

Cognitive Aspect of Studying the Business Tourism terms and Development Strategies Destinations

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Abstract – The article deals with the issues of understanding the terms of business tourism in lexical cognition, the largest type of cognitive linguistics, and their cognitive analysis. The cognitive aspect of understanding the terms of business tourism and complete exploration the field, the cognitive study of business tourism terms from the world experience is also an important step in the development of the industry and models of tourism language and language learning are presented. Understanding the term of business tourism, when knowledge is interpreted as a cultural phenomenon, refers to the extent which this form of knowledge conforms to the norms inherent in the culture of a particular social group. The author analyzes the theory of social comparative advantages in business tourism in England, the theories of outstanding western sociologists for the tourism analysis as social phenomenon. In this article the author analyzed the theory of social comparative advantages in business tourism in England, learning the theories of outstanding western sociologists for the tourism analysis as social phenomenon. The purpose of this paper is to present the results of study about the strategic importance of business tourism in the Southern Region of Uzbekistan (territory encompassing the cities of Andizhan and Honobod), where the presence of a qualified and diverse tourism offer combined with the existence of varied venues and quality accommodation can contribute to provide a valued tourism experience associated with the meetings Industry. This study allows a reflection on the potential of business tourism in the territories where this sector is not always given due attention by local, regional and national tourism bodies. These smaller centers (compared with the main centers of Tashkent, Bukhara, Khiva and Samarqand), relatively close to each other, may find strategic advantages in joint action, considering that these three geographic areas complement each other in the integrated supply of tourism products, experiences, support services and facilities. Primary data was collected through a study with the aim of identifying regional tourism stakeholders' perceptions of the importance and potential of business tourism development and strategies that should be put in place to this end. The results show that stakeholders identify business tourism as a strategic product that should be developed, and indicate some development strategies to be considered in this territory.

Keywords – Business Tourism; Destination; Destination Management Organizations; Sectors, Branches And Prosperities Of Business Tourism; Tourism, Theory Of Tourism, Social Advantages, Comparative Advantages, Tax, Taxation, Transport, Placing And Accompanying Services.

I. INTRODUCTION

The most significant laws and decrees about strategic and structural development of tourism signed by the president of Uzbekistan Shavkat Miromanovich Mirziyayev in our country, such as, on the 5th of January, 2019, the regulatory acts important for the tourism sphere were approved – the Decree by the President of the Republic of Uzbekistan №5611 “On the supplementary measures on the accelerated tourism development in the Republic of Uzbekistan” and the Resolution by the President of the Republic of Uzbekistan № 4095 from 2019.01.05 “On the measures on the accelerated development of the tourism sphere” and

etc. In these regulatory acts the main strategic directions of the tourism sphere development of Tourism in Uzbekistan has taken reflection. The worked the committee of the Republic of Uzbekistan for tourism has been functioning since 2017. If we looked through for Uzbek tourism statistic information according 2018 year there: Number of tourist companies and organizations, units 502; served visitors in total, thousand people 713,2. Among them: accepted 613,4; sent 84,9; provided services only for visa or passport, hotel reservations and other places of residence 14,9. On July 18, 2019, President Shavkat Mirziyoyev signed the new edition of the Tourism Bill into Law. The bill was passed by the Legislative Chamber on April 16 and was approved by the Senate on June 21. The previous edition of 1999 consisted of 22 articles. The new law includes 45 articles. New definitions have been inserted into the law, such as "instructor-guide", "independent tourism", forms and types of tourism have been designated. The document defines the main areas of the national policies in the field of tourism. Among them is the setting the tourism as the strategic sector of the economy, facilitating the development of domestic tourism, attracting investments, enhancing Uzbekistan's image as a country attractive for tourism, and stimulating the development of tourist zones and tourist clusters. The law approved the formation of the Coordination Council for the development of tourism to "improve the interaction of state bodies, NGOs, subjects of the tourism industry in creating favorable conditions for the sustainable development of tourism". According to the document, tour operators and travel agents carry out tourist activities on the basis of a license issued by an authorized state agency.

In general, the state policy in the sphere of tourism is intended for the establishment of the touristic infrastructure, the speedy and integrated development of the regions, the increase of the workplaces, the provision for the diversity and accelerated progression of the regions, the rise of incomes, level and quality of the people's living, the improvement of the image and the investment attractiveness of the country in the international stage. The reforms in the tourism have changed the sphere of development of tourism in Uzbekistan and they are the simplification of the visa and other registration procedures, development of the touristic infrastructure, transport infrastructure, standardization and certification, international cooperation and investments attraction, promotion of the touristic potential, improvement of the personnel potential. The Tashkent City has become the most visited place in Uzbekistan. So, 58.0% of tourists noted that they had visited Tashkent and had stayed there for night. Other mostly visited places are Samarkand (31.0%) and Bukhara (25.6%). Also among the visited places were indicated Khiva (13.3%), Andizhan (5.7%), Termez (5.6%) and Nukus (4.5%).

Developing A. Smith's ideas, the former dealer of the London stock exchange David Ricardo in the book " Principles of political economy and tax taxation in Tourism" [Smith.A. 1817:5.] has proved Principles of political economy and tax taxation, that it is favourable to participate in international trade to all countries.

Uzbek is known, with manufacture of cotton textile cloth and national handicraft production in our republic of Uzbekistan. Uzbekistan is an agrarian republic, but previous years there to specialize on manufacture and cloth export, as on it costs rather more low, than on fault which to it is more favourable for importing from Uzbekistan in exchange for Turkish cloth more expediently. In other words, it means, that the country refuses manufacture of the goods in which it has absolute advantages, and specializes on other, more effective manufactures, buying thus in the countries with smaller resources those goods which manufacture it has refused. By means of the theory of comparative advantages character of bilateral exchanges type of productions the international business tourism as result of a difference of the prices between the countries, as a rule, speaks.

However, comparison the type of productions is difficult enough, as they are very various. And the tourist product represents such a complex service which, as a rule, the nanosecond can be reproduced each time under strictly similar scenario. The price of a tourist product, first of all, depends on the expenses for transport, placing and accompanying services. In turn, expenses for transport depend on the price of fuel, structure of the transport companies, application of new technologies and a state policy in this sphere, including the tariff. The placing price also depends on application of new technologies and state economic policy, first of all tax and amortization. Let's address to consideration of theories of outstanding western sociologists for the tourism analysis as social phenomenon. M. Weber operates with concept "social action" which assumes application of statistical quantitative research. In tourism the person is always the actor that concerns both the tourist, and the agent. Tourism of the beginning of XXI century is characterized by steady dynamical growth. So what social action in the tourism which sense, according to M. Weber, "corresponds with the action of other people and is guided by it"? Tourism represents now, first of all, the communications directed on acquisition of new knowledge, impressions, experience, sincere comfort by means of movement, moving, mobility. Kinds of the mobility are numerous: physical, imagined, virtual, voluntary, compelled, components "mobile culture", which sources go back to an epoch of origin of mass tourism of the beginning of XX century. In the realization of tourist practice extremely important the participation of other people, called to provide comfort of moving and stay of the tourist on the rest, accompanying it on travel of experts (the

guide-translator, the guide, the group leader). Modern foreign tourist is important to feel hospitality and kindness of local residents in the territory the accepting destination, developing of set social an expert and the facts. It is impossible to underestimate in individual tourist practice the degree of participation of other tourists.

Using sociological concepts and logic of reasoning M. Weber, we will build a hypothesis about set of social actions of tourists, depending on actions with other tourists, local residents tourist destination, opinions of the tourist communities both sending destination, and shown during travel, travel agents, employees of the enterprises and the establishments providing hospitality. Tourists in the social experts are guided by actions:

- 1) The institutes regulating procedures, accompanying tours (embassy, consulate, passport control, customs, administration of hotel, etc.);
- 2) Tourist company, providing movement, placing, food, recreation, rest, animation (image destination);
- 3) The mass-media, representing actual and operative information.

According to M. Weber, motives of social action happen affective, traditional. Social touristic motives are present at the potential tourists expecting the attentive, valid relation from employees of tour agency, offering them service and legalizing papers. Tourist-national motives are shown in congress, educational, events the kinds of tourism directed on advancement of business projects, realization of the professional purposes. Tourist-national motives characterize cultural, recreational, exotic kinds of tourism. Affective motives underlie hedonistic social an expert, realized during festival, sports tourism. Traditional motives make a basis of pilgrim, religious, ethnic, nostalgic kinds of tourism. We will allocate two polar, socially caused positions depending, first of all, from the income: so-called country tourism and exclusive, exotic, extreme. Tourism as a system, tourists as the community possessing collective consciousness, motivation, requirements, opinions in the focus of the social facts are perspective objects of sociological research. Any tourist is the potential tourist, and the tourist who has come back from a trip, ceases to be that. The definition of identity and a social role of the tourist in modern society is important. The problem social dynamic the culture of the tourist characterized by alternation of the periods of real and reflective tourism does not lose urgency. Tourism as social system, according to theory Ö. Parson's, can be analyzed proceeding from typology of independent variables - values, norms, collectives, the roles which are carrying out functions of preservation and reproduction, integration, advantages on transportation, adaptations. In our opinion, it is desirable to enter point on prestigiousness of the trades concerning the industry of tourism and hospitality into a stratification scale,.

II. BUSINESS TOURISM DEFINITION AND SEGMENTATION

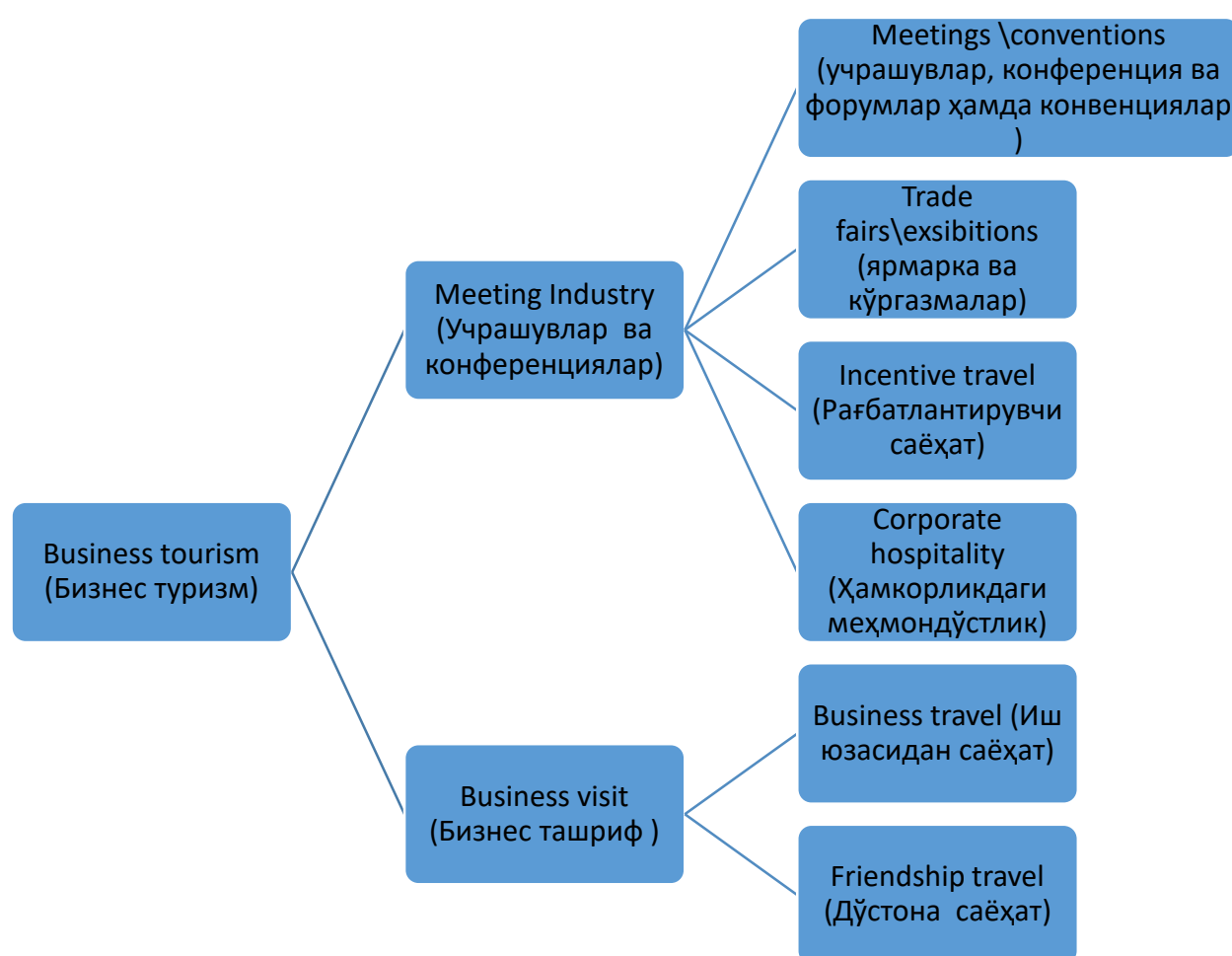
We know that over the years, there was a confusion about business and tourism. One of the early definitions of tourism excludes business tourism, so that Krapf and Hunziker, in 1942, state clearly that tourism excludes all movements and permanence at destinations that are used for the exercise of a main profitable activity, permanent or temporary [Krapf & Hunziker, 1942 in Cunha, 2003]. In 1991, the World Tourism Organization (WTO) contributed to clarify this issue associated with the recognition of travel for business and professional reasons by defining tourism as the set of activities developed by individuals (visitors) during their trips and stays for and in places outside their usual environment for a consecutive period not exceeding one year, for leisure, business and other purposes not related to the exercise of an activity paid in the visited place [WTO, 1991]. The concept of "usual environment" was adopted instead of "place of residence" and the category of "business and professional" was established to classify tourism trips by purpose of travel; nevertheless, clarifying that the main reason of the visit should exclude the exercise of a remunerated activity in the place visited. However, not all authors agree with the inclusion of business trips in the tourism concept. Barretto **Baretto, 2008**] argues that tourist movements must be associated with pleasure and leisure activities, so when there is obligation or profit included in the purpose of travel, this cannot be considered as tourism. From this perspective, in addition to business tourism, other segments should be excluded from the sphere of tourism, such as health-related tourism (medical care, convalescence, etc.), which may not necessarily be associated with pleasure or leisure activities. However, it should not be forgotten that business travel demands the same venues and services as leisure travel, whether related or not to obligation and profit.

Business tourism is a broad concept that covers the activities and support services inherent to tourism in general, and the range of events or meetings held in the destination. The heterogeneity of concepts and lack of standardized terminology, because of the multiplicity and heterogeneity of business events, can be seen through several acronyms used in recent times to define the set of events or activities related to business tourism. Thus reference is made to MECE (Meetings, Events, Conventions, Exhibitions), MCE (Meetings, Conventions, Exhibitions), CEMI (Conventions, Exhibitions, Meetings, Incentives), MC & IT (Meetings,

Conventions & Incentive Travel) MICE (Meetings, Incentives, Conventions, Exhibitions) or Meetings Industry (MI). This last concept was introduced in 2006 following a decision by the International Congress & Convention Association (ICCA), Meeting Professionals International (MPI), Reeds Travel Exhibitions and the UNWTO, as an attempt to standardize concepts and create a stronger image for the sector [Weber & Chon, 2002; Davidson & Cope, 2003; Swarbrooke & Horner, 2001; Swarbrooke & Horner, 2007; UNWTO, 2006; Rogers, 2008; Getz & Page, 2016]. The idea was to substitute MICE and other similar expressions in general and it came into use in November 2006.

According to the definition initially proposed, the meetings industry includes activities based on the organization, promotion, sale and hosting of meetings and other events. It encompasses products and services related to corporate, associative and governmental meetings, corporate incentives, seminars, congresses, conferences, conventions, exhibitions and fairs, whose objectives are related to the motivation of the participants, conducting business, the exchange of ideas, learning, socializing and debates or discussions [UNWTO, 2006].

Figure -1. Business tourism definition and segmentation



Linguistics and Academics have also discussed the basic terminology used in business tourism. Shone [Shon,1998], for example, prefers to use the word conference instead of meeting, defining it as a way of sharing information and as a space for discussion of the most varied issues. Considering that there may be several formats or sizes, Shone subdivides the conferences into:

- a) *small executive meetings;*
- b) *training events;*
- c) *general management;*
- d) *sales and product launches;*
- e) *conferences with exhibitions and trade fairs;*
- f) *incentive conferences;*
- j) *revenue generation events.*

Swarbrooke and Horner [Swarbrooke and Horner, 2001] make a distinction between the concept of business travel, which comprises the activities and services related to the movement of travellers from A to B, and business tourism, which includes all the elements of the tourist experience and at least a one-night stay. They group the business tourism market into the following sub-sections:

- a) *meetings, conferences and conventions;*
- b) *exhibitions;*
- c) *training courses;*
- d) *product launches;*
- e) *incentive travel.*

By grouping meetings, conferences and conventions in the same category, they explore the different concepts depending on the size of the meeting or the geographic area where it is held. The term "meeting" is often used when it refers to a small group of people. The designations "conference", "convention" and "congress" are frequently used in the United Kingdom, the United States of America and the European continent, respectively, to define meetings with many people. In a similar vein, Davidson & Cope [Davidson and Cope, 2003] divide business travel into two groups: a) *individual business travel* and b) *business tourism*. Individual business trips include regular trips so that an individual can perform the tasks or activities inherent in his or her profession, i.e. travel to the place where a problem must be solved. These journeys are characterized as non-discretionary, because the destination of travel is not chosen, but imposed by the demands of the work or task to be carried out. Business tourism is subdivided into meetings, exhibitions, incentive trips and corporate hospitality, and is considered discretionary. The choice of destinations and venues for such events is often flexible and often associated with group travel. A similar categorization is proposed by Rogers [Roger, 2008]. However, this author includes individual business travel as an integral part of business tourism and replaces the concept of "meetings" with "conferences". Business tourism is considered as a subsector of global tourism and divided into:

- a) *conferences;*
- b) *exhibitions and trade fairs;*
- c) *incentive travel;*
- d) *corporate events/hospitality (discretionary);*
- e) *individual business trips (not discretionary).*

This author believes that business travel is part of the concept of business tourism, but stresses that meetings (conferences), exhibitions, incentive travel and corporate events/hospitality make up the four main lines of business tourism that merit special attention, especially, regarding the marketing activities of destinations and venues, since the location of the event may vary and consequently influence the decision process. After analysing the different perspectives, business tourism can be divided into two strands: an individual strand, constituted by individuals who travel frequently due to their professional obligations, Although the individual business travel is very important, it is in the group of collective market that lies the focus of destinations' marketing and promotion strategies [Swarbrooke & Horner, 2001; Cunha, 2006; Davidson & Cope, 2003; Rogers, 2008; UNWTO, 2006], due to the possibility of attracting more events and visitors. Likewise, the meetings market has been the main target of studies and statistical analyses, although there is often no consistency in characterizing the size and type of meetings [UNWTO, 2006].

III. RESEARCH AIMS AND METHOD

Alongside with semantic componential analysis, quantitative analysis, observation and interpretation, comparative contextual analysis, written linguistic interview, and associative experimental methods as well were used.

A. Results and discussion\Tourist potential

To explore the territorial characteristics with high potential for tourism, experts were asked to identify the main attributes of the territory. The main characteristics indicated were historical and cultural heritage, landscape and natural heritage, gastronomy and wines, and thermal and water spas, as represented in Figure 2. These main attributes indicate that the territory has important tourism resources that it can contribute to enhance the tourist experience of those who visit for business purposes. As an example, the tourist experience can be value-added through visiting and touring activities (historical and cultural heritage; landscape and natural heritage), leisure and relaxing activities (thermal waters and spas), or complementary experiences (handcraft production and national food, clothes). Therefore, such tourism offer is very important for the business tourism sector, along with the existence of adequate venues, facilities and support services.

All foreign tourists will visit to Andizhan for its fresh climate and picturesque landscapes and historical heritage. In this research we classified the area of reasons to our place. We divided them into 5 criteria (Historical and Cultural heritage; local handicraft (trade making) and shopping store; landscape and natural heritage; thermal water and spas, effective agriculture) and for the territorial characteristics that should be valued for business tourism in Uzbekistan, especially in Andizhan city and Hanobad city:

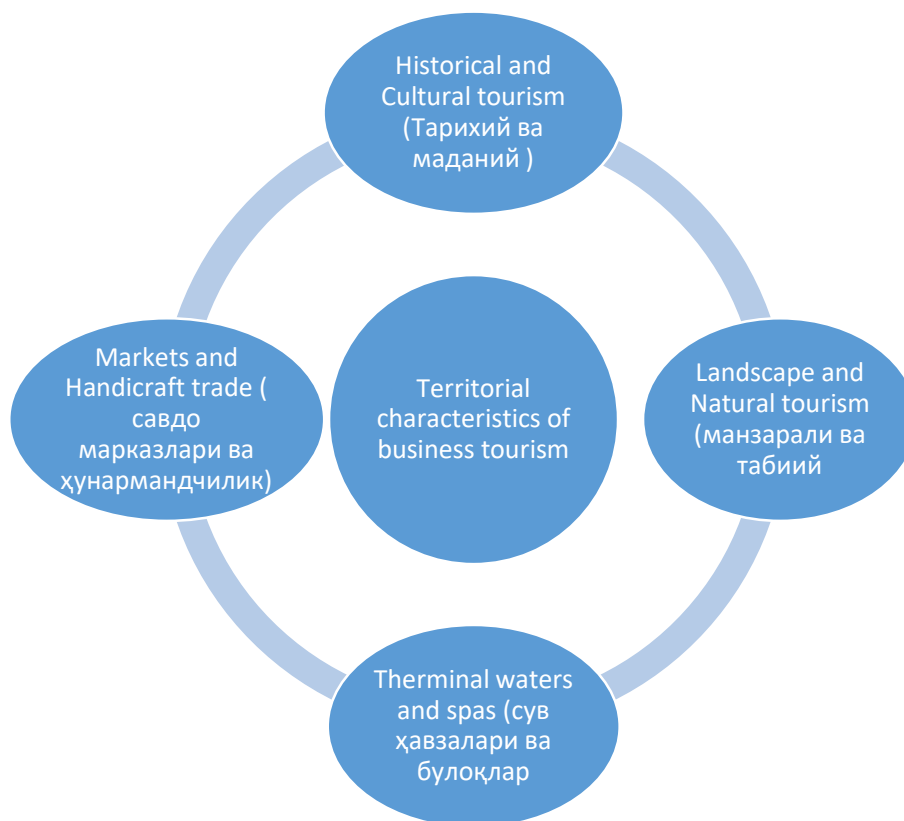
Surrounded by picturesque landscapes, the city of Andizhan is comfortably located in the Fergana Valley, its southeastern part. Andizhan can be proud not only of its age, which is more than 2,000 years, but also the evidence that a member of the Timurid dynasty was born here. He was Zakhiriddin Mukhammad Babur, a well-known poet and great military leader who initiated the empire of the Great Moguls on the territory of ancient India. Andizhan is a major trade point on the Great Silk Road, the ancient handicraft center of the region. Thanks to its location and many secrets that the city of Andizhan is keeping, there are always a lot of tourists and history buffs here. Travelers go to Andizhan to look at ancient monuments, enjoy nature or watch the manufacturing process of some kind of folk art, which Andizhan is famous for.

The respondents were asked whether they consider business tourism as an important sector for the regional economic development, given that they have attributed high rate of importance to this type of tourism in the first round. The responses were all positive, which significantly reinforces the idea of business tourism's strategic importance to the economic development of the region. In this context, the experts provided justification for business tourism development, articulated measure that need to be taken to foster its developments and identified the most important challenges faced its development. As the main argument in favour, the experts identified the resilience to seasonality and the increase in hotel occupancy, resulting in an extension of the tourism season and, consequently, higher revenues for hotels, restaurants, venues, and other support services that rely heavily on tourism. The main measure to develop is renovating existing venues. These measures offers two advantages. First, it will allow improvement in the quality of the existing offer of services and equipment, and second, it will contribute to recover and value built heritage, thus avoiding its degradation. Human resources qualification will be a goal too. The main difficulty identified was the lack of stakeholders' mobilization capacity, low joint efforts, lack of suitable policies implemented by the public sector and weak partnerships between the public and private sectors. Andizhan people piously honor the memory of their great countryman. The equestrian monument of Babur is erected in the core city. The university, the library and one of the streets are named after his name. On the hill Bagishamal, where, according to the author of Babur-name, there was his hujra with aivan, the Babur national park with a majestic architectural complex is located. There are more than fifty varieties of fruit and ornamental trees. The central park named after Alisher Navoi also attracts visitors. Its distinguishing feature is the café, which is under the wing of the monumental sculpture of the happiness bird "Semurg". In the old part of Andizhan, travelers are attracted by the memorial museum of Babur, the Khozhar Noib madrassah, built in the 14th century. Andizhan is famous for its masters in ceramics and artistic chasing. The gold and silver ornaments of Andizhan masters are known far beyond its borders. Uzbek national knives and daggers, gracefully embroidered scarfs and skullcaps, national shoes and handmade dolls are excellent souvenirs for the memory of Andizhan and Uzbekistan. Today Andizhan is the administrative, industrial, machine-building and agricultural center in the Andizhan region. The city of the time is the large center of arts and crafts in Uzbekistan. This is pottery and stucco ceramics, unique embroidery of national skullcaps, a magnificent painting of the knives of various types, as well as cold weapons. Andizhan and its environs are rightly

considered a paradise of the Fergana Valley. Here nature created ideal climatic conditions for the farming of cotton, melons, grapes, mulberries and other fruits and vegetables.

If we look through World Tourism organization statistics: in previous years, international tourist arrivals reached a total of 1186 million, an increase of 52 million over the previous year, representing approximately 5% growth. This is the sixth consecutive year of above average growth following the 2009 global economic crisis, with international arrivals increasing by 4% or more annually ever since 2018. Considering the purpose of visit, business tourism takes 14% of global international tourist arrivals, with travel for holidays, recreation and other forms of leisure accounting for just over half of all international tourist arrivals (53%) and travelling for other reasons such as visiting friends and relatives, religious reasons and health treatment representing 27%. Considered one of the main tourism segments and expected to grow approximately 3.1% per year until 2030, business tourism has an important economic impact on local and regional economies and represents a tourism sector with a high development potential. The low seasonality, the controlled environmental impact, the higher revenue for accommodation and meeting venues, the high demand for food and beverage (lunches, gala dinners, and coffee breaks), the boost in leisure activities and its relative resilience in the face of the current economic crisis, are some of the main factors that make business tourism so attractive for destinations. In addition to the immediate economic benefits, business tourism can give a boost to destination promotion and foster destination loyalty. Business tourists often extend their stay beyond the business.

Figure-2. Territorial characteristics of business tourism (Бизнес туризм ҳудудий хусусиятлари)



Beside a variety of tourism attractions that complement the main business tourism infrastructure, three main attractions were identified as anchors for business tourism promotion of the region:

1. Andizhan city -Bagishamal centre; The tomb of Ibn Hutayba, as the most important regional religious, historical and cultural area in Jalalquduq district. It encompasses all the social and academic culture of the city and region. It was classified as a UNESCO World Heritage in 2017, contributing significantly to the international tourist promotion of this region, which also included the Mondego river, Bairrada gastronomic region and important religious figures: Zakhiriddin Mukhammad Babur; Ibn Hutayba which

the main interest of the Muslim world is focused on the area where the tomb of Ibn Hutayba, one of the companions of Islam, is located in Jalalquduq district.

2. Honobod (Hontepa) nature reserve presenting great tourism potential as it enables close contact with nature and biodiversity, especially, flowers. It integrates natural areas of special relevance, such as Sayilgokh and Fozilmon the Natural area of the thermal waters and spas are very useful for health. This natural context can also be associated with important historical and cultural heritage linked to agricultural activities, such as cotton production (oil and cotton production) and the harvesting of seaweed. All these factors provide a favourable environment for the development of various tourism activities related to cultural, nature or nautical tourism;

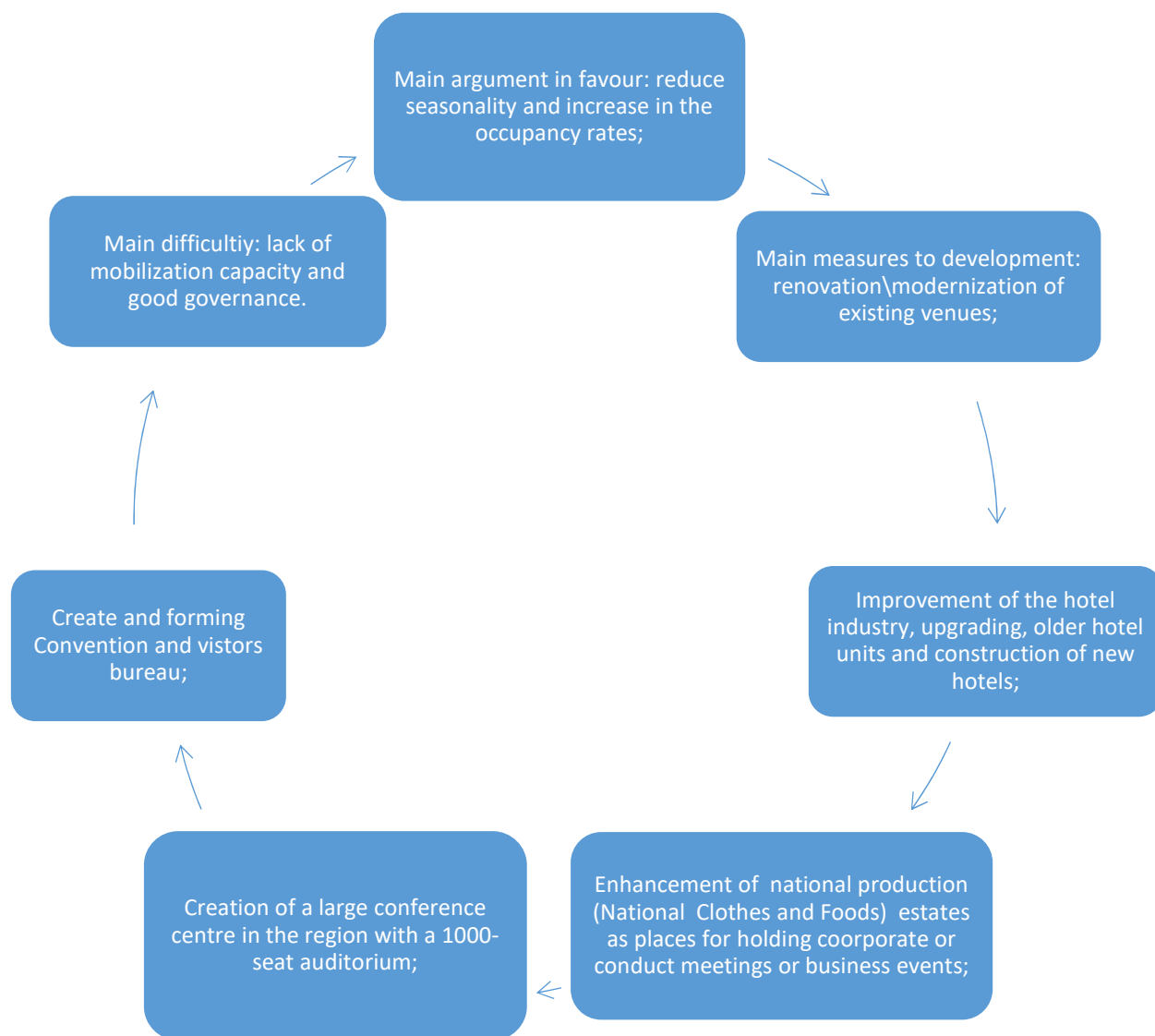
3. Local ventures such as Asaka automobile plant and Hantex –cluster centre, recognized by its quality and diversity, including preservation of traditional recipes associated with local high-quality products (some of which are certified), which are representative of the culture, history and savoir faire of the local communities and another represent unique aspects of their culture and traditions (convention sweets, national food: pilaff (osh), pie etc., national clothes such as atlas, velvet and adras and among others).

When the experts were asked to identify the main action that need to be taken to foster tourism development, the responses showed a consensus on the necessity for urban refurbishment, improvement of the quality of life of residents and the environment in cities, with special attention given to the rehabilitation of historic centres (Akhsikent – now Asaka, Andizhan and Honobod), as main tourism areas, considering functionality and heritage preservation.

B. Views about Business Tourism development in Uzbekistan

The respondents were asked whether they consider business tourism as an important sector for the regional economic development, they have attributed high rate of importance to this type of tourism in the first round. The responses were all positive (100% of respondents answered affirmatively), which significantly reinforces the idea of business tourism's strategic importance to the economic development of the region. In this context, the experts provided justification for business tourism development, articulated measure that need to be taken to foster its developments and identified the most important challenges faced its development .

Figure -3. Criteria of the Developing the Business Tourism.



As the main argument in favour, the experts identified the resilience to seasonality and the increase in hotel occupancy, resulting in an extension of the tourism season and, consequently, higher revenues for hotels, restaurants, venues, and other support services that rely heavily on tourism.

The main measure to develop is renovating existing venues. This measure offers two advantages. First, it will allow improvement in the quality of the existing offer of services and equipment, and second, it will contribute to recover and value built heritage, thus avoiding its degradation. Human resources qualification will be a goal too. The main difficulty identified was the lack of stakeholders' mobilization capacity, low joint efforts, lack of suitable policies implemented by the public sector and weak partnerships between the public and private sectors. Others include cultural and congress centres, usually endowed with auditoriums with relevant capacity, and exhibition halls with the capacity for thousands of people, ideal for holding large events like trade fairs, exhibitions, conventions and congresses. The main venues identified by the respondents represent mainly those with greater seating capacity and encompass the following: Hotels (specially 2 and 3-star) with a 150-seat auditorium; Exhibition Park of Andizhan, best suited for holding fairs and exhibitions, with two multi-use halls with the capacity for about 200 people each; Arts and Entertainment outdoor Centre of Babur, with an 700-seat auditorium people.

As key actions to be implemented, the experts identified the following:

1. Improvement of the hotel industry, upgrading older hotel units and construction of new hotels, to increase the supply of 4 and 5-star accommodation, since business tourism is often associated with the provision of top quality services and equipment.
2. Enhancement of wine estates as places for holding corporate meetings where the association with national handicraft production and market can greatly enhance the tourism experience of business visitors (but its importance is revealed not only as unique and varied venues for conducting business events).

C. The Main Importance of Convention and Visitors Bureau

As mentioned before, one of the main objectives of this research work was to study the formation of a Convention and Visitors Bureau (in the following pages uses abbreviation as CVB) and its importance for the development of business tourist destinations. Through the Delphi study the importance of such an organization in the region was explored with the main aim to develop an understanding of its main advantages and challenges. Thus, in the first round the respondents were asked whether or not they were in favour of the existence of such organizations.

Considering the importance of these organizations, all respondents considered CVB to be of crucial importance for a business tourism destination. Moreover, all by three respondents supported the idea of setting up the CVB for the region. Thus there was a high degree of consensus regarding the need for a CVB in the region and, therefore there was not a need to resubmit these specific questions in subsequent rounds. Considering the major difficulties in structuring a CVB in the region, the lack of coordination with local stakeholders was identified as something that could potentially complicate its creation. However, it can also be seen as an argument in favour of this organizational structure. The creation of a CVB could help to overcome or mitigate the lack of coordination or cooperation between local stakeholders currently, through the enhancement of integrative and cooperative destination management processes.

D. Importance of studying the Cognitive and Lingo cultural aspects of term of Business tourism

In linguistics, in the understanding of the purpose of business tourism terms tourism and business tourism, cognitive analysis is carried out in 3 different models: 1. Conceptual model; 2. Demographic model; 3. Model based on test results, etc.

1. Conceptual model: It is known from the experience of foreign language teachers that some students and language learners learn a new language faster and easier in a conceptual model. Of course, the desire and natural motivation of language learners to learn a foreign language is an exception. According to Rubin [Rubin, 1981], cognitive factors such as verbal intelligence, the phonological process of ability, the ability to memorize terms in long-term memory, and a strong passion and interest in learning a foreign language are cognitive factors that accelerate learning a second foreign language.

The first factor is that verbal intelligence is realized in language learning, especially in the study of business tourism terms in words, written and spoken discourse. At this point, it is appropriate to recall Harvard Gardener's theories of potential. [Howard Gardener, 1993]. The teaching of business tourism terms has the following pedagogical functions and includes: a) formal and informal listening comprehension in the process of conversation; b) reading aloud or silently, writing, storytelling, research, poetry, drama, jokes, illustrations, news and commentary; c) organization of debates, art reading, oratory, speech not ready for improvisation;

g) Training to make speeches in newspapers, magazines and periodicals; d) Conducting interviews, talk shows and conversations, role plays, drama, storytelling; e) Puzzle solving, crossword puzzles, vocabulary games, quick sayings; f) Preparation and presentation of presentations; g) Create slogans, find case problems. Summarize instead of the last word; h) creation of a dictionary bank, etc. through interactive activities.

The second cognitive factor, namely the factor of long-term memorization of business tourism terms in a foreign language, develops a strong desire and passion in language learners, as well as develops listening comprehension skills. Skills such as listening, listening, comprehension, comprehension, word analysis, and correct pronunciation are developed in this regard. According to this factor, there is a need to speak the language as a natural foreigner. This factor is characteristic of being a leader in business tourism, as it will be necessary to understand and communicate with foreigners at a high level when welcoming tourists and returning them with positive impressions about our country.

One of the third most important cognitive factors is the complete and perfect mastery of the vocabulary system in learning a foreign language. The study and long-term memorization of words, phrases, phrases, terms, and speech etiquette will be an

undisputed leading factor in teaching and learning business tourism terms. It is important for learners to understand, distinguish between paradigmatic and syntagmatic aspects of words, phrases, phrases and terms related to business tourism, which we will discuss in more detail later. Slomov [Slomov, 2012, p. 13] argues that this factor is related to the semantics and pragmatics between a foreign language and a mother tongue.

By comparing words, phrases, and terms in both the mother tongue and the language being studied, the cognitive factor, aimed at knowing their differences or similarities, requires language learners to do two different things. One is audible similarities, the ability to correctly understand and use of words and phrases that are similar in meaning and pronunciation; the second factor is mnemonics, which is the memorization of the terms of business tourism that we need to learn, through any reality, song, poem, thing situation, real situation and film. Vocabulary development activities can then be mastered from a specific topic or text.

In generally speaking, we can think that the model of contextual character in the cognitive learning and teaching of language is inextricably linked with the development of linguistic skills and abilities. The cognitive study of business tourism terms is also one of the crucial efforts in the development of the industry and is accomplished through the study of tourism language and languages.

2. *Demographic model*: Cognitive analysis in the demographic model is related to the social status, lifestyle and origin of the population associated with demographic age, growth and decline. It is known that in the first years of independence, the average age of the population of Uzbekistan was 35-40 years, today it is 60-70 years. Factors that link the development of tourism and business tourism to the demographic situation of the population are one of the most important qualities in tourism. The high demographic age of the population is a clear factor for the development of religious tourism in our country. The fact that every year the number of Hajj and Umrah trips in our country increases by 30% is a proof of our opinion.

3. *Model based on test results*: the model based on test results is mainly implemented in tourism and business tourism in 3 different dimensions; Cognitive, affective, and emotional and active movement dimensions, etc. [W. Gatner, 1993: 191-215] 1. Cognitive dimensions (understanding the semantics and essence of the concept of tourism travel, factors, types of tourism development, domestic and foreign tourism potential, business tourism development through open tests and surveys); 2. Affective dimensions (through tests and questionnaires on the development of tourists' feelings and thoughts, the desire to travel again after the trip); 3. Conative dimensions (active traffic dimensions are seen in the services and transportation sectors in the pursuit of tourism and business tourism goals).

IV. CONCLUSION

This study aimed to examine the process of a destination cooperation for creation of an integrated business tourism product. It was conducted in Fergana, Namangan and Andizhan, nested between the main cities of Uzbekistan, creating the triangle in the Central Region of Fergana Valley. With the geographical proximity but different geographic characteristics these three cities possess all the necessary conditions for creating a joint and complementary business tourism products. To fulfill this aim qualitative study with regional stakeholders (especially, national handicraft production such as embroidery items, pottery items, clothes and jewelers) was conducted using Delphi methods and Frame methods. As expected, the results show a high level of consensus when it comes to the assessment of regional potential for business tourism development, appraisal of the facilities and attractions as well as the match between business tourism and other regional products and experiences, in particular national handicraft and market. In principles, the respondents also show a high level of consensus when it comes to understanding the need of cooperation in fostering business tourism among these three geographically clustered destinations (Fergana, Namangan and Andizhan) and a formation of an integrated business tourism destination. However, it seems that the largest obstacle in fostering such a development is a partnership and cooperation. This issue crystalized in relation to setting up a joint management structure – CVB – where business tourism might be of great strategic interest to the tourism development of many regions, especially those with varied tourism attractions. These attractions, together with the existing venues and the performance of an organization responsible for the management of the resources associated with meeting industry, may be of great importance for the development and strategic positioning of the territories. As such, not only are venues important, but also the existence of natural and cultural resources together with leisure activities that can be valued and promoted to increase the attractiveness of the destinations and attract more events and visitors.

In conducting this study, it is possible to conclude that the territory has a set of varied elements that can be valued for tourism, encompassing historical and increase the value of business tourism and the visitor's overall experience at the destination. This context, the local stakeholders recognize that the existence of a CVB would be of great importance to the promotion and

management of this territory as a business tourism destination. Also, it could contribute to the joint action of public and private sectors towards a common good, in this case tourism development in a common territory. Additionally, it would overcome or mitigate the lack of coordination and cooperation between local stakeholders currently in the territory, through the enhancement of integrative and cooperative destination management processes and the development of an esprit de corps that could work towards common objectives. The realization of this Delphi study was very important to reach the research goals and proved to be very useful, allowing to explore issues of some complexity, mainly due to the limited literature and scarce or dispiriting the statistical data associated with business tourism, that this article also seeks to attenuate. However, it is important to continue this path through future investigations that would foster a more solid and structured scientific knowledge around business tourism, especially regarding statistical data. The heterogeneity associated with the events of the meetings industry makes this a difficult necessary task.

In general conclusion, we can mention that the model of contextual character in the cognitive learning and teaching of language is inextricably linked with the development of linguistic skills and abilities. Cognitive learning of business tourism terms is also an important step in the development of the industry and is achieved through the study of tourism languages and dialects.

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