



UZBEKISTAN



**“TURISTIK HUDUDLARNING
ZAMONAVIY KONTENTI:
muammolar va innovatsion yechimlar”**
xalqaro ilmiy-amaliy anjumani

International scientific and practical conference

**“MODERN CONTENT OF TOURIST
DESTINATIONS:
problems and innovative solutions”**



**O‘ZBEKISTON RESPUBLIKASI
OLIIY TA’LIM, FAN VA INNOVATSIYALAR VAZIRLIGI
BUXORO DAVLAT UNIVERSITETI**

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MUAMMOLAR VA INNOVATSION YECHIMLAR”**

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9. Khurramov O.K., Fayzieva S.A., Saidova F.K., Khalilov B.B., Fayzieva S.K., Directions for improvement digital tourism and tourism info structure in Uzbekistan // Journal of Critical Reviews, 2020. Vol. 7

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THE IMPORTANCE OF HOTEL EVENTS ORGANIZATION AND MANAGEMENT IN TOURISM INDUSTRY

Abstract: *Today events are becoming major factor for attracting both foreign and local travelers to the region. It is the basic measure for winning the competition between destinations and also its tourism industries, as well as hotels. The governance as a structure in the management is an important function that has a huge impact on the internal organization and content of the animation. The governance is basically performed by people that contribute certain advantages for the organization and fulfillment of all objectives to be realized. In a broaden sense of the word, the operation means adherence of the visitors within their holiday in order to offer their tourist program and satisfy their needs as well. The governance involves motivation and communication which are actually the basic segments of the animation in tourism. The governance of the animation activities is not possible without good organization and precise formulized plans and programs.*

Keywords: *tourism events, MICE, business events, animation, hotel.*

Most events related in tourism are held in association with International Congress and Convention Association (ICCA) in foreign countries, and this is MICE (meetings, events, conferences and events) industry for abroad.

Business events produce the highest daily yield of any sector of the tourism industry. Spain is the third country in organizing business events after US and Germany. Spain has 7401 hotels in all, mainly 4 and 5 star business chain hotels

(Chappell, 2019). The business events sector contributes an estimated \$17.36 billion a year to the national economy, generating 116000 jobs (Margaret et.al., 2003). But the net worth to the nation of business events far exceeds their hard dollar value. Among many other benefits, they promote and showcase area's expertise and innovation to the world and attract global leaders and investment decision makers.

Spain has a lot of tourists who stay in local and international hotels. It is not a secret that some of them prefer to celebrate their events in hotels. In addition, now celebrating a birthday and marriage anniversaries in hotels become a trend. The reason for that is a creative event manager who can organize any dream event.

For the organization of various events in Spain serve not only hotels but they have also Convention and Conference Centers with variety of facilities. However, in many tourism well developed countries, together with in Spain following events are celebrated in the hotels, which became in trend:

- Conference, presentation, press conference, exhibition;
- Meeting, course, seminar, training;
- Seated reception;
- Festival and thematic nights;
- Sports events;
- Christmas party;
- Corporate party;
- Prom dances and end-of-school dances for primary schools;
- Business breakfast, brunch;
- Birthday party, engagement party, wedding anniversary;
- Wedding;
- Christening;

Funeral.

The elegant style, cozy, air-conditioned restaurant and meeting room can accommodate events between 15-60 persons, even over 2000 people. And the services they offer also differ from one hotel to another. For instance:

- private room, meeting room or conference room;
- conference facilities;
- buffet breakfast, lunch or dinner;
- special menus;
- wide selection of wines;
- live music, shows;
- any type of transport;
- free parking;
- free Wi-Fi;
- smoking area and nonsmoking areas;
- relax terrace and garden.

For organizing events and animation programs inside the European hotels most of them have special “Event Management” departments for organizing and managing various events. Staff of this department have their precise responsibilities and duties for the organization of process. If it is MICE tourism conference or banquet hall is given for rent, when the organizers are hired. But major hotels organize events themselves.

There are also animation programs which are provided by hotel itself or else hires animators, like “STAGEMAN”, “Golden wave”, “Event Planner” companies. They offer various animation programs for entertaining the guests of the hotel, for prolonging their stays, for winning the competition, for attracting more travelers and raising occupancy rate of the hotel. For instance:

- kids club - different games every day;
- evening shows - different performances every day;
- a sports and mobilizing programs;
- full animation programs “all-around”;
- activities for the elderly and the disabled guests and others.

Moreover, they organize training sessions for leisure time animators. The training offered by them provides the best opportunity to start a new career and to learn the necessary practical skills. This training has been specially devised to teach them all the information and skills that they will need to become a successful animator. In addition to the training trainees will also receive ready-made programs for animation activities which can be used everywhere. This training is very real, hands-on, practical training. All training sessions will only be in perfectly equipped real situations, where trainees will learn through taking part in games, shows and fun activities and develop the knowledge and confidence to become a professional animator.

And here to contrast with Uzbekistan events as a special field of tourism is not yet developed like other countries. Even though the festivals and special events are reportedly increasing, there are still much to be done in order to organize the industry better. Uzbekistan should develop a specific policy or strategy that directly caters the event tourism. Despite the competition from private hotels, luxury hotels are also gaining popularity amongst business travelers. Uzbekistan, by becoming more open to international trade and investment, runs quite a large number of MICE events, the majority of which take place in Tashkent. During the tough times and high competition, such hotels learned to provide additional services such as spas, fitness and MICE facilities, transportation services, tours and many others.

Organization and holding of conferences is an important component of the present-day business tourism. The preparations for conferences, workshops or round tables that are to be attended by a large number of participants should start long before the holding date of the event, which is done to work out all the stages of the organization of a conference:

- making and approbation of a conference program;
- selection of a venue for a conference, renting of a proper conference room and

required technical and demonstration equipment;

- organization of banquets, coffee breaks and stand-up parties;
- transportation and booking of hotel rooms and air and railway tickets.

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IMKONIYATI CHEKLANGAN INTELLEKTAL SALOHİYATLI YOSHLARNI MILLIY HUNARMANDCHILIKKA KENG JALB QILISH

O‘zbekiston Respublikasi Prezidentining qarori, 27.02.2023 yildagi PQ-74-sonli “Nogironligi bo‘lgan shaxslarni qo‘llab-quvvatlash tizimini takomillashtirishga doir qo‘shimcha chora-tadbirlar to‘g‘risida”gi qaroriga muvofiq, nogironligi bor shaxslar uchun inklyuziv turizm infratuzilmasining interfaol xaritasini yaratish vazifasi qo‘yildi, shu munosabat bilan davlat tomonidan bir qator qulaylik va yengilliklar yaratib berilmoqda.

2022 yil 1 aprel holatiga O‘zbekistonda 790 mingdan ziyod nogironligi bo‘lgan fuqarolar yashaydi. Ular uchun turizm infratuzilmasi takomillashtirish rejalashtirilgan bo‘lib, bunda:

- Samarqand, Buxoro, Xorazm va Qashqadaryo viloyatlarida - 2023 yilda;
- Farg‘ona, Namangan, Andijon va Jizzax viloyatlarida - 2024 yilda;
- Qoraqalpog‘iston Respublikasi, Navoiy, Surxondaryo va Sirdaryo viloyatlarida - 2025 yilda;
- Toshkent shahri va Toshkent viloyatida - 2026 yilga qadar ular uchun infratuzilmaviy qulayliklar yaratish rejalashtirilgan.