

## DEVELOPMENT OF BUSINESS TOURISM IN THE SAMARKAND REGION

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### ABSTRACT

This article discusses the uniqueness of business tourism, the tourism business, the path to new opportunities and prospects for tourism, tourism and hotel organizations focusing on other market segments, business visits based on guest information.

**Keywords:** Tourism, business, services, business visits, segment, transport, clients.

### INTRODUCTION

The implementation of five priority areas of the development strategy of the Republic of Uzbekistan leads to changes in the structure of the tourism market. Today, the tourism sector occupies one of the leading positions in the economy of Uzbekistan. At the same time, it is necessary to take into account not only its place in the gross domestic product, but also the introduction of our country into the world, the rapid development of the service sector, employment of the population and other socio-economic aspects. The unique tourism potential of Uzbekistan is of great importance for turning tourism into one of the important industries. Almost all tourism resources are available in our region: historical monuments, unique national traditions, developed economy, many cultural values, favorable climatic conditions attract tourists. In this regard, the possibilities of the tourism sector of our economy are highly valued.

One of the problems of regional business tourism development is the lack of a regular and reliable system of work with information on this type of tourism in tourism organizations. We came to this conclusion as a result of the analysis of reports of business visits and tourism entities. Today, the purpose of the visit is indicated only in one source, that is, in documents recorded in hotels. These figures are later summarized in reports of the Ministry of Tourism and Sports of the Republic of Uzbekistan and published in statistical bulletins "Main indicators of tourism and recreation development in the Republic of Uzbekistan".

Samarkand region is one of the tourist centers of Uzbekistan. Large-scale construction works are aimed at turning it into one of the world tourist centers. In this regard, the problem of increasing the tourist potential, including the potential of business tourism, is becoming urgent in the region.

### RESEARCH METHODOLOGY

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

## ANALYSIS AND RESULTS

The table below provides preliminary information on business tourism in the Samarkand region (Table 1).

Table 1 The composition of persons accommodated in hotels and similar accommodation facilities in the Samarkand region in 2018-2023 by purpose

Purpose of the visit	Number of people accommodated, people					
	2018 year	2019 year	2020 year	2021 year	2022 year	2023 year
<b>A. Personal goals, including</b>	138029	146780	206670	224222	36117	69905
vacation, leisure and recreation	96390	99944	146981	168269	20216	35754
visit relatives and friends	8878	3861	9253	2662	1053	8001
education and training	8790	5434	470	578	518	1276
treatment and recovery	808	2752	3167	1193	1487	1865
visiting religious places and shrines	10604	16814	38309	30037	7650	8559
make purchases	0	0	18	0	33	64
other personal goals	12559	17975	8472	21483	5160	14386
<b>B. Work and professional goals</b>	16446	29148	24046	43972	28839	34175
General	154475	175928	230716	268194	64956	104080
<b>Share of business goals, %</b>	<b>10.6</b>	<b>16.5</b>	<b>10.4</b>	<b>16.4</b>	<b>44.4</b>	<b>32.8</b>

The table was compiled by the author based on the statistical bulletins of the State Statistics Committee “Main indicators of tourism and recreation development in the Republic of Uzbekistan”, issued for the corresponding years.

These data show that in 2018-2020, 10-16% of hotel clients in the Samarkand region were business guests. This situation creates the need for an in-depth analysis of business tourism, since a large segment of guests is excluded from the tourism business.

As a result of the theoretical studies, we have determined the uniqueness of business tourism and that Uzbekistan has many untapped reserves in this area of tourism. Some of them are related to the fact that business visits are not converted into tourism objects, others are related to specific factors that shape the business environment in the regions.

In the above study, we have repeatedly emphasized that global processes and their consequences observed in the last two years have had a significant impact on the tourism business and changed tourism activities. At the same time, we must not forget that this situation opens the way to new opportunities and prospects for tourism, because any crisis is a guarantee of new opportunities.

The decline of traditional types of tourism in Uzbekistan requires tourism and hotel organizations to focus on other market segments. One of them is business tourism. In our opinion, today there are all the conditions for turning business visits into business tourism,

that is, tourism and hotel organizations need to develop activities to organize trips for work, service and commercial purposes. Indeed, the initiators and main participants of MICE tourism in foreign experience are the tourism and hotel industries.

Business visits are the main source of tourism in this area, and in this regard, the implementation of their hidden types is of great importance. As has been said, today the number of business visits is determined only in accommodation facilities based on information from guests who voluntarily indicated the purpose of the visit.

As a result of the conducted scientific research and study of the goals of business tourism, it was concluded that this direction is not fully reflected in tourism statistics. It was confirmed that the business tourism segment consists of several components (Fig. 1).

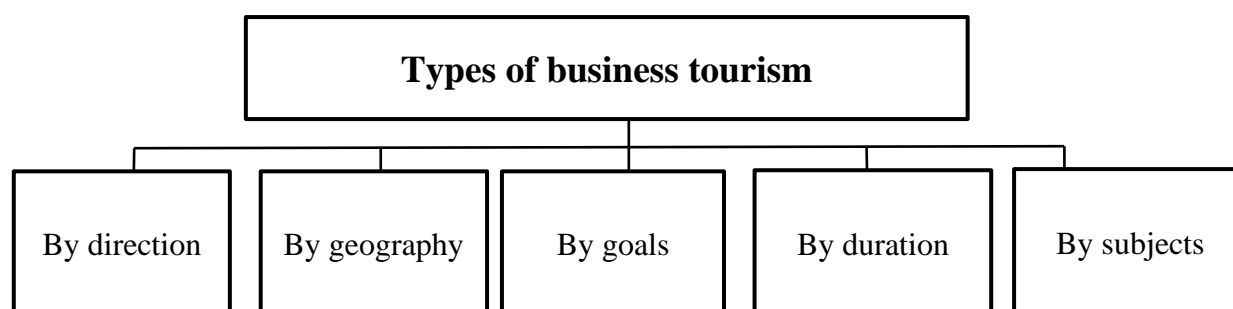


Figure 1. Classification symbols of the regional business tourism segment.

According to our classification, the division of business tourism by destination includes outbound and domestic tourism. Outbound business tourism combines inbound and outbound tourism. In turn, domestic business tourism is mainly divided into small segments by geographical features. This includes segments of tourism within the republic, on the scale of a certain region, as well as within a district or a small area.

A common type of business tourism market segmentation is destination segmentation. Business trips, entrepreneurship, commercial and personal business visits are distinguished. Overnight and one-day visits are divided by duration. Classification of business visits by legal entities allows us to distinguish between personal and business purposes initiated by individuals and legal entities.

Research has shown that dividing business tourism into micro segments is the reason why most visits are not covered by tourism infrastructure entities, i.e. visits are made spontaneously. In this regard, we proposed to further expand business visits and divide each type into micro segments by content, duration and required tourism services (Table 2).

Table 2 Micro-segments of the regional business market and their characteristics\*

t/r	Type of business visit	Contents and Features	To be continued	Types of services required
1	Employee mobility to work	Carrying out work assignments, i.e. performing such work as construction, agriculture, complex repair work, organizing work on a time-based basis, etc.	A few days	Accommodation, food, sanitary conditions



2	Participation in service activities	Participation in management meetings, seminars, working meetings, etc.	A few hours	Transport, food in some cases
3	Study visits	Training of employees in accordance with established procedures, participation in courses without work.	A few days	Accommodation, food, sanitary conditions
4	Visits within the framework of trade agreements	Customer service, product installation, inspection, maintenance, etc.	One day	Food, transport
5	Inspection visits	Studying the situation on the ground, identifying and implementing measures	a couple of days	Accommodation, food, sanitary conditions
6	Business visits	Market research, partner selection, negotiations and meetings, research of partner companies.	A few days	Accommodation, food, Transport, sanitary and hygienic conditions, recreational services
7	Business visits	Market research, purchasing (selling) products, developing distribution channels, advertising, etc.	A few days or a day	Services for transport, food, accommodation, recreation
8	Carrying out other tasks of the enterprise management.	Supervision, practical assistance, certification, composition of commissions, staff rotation, etc.	A few days	Services for food, accommodation, recreation
9	Business visits of individuals	Visits for employment purposes (submission of documents, interview, medical examination and other requirements), presence at the workplace, on-site customer service as a sole proprietor.	One day	Transport, public catering, trade services

\*Developed by the author

Although some of the mentioned visits are reflected in data from various sources, most of them cannot be quantified because they are directly related to the production process. For example, training events for school teachers, health workers, farmers and entrepreneurs are formalized accordingly. Although meetings held at regional industry management bodies are frequent and involve a large number of employees, it is not possible to determine the number of visits.

## CONCLUSIONS

1. The tourism sector is of great importance in the economy of the Samarkand region. This is due not only to the wealth of tourism resources, but also to the implementation of strict measures aimed at increasing the attractiveness of the region for visiting.
2. The conducted analysis showed that the purposes of tourist visits to the Samarkand region were different, most of them were personal. At the same time, outbound services constitute a large segment of the market. It was determined that the role of travel companies and

accommodation facilities in business visits does not meet modern requirements. This is confirmed by the fact that less than one percent of visits are for the tourism business.

3. Based on the characteristics of regional business visits, the influencing factors were studied and regression models were created. The number of business visits was predicted with a stable change in factors.

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