



The theoretical ways of using MICE Tourism as a tool of reducing seasonal limitations in Bukhara region

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Abstract: 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 The aim of the paper is highlight the importance of MICE and to look at the future prospects of this industry in Uzbekistan to reduce seasonal limitations in Bukhara region

Key Words: Components of MICE Industry, Seasonality of destination, Uzbekistan -” Hub” of MICE tourism , franchise agreement, stimulating of opening “stars “ hotels by government.

Introduction : Since the XIX thcentury, the need for meetings between entrepreneurs and businessmen all around the world has been rapidly increasing due to the development of transportation, and the increase in disposable incomes, leading to a more flexible and mobile society that enables travel to meetings¹._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. MICE industry in Uzbekistan is developing intensively, because of changing economic policy Uzbekistan is focusing more to develop tourism 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 70 countries’ citizens can come 30 days without visa. So, Uzbekistan attracts international investors to open multinational corporations and international investors

¹ Spiller (2002)- History of convention tourism



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which can be the motivations to develop MICE industry. Friendly, easy going and welcoming attitude of local people also another important factor, which can serve as a “visit card” for coming to Uzbekistan. The organization of these tours has huge advantages. 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 income from this type of tourism goes to the state budget through taxes. In addition, the organizers, when conducting additional excursion programs, advertise the region as a tourist zone, so that guests have a desire to return here again.

Results: In order to develop the tourism sector of Uzbekistan, on 27 July 2023, by the The president Shavkat Mirziyoyev was adopted a Resolution “On measures to further accelerate reforms and effectively organize the public administration system in the field of tourism.”

According to ²Resolution - **From January 1, 2024:**

- 1) tour operators will be allocated an incentive subsidy from 20 US dollars to 100 US dollars in equal shares for each tourist brought to Uzbekistan from foreign countries with a low tourist flow;
- 2) a part of the expenses of tour operators and air carriers on charter flights from abroad to the airports of Samarkand, Bukhara and Urganch for each foreign tourist, if he stays at least 5 nights in the republic, 20 US dollars, and in equal shares equivalent to 50 US dollars in the winter season (from November 20 to February 20) will be covered.
- 3) In the fact that a hotel of no less than five floors with numbers of rooms not less than 60 rooms for the 3-star category and not less than 120 rooms for the 4- and 5-star categories should begin its operation by December 31, 2026, after the hotel category is approved, the expenses of the investors for the construction and equipment of the new hotel a part is covered in the following amounts:
- 4) Until December 31, 2026, the royalties of the organizations that are residents of Uzbekistan using the world's prestigious hotel brands (in the top-50 hotel brands and top-5 hotel chains) will be partially financed in the following amount for 3 years from the date of entry into force of the franchise agreement:

² Resolution No. PP-238 dd July 27, 2023 The president of the Republic of Uzbekistan -About measures for further acceleration of reforms and the effective organization of system of public administration in the sphere of tourism



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- **for a hotel with a 3-star category** – equivalent to **200** us dollars per year for each room of the hotel;
- **for a hotel with a 4-star category** – equivalent to **400** us dollars per year for each room of the hotel;
- **for a hotel with a 5-star category** – equivalent to **600** us dollars per year for each hotel room.³

The number of business contacts has started to increase steadily at the end of the 20th century. That resulted in the development of business tourism and MICE industry. This sector has been regarded as one of the most dynamic and important sector of the tourism industry that focuses on business activities rather than leisure. MICE travel involves a number of components, and agents working in this field must provide a full range of travel and conference services for large and small groups and events of shorter and longer duration. MICE tourism can be an excellent tool of reducing seasonal limitation of destination in Bukhara region example. First of all let's clarify meaning of Seasonality term in tourism and role of MICE in reducing seasonality. As a pioneer in seasonality, Seasonality implies an incomplete and unbalanced utilisation of the means at the disposal of the economy, and this is similar to the imbalance of the business cycle, where the economy is either overheated or running under full potential at different phases of the cycle. **Seasonality as the effects occurring every year due to climate status, constraints of public holidays, special attractions (e.g. festivals), or personal lifestyle⁴.**

CAUSES OF SEASONALITY	
NATURAL	INSTITUTIONAL / CULTURAL
- weather: rain season, lack of snow... - climate: temperature, hours of daylight - geographic location: coastal, alpine, urban, peripheral regions	- school holidays - religious events - change of travel habits - economic issues affecting travel expenditure - sporting season

³ Resolution No. PP-238 dd July 27, 2023 The president of the Republic of Uzbekistan -About measures for further acceleration of reforms and the effective organization of system of public administration in the sphere of tourism

⁴ BarOn, R. R. V. (1975), Seasonality in tourism: a guide to the analysis of seasonality and trends for policy making, Economist Intelligence Unit, London

Figure 1: Causes of seasonality ⁵

Unfortunately Uzbekistan also suffers from seasonality in tourism and below we shall try to understand main reason of seasonality of destination As we know Uzbekistan is located on the SILK ROAD touristic brand and last few decades it was oriented in historical sightseeing tour and that's why Uzbekistan become popular among foreign tourists only as sightseeing tourism destination .

In Resolution of the President of the Republic of Uzbekistan of April 26, 2023 No. PP-135 "On additional measures for the accelerated development of tourist capacity of the republic, and also further increase in number of local and foreign tourists" it consists of the following annex : To study the potential of business (MICE) tourism in the Republic of Uzbekistan and take measures to develop this type of tourism. The World Tourism Organization estimates that a business traveler spends 3-4 times more on a business trip than a holiday tourist. In addition, while leisure tourism is seasonal in nature, business tourism has the potential to generate revenue throughout the year. In recent years, Uzbekistan has taken practical measures to diversify the structure of tourism services and develop new types of tourism,

Below it is given Monthly number of tourist arrivals in Uzbekistan (thousands people, 2018-2019) and we will try to analyze this diagram

Tourist arrivals in Uzbekistan

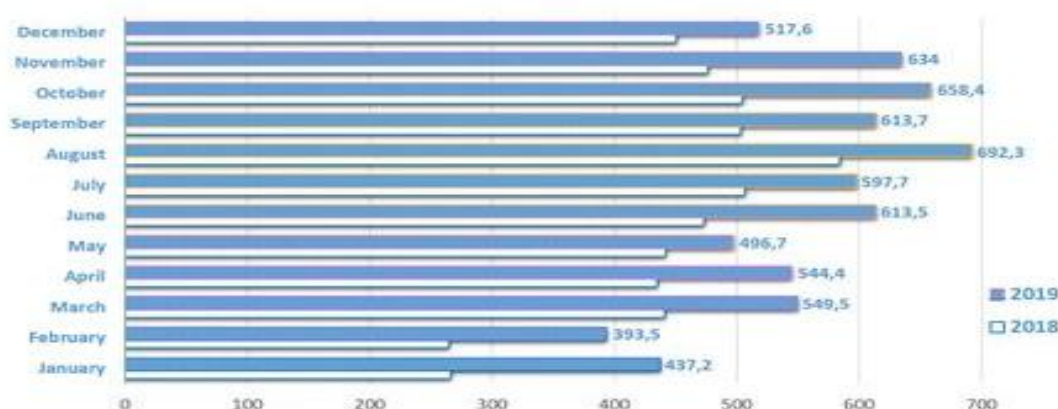


Figure 4: Monthly number of tourist arrivals in Uzbekistan. ⁶

⁵ A theoretical framework for the sustainable development of tourism Volume 3 Issue 1 – 2019 Ramón Published: January 11, 2019

⁶ The state committee for tourism development, Information and analytical department



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Uzbekistan Climate Guide

Tourism season in Uzbekistan usually divided into following months during the year and it is classified to high season shoulder season and low season (off season)

SEASONAL OVERVIEW . MARCH TO MAY — SPRING / PEAK SEASON

Following the winter, the temperatures start rising around March, making the weather rather pleasant. The weather in Uzbekistan is warm, without being too hot, but in March, there is a high possibility of rainfall.

JUNE TO AUGUST — SUMMER / - SHOULDER SEASON

While June is still bearable, the temperatures begin climbing up by July. July and August are the hottest months in Uzbekistan, and it gets incredibly humid and balmy. This is not the ideal time to visit the country, especially since you will not be able to go on any road trips when the sun is this strong.

SEPTEMBER TO NOVEMBER — FALL / PEAK SEASON

By September, the summer heat starts to cool down. This period before the winter starts is one of the best times to visit Uzbekistan as the weather is stunning, and the crowds would have also dissipated. This is another shoulder season, so you won't have to abide by a strict schedule!

DECEMBER TO FEBRUARY — WINTER / OFF SEASON

Uzbekistan's winters can be cold, but they are still mild compared to other countries in Central Asia. January and February are the coldest months, but even then, the temperatures do not drop too far below 0. Expect strong winds which will make the cold worse, though. However, this is a low season, which means you can get huge discounts!

Conclusion: The concept of development of the tourism sector in the Republic of Uzbekistan in 2019 — 2025 ; 4) the adoption of comprehensive measures to reduce the influence of the seasonal factor by diversifying the tourism product and services targeting different segments of the tourism market in order to ensure: development and implementation of program measures for the production of modern competitive craft and souvenir products, the development of “MICE-tourism”- Uzbekistan Convention Bureau (UCB) (legal name: State Unitary Enterprise “Uzbekistan Congresses and Exhibitions Center”) was created in the structure of the State Committee of the Republic of Uzbekistan for Tourism Development (in accordance with the Decree of the President of the Republic of Uzbekistan №. 5781 dated 08/13/2019. Uzbekistan Convention Bureau (UCB) is an organizer of business events in the market of Uzbekistan, a feature of which is the promotion of Uzbekistan as a M.I.C.E. destination, acting as an experienced source of information for those who consider Uzbekistan as a destination for their events. The center provides full official thematic and up-to-date information, as well as specialized services for organizing business and corporate events and congresses, following the latest news and trends in the country. Here will be significant shifts in the MICE industry in the post Covid-19 era. Some will be structural and permanent. Some will be temporary. Some are already in place. Once the viral threat has faded, the attention on hygiene and social distancing may also fade. In-person interaction remains powerful and unlikely to be replaced by virtual events in a dominant way. In-person events are attractive for commercial



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and networking purposes. Most events will return as in-person events, but a high portion will be hybrid events. Covid-19 will accelerate digital trends. Consumer exhibitions will embrace virtual event formats more readily than trade exhibitions. Corporates will in future distinguish between essential and non-essential travel. Some meetings, especially internal meetings, will not fully return to pre Covid-19 levels. Venue offers will include in-person, hybrid or virtual options with enhanced technology infrastructure and flexible rooms.

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