



Development Conditions and Modern Trends of Business Tourism Worldwide

Musayeva Shoira Azimovna ¹, Ruzikhulova Nilufar Ulugbekovna ²

¹ Professor of Samarkand Institute of Economic and Service, Samarkand, Uzbekistan

² Student, Samarkand Institute of economic and services

Abstract: This article examines the need for stability in service areas, strengthening the health care system in hotels, environmental pollution, the use of ecologically clean energy, food hygiene, and the integration of service and leisure issues.

Key words: Tourism, service, corporate travelers, leisure tourism, destination, business.

2019 was one of the most successful years for the development of tourism worldwide. Visits to other countries around the world reached 1,481 million and the gross income was 1,460 billion US dollars.

The distribution of inbound tourism by purpose in 2019 was as follows: leisure, entertainment and recreation tourism - 55%, health recovery, visiting relatives and friends, etc. - 28%, business and professional purposes - 11%, unspecified purpose - 6%.

In 2020, international tourism was hit hard by the Covid-19 pandemic, with an unprecedented drop in arrivals. According to UNNVTO, the number of international visits in 2020 fell by one billion, or 74 percent, compared to 2019 due to the coronavirus pandemic and widespread travel restrictions. Tourism export earnings fell by \$1.3 trillion, 11 times more than during the 2009 global economic crisis. Between 100 and 120 million tourism jobs are at risk, most of them in small and medium-sized businesses.

In 2021, the growth rate of global tourism was 4%: the number of overnight stays by international tourists increased by 15 million compared to 2020, but remained at 72% compared to 2019. The five months of 2022 saw a sharp increase in international tourism, with overnight stays up 221% compared to the same period in 2021, with nearly 250 million international visits recorded worldwide.

Today's trends in world tourism and expert assessments show that business tourism is becoming one of the main factors in the recovery of the industry in the new conditions. World Travel & Tourism Council (WTTC) forecasts that the number of business trips is expected to increase by 41% in 2022, and over the next 10 years, the growth rate of this type of visits will be an average of 5.5% per year. ¹

Many new entrants are entering this market. Corporate travelers are more interested in India and Indonesia. according to the report, the growth rate of these markets in 2019 was equal to 11.3% and 8.7%, and by the end of 2022, India may enter the top five of the business travel market. Today, these five include the United States (\$354.31 billion), the European Union (\$240.82 billion), China (\$179.44 billion), Japan (\$79.26 billion) and Great Britain (\$68. \$31 billion). ²

¹<https://www.ttrweekly.com/site/2022/09/us-retains-top-spot-in-wttc-report/>

² <https://wttc.org/>

Recovery of business tourism after the pandemic and predicting its prospects are in the focus of many experts.

The following are the main factors and trends affecting business tourism:³

- The most anticipated innovation in business tourism today is the younger generation of travelers. According to analysts, up to 40% of employees sent on business trips are under 30 years old.⁴ Along with middle-aged employees, they make up the bulk of corporate travelers.
- Integration of business with leisure. According to 2019 data, 90% of business travelers extended their business trip to use their free time. And companies can ensure adequate labor productivity through telecommuting and job scheduling. Recent studies show that travelers try to combine business trips with work vacations and prefer to travel with family members;
- Increasing focus on smaller accommodations than traditional hotels. 74% of middle-aged travelers chose small hotels;
- Independent booking of hotels and tickets, that is, the choice of means of accommodation and travel by the employee himself. 68% of employees like to use different reservation systems (Expedia Group, 2021);
- Companies are also more liberal with employees' means of travel choices. Employee performance monitoring programs are becoming more remote and situational (TripActions, 2019);
- Development of technologies for organizing service trips. Mobile technologies are widely used in such matters as booking, customs clearance, changing routes, keeping in touch. At the same time, the penetration of artificial intelligence technologies in the management of services (Wishup, 2019), Siri, Cortana Google Now software assistants, the need to develop routes is increasing. Based on this, the increasing importance of blockchain technologies in data protection is also gaining great importance;
- Flexibility of companies and tourism business representatives. According to Robinson's research, 72% of employees say flexibility is the key to business travel.

The following characteristics of American business tourism in the post-pandemic situation can be observed:

Require stability in service areas. In this case, travelers understand sustainability as strengthening the health care system in hotels, non-polluting the environment, using ecologically clean energy, food hygiene, safety of relationships, etc. Companies also agree to increase service prices in accordance with these requirements;

The new content of the service trip. Business travelers often seek to combine service and leisure. For this purpose, it is necessary to adjust the venues of the events accordingly, and to liberalize them a bit. Offers are being developed so that the leisure schedule of corporate travelers does not interfere with their work duties. Long-term business travel is one of today's most attractive brands;

Switch to a multi-option booking process. Changing local conditions on the spot leaves travelers with little time, so bookings need to be quick, flexible and flexible.

The fact that service trips are tied to local conditions does not guarantee that all participants will be in the same conditions. A lockdown or announcement of additional security measures will make it difficult for everyone to participate in person. In this situation, it is expected that hybrid meetings, that is, the provision of conference rooms in hotels with the Internet and virtual communication tools, will be a common occurrence.

The rapid development of the economy of Uzbekistan, the implementation of the strategy of strengthening the economic foundations of the new Uzbekistan requires the penetration of tourism

³<https://financesonline.com/business-travel-trends/>

⁴<https://connectteam.com/generation-z-in-the-workplace/2020>

services into real sectors. This is primarily due to the expansion of international business relations, and on the other hand, it is pushing forward the problem of increasing the efficiency of business visits within our country. The fact that business tourism is considered as the most promising and attractive segment in the field of tourism increases its importance. Organizing business visits is an urgent issue, especially in increasing the tourism potential of the regions.

REFERENCES

1. On measures related to the rapid development of the tourism network" Resolution of the President of the Republic of Uzbekistan dated January 5, 2019 No. PQ-4095.
 2. Decision of the President of the Republic of Uzbekistan No. PQ-4755 dated June 19, 2020 "On additional measures to develop the tourism sector in strict compliance with the requirements of the enhanced sanitary and epidemiological safety regime".
 3. Resolution of the President of the Republic of Uzbekistan No. PQ-5249 dated September 22, 2021 "On financial support for activities to be implemented in order to further accelerate large-scale construction and beautification works in Samarkand region and increase tourism potential."
 4. Aleksandrova A.Yu. International tourism. - M.: Aspekt press, 2016. - 470 p.
 5. Alimov R., Kamilova M., Kurbanova D. Cluster concept of economic development: theory and practice. - T.: Institut ekonomiki AN Ruz., 2005. - S. 36.
 6. Alieva M.T., Umurjanov A. Economy of tourist countries. - T.: Economy - Finance, 2005. - 339 p.
 7. Babkin A.V. Special tourism. - Rostov-on-Don: Phoenix, 2008. - 252 p.
 8. Balabanov I.T., Balabanov A.I. Economic tourism. Uchebnoe posobie. - M.: Finance and statistics, 2003. - 176 p.
 9. Balabanov I.T. Economic tourism / I.T. Balabanov, A.I. Balabanov - M.: Finance and statistics, 2002. - S. 25.
 10. Birzhakov M.B. Introduction to tourism. - Izdanie 9-e pererabotannoe i dopolnennoe. - SPb.: Izdatelsky dom Gerda, 2007. - 576 p.
 11. MS Azimovna Improving The Study Of Consumer Behavior *Gospodarka i Innowacje.*, 109-112
 12. MS Azimovna Stages of the Econometric Research and Modeling Process *Central Asian Journal of Innovations on Tourism Management and Finance* 3
 13. MS Azimovna Scientific-Methodical Issues of Evaluation of Marketing Service in Hotels *Central Asian Journal of Innovations on Tourism Management and Finance* 3
 14. MS Azimovna Efficiency of advertising activities of trading organizations and ways to increase IT *Asian Journal of Research in Social Sciences and Humanities* 12 (3), 93-97
 15. Azimovna MS, Ilkhomovna UD Problems of Marketing in the System of Higher Education // *Academic Journal of Digital Economics and Stability.* - 2022. - T. 13. - S. 71-75.
- SCIENCE AND INNOVATION INTERNATIONAL SCIENTIFIC JOURNAL VOLUME 1
ISSUE 7 UIF-2022: 8.2 | ISSN: 2181-3337
- 300
16. Azimovna MS, Ilkhomovna UD, Shokhrukhovich UF INNOVATIVE STRATEGIES OF TOURISM DEVELOPMENT IN UZBEKISTAN // *EUROPEAN JOURNAL OF INNOVATION IN NONFORMAL EDUCATION.* - 2022. - T. 2. - no. 1. - S. 1-4.
 17. Musayeva SA, Usmonova DI, Usmanov FS Problems with Marketing Research in the Furniture Market // *Eurasian Journal of Academic Research.* - 2021.

18. Azimovna MS, Shokhrukhovich UF Development Prospects of Business Subjects in the Republic of Uzbekistan //Web of Scholars: Multidimensional Research Journal. - 2022. - T. 1. – no. 4. – S. 13-19.
19. Azimovna MS, Ilkhomovna UD, Shokhrukhovich UF The Concept of Marketing Policy in Trade and Service Enterprises //CENTRAL ASIAN JOURNAL OF INNOVATIONS ON TOURISM MANAGEMENT AND FINANCE. - 2022. - T. 3. – no. 8. - S. 1-5. SCIENCE AND INNOVATION INTERNATIONAL SCIENTIFIC JOURNAL VOLUME 1 ISSUE 5 UIF-2022: 8.2 | ISSN: 2181-3337105
20. Azimovna MS, Shokhrukhovich UF Ways to expand network marketing and e-commerce in the wholesale of medicines //INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT, ENGINEERING AND SOCIAL SCIENCES ISSN: 2349-7793 Impact Factor: 6.876. - 2022. - T. 16. – no. 06. – S. 113-116.
21. Azimovna MS, Shohrukhovich US THE ROLE OF AGRICULTURAL PRODUCTS IN THE FOREIGN TRADE TURNOVER OF THE REPUBLIC OF UZBEKISTAN // SCIENTIFIC JOURNAL OF SUSTAINABILITY AND LEADING RESEARCH ONLINE. - 2022. - T. 2. – no. 6. - S. 110-112.
22. Azimovna MS IMPROVING THE STUDY OF CONSUMER BEHAVIOR //Gospodarka i Innowacje. - 2022. - S. 109-112.
23. Azimovna MS et al. Analysis of the main economic and marketing indicators of FE" DAKA-TEX" LLC // ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW ISSN: 2319-2836 Impact Factor: 7.603. - 2022. - T. 11. – no. 06. – S. 4-7.
24. Azimovna MS, Ilkhomovna UD Optimal principles of assessing the quality of graduates in higher education //Eurasian Scientific Herald. - 2022. - T. 8. - S. 233-238.
25. Azimovna MS THE MAIN DIRECTIONS OF THE MARKETING COMPLEX TO INCREASE THE EXPORT POTENTIAL OF PRODUCTS //FORMATION OF PSYCHOLOGY AND PEDAGOGY AS INTERDISCIPLINARY SCIENCES. - 2022. - T. 1. – no. 9. - S. 20-23.
26. Musayeva Shoirazimovna, CREATION AND IMPROVEMENT OF BRANDING ACTIVITY OF JV LLC "SIYOB SAKHOVATI"International Scientific Journal SCIENCE AND INNOVATION. Series A volume 1 issue 5 – 276p.
27. Musayeva Shoirazimovna, RESEARCH OF MARKETING ACTIVITIES IN THE PRODUCTION ENTERPRISE "OR GOLDEN OIL" LLC"International Scientific Journal SCIENCE AND INNOVATION. Series A volume 1 issue 5 –245p
28. Musayeva Shoirazimovna, WAYS TO ORGANIZE AND DEVELOP MARKETING RESEARCH IN THE LABOR MARKET"International Scientific Journal SCIENCE AND INNOVATION. Series A volume 1 issue 5 –84
29. Musayeva Shoirazimovna, PROBLEMS OF INNOVATION MARKETING DEVELOPMENT IN TEXTILE AND SEWING-KNITTING ENTERPRISES OF THE SCIENCE AND INNOVATION INTERNATIONAL SCIENTIFIC JOURNAL VOLUME 1 ISSUE 7 UIF-2022: 8.2 | ISSN: 2181-3337
301
REPUBLIC OF UZBEKISTAN"International Scientific Journal SCIENCE AND INNOVATION. Series A volume 1 issue 5 –89p
30. Musayeva Shoirazimovna, DESCRIPTION OF MODERN MARKETING RESEARCH METHODS IN THE MARKET ECONOMY"International Scientific Journal SCIENCE AND INNOVATION. Series A volume 1 issue 5 –99p