

# GROWING POPULARITY OF MICE TOURISM IN UZBEKISTAN AND FOREIGN COUNTRIES

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## Abstract

This article presents the procedure for organizing MICE tourism events in our country, competition in the MICE field, information on the difficulties encountered by enterprises operating in this field in the process of receiving foreign guests, and opinions and comments on foreign experience in the development of this field.

**Keywords:** MICE tourism, competition, tourist companies, business meetings, tour services.

## Introduction

Nowadays, the term business tourism is becoming popular in the countries of the world. That is, it is business tourism. Important work is being done in our country to develop this field. Decision PQ-338 of the President of the Republic of Uzbekistan dated July 29, 2022 "On measures to rapidly develop cooperation in the field of tourism with Turkish countries" was adopted. It is no exaggeration to say that the signing of this decision led to the development of business tourism, the increase in the quality of tourist services, and the expansion of the number of tourists visiting our country. In accordance with this decision, within the framework of cooperation with the Organization of Turkic States, the initiative on the tourism concept of "Tabarruk Ziyrat" promoted by Uzbekistan at a high level, creating new jobs and increasing the income of the population by supporting entrepreneurship in the field of tourism, Conducting seminars, symposiums, conferences, scientific and practical conferences on the scientific and cultural heritage of great scholars in Tashkent, Samarkand, Bukhara, Khiva, Shahrisabz, Margilan, Ko'kan, Termiz and other historical cities. To attract tourists by publishing materials in popular publications [1] and a number of similar issues were assigned to the responsible staff.

## LITERATURE ANALYSIS

By MICE tourism - (from the English language Meetings, Incentives, Conferences, Exhibitions) - we can understand the field of business tourism industry related to the organization and holding of various corporate events. The concept of MICE is formed by four main directions: Meetings - corporate meetings, presentations, negotiations, etc., Incentives - incentive or motivational tours and programs, team building, employee training, corporate holidays, Conferences - conferences, congresses, congresses, forums, seminars, etc., Exhibitions

– exhibitions, image events (festivals, charity concerts, etc.), PR events and press tours [2].

Types of business tourism:

- Corporate meetings and conferences;
- Incentive trips;
- Narrative tours with team building elements;
- Seminars;
- Congresses;
- Cultural and creative activities.

S. Anholt, an expert on brand image, stated that "if a city wants to be a tourist brand now, three things should be strategy, management and public official events" [3]. González and Falcon believe that resources must be taken into account for tourism to be successful [4].

According to Denikolai, it is necessary to pay attention to tourism, network relations in the designated place, tourism companies and the development of the main competences of tourism, which determines the local resources and the travel capacity of this destination [5].

## RESEARCH METHODOLOGY

In the course of this research, the research works of foreign researchers in the development of MICE tourism were studied and research methods such as analysis and synthesis, induction and deduction, systematic approach, economic-statistical analysis, selective observation were used.

## ANALYSIS AND RESULTS

Currently, our government pays great attention to the development of business tourism in our country. Large-scale events are being held throughout the republic. There are 1,851 objects of material cultural heritage in Samarkand, of which 1,105 are archaeological, 670 are architectural, 37 are places of interest, 18 are monumental, and 21 are memorial objects. The existence of such historical monuments in our city, and the fact that Samarkand, known to the world for its great scholars and thinkers, is called the jewel of the East, the visiting card of Uzbekistan.

It is known that supporting tourism and related industries, which have suffered the most from the coronavirus pandemic in Uzbekistan and continue to be negatively affected by it, saving hundreds of jobs and qualified professionals, and reducing their income. In order to prevent, as well as accelerate the recovery of the tourism sector, a number of relevant regulatory documents were adopted with the improvement of the sanitary and epidemiological situation in the country. Today, the share of tourism in the gross domestic product of Uzbekistan is about 6%. According to forecasts, the gross income of MICE tourism in 2019 was 961.1 million US dollars, and by 2030 this figure will reach 1.78 billion. It is expected to increase to USD. In the period from 2020 to 2030, the average growth rate of industry income was 6.1 percent

During the research, the activities of tourist companies operating in Uzbekistan were studied, and as a result, it became known that there are only a few tourist companies engaged in the organization of MICE tourism activities. Currently, Dolores-travel Advantour and Canaan travel are in the leading positions in the organization of MICE tourism in our country. These tour operator companies have been making many tourists happy with their services. The tourist



company "Canaan travel" has been operating since 2005 in the field of organizing MICE tourism and organizing business meetings and conferences in Uzbekistan. This company has cooperated with more than 150 companies and achieved many achievements.

Tourist services of this company include:

- conducting VIP trips and MICE projects, business meetings, conferences, seminars, events;
- #helping to book air tickets, organize charter flights and private planes;
- #choice of accommodation for hotels of any category;
- # selection of meeting room and meeting places;
- #all transfers and any transport services;
- #includes services such as organization of excursions from one hour to several days.

It is noted that in 2023, the highest income from international tourism was received by Europe, its amount was 660 billion dollars. This is 7% more than the real figure in 2019. In the Middle East, revenue increased by 33 percent. The Americas recovered 96% of their pre-pandemic income in 2023, Africa about 95%, and Asia-Pacific about 78% [7]. The main "supplier" of business tourists in Europe is Germany. More than 5 million Germans go on business trips every year, 3% of them go abroad, 21% travel outside the city but within the country, and 76% go on business trips within Germany alone. Personal business travel accounts for approximately 68% of total business travel, visiting exhibitions - 12%, attending conferences and seminars - 14%, congress travel - 3%, incentive tourism - 3%. The division is relatively arbitrary, since all types of business trips can be closely related to each other [8].

## CONCLUSIONS AND SUGGESTIONS

In conclusion, tourism is an important integral part of the economy of this country. Through it, the development of the state will increase, the standard of living of the population will improve, new jobs will be created, the culture of the people will improve, mature personnel will be formed, the image of the country will increase in the international tourism market, and this industry will bring a lot of income. The following suggestions can be made regarding the development of business tourism in Uzbekistan:

1. Increasing the number of facilities for conducting business events in all regions;
2. Improvement of international cooperative relations;
3. Introduction of separate standards for smokers and non-smokers in restaurants and communal areas;
4. Increasing the number of service facilities meeting international standards;
5. Introduction of modern communication technologies in all regions;
6. Introduction of separate travel tickets for those traveling on the territory of the country for work;
7. Creation of all conditions for businessmen and their partners in free tourist areas (rest room, shower) and so on



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