

Activity of Mice Tourism and its Development in Samarkand

Mansurjonova Charos Tolmasbek qizi

Master of the Faculty of Tourism and Service, Samarkand Institute of Economics and Service

Abduraxmanova Iroda Abdusalomovna

Master of the Faculty of Tourism and Service, Samarkand Institute of Economics and Service

Abstract: This article describes what MICE tourism is, its history, prospects, tasks and current stages of development. At the same time, information was given about the development of the MICE tourism industry in the city of Samarkand of the Republic of Uzbekistan and its cooperation with the countries of the world in this regard.

Keywords: MICE tourism, team building, conference, business meetings, tourist center, Samarkand Silk Road tourism center.

Nowadays, tourism is one of the important and priority directions of the development and progress of our country. Tourism is definitely developing on the basis of the reforms implemented in our country, mutual cooperation with the peoples of the world, strengthening of Commonwealth relations. In addition, Uzbekistan is becoming one of the major tourist centers.

Tourism is a huge industry that has developed over time and centuries, developing countries. This field is unique in its scope. One of them is MICE tourism. MICE is a field of business tourism related to the organization and holding of various corporate events. Organization of business meetings, team building, conferences and corporate celebrations is one of the main tasks of the MICE tourism industry. We should also know that the basis of MICE tourism is to increase the flow of tourists. For this purpose, holding various tournaments, conferences, meetings, exhibitions and increasing their number are also its priorities.



Regarding the history of MICE tourism, although there is not much information about its history, Europe started in 1814 when the Congress of Vienna was celebrated, as well as many other meetings on political, religious and cultural issues. There are also views that started. However, its true origins date back to 1841, when prominent British businessman Thomas Cook organized a gathering of 540 people for the annual Temperance Convention Association.

Also, MICE tourism is an income-generating industry that serves the economic development of our country. In order to further develop the field of MICE tourism, many seminars are organized today, and opinions are expressed about achievements and shortcomings in this field. It is not wrong to describe MICE tourism as a miracle field that brings success in the tourism of many countries, including our country.

The concept of the Silk Road tourism project was first raised in 1993 at the UNWTO General Assembly in Indonesia. With initiatives starting in 1994, UNWTO was an early supporter of the tourism potential of the Silk Road. Today, there are 34 members of the Silk Road (Albania, Armenia, Azerbaijan, Bangladesh, Bulgaria, China, Croatia, DPRK Korea, Republic of Korea, Egypt, Georgia, Greece, Indonesia, Iran, Iraq, Israel, Italy, Japan, Kazakhstan), Kyrgyzstan), Malaysia, Mongolia, Montenegro, Pakistan, Romania, Russia, San Marino, Saudi Arabia, Spain, Syria, Tajikistan, Turkey, Turkmenistan, Ukraine and Uzbekistan (as of February 2018)) Europe, Africa, Central Asia and the Asia-Pacific region, in addition to UNWTO affiliate members around the world, work together to promote Silk Road destinations as a transnational tourism adventure, UNWTO said.



On September 15, 16, 2022, the 22nd meeting of the SCO was held in the newly established "Silk Road Samarkand" complex in Samarkand. About 100 contracts were concluded at this meeting. As Laziz Qudratov, the first deputy chairman of the State Investment Committee, announced at the meeting of the International Press Club, the SCO 2022 summit was held in Samarkand.

A major program for the restoration of Samarkand was adopted. In 2022, the city will host the SCO summit. About 20 presidents and leaders will participate in the event. All this requires the construction of new infrastructure facilities and hotels - says Laziz Qudratov.

We can say that this SCO summit was a solid foundation for the development of MICE tourism in Samarkand.

Samarkand, a historical city of Uzbekistan, was chosen as the World Tourism Capital of 2023. This decision was made in cooperation with the Ministry of Tourism and the Ministry of Tourism at the 24th General Assembly of the UN World Tourism Organization, which was held in Madrid, the capital of

54	ISSN 2576-5973 (online), Published by "Global Research Network LLC" under Volume: 6 Issue: 2 in Feb-2023 https://globalresearchnetwork.us/index.php/ajebm
	Copyright (c) 2023 Author (s). This is an open-access article distributed under the terms of Creative Commons Attribution License (CC BY). To view a copy of this license, visit https://creativecommons.org/licenses/by/4.0/

Spain. This was reported by Sport of Uzbekistan on Saturday. The 25th General Assembly of UNWTO will be held in Samarkand, and it will be a "historic event" because this meeting will be held for the first time in Uzbekistan. The delegation headed by Aziz Abduhakimov, the Minister of Tourism and Sports of Uzbekistan and the Deputy Prime Minister of the country, took part in the summit in Madrid. The opportunity to host the meeting of the UN organization for the first time is the result of the policy and efforts of the government of Uzbekistan aimed at the development of tourism in the country, Jeyhun Aliyev said in a statement.

Today, MICE trade is very profitable and can generate a large part of a hotel's revenue. By attracting MICE tourists, it boosts the government's image as well as its revenue. Research shows that MICE tourism accounts for more than fifty percent of business trips.

There are many reasons why foreign businessmen and businesswomen choose Uzbekistan for MICE tourism: It is a country of great contrasts: modernity and culture/tradition;

- A large selection of owners of all necessary equipment and equipment;
- Charming traditional boutiques;
- Relatively attractive prices for MICE Tourism;
- Travel to the legendary cities of the Great Silk Road: Samarkand, Bukhara and Khiva;
- Visa-free regime for about 100 countries;
- The strategic advantage is good and it is very convenient to invite participants from the rest of the CIS republics;
- Variety and richness of cuisine;
- An abundance of holidays, festivals and traditional ceremonies;
- Although more than 90% of the population is Muslim, a liberal approach to Islam and respect for other religions;
- Favorable climate (mainly continental): 4 seasons with completely unique characteristics;
- Oriental markets with the sweetest fruits, prepared fruits and spices;
- Hospitality of people;

In the first half of 2022, the multifunctional modern attraction "Silk Road Samarkand" was opened for visitors from all over the world. The "Silk Road Samarkand" complex is located in the eastern part of the city and covers an area of about 260 hectares. Served as a venue for All-Union competitions.

The "Silk Road Samarkand" complex combines cultural, gastronomic, medical and business tourism facilities. The new complex will include world-class hotels, specialized boutique hotels, modern public spaces, parks, recreation and sports fields, restaurants, cafes and bars, as well as an international congress hall and cultural attractions. This complex is mainly intended for business meetings, conferences and corporate meetings in the field of MICE tourism.

The 25th session of the General Assembly of the World Tourism Organization (WTO) will be held in Samarkand in 2023. Deputy Prime Minister of the Republic of Uzbekistan, Minister of Tourism and Sports Aziz Abduhakimov said after the voting at the 24th session. did lum. UNWTO session in Madrid, Spain from November 30 to December 3. . All this is the result of the efforts of the head of our state to develop the tourism sector and increase the prestige of our country at the world level. It should be noted

55	ISSN 2576-5973 (online), Published by "Global Research Network LLC" under Volume: 6 Issue: 2 in Feb-2023 https://globalresearchnetwork.us/index.php/ajebm
	Copyright (c) 2023 Author (s). This is an open-access article distributed under the terms of Creative Commons Attribution License (CC BY). To view a copy of this license, visit https://creativecommons.org/licenses/by/4.0/

that the holding of the 25th session of the UNWTO General Assembly in old Samarkand will attract more than a thousand foreign guests and bring income to local residents and artisans.

Besides, holding the event at a high level in Uzbekistan will undoubtedly attract the attention of the world media, which will ultimately serve to convey the tourism potential of our country to the general public and attract more tourists to Uzbekistan," Aziz Abduhakimov said. .

It can be seen that the old city of Samarkand is one of the most convenient and convenient places for MICE tourism, and it is a region that makes a great contribution to the development of our country.

List of used literature

1. <https://kun.uz/uz/news/2019/05/06/prezident-uzbekistonda-mice-turizmini-rivozhlandan-byyachekaror-izzolashi-kutilaypta>
2. <https://ru.m.wikipedia.org/wiki/MICE>
3. <https://www.mdiss.uz/uz/pages/global-mice-in-frames-of-iii-millennials-tourism-festival>
4. <https://uzbekistan.travel/en/o/samarkand-will-host-25th-session-unwto-general-assembly-2023/>
5. <https://kun.uz/uz/news/2019/05/06/prezident-uzbekistonda-mice-turizmini-rivojlantirish-boyichaqaror-imzolashi-kutilaypti>