

INTERNATIONAL BUSINESS TOURISM: ROLES AND PERSPECTIVES

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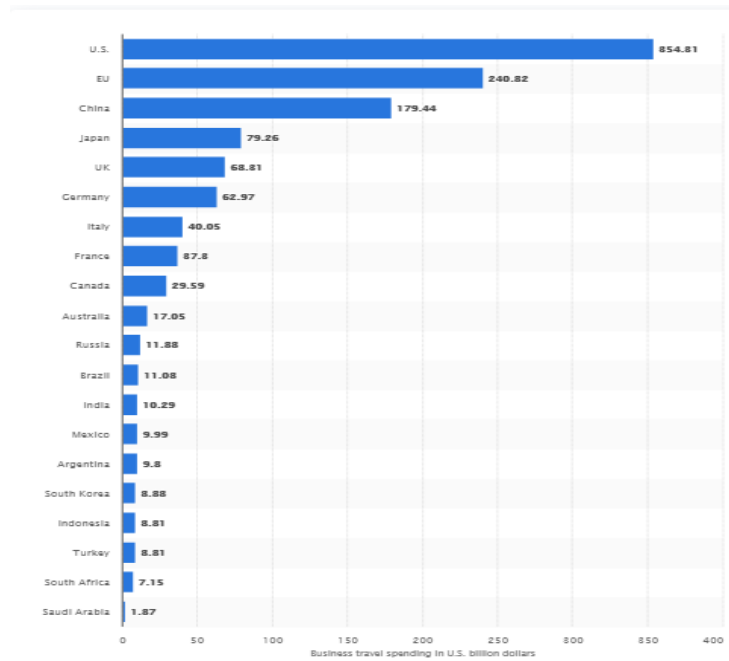
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Abstract: *International business tourism (IBT) is a growing sector of the tourism industry with significant economic benefits for destinations. Uzbekistan has been developing its IBT sector in recent years, but there is still room for improvement. This article discusses the importance of IBT, the current state of IBT in Uzbekistan, and potential strategies for developing IBT in Uzbekistan.*

Keywords: *International business tourism, MICE tourism, Uzbekistan, tourism development*

A business travelers' daily expenses have been reached and top business center cities have been considered as the highest. The average costs per day for business travel to Tokyo accounts for 592.47 USD, average daily hotel costs for business travel to Geneva is 273.21 USD and average daily food costs for business travel to Zurich is 226.17 USD (ICCA, 2017). So what is your point?

The International Association of Congresses and Conferences (ICCA) is an organization that is business-oriented with strong educational programs which have a very strong relationship with international association communities. ICCA is the largest expert organization in arranging, distributing and conducting international meetings and conferences, and includes about 1,000 member corporations and associations in more than 90 countries worldwide. ICCA specializes in the field of international association meetings, offering data, communication channels and business development opportunities.



G20 nations business travel spending 2019

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In 2018 one of the main purposes of international visits was for business and professional activities that consisted of 13% of international tourist's arrivals (UNWTO, 2019). According to ICCA (The International Congress and Convention Association, 2019), the number of meetings in 2018 was 12,937 which was 379 meetings higher than in 2017. Uzbekistan also is now integrated with the rest of the world, and has developed bilateral and multilateral economic ties and hosted a wide variety of mass events.

Despite some advantages and opportunities, there is a great need to improve business tourism in Uzbekistan, as well as in the Central Asian region. This research will highlight the development of international business tourism and to propose the implementation of the most suitable approaches for Uzbekistan; to investigate the positive and negative impacts of business tourism and to identify the role and contribution of ICCA in the development of business tourism.

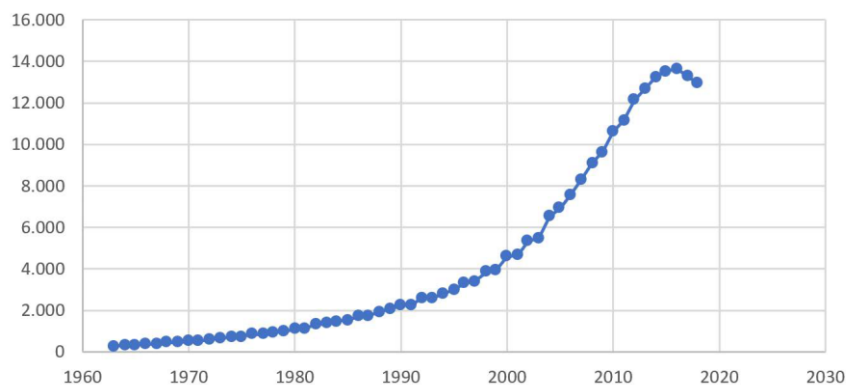


Figure 1: Total number of International Association Meetings 1963-2018 (as of April 2019). (The International Congress and Convention Association, 2019)

Region	2018 (Relative)
Europe	52%
Asia Pacific	23%
North America	11%
Latin America	9%
Africa	3%
Middle East	1%
Total	100%

Figure 2. Number of international association meetings per region

(Source: The International Congress and Convention Association, 2019)

In 2017, the share of MICE tourism in the global tourism industry reached 22.5% to \$1.23 trillion dollars. According to the World Tourism and Tourism Council (WTC), the 2025 freight, the total volume of the MICE tourism market will reach 1.67 trillion. dollars. According to the data, about 50 per cent of the airline's revenue, 60 per cent of the hotel's revenue and 70 per cent of the car service will be provided to this group of tourists.

According to the Pacific World Destination Index, in February 2018, the United States, France, Spain, Monaco, Indonesia and Thailand were the most active participants in the MICE Tourism Association. According to the International Association of Congresses and Conventions (ICCA), in 2017, it organized 1,258 corporate events in 168 countries. The bulk of these joint events took place in the United States (941), Germany (682), the United

Kingdom (592), Spain (564), and Italy (515). According to the ICCA, 11 events were held in the Republic of Kazakhstan, 89.

Business conventions, such as the Rotary International Convention in 2013 with 30.000 participants, or the Web Summit in 2015 with 50.000 delegates, all held in Lisbon at the MEO Arena site, have had a significant effect on the destination area's tourist profile. Cities have begun to try to jointly define the top positions in international leadership and image hierarchy which leads precisely to the development of professional structures that are capable of continuous international affairs monitoring and promoting images and attracting cities' investment. It is not unexpected, then, that the City of Porto in Portugal is trying to turn its Palácio de Cristal into a Convention Centre, while Coimbra is establishing its first Convention Center with the capacity of 1200 delegates, which will also result in the reconstruction of a historical monument (Marques and Santos, 2017).

Ladkin (2006) discusses the different developments in habits of use and dynamics of business tourism. As previously discussed, technological advancement plays another important role here. Increased online collaboration through social networks and other digital platforms can be essential elements of support for meetings. Travel suppliers, brokers and other customers use the technology to make accessible information and to advertise and sell their goods and services, facilitating the selection of a particular destination or location.

Europe is considered as the top business tourism destination with its metropolitan cities namely Paris, Vienna, Madrid, Barcelona and others that showed a large number of meetings up to 200 meetings in 2018:

Rank	CITY	# MEETINGS	Rank	CITY	# MEETING
1	Paris Paris Convention and Visitors Bureau http://en.convention.parisinfo	212	1	Singapore	145
2	Vienna HOFBURG Vienna Congress Center Vienna Convention Bureau	172	2	Bangkok	135
3	Madrid	165	3	Hong Kong Meetings & Exhibitions Hong Kong www.Mehongkon	129
4	Barcelona Barcelona Convention Bureau	163	4	Tokyo	123
5	Berlin	162	5	Seoul	122
6	Lisbon	152	6	Taipei	100
7	London	150	7	Beijing	93
			8	Sydney, NSW	87
			9	Shanghai	82
			10	Kuala Lumpur	68

-figure. European market – number of meetings in 2018 (per city)

-figure. Asia Pacific: Number of meetings per city, 2018

Rank	CITY	# MEETINGS
1	Buenos Aires	133
2	Montreal, QC	87
3	Toronto, ON	75
4	Lima	67
5	Vancouver, BC	62
6	Sao Paulo	60
7	Santiago de Chile	59
8	Mexico City	53
	Pepsi Center WTC Mexico City	www.pepsicenterwtc.com/
9	Chicago, IL	51
10	New York City, NY	49

Figure. Latin & North America ranking: Number of meetings per city.

In 2016, the National Tourism Administration of Georgia established the Bureau of Conventions and Exhibitions for the Development of MICE Tourism, which is engaged in organizing exhibitions and similar international events on dissemination of information about foreign tourism in Georgia.

Institutions that are supposed to organize MICE tourism in Azerbaijan, Turkey and Cyprus have been working in partnership with the public-private partnership sector. For example, the Congress Bureau of Azerbaijan was established in 2013 and is non-governmental, private, part of which was appointed by the Ministry of Culture and Tourism of Azerbaijan. The implementation of the national organization on the basis of this Bureau, its activities include strengthening the banquet industry of Azerbaijan, the importance of information on the conduct of public events, as well as the expression and promotion of the interests of local songs.

IBT is a key priority for the government of Uzbekistan. The country has a number of advantages that make it a good destination for business events, including its rich history and culture, its central location in Central Asia, and its developing infrastructure. However, there is still room for improvement, such as developing more MICE-specific facilities and services. With the support of the government and the private sector, IBT has the potential to play a significant role in the development of the Uzbek economy.

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