

Prospects of the Development of Business Tourism and Corporate Tourism

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Abstract: *The article compares the prospects of the development of the business tourism and corporate tourism in Uzbekistan. It defines the differences and the similarities of corporate tourism with business tourism. The aim of the article is to scrutinize the prospects of developing business tourism and corporate tourism in Uzbekistan. The article uses the methods of analysis of developing business and corporate tourism, differentiating business tourism from corporate tourism. Moreover, graphs were used to represent the statistic dynamics. With a broad literature review conducted, it was noted that there are differences in corporate tourism and business tourism. The results of the study indicate that in many cases these two types of tourism are considered as one type. The purpose of the study is to study the differences and similarities of corporate tourism and business tourism and the prospects of the development of them in Uzbekistan.*

Keywords: *corporate tourism, business tourism, MICE tourism, incentive tours, teambuilding, employers, employees.*

INTRODUCTION

Recently, scientists, the subject of research and work of whose is the field of services, have noted an increase and an ever-increasing demand for business tourism. For the ones who rely on the concept of business tourism as the type of tourism specialized for the business purpose and at the same time have relax, it possible to conclude that there are various, often conflicting interpretations of the term "business tourism". The prospects that arise before business tourism in our state require clarity in the interpretation of definitions and the elimination of discrepancies. At the same time, it is extremely important to have a clear definition of the concepts of "corporate company", "corporate service" in view of the existing discrepancies in the definition of these concepts. After having clear understanding of these concepts, it is noted that mostly corporate tourism is carried out both spontaneously and in an organized way, and business tourism is mostly in organized way. In the second case of both types, the organizer is the personnel management service or the management of the company. The choice of options for active recreation is most often determined by the natural potential of the region, the degree of development of types of tourism and travel, as well as changes in the needs of most of the personnel of enterprises. It is appropriate to note that the "epoch of impressions and sensations" has come, which characterizes the presence of the expressed needs of a modern person in a bright, emotionally rich life. For the tourism industry, this means the intensive development of special types of tourism (adventure, extreme, etc.), as well as the introduction of new emotional

experiences into other types of tourism. For business, this means the need to help employees meet emerging needs and find mechanisms to use them in the interests of the company.

LITERATURE REVIEW

Rob Davidson, in his ground breaking book on business tourism in 1994, attempted to define business tourism as follows:

Business tourism is concerned with people travelling for purposes which are related to their work. As such it represents one of the oldest forms of tourism, man having travelled for this purpose of trade since very early times. (Davidson, 1994).

Business tourism includes broadly human travelling for purposes related to their work, more specifically business and commercial trips or other kind of trips, participation in events organized by various economic enterprises or administrative bodies for their representatives (Rusu, S., Isac, F. L., & Cureteanu, R. (2010).

In terms of content, the forms of business tourism are structured in (Nicula, V., & Elena, P. R. (2014).

- individual business trips (delegations) common to many occupational areas wherefore people involved accept to travel outside the city of residence;
- tourism of reunions and meetings, that include a wide range of events (conferences, seminars, team-building, product launches, annual meetings, etc.) of companies or associations to facilitate communication with and between employees, customers, suppliers, shareholders or members;
- varied trade fairs and exhibitions for product presentation in general;
- incentive trips and those trips that employees receive from employer as a reward for good results in related work;
- “corporate” events including generous forms of entertainment that companies offer to their most valuable customers or potential customers in order to build or enhance business relationships.

At the same time along with business tourism, there is a concept of MICE tourism. The term "MICE" in the context of travel is an acronym for Meetings, Incentives, Conferences and Exhibitions. It refers to a specialized niche of group tourism dedicated to planning, booking and facilitating conferences, seminars and other events. Sometimes referred to as the meetings or events industry, MICE travel involves a number of components. They include corporate meeting planners; meetings and convention departments of hotels, conference canters or cruise ships; food and beverage managers; logistics firms; private tour operators and transfer companies; incentive houses; professional trade organizations; tourism boards, tourism trade associations and travel-selling professionals. Because of the organization and planning involved (typically, years in advance); travel sellers specializing in MICE are usually affiliated with large corporate agencies. (Jayaprakashnarayana Gade, Raghu Ankathi)

If we summarize above mentioned points, business tourism comes along with MICE tourism. At the same time in the parts of business tourism, there is also corporate tourism, which serves for motivating employees by employers. However, hereinafter there are some differences of them that should be taken into account.

RESEARCH METHOD

To demonstrate the essence of business tourism and corporate tourism there has been used: deduction and induction, analysis and synthesis, comparison, systematization and interpretation of results.

RESULTS AND DISCUSSIONS

Researcher's note that the origins of business travel can be found in ancient times, when trade relations were formed within states and between states, trade routes were formed that connected distant countries.

At the professional level, the business tourism industry is represented by two international associations - the Association of Career and Technical Education (ACTE) and the Global Business Travel Association (GBTA).

There are also industry associations at the regional, national and local levels. For example, the African Business Travel Association, the French Travel Managers Association, the Belgian Travel Management Association, the Dutch Business Travel Association, the Spanish Business Travel Managers Association, the New York Business Travel Association and others.

The largest European associations form a single European network of associations in the field of business tourism (ENACT). It was established in Brussels in March 2014

Currently, the number of countries where business tourism is rapidly developing includes countries not only of the West, but also of the East - China, Japan, South Korea, Singapore, and the United Arab Emirates.

Business tourism has a number of specific characteristics. First, all seasons. Conducting business events, unlike tourism for the purpose of leisure and recreation, does not depend on the season. Here, seasonality is not so pronounced, and the concept of "dead season" is generally absent. Secondly, the mass nature of the trip. The organizers of a business trip or event can serve up to several thousand people, which is impossible for other types of tourism. Third, predictability. A business traveler may start planning their trip several years in advance of the event, which is not typical for other tourists. Fourth, the availability of specific infrastructure. In addition to ordinary hotels, a business tourist needs a specialized infrastructure. Fifth, a large number of people involved in the organization. When organizing and conducting a business trip, in addition to travel agencies and direct suppliers of tourist products, meeting managers, professional organizers and destination managers also participate.

The specifics of business tourism allow talking about its great importance. The influence of business tourism is manifested not only in the economic, but also in the cultural, social and innovative spheres, and therefore it can be regarded as a complex factor in the development of territories both at the global and local levels.

The economic significance of business tourism lies in the fact that the sphere of business tourism is an effective means of redistributing income between countries of the world, which contributes to a more balanced development of the world economy. Business tourism is becoming increasingly important for regional development. Creation of tourist infrastructure in industrially underdeveloped regions helps to equalize the economic development of certain regions of the country, reduce the outflow of the local population, etc. Business tourism contributes to the development of local infrastructure, initiates the inflow of foreign currency into the country, and has a stimulating effect on service industries that carry out activities that are auxiliary and related to tourism.

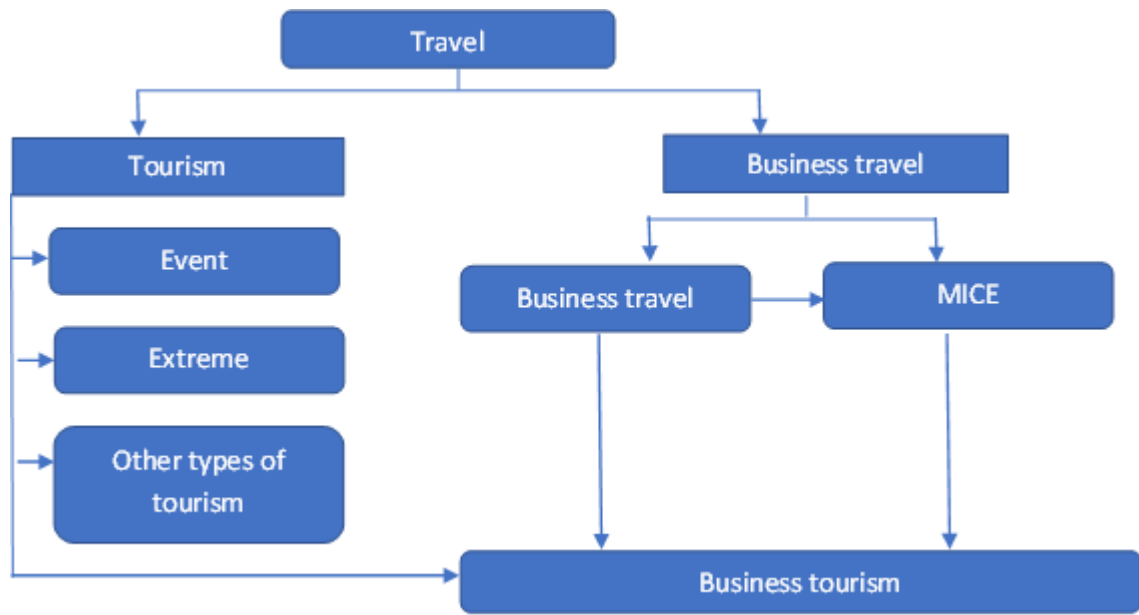


Figure 1. Interaction of tourism types with business tourism

Source: *Bulleten ОрелГИЭТ, 2010, No.2 (12)*

Even though in many books, the meaning of corporate tourism associates as synonym of business tourism, when going deeper to the meaning of both of them, there can be find some differences of them.

In order to distinguish business tourism and corporate tourism, by the author there has been made methodological analysis of classification of business and corporate tourism.

Table 1. Classification of business tourism and corporate tourism

Classification	Business tourism	Corporate tourism
By types	Local, inbound, outbound	Mostly local
By purpose	Direct purpose of earning for company	Indirect purpose of earning for company
By duration	Short, medium	Mostly short, weekend
By organization	Organizational only	Organizational and self-organizational
By number of participants	Individual and group	Group only
By financial source	Total expenses are to be covered by the company	Total or partly
By the time of organization	Any time of the year	Mostly in holidays
By accommodation	Hotels of high classes	Hotels, camps
By transportation	All types of transportation	Mostly land transportation

As it is seen from the table, according to the classification of tourism itself, business tourism and corporate tourism can be similar, but when going deep to the meaning of both types of tourism, here are some differences of them.

By the types of tourism, business employers mostly send their employees to different types of conferences, and these conferences might be organized in different places and countries, in the other hand for corporate tourism it works differently, as employers organize tours mostly in local manner, so that the place should not be far from their working place. In the purpose of tourism,

business tourist can combine work and relax in the place they visit, but main purpose of their tour is direct financial advantage to the company. In corporate tourism, employers organize tour only for relaxation of their employees, so the indirect purpose of the tour is in that by motivating them in working for the company, the employer gets indirect and long-term financial advantage. The question of the number of participants, the difference of two tourism types can be seen that corporate tourism can be organized only in group manner, so that colleagues get know each other better and can make friendly atmosphere in working place, but in business tourism employers send their workers individually or in group, and many cases employers themselves can make a business tour themselves too. When it comes to the financial provision for the tour, all expenses of the tour are covered by the company and for business tourism wages of the workers is to be paid and according to the legislation of the Republic of Uzbekistan, apart from their wages, participant of business tourism get financial support for each day of their tour, and the tour can be organized depending on the time the conference, meetings and etc. to be organized. In corporate tourism, in many cases expenses of the tour is to be covered partly and other part is on employees themselves. According to the legislation of the Republic of Uzbekistan, 1% of the wage of employees go to the account of Trade union, 30% of it is allocated for the relax of employees, based upon this part of expenses is up to the union. And in other cases, by the initiative of the employers, all expenses might be covered by the them too.

According to the services to be for the participants of both types, in business tourism, services and accommodation are to be in high class, even in VIP class, and in corporate tourism, it depends on the employees' choice and place of the tour to be organized. As it is shown up, there are quite differences of the corporate tourism from business tourism in many classifications.

CONCLUSION

As it is illustrated in many, literatures corporate, tourism is defined as the part of business tourism. However, when going deeper to the meaning of both concepts, there will be shown several differences of them, even though both of them is connected with that, its coverage field is company and its workers.

It is appropriate to note that the “epoch of impressions and sensations” has come, which characterizes the presence of the expressed needs of a modern person in a bright, emotionally rich life. For the tourism industry, this means the intensive development of special types of tourism (adventure, extreme, etc.), as well as the introduction of new emotional experiences into other types of tourism. For business, this means the need to help employees meet emerging needs and find mechanisms to use them in the interests of the company.

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