

Айланма маблағлар ҳақида фикр билдирадиган бўлсак корхонада ўтган йилига нисбатан ҳисобот йилида айланма маблағлар -2 210 033,02 сўмга камайганини кўришимиз мумкин. Умуман олганда корхона Молиявий ҳисоботи ва Баланс Маълумотларидан кўриниб турибдики корхона ҳозирги кунда самарали фаолият олиб бормоқда.

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ECONOMIC IMPACTS OF DEVELOPING HALAL +M.I.C.E TOURISM IN BUKHARA DESTINATION.

When the words 'history' and 'culture' comes together, it means visiting our historical attractions which offer sentimental value for the later generations. This theme will help promoting cultural activities for MICE travelers to learn about the local culture so that they understand our way of life, economy, society, values and traditions. MICE industry (The term "MICE" includes meetings, incentives, conferences and exhibitions) is one of the fastest growing segments within the tourism industry generating millions in revenues for cities and countries across the globe .

Uzbekistan is becoming one of the MICE industrial centers in Central Asia with most need accessibilities to put in a position of becoming the hub in the region. Following required international standard for tourism and services, attracting international trade and investment, establishing free economic zones for logistics and cluster agricultural industry, and eco-friendly, historical destinations provides the country with huge potential for development of MICE industry. In addition, among main requirements of MICE industry transportation infrastructure has been developing and making more comfort for tourists such as modern airlines, fast railway trains, city transportation. Besides, availability of modern means of communication, multilingual population, and availability of agencies to assist with logistics, translation and catering service can serve as fostering ground for MICE industry. Moreover, visa regulation to enter Uzbekistan got much simplified and citizens of 35 countries can transit to Uzbekistan for up to 5 days without visa. Besides citizens of the post-soviet countries do not need a visa to visit Uzbekistan for stays of up to 60 days, more than 110 countries' citizens can come 30 days without visa.

Friendly, easy going and welcoming attitude of local people also another important factor, which can serve as a "visit card" for coming to Uzbekistan and it can be the following advantages of MICE tourism: **First**, MICE tourism does not have seasonality, so hotels that serve such guests are full at any time of the year. **Secondly**, customer companies usually pay three to four times more than vacationing tourists do for high speed and good quality of service delivery. **The third** -The income from this type of tourism goes to the state budget through taxes. In addition, the DMC, when conducting additional excursion programs, advertise the region as a tourist zone, so that guests have a desire to return here again.

There are many opportunities for developing Halal+MICE tourism in this region. The purpose of this paper is to analyze the potential of the development of Halal+MICE tourism Bukhara region and its prospects of successful development in Uzbekistan. The current situation and drawback of MICE-Tourism in Uzbekistan are related to lack of active cooperation of companies and other organizations in Uzbekistan with the International Congress and Convention Association (ICCA) in order to develop and promote MICE tourism, the lack of marketing research to develop MICE tourism, lack of FDI (Foreign Direct Investments) and so on.

To Approve the Development Strategy of New Uzbekistan for 2022-2026 and the State Program for its implementation in 2022, the Year of Ensuring Human Interests and Development mahalla" -Wide introduction of barrier-free tourism infrastructure in the main tourist cities of the country. By 2026, the number of employed people in the tourism sector will double, bringing their number to 520,000.¹The main goal of attracting tourists to our country is to improve both domestic and foreign tourism.

On May 19, 2017, the Presidential Decree No. PP-2980 "On measures to accelerate the development of tourism potential of Bukhara and Bukhara region in 2017-2019" was adopted. Under the motto "Islamic Enlightenment Center" is a unique museum city of the East, the task of developing and promoting the tourist brand of Bukhara. On 13 August 2019, President Shavkat Mirziyoyev signed a decree "On measures to further develop the tourism industry in the Republic of Uzbekistan", according to which

¹ Approved the Development Strategy of New Uzbekistan for 2022-2026



**“IQTISODIY TADQIQOTLARGA
ASOSLANGAN OLIY MA’LUMOTLI
IQTISODCHI KADRLARNI
TAYYORLASH: MUAMMOLAR VA
INNOVATSION YECHIMLAR”
MAVZUSIDAGI**

**XALQARO ILMIY-AMALIY
KONFERENSIYA
MATERIALLARI TO‘PLAMI**

I



introduction of the "Open sky" regime at Karshi, Nukus, Termez and **Bukhara international airports was determined using the "Five Freedoms of Aviation"**. The "open sky" regime allows foreign airlines to perform international flights to the airport without restrictions on the number of flights. According to world experience, implementation of the "Open sky" policy allows to increase passenger traffic by 35% (without it – by 8%) on average. This also reduces the cost of air tickets from 20% to 40%. In addition, this regime will create tens of thousands of new jobs.¹

International Congress and Convention Association (ICCA) has held a record 12,558 international association meetings in 2017 with 346 additional meetings compared to 2016. ²This is the highest annual figure ever recorded by ICCA in its annual analysis of the data from the immediate past year's meetings. Business tourism accounts for about 60 percent of the tourism industry, while business tourists themselves account for only 25 percent of the total international tourism flows indicating high solvency of this segment.³ This situation makes MICE more attractive to the tourism market. The First UNWTO-ICCA Masterclass was addressed to industry professionals and government officials from the Uzbekistan Tourism Administration, representatives of private companies, associations and academia who hold responsibilities in the tourism sector of their country related to the area of Meetings industry. This prestigious event was followed by 22 participants from local and national media houses and gained big publicity through press and social media channels on a national and regional level. Keynote speakers of the Masterclass - Elif Blaci Fisunoglu (ICCA) and Dmitriy Ilin (UNWTO), shared knowledge, processes and tools on the global meetings industry trends through short presentations and the introduction of a practical methodology.

In 2019, Uzbekistan was ranked 22nd in the World Muslim Travel Index, which is 10 times higher than previous year's position. Also, within the framework of the I International Forum on Ziyorat Tourism, held on February 21-23, 2019 in Bukhara, a Memorandum of Understanding and Bilateral Cooperation was signed between the State Committee of the Republic of Uzbekistan for Tourism Development and the Crescent Rating agency. According to the agreement, Crescent Rating signed an agreement with the State Unitary Enterprise "Tourism Services Certification Center" the introduction of a rating of Muslim hotel service in tourist organizations of the country. The development of Islamic tourism in Uzbekistan allows current and future generations learn about the glorious heritage of Islam, and ensure economic sustainability.⁴ Uzbekistan, especially BUKHARA has great opportunities in developing HALAL MICE tourism. Halal industry is underdeveloped in the country and many tasks need to be accomplished prior to entrance of country's Halal MICE industry in ranks of world-class destinations. Thus, it is recommended important steps to be undertaken such forming awareness of halal industry, preparing infrastructure and legal foundations so that it can accommodate demand for MICE visitors from Muslim countries. Finally, formation of image of Uzbekistan as an ultimate destination of Halal MICE industry has to be considered.

Conclusion: Furthermore, Uzbekistan is bordered with all Muslim majority neighbor countries and has a rich Islamic heritage and many historical sights which attract Muslims all around. Since MICE tourism is also developing in Uzbekistan and significant portion of MICE visitors also belong to the Muslims faith, country is uniquely positioned to develop and prosper as new halal MICE destinations. On the other hand, there are many challenges which should be overcome such as preparation of halal tourism infrastructure and making event planners ready for every act hosts of halal tourism. Halal tourism industry in Uzbekistan, and halal MICE industry in particular has some obstacles to overcome so demand for such services expands among Muslim travelers to the country. Hala+MICE tourism can be excellent tool of reducing seasonal limitation of destination in Bukhara region example. Additionally, creating the Halal+MICE tourism brand of Bukhara and building Convention Centers in Bukhara city will influence to promote Bukhara as a destination of MICE tourism in general.

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¹ <https://kun.uz/en/news/2019/10/01/open-sky-regime-introduced-at-karshi-nukus-termez-and-bukhara-international-airports>

² According to the (ICCA) statistics

³ According to The World Tourism Council (WTC) reports

⁴ Navruz-Zoda B. N- Evaluation of holy places of the regions for the development of pilgrimage tourism