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## Perspectives of developing Halal-MICE tourism in Bukhara based on establishing the Bukhara Bureau of Convention and Exhibition (BBCE).

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**Abstract:** 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 madrasas.

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.

**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 madrasas.

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, 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.

<sup>1</sup> <https://whc.unesco.org/en/list/602/>



Table 1.1.

List of cultural heritage objects located in the territory of Bukhara region<sup>2</sup>

Name of districts and cities	madrassa	mosques	mausoleum	Attractions (including 7 Saint of Bukhara)	total
Bukhara city	0	8	4		
Bukhara region					
Vobkent region		1			3
Gjduvan region		1			2
Jondor region					
Kagan city					
Kagan region					
Karakul region					
Shofirkon region					
Peshku region		0			1
Romitan region					
Karavulbar region					

Despite the insensitivity of much of the new construction from 1920 until the 1950s and earthquake damages, Bukhara retains much of its historic ambience and still has a largely intact urban fabric. In addition, large numbers of the outstanding earthen buildings are in some quarters extremely vulnerable due to the deterioration of the historic fabric.

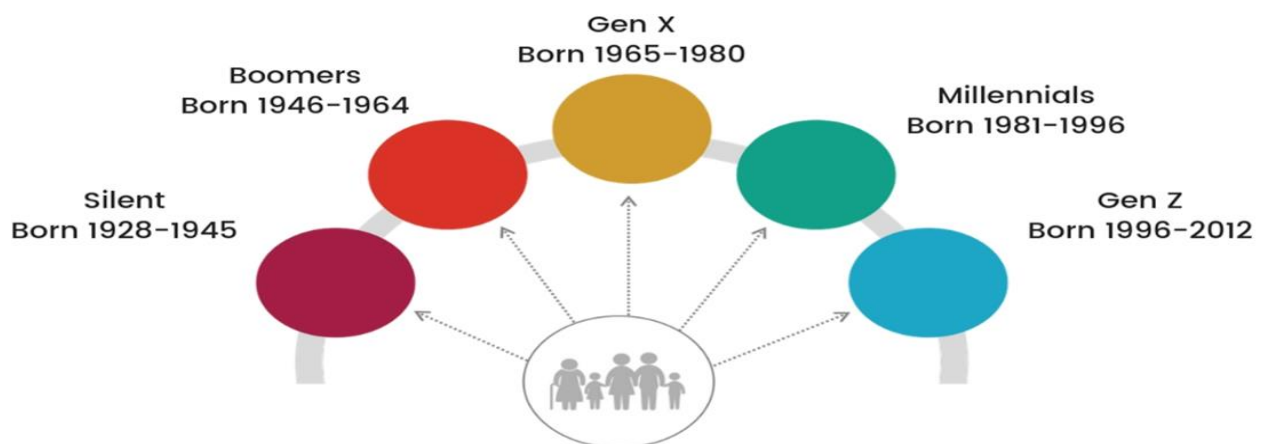
Bukhara has preserved a great deal of its urban layout that dates from the Sheibanid period. Modern buildings have been erected in the historic centre over the past half-century that have destroyed the appearance of some quarters, but in others the medieval townscape has survived. The

<sup>2</sup> Table . source The Ministry of Tourism and Cultural heritage of the Republic of Uzbekistan

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.

## Results

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 2022-2023, 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.<sup>3</sup>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. **Implementation of a separate program for the accelerated development of tourism in the Bukhara region.** As it is mentioned in the Development Strategy of New Uzbekistan for 2022-2026. For implementation of a separate program for the accelerated development of tourism in the Bukhara region by community based tourism combined with Halal+M.I.C.E tourism can be the essential role of solving this issue.



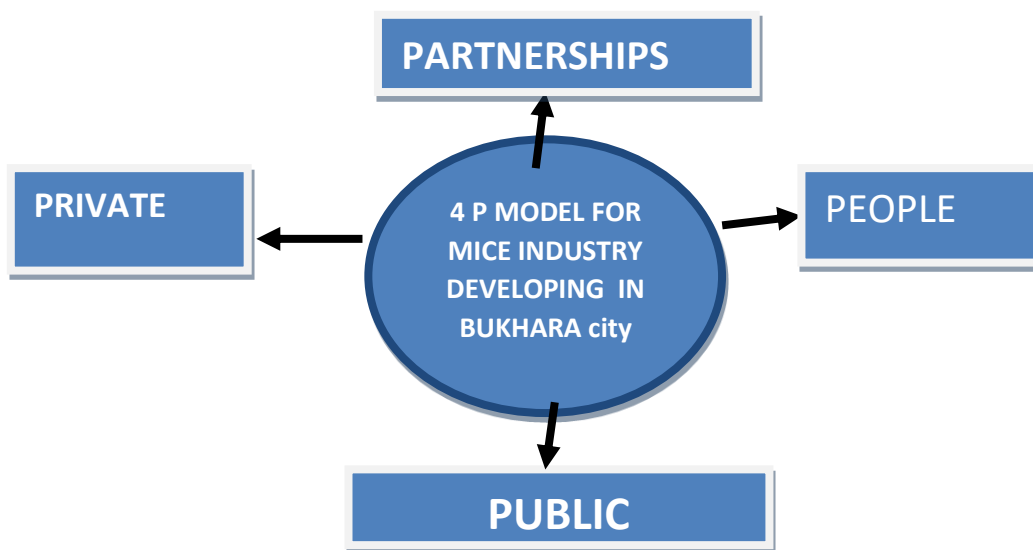
**Picture 1.1. Generation specification 4**

By the passing a time Generation Silent (born 1928-1945) and Boomers (born 1946-1964) getting less , but these generation were the most who visited Uzbekistan and especially ancient cities as Bukhara, but Gen X (born 1965-1980) and Millennials (born 1981-1996) can visit Uzbekistan too, but with another aim , that’s why it is important to be prepared and offer them some other type of services rather than just historical monuments. It is necessary to consider about developing MICE tourism in combining with historical monument. At the initial stage of development of HALAL MICE tourism in Bukhara , it is necessary to develop organizational and economic mechanisms for the organization

<sup>3</sup> Approved the Development Strategy of New Uzbekistan for 2022-2026

<sup>4</sup> [www.dsgssi.com/blog/understanding-the-generations](http://www.dsgssi.com/blog/understanding-the-generations)

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, 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 .



Picture 1.2. The objectives of suggested model<sup>5</sup>

**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 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 privet company by its own way, because M.I.C.E sectors can't be developed only by privet 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

<sup>5</sup> formed by the author



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Picture 1.3 The objectives of suggested logo of Bukhara Bureau of Convention and Exhibition (BBCE)<sup>6</sup>

## The Main Tasks Of The Chamber Are The Following:

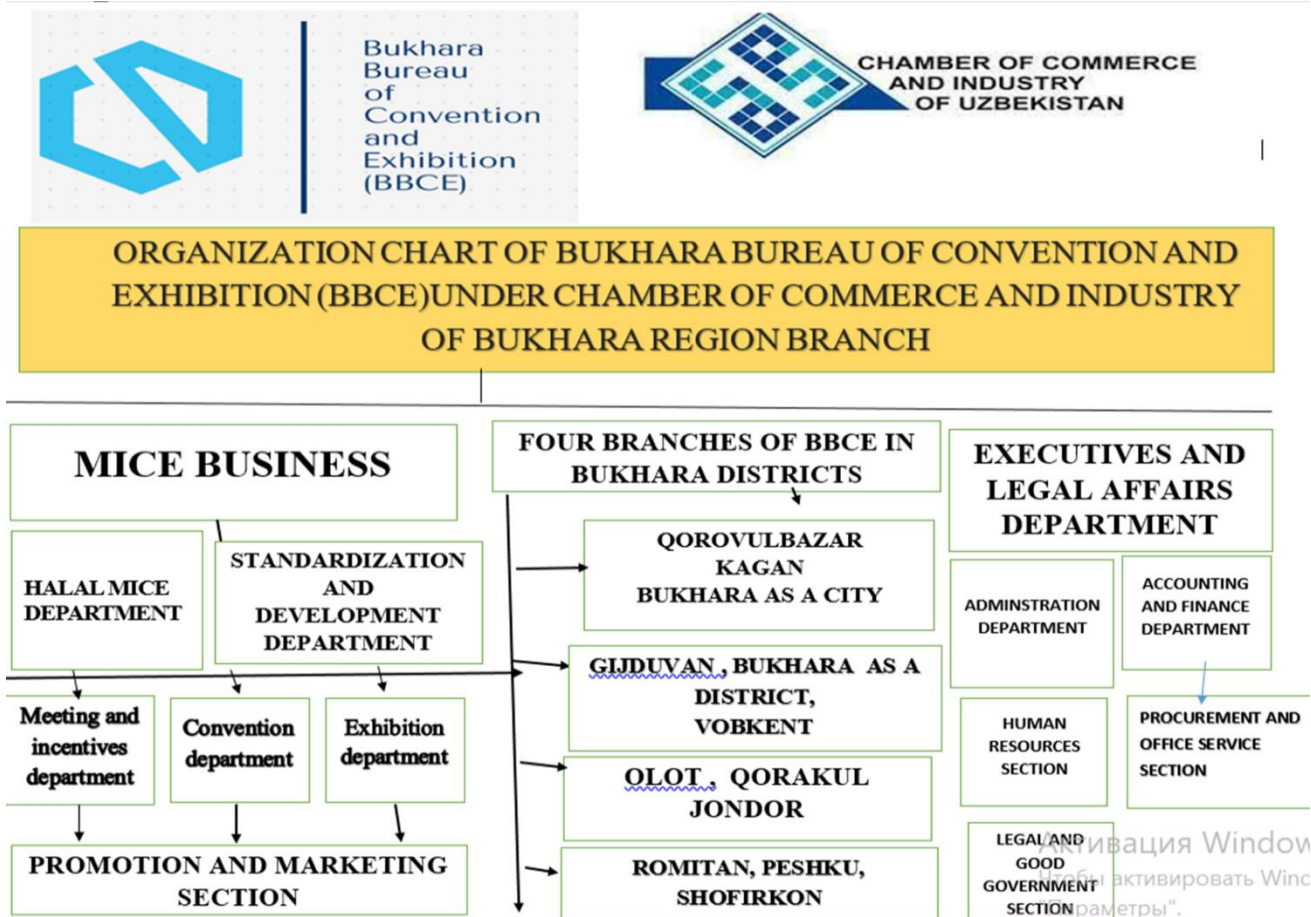
- promotion of entrepreneurship development in the Republic of Uzbekistan, primarily small and private;
- establishing and developing cooperation with chambers of commerce and public associations of entrepreneurs from other countries;
- providing entrepreneurs with a wide range of services, including 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:

- 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

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<sup>6</sup> Source: **formed by the author**



**Picture 1.4. Approximate organization chart of Bukhara Bureau of Convention and Exhibition (BBCE) under Bukhara regional branch of Chamber of Commerce and industry of the Republic of Uzbekistan<sup>7</sup>**

## 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.

<sup>7</sup>.(done by author )



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Picture 1.5. The list of 10 the most famous associations involved in MICE industry.<sup>8</sup>

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 ) :

## 1. 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. In future Association of private tourism agencies of Uzbekistan (APTA) will have essential role of developing MICE industry in Bukhara region. Last few years APTA participated in many seminars and events regarding to hospitable industry and contributes significant role in cooperating between local business and foreign non profit organization as USAID and it will influence of developing MICE industry too.



**THE ASSOCIATION OF PRIVATE  
TOURISM AGENCIES  
OF UZBEKISTAN**

<sup>8</sup> Done by author



BUKHARA-GROUP»

BBS TRAVEL AGENCY

IPAK YO'LI RESTAURANT OF SILK  
THEATRE

RESTAURANTS-KARAVAN

SILK ROAD FAMILY RESORT

AERODIZAYN EVENT  
MANAGEMENT COMPANY

RESTAURANT ADRAS

Picture 1.6. A group structure of Bukhara Group company<sup>9</sup>.

2) **Human resources section** is responsible for preparing necessary staff for developing M.I.C.E industry in Bukhara region. 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 Republic of Uzbekistan till 2030 approved [by the Presidential decree](#) of the Republic of Uzbekistan of October 8, 2019 No.

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

<sup>9</sup> Done by author





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about the glorious heritage of Islam, and ensure economic sustainability. 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. 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. Additionally, creating Hala+MICE tourism brand of Uzbekistan and building Convention Centers in Bukhara city will influence to promote Bukhara as a destination of MICE tourism in general. As well as conducting marketing research regularly to develop MICE tourism. The Republic of Uzbekistan has fully focused all its efforts on creating promising types of tourism development. The 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. 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.

**Table 1.2 Faculties of Bukhara state University which can be involved in preparing staff for MICE industry in Bukhara city.**

No	FACULTY	DEPARTMENT
1	INFORMATION TECHNOLOGIES	Information systems and technologies (by networks and industry)
2	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)



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3	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:** 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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