

## THE IMPORTANCE OF BUSINESS TOURISM IN TRAVEL INDUSTRY

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**Abstract:** *Business tourism is the provision of facilities and services to the millions of delegates who annually attend meetings, congresses, exhibitions, business events, incentive travel and corporate hospitality. It has grown in international popularity as tourism experts, governmental authorities and scholars have attracted broad exposure over recent decades. This pattern shows how business tourism can play an integral role in developing the whole of tourism. The effect and rewards of conventions, discounts, seminars, fairs and activities on a destination will provide significant opportunities for the economy of a country or region.*

**Keywords:** *business tourism, business travel, corporate meetings, non-corporate meetings, MICE, exhibition, convention, incentive travel*

Business tourism has been highlighted as one of the main tourism sub-sectors which has a great potential to achieve not only economical but also social and political benefits internationally. ICCA has defined business tourism as: "Business tourism is the provision of facilities and services to the millions of delegates who annually attend meetings, congresses, exhibitions, business events, incentive travel and corporate hospitality". Business tourism has grown in international popularity as tourism experts, governmental authorities and scholars have attracted broad exposure over recent decades. This pattern shows how business tourism can play an integral role in developing the whole of tourism. The effect and rewards of conventions, discounts, seminars, fairs and activities on a destination will provide significant opportunities for the economy of a country or region.

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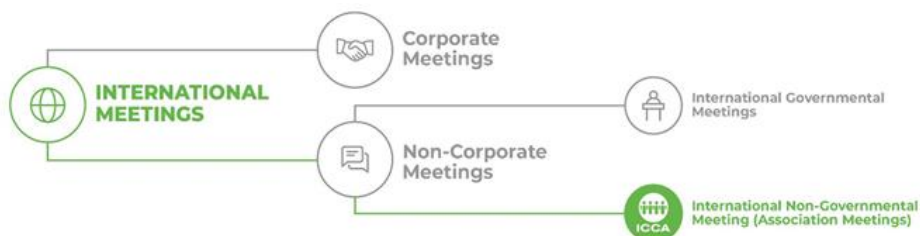
As a new niche tourism market, business tourism has grown in the last century in the USA and spread across Europe. Many countries and cities now host international political, economical, social meetings, conferences, congresses and other events on a large scale

because of their economic, social and political profits. Many have promoted their resources as a business tourism destination to hold mass events. Davidson (2003) divides “business travel” into individualized business trips and business tourism. Individual business trips include individual presentations, consultations, research and face to face meetings which related to individuals. While business tourism involves groups of people that include:

- Group meetings (seminars, trainings, annual meetings, conferences and others)
- Incentive travel (luxury trips organized by companies/organizations for their labors)
- Exhibitions (consumer events, fairs and others)
- Conventions (luxury entertainment for businesses or prospective clients at prestigious sports and cultural gatherings)

In order to investigate the meeting industry market, ICCA (2019) divided meetings into two main markets:

Figure 1. Corporate Meetings and Non-Corporate Meetings

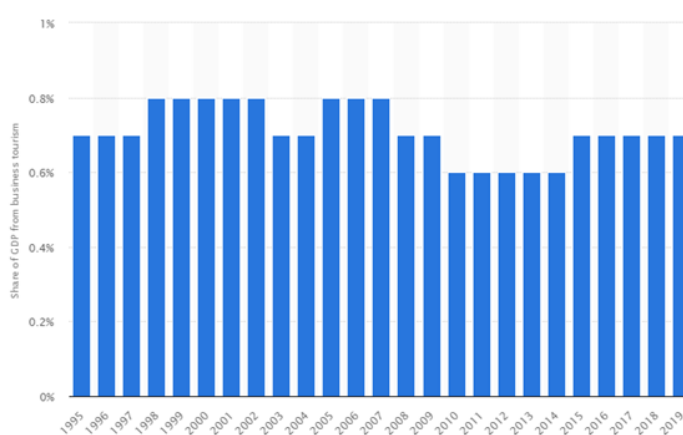


The Shanghai Tourism Bureau has recruited from 2006 to now 104 elite business leaders and the Shanghai Conference Ambassador to support congresses and fair tourism in Shanghai and to strengthen the incorporation of tourism in Shanghai with other sectors. It constantly strives for numerous national and international conferences in Shanghai via its own involvement in the technical sectors, both domestically and abroad.

Zheng (2018) conducted research on the development of the exhibition industry and related statistics and documents in top business tourism destinations namely Tokyo, Seoul, Shanghai and Singapore. This research collected and compiled the development status, statistics and other relevant documents of the exhibition industry in four cities. The research looked at the exhibition marketing strategies of these four major MICE cities which involved:

- Supplying conference organizers and participants with necessary information. Moreover "Business Events Tokyo e-Newsletter" is published for foreign business event planners in four volumes a year.
- Tokyo provides satisfied PR relationship by commercial ads.
- Tours for key persons who have a huge impact to make a decision on holding mass events such as international conferences, meetings, exhibitions and others
- Promote high quality PR videos about Venus of Tokyo for business event organizers and participants

The business tourism market is one of the main sectors of the tourism industry that has increased in the last decade. World Travel and Tourism Council (WTTC) indicates that the contribution of international business tourism market in the world GDP makes up 0.7% in 2019 and this percentage has doubled since 2000 reaching its peak of 1.28 trillion U.S. dollars. The highest expenditure of business tourism is in the United States with more than one-third of global expenditure at 354 billion U.S. dollars among G20 countries. The next countries are The European Union and China, followed on the ranking, indicated expenditure of approximately 241 and 179 billion U.S. dollars, respectively, as of 2019 (Statistical Research Department, 2021).



**Figure 2. Business travel's share of global GDP 1995-2019**

Source: <https://www.statista.com/statistics/1194725/business-tourism-share-of-gdp/>

Uzbekistan has been integrating their economic activities in the global market place through free economic zones (SEZs), developing bilateral and multilateral economic relations, and by hosting a wide variety of mass business events. Furthermore, the location of Uzbekistan has enabled organizers to be at the center of mass events: central country in Central Asia, a central country in The Great Silk Road, integrating with the world, becoming a more democratic country, and one of the most peaceful countries in the world. International tourist arrivals in Uzbekistan have also recorded a 98% rise reaching 6.4 million in 2018 (tourism development committee of Uzbekistan, 2019) Uzbekistan attracts tourists because of its ancient history, diverse culture and traditions, beautiful natural surroundings and continental climate. There is a wide range of opportunities for the rapid development of ecological, cultural, educational, ethnographic, gastronomic, sports, health, rural, industrial and business tourism in Uzbekistan.

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