenses and services provided;
- The principle of guaranteed service, i.e. the volume and quality of services provided in the contract.

The implementation of these principles may not encourage manufacturing enterprises to cooperate. We believe that the initiative in the development of business tourism should be in the provision of tourist services. Therefore, the responsibility of regional departments for the development of tourism in the formation of a system aimed at regulating business trips will be high. According to our proposal, the scheme of development of business trip tourism should be as follows. Ministries, enterprises and organizations, as well as business entities draw up and approve budgets for business trips in accordance with annual production programs and plans. Travel agencies and hotels in the regions will submit their proposals on staff reception and organization of business trips.

Mutual cooperation agreements are concluded on the basis of the above classification of business trips. A specially attached person, who is responsible for the organization of business trips from the enterprise and liaison with travel agencies, monitors compliance with the terms of the contract and makes calculations on the basis of documents provided by the employee.

A comprehensive database combining the potential of manufacturing enterprises and travel agencies plays a key role in creating this system. The various content of the digitized data will contribute to the further development of business trip tourism. In such a database, it is advisable to form the following marketing information (Figure 2).

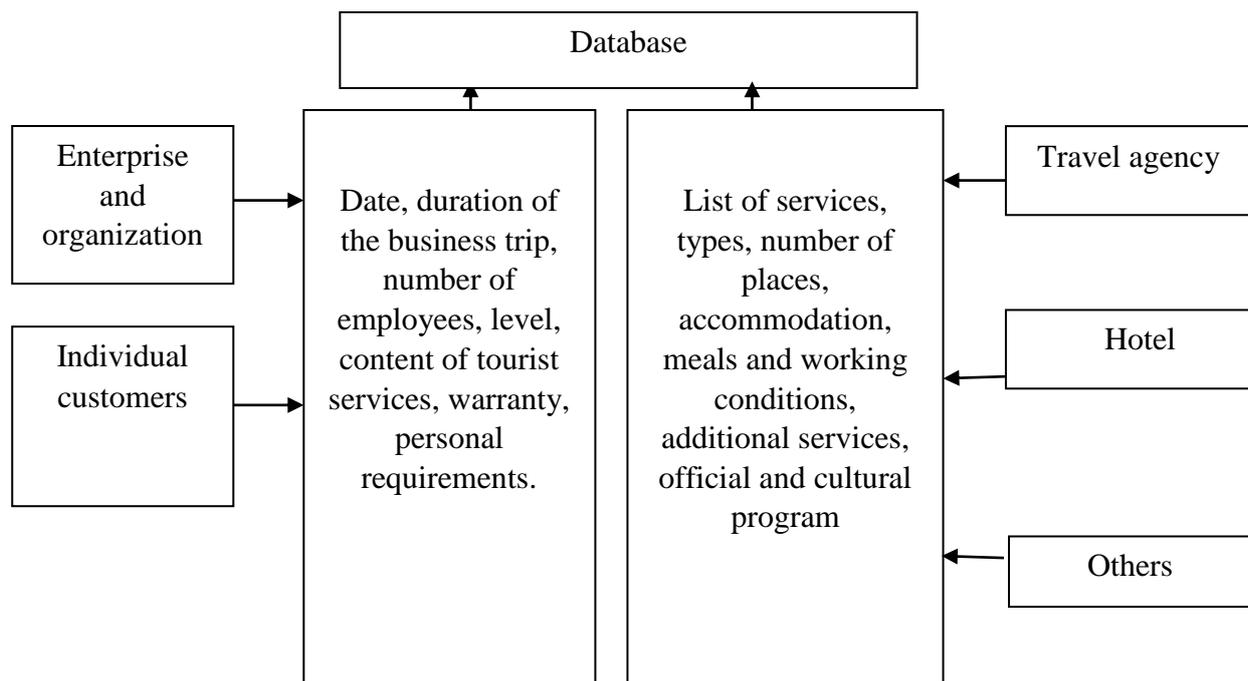


Figure 2. Scheme of information support of business trip tourism.

CONCLUSIONS

Consideration of business trips as an important segment of the domestic business tourism market can be a promising direction in the development of tourism in Uzbekistan today. The key factor in this is the efforts to support business and maintain high economic growth in our country. The creation of well-thought-out and scientifically based models of domestic business tourism will help to solve the problems of business trips in today's complex condition. The joint activities of enterprises and organizations, on the one hand, and the tourism industry entities, on the other hand, lead to the transformation of business travel tourism into a highly cultured and productive business.

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