



## STUDYING FOREIGN EXPERIENCE IN THE DEVELOPMENT OF THE BUSINESS SYSTEM IN OUR COUNTRY

**Kadamboyev Behzod Shukhrat**

**Urganch State University, Student, Uzbekistan**

**Sadullaeva Zilola Davronbek Qizi**

**Urganch State University, Student, Uzbekistan**

**Komiljanova E'zozxon Umid Qizi**

**Urganch State University, Student, Uzbekistan**

**ABSTRACT:** - Global digitization has a dramatic impact on the tourism industry, radically renewing the principles of its organization, providing tourism and the traveler himself with information. The article analyzes foreign scientific research on the problem of introducing digital technologies for the development of tourism and other similar fields.

**KEYWORDS:** Tourism, infrastructure, market, business tourism, digital technology.

### INTRODUCTION

Decree No. PF-5611 "On additional measures for the rapid development of tourism in the Republic of Uzbekistan" was adopted by our President on January 5, 2019. Based on this decree, the following directions are:

Development of tourism infrastructure and creation of an acceptable and comfortable tourism environment; Diversification of tourism products and services aimed at different segments of the tourism market; Special attention was paid to the improvement of the system of personnel training, retraining

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and qualification improvement for the tourism industry, and the tasks to be implemented were determined.

At the same time, in the Resolution of the President of February 6, 2018 "On measures to further improve the activities of the State Committee for Tourism Development of the Republic of Uzbekistan" No. PQ-3510, the authority of the Tourism Committee and its implementation The tasks and directions for the formation of tourist infrastructure have been determined.

Business tourism is a type of tourism carried out by representatives of enterprises and organizations for commercial (business) purposes or organizing corporate events.

This type combines the corporate travel industry and the meetings industry, including business trips for businessmen and entrepreneurs (business trips), congresses and exhibitions, and incentive tourism and events.

Instead of the concept of "business tourism", experts often use the English abbreviation MICE, which clearly reflects the structure of this type of tourism:

Meetings - business negotiations, meetings, conferences;

Incentives - incentive trips for employees, partners and customers;

Conferences - organization of conferences, participation in forums, congresses;

Events - corporate celebrations of various scales, presentations.

The main goals of business tourism are:

- Meetings and negotiations with partners;
- Holding meetings with management and colleagues, representatives of branches and subsidiaries;

- Checking the activities of agencies and branches;
- Establishing and adjusting business relations;
- Participation in professional events (exhibitions, conferences, etc.);
- Training of employees;
- Applying to government authorities of various countries to obtain certificates, licenses, permits, etc.

Under the idea of "New Uzbekistan, a new worldview", the main new changes are being implemented through the step-by-step digitalization of business processes of tourism and tourism industry enterprises, a new digital paradigm for the development of tourism and hotel activities. Forming. The impact of digitalization on the tourism industry is manifested not only in terms of the introduction of digital technologies into the business processes of tourism industry enterprises, but also the traveler himself is changing.

State control of tourist activity is carried out as follows:

- creation of normative and legal documents aimed at regulating and improving relations in the field of tourism;
- to help in bringing the tourist product to the domestic and world tourism markets;
- standardization and licensing of tourist activities, certification of tourist products;
- Establishing the rules of entry, exit and residence in the territory of Uzbekistan;
- allocation of appropriate budget funds for the creation and implementation of state programs for the development of tourism;
- protecting the rights and interests of tourists, ensuring their safety; It consists of supporting the provision of personnel for tourism activities and the development of

scientific research in the field of tourism,  
etc.

Republic of Uzbekistan". January 5, 2019.  
No. PF-5611

## **CONCLUSION**

In conclusion, there is a need to change the tourism industry in Uzbekistan through innovation and digitization. As an untapped opportunity, it is now necessary to develop market segments such as agro and ethno tourism. The world practice of tourism development shows that it is necessary to consolidate and strengthen the efforts of all participants in the public and private sectors in order to turn this industry into a highly profitable sector. In this, the government's role is to ensure the coordination and planning of tourism development policies at the international, government and private sector levels.

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