

**PERSPECTIVES TO CREATE VALUE IN SERVICE IN BUKHARA
DESTINATION BASED ON PROMOTING THE 4M CONCEPT (MOSQUES,
MADRASA, MAUSOLEUM, AND MICE) BY ESTABLISHING THE BUKHARA
BUREAU OF CONVENTION AND EXHIBITION (BBCE).**

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Abstract

In this article, scientific-theoretical information on the prospects of value creation in service provision in the destination of Bukhara based on the promotion of the 4M concept (mosques, madrasahs, mausoleums and MICE) is highlighted.

Key words

Bukhara city on Silk Road, Uzbekistan Chamber of commerce and industry, Development Strategy of New Uzbekistan, 4 P model in developing of M.I.C.E tourism in Bukhara, Bukhara Bureau of Convention and Exhibition (BBCE)

Introduction

Bukhara, which is situated on the Silk Route, is more than 2,000 years old. It is the most complete example of a medieval city in Central Asia, with an urban fabric that has remained largely intact. Monuments of particular interest include the famous tomb of Ismail Samani, a masterpiece of 10th-century Muslim architecture, and a large number of 17th-century madrasahs.

The Historic Centre of Bukhara, situated on the Silk Roads, is more than two thousand years old. It is one of the best examples of well preserved Islamic cities of Central Asia of the 10th to 17th centuries, with an urban fabric that has remained largely intact. Bukhara was long an important economic and cultural center in Central Asia.

The ancient Persian city served as a major center of Islamic culture for many centuries and became a major cultural center of the Caliphate in the 8th century. With the exception of a few important vestiges from before the Mongol invasions of Genghis Khan in 1220 and Temur in 1370, the old town bears witness to the

urbanism and architecture of the Sheibani period of Uzbek rule, from the early 16th century onwards.

However,²⁷⁸ the real importance of Bukhara lies not in its individual buildings but rather in its overall townscape, demonstrating the high and consistent level of urban planning and architecture that began with the Sheibanid dynasty.

Bukhara has preserved a great deal of its urban layout that dates from the Sheibanid period. Modern buildings have been erected in the historic centre over the past half-century that have destroyed the appearance of some quarters, but in others the medieval townscape has survived. The proportion of old structures, particularly the public and religious buildings, nonetheless remains high, and the historic centre is unquestionably of outstanding significance as an exceptional example of a largely medieval Muslim city of Central Asia.

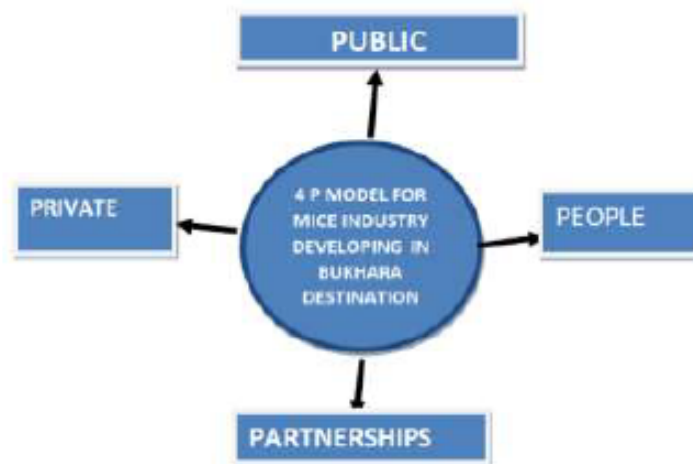
Methods

Within the framework of the Action Strategy for the five priority areas of development of the Republic of Uzbekistan in 2017-2021, over the past period, about 300 laws have been adopted, over 4 thousand decisions of the President of the Republic of Uzbekistan, aimed at fundamentally reforming all spheres of life of the state and society. 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 520,000.²⁷⁹ Development of infrastructure for tourism and cultural heritage sites and adoption of a state program for the efficient use of more than 8,000 cultural heritage sites. President of Uzbekistan Shavkat Mirziyoyev signed a resolution "On measures on accelerated development of tourism potential of Bukhara city and Bukhara region for 2017-2019" on 19 May 2017. As it is mentioned in the Development Strategy of New Uzbekistan for 2022-2026. The country has identified target goals in concrete numbers and introduced the mechanisms of reaching those goals. Further economic liberalisation, privatisation in most spheres, competition, elimination of monopolisation, the attraction of more foreign investment, price stabilisation, support of the development of "driver spheres of the economy," and decentralisation that gives more authority to the regions are among many other priorities identified in the Development Strategy for 2022-2026. For implementation of a separate program for the accelerated development of

²⁷⁸ <https://whc.unesco.org/en/list/602/>

²⁷⁹ Approved the Development Strategy of New Uzbekistan for 2022-2026

tourism in the Bukhara region by community based tourism combined with M.I.C.E tourism can be the essential role of solving this issue. It is necessary to develop organizational and economic mechanisms for the organization and management of MICE tourism. In the second stage, the goal is to develop legal and regulatory legislation for the development of MICE tourism on the basis of these organizational and economic mechanisms. In the third stage, based on the laws and regulations of tourism development in Bukhara city destination , we need to register our tourist resources in the regions, prepare their descriptions, create tourist infrastructure and tourist routes in accordance of MICE traveler requirements but with interest of local habitants-Community based tourism and implement of 4 P model in developing M.I.C.E tourism in Uzbekistan and Bukhara region.



Picture 1. The objectives of suggested model²⁸⁰

Results: As it has become clearly, Bukhara Bureau of Convention and Exhibition (BBCE) aims to achieve wide promotion of MICE tourism. By the purpose to strengthen the city's image as a modern, highly open and hospitable city, Bureau needs to become a member and take part in activities of international M.I.C.E tourism associations, international non-governmental M.I.C.E organizations, it will regularly implement of a comprehensive analysis of the problems and prospects in order to find ways to develop M.I.C.E tourism in the region and create a new model for work in this area, as well as active participation in the sustainable development of M.I.C.E tourism in Bukhara region .Actually , below I am submitting approximate organization chart of Bukhara Bureau of

²⁸⁰ formed by the author

Convention and Exhibition (BBCE) under Bukhara regional branch of Chamber of Commerce and industry of the Republic of Uzbekistan, because M.I.C.E tourism can't be developed as non-profit organization or private company by its own way, because M.I.C.E sectors can't be developed only by private sectors, the government should be involved partially at the present time, in my opinion according to judicial regulation best option is to establish Bukhara Bureau of Convention and Exhibition (BBCE) under regional branch of Chamber of commerce and industry



Picture 2. The objectives of suggested logo of Bukhara Bureau of Convention and Exhibition (BBCE)²⁸¹

THE MAIN TASKS OF THE CHAMBER ARE THE FOLLOWING:

- promotion of entrepreneurship development in the Republic of Uzbekistan, primarily small and private;
- establishing and developing cooperation with chambers of commerce and public associations of entrepreneurs from other countries;
- providing entrepreneurs with a wide range of services, including informational support and consulting assistance, organizing the publication of business catalogs that include information on manufacturers of the Republic of Uzbekistan, their products and investment opportunities, as well as information on potential partners and opportunities to acquire modern technologies;
- the implementation of measures to create a favorable environment for the development of entrepreneurship, the introduction of generally accepted norms of international law and business practices, the preparation of proposals for the improvement of legislation aimed at improving the legal and economic conditions for business activities.

As it is shown in chart of Bukhara Bureau of Convention and Exhibition (BBCE) under Bukhara regional branch of Chamber of Commerce and industry of the Republic of Uzbekistan I am offering Bukhara region to be divided in four sections group:

²⁸¹ Source: **formed by the author**

1. Group section : Qorovulbazar , Kagan, Bukhara as a city.
2. Group section: Gijduvan , Bukhara as a District ,Vobkent
3. Group section: Olot , Qorakul , Jondor.
4. Group section : Romitan, Peshku, Shofirkon

Discussion

1) Promotion and marketing section -Bukhara Bureau of Convention and Exhibition (BBCE) should work tightly with following ten the most famous MICE associations in the world.



Picture 3. The list of 10 the most famous associations involved in MICE industry.²⁸²

Except mentioned above these international MICE associations, there are the following local organization and company which can be involved for developing Bukhara Bureau of Convention and Exhibition (BBCE) :

Association of private tourism agencies of Uzbekistan (APTA)-

APTA is a non-governmental, non-profit public organization created in 1998 on the initiative of private tour operators and hotels in the country with the support of the Government of the Republic. Besides foreign organizations Bukhara bureau of convention and exhibition (BBCE) should cooperate with Bukhara State University in educational field because there are the following faculties which can be used to prepare necessary staff for developing M.I.C.E tourism in Bukhara city. In Accordance to resolution of the President of the Republic of Uzbekistan of December 24, 2021 No. PP-60 About additional measures for ensuring the academic and organizational and managerial independence of the public highest educational institutions. For the purpose of consecutive ensuring execution of the tasks determined by the Concept of development of system of the higher education of the

²⁸² Done by author

Republic of Uzbekistan till 2030 approved [by the Presidential decree](#) of the Republic of Uzbekistan of October 8, 2019 No.

Table 1

Faculties of Bukhara state University which can be involved in preparing staff for MICE industry in Bukhara city.

	FACULTY	DEPARTMENT
	INFORMATION TECHNOLOGIES	Information systems and technologies (by networks and industry)
	Economics and tourism	Economics(by field and branches)
		Logistics (agrologistics)
		Marketing (by field and branches)
		Organization and management of the hotel industry
		Tourism (by type of activity)
		Service field (by field and branches)
		Service field (by field and branches)rus
	Foreign languages	Activity of guide and translator (english)
		Activity of guide and translator (german language)
		Activity of guide and translator (french language)
		Theory and practice of translation (german language)
		Theory and practice of translation: (English)
		Theory and practice of translation: (French language)

Conclusion: As it was mentioned above Bukhara as a destination has all necessary capacity and opportunities for developing combined type of tourism – based on historical heritage and developing of MICE tourism. Last couples of years were signed several decree with goals of increasing touristic potential of Bukhara destination. In this case it is necessary to pay attention for CBT concept in developing elements of MICE tourism and creating value in service.

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