

**BASED ON THE SIGMENTATION CRITERIA, TO DETERMINE THE  
EXACT CONTINGENT OF INCOMING TOURIST FLOW IN THE  
DIRECTION OF TOURISM IN MICE**

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**Annotation:** in this article, based on the Sigmentation criteria, to determine the exact contingent of incoming tourist flow in the direction of tourism in MICE and to plan the implementation of the following activities actively in the short term in the coming years, based on the targeted objectives and international experiences of tourism in MICE, the analytical conclusions of the topic are presented.

**Keywords:** MICE tourism, direction, tourist flow, precise kontigent, International Congress and Convention Association, ICCA, existing problems, fast, quality, pandemic.

Uzbekistan attracts the attention of the whole world with its many historical and architectural monuments, diverse climate and rapid development. For centuries, Uzbekistan was located on the Great Silk Road at the crossroads of trade, merchants and travelers, geographers and missionaries, conquerors and conquerors. At the same time, Uzbekistan is becoming one of the most attractive tourist destinations for those interested in initiative, culture, history, traditions and exotic countries.

In 2016, the process of radical reform of the tourism sector of Uzbekistan began. Changes in the sphere of tourism are one of the strategic directions of development of the national economy, which will ensure the rapid development of the regions. The analysis showed positive dynamics of key indicators related to the industry. In particular, between 2016-2019 there was a significant increase in the number of international tourists visiting Uzbekistan. For comparison, in 2016 year the

country was visited by 2 million foreign tourists, in 2019 year their number increased by 3,3 times and reached 6,7 million. In 2018, the number of foreign tourists increased by 98% compared to 2017, while the number of enterprises and organizations engaged in tourism increased by 131%. It is noteworthy that the increase in the number of tourists occurs in different regions differently. For example, if the number of visitors from Central Asian countries increased by around 22-25 percent on average per year, the annual growth among citizens of distant foreign countries amounted to 50 percent. At the same time, positive results were also noted in the indicators of domestic tourism. According to the results of last year 2019, Uzbekistan was visited by 6,748 million people, which is undoubtedly more than 125 percent (5,346 million people) from 2018 statistics.

Of the total number of tourists visiting Uzbekistan, 6,260 million people came from the CIS countries, while 488,4 thousand from foreign countries. At the same time, the expositions of tourism services in 2019 amounted to 1,313 billion dollars, in 2018 it amounted to 1,041 billion dollars (an increase of 126 percent). More than half of this value is provided by tourists from CIS countries (966,559 million). US dollar), 346,472 million. and the dollar falls on travelers from other countries. Compared to 2016 year, the number of domestic tourists in 2019 year increased by almost 2 times, reaching 14,7 million.

Based on the targeted objectives and international experiences of the MICE tourism, it is planned to actively carry out the following activities in the short term in the coming years:

1) development of strategies and measures plan for the development of tourism in the Republic, including:

drawing up a program (annual) of activities at the International and local level, taking into account the seasonal factor of Tourism;

Identification of priority areas and countries for the holding of tourism events in MICE in Uzbekistan;

Attraction of domestic and foreign investments to the market of Uzbekistan;

to determine the directions of the activities of tourism in the mica, based on the available opportunities in the regions of the country;

Development of the national brand of the country for the tourism of MICE;

Development of cooperation between the organizations of Uzbekistan and foreign countries for the development of tourism in MICE.

2) establishment of a separate state institution (under the state agency for the development of Tourism) associated with the development of tourism in the country.

The following duties may be assigned to his authority:

- implementation of a single (centralized) MICE tourism policy;
- Coordination of activities of public and private organizations participating in the process of tourism in MICE;
- To compile and regularly update the list of hotels, tour operators, buildings and other organizations operating in the direction of tourism in MICE;
- Promotion of the activities of the MICE tourism, as well as the positive image of the regions of the country in international markets.

3) to create the necessary infrastructure in the regions of the country for the development of tourism in MICE. Including:

- Construction of 4-5 star hotels and business centers;
- adaptation, reconstruction and repair of vacant buildings for the conduct of tourism activities in MICE;
- to attract potential entrepreneurs and investors with the aim of creating the necessary infrastructure for the development of tourism in the country MICE;
- establishment of the online booking service of tourism events in MICE of public and private organizations.

4) to establish active cooperation with the International Congress and Convention Association (ICCA) and to register the organizations participating in the tourism of MICE in the country on the ICCA website;

5) to promote the country'S tourism potential in the domestic and foreign markets as well as to conduct continuous marketing research;

6) training and retraining of professional personnel in the field of tourism in MICE. Including:

- Organization of special courses providing certificates at the tourism training and Consulting Center under the state Tourism Development Agency;
- introduction of training hours on tourism in MICE to the curriculum of educational institutions.

Analytical conclusions of the topic:

The distribution of foreign citizens arriving in the Republic of Uzbekistan for tourist purposes by gender (unit) was observed in January-March 2021.

Total	238855
Men	121014
Women	117841

The gender distribution of the citizens of the Republic of Uzbekistan who left for tourism purposes (units) was observed in January-March 2021.

Total	301914
Men	172018
Women	129896

There is a need to change the tourism industry in Uzbekistan through innovation and digitalization. As an untapped opportunity, it is necessary to develop market segments such as emerging agro and ethno tourism.

The world practice of tourism development shows that in order to turn this industry into a high-income sector, it is necessary to unite and strengthen the efforts of all participants in the public and private sectors. In doing so, the role of government is to coordinate and plan tourism development policies at the international, governmental and private sector levels.

Prompt and high-quality solutions to the existing problems will play an important role in the development of tourism opportunities in Uzbekistan in the post-pandemic period.

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