



"MICE tourism – is your future"

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ABSTRACT

There is an increase in the number of tourists visiting Uzbekistan from distant foreign countries. In particular, in 2018, 325,000 tourists from distant foreign countries visited, and 35% of them, that is, 115,000, are Muslim tourists. In 2020, a total of 83,000 tourists from foreign countries visited our country, of which the number of Muslim tourists was 49,787 (59%). One type of tourism is MICE tourism. This tourism is very developed. MICE travel includes a number of components. Agents in this field must provide complete travel and conference services for large and small groups and short and long-term events. Players in the MICE space include hotels, conference centers or cruise ships, food and beverage managers, logistics firms, private tour operators and transfer companies, incentive houses, professional trade organizations, and tourism offices.

Keywords:

Tourist, Foreign, Muslim Tourism, MICE Travel, Component, Conference, Ships, Managers, Firms, Tourism Festival.

Today, a MICE-tourism master class is being held as part of the Gastronomic Tourism Festival. It should be noted that gastronomic tourism is also very important in the development of MICE-tourism. Why do you say? Because the people who come for MICE tourism are mainly people with high taste and high income, and they are ready to do anything to taste the food they want. It is natural for such people to eat where they come, and it should be noted that some of them even come with their families. It is important for them to eat in an environment suitable for national culture and traditions, in this respect, MICE-tourism and gastronomic tourism are related to each other. Therefore, it is very important to hold such festivals. Due to organizational and planning work, MICE travel agencies are usually associated with large corporations over the years. Venues often market themselves as MICE locations and host events through their conference and visitor bureaus.

Festivals are one of the most colorful and interesting events in Uzbekistan. In order to

fully understand the culture and traditions of the Uzbek people, we recommend that you visit one of the festivals during your trip around the country.

However, you can come to our country not only to see our cultural heritage displayed at festivals, but also to listen to modern music of world-famous music presenters at electronic music festivals held in the middle of the desert on the island in noisy Tashkent or Moynok.

The brightest and most diverse exhibitions are held in our country, from crafts and fine arts to art objects. Exhibitions here are not just an event, but a space for meetings of specialized specialists, finding new business partners, exchanging experience and concluding contracts.

Basics

Tashkent International Tourism Fair "Silk Road Tourism", "Made in Uzbekistan", "Food Week Uzbekistan" and other exhibitions are among the largest events in Uzbekistan.

Uzbekistan is proud of its architectural monuments that have been preserved from the ancestors until today. The Ichan-Qala complex in Khiva, the historical centers of Bukhara, the cities of Shahrisabz and Samarkand are included in the special list of UNESCO's "World Heritage". Unique monuments and architectural structures in these cities reflect the past and play a major role in the history of the country.

Over the centuries, the cities of Uzbekistan played an important role in the life of the Great Silk Road and the ancient transcontinental highway. Only Samarkand was named "Heart of the Great Silk Road". In ancient times, Samarkand was described by names such as "Pearl of Islamic architecture" and "Mirror of the world". Samarkand, which is equal to Rome, Athens and Babylon in its antiquity, celebrated its 2750th anniversary. Samarkand reached its highest point of prosperity when it was chosen as the capital of the Great Movarunnahr state during the reign of Amir Temur, the great commander and ruler of Central Asia after Genghis Khan. At this time, extensive urban development works were carried out. The great ruler gathered the most skilled craftsmen and masters of his time in Samarkand, and their works have been alive for centuries. Amir Temur's grandson Ulugbek continued these traditions. Today, the monuments in Samarkand are beautiful and huge. In this city, one can feel the breath of ancient history preserved in ancient ruins, madrasas, mausoleums and minarets.

Conclusion

The legendary Registan Square is a unique architectural monument of Central Asia. In ancient times, this square was the commercial and social center of Samarkand. Three huge buildings of Ulug'bek, Sherdar and Tillaqori madrasas have been erected here. Gori-Amir mausoleum is another gem of ancient Samarkand. The graves of the ruler of the great state Amir Temur and his two grandsons, including the great scientist and thinker of the East, Mirzo Ulugbek, are located. The Gori-Amir mausoleum is a very famous place for tourists.

The direction of MICE is an important part of any national tourism strategy, and the economic indicators of the countries of the world that have realized its importance are also very high on a global scale. Direct and indirect effects of COVID-19 on other sectors: transport, communications, finance, culture, health and trade.

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