



## Perspectives in increasing attractiveness of Bukhara destination by establishing the Bukhara Bureau of Convention and Exhibition (BBCE).

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**Abstract** .One of the major reason is that at the beginning of the XXI century tourism started prospering sharply in uzbekistan and especially new era of developing tourism industry began in 2017.The second President of Uzbekistan Mirziyoyev Sh.M declared –tourism as main engine of economy in Modern Uzbekistan and by this aim there were signed the following documents; 1) decree of the President of the Republic of Uzbekistan, referring to 05.01.2019 year № DP-5611 on additional measures for the accelerated development of tourism in the Republic of Uzbekistan, Presidential Decree of the Republic of Uzbekistan of april 6, 2021 №-6199 “About measures for further enhancement of system of public administration in spheres of tourism, sport and cultural heritage”of the President of Uzbekistan, PD-135 signed on 26.04.2023” About additional measures to accelerate the development of the tourist potential of the republic, as well as further increase in the number of local and foreign tourists in the republic of Uzbekistan “ and the latest one was signed on July 27, 2023 No. PP-238 “About measures for further acceleration of reforms and the effective organization of system of public administration in the sphere of tourism in the territory of Uzbekistan”. In order to ensure the will of our people to build a free and prosperous, strong New Uzbekistan, create every citizen every opportunity to develop their potential, raise a healthy, educated and spiritually developed generation, form a strong economy that has become an important link in global production, as well as guaranteed justice , the rule of law, security and stability, the **STRATEGY “UZBEKISTAN - 2030”** was approved, which was developed on the basis of the experience acquired in the process of implementing the Development Strategy of New Uzbekistan and the results of public discussion. Uzbekistan-2030 Strategy targets.The tourism sector plays an important role in a wide range of activities aimed at finding optimal ways to develop the economy of the Republic of Uzbekistan. Tourism is one of the largest and actively developing sectors of the economy in many countries of the world: the high rate of tourism development, the size of its income has an active impact on various sectors of the economy, which helps the country to form its own tourism industry. Successful development of any sector of the economy, including tourism, is the current strategy of the country, in this regard, the Presidential Decree of January 5, 2019 "On additional measures to accelerate the development of tourism in the Republic of Uzbekistan" Resolution No. 5611 sets the task of diversifying tourism products and services to different segments of the tourism market in accordance with the "Concept of tourism development in the Republic of Uzbekistan in 2019-2025", <sup>1</sup> including development and implementation of program measures for the production of modern competitive craft and souvenir

<sup>1</sup> ILaw The Republic of Uzbeki stan. <https://lex.uz>



# The Peerian Journal

Open Access | Peer Reviewed

Volume 36, November, 2024

Website: [www.peerianjournal.com](http://www.peerianjournal.com)

ISSN (E): 2788-0303

Email: [editor@peerianjournal.com](mailto:editor@peerianjournal.com)

products, the development of "MICE-tourism. The research is aimed at attracting and increasing the flow of MICE tourists between Uzbekistan and neighboring countries with the help of the development of MICE tourism in the region, increasing the attractiveness of Muslim shrines further facilitation of MICE and travel, and economic processes are accelerating, serving as a solution to an urgent problem aimed at achieving economic, political and social integration within neighboring countries at an increasing time.

**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)

**The purpose of thesis** is to provide practical suggestions and recommendations for increasing the attractiveness of Bukhara destination based on MICE tourism for the sustainable development of Bukhara region by establishing Bukhara Bureau of Convention and Exhibition (BBCE).

#### Literature review of research (analysis):

Along with this, <sup>2</sup>Khaled Altareri, Chaves, MS, Gomes, R & Pedron, <sup>3</sup>, Gurkina A<sup>4</sup>, several Uzbek scientists have also worked on the issues related to tourism and innovation. Examples of them are the following: Muminov A.Z <sup>5</sup>, O.X.Xamidov<sup>6</sup>, Ibragimov N.S<sup>7</sup>, *Navruz-Zoda Baxtiyor Negmatovich*<sup>8</sup>. Description of research methodology. Comparative analysis, expert opinion, systematic approach, and assessment methods have been used in the research.

**The theoretical and practical significance of thesis.** The theoretical significance of the research results will be useful in theoretically systematizing the development of MICE tourism and will be practical importance in the implementation of measures to effectively organize the development of business tourism, increase the number of business tourists, achieve the popularization and integration of MICE travel between the country and neighbouring countries, improve MICE tourism infrastructure based on CBT tourism. The introduction is based on the relevance of the topic, the goals and objectives of the research, scientific novelty and practical significance.

Based on the scientific findings of the study, practical recommendations were developed and described in the concluding part of thesis.

<sup>2</sup> Development of multicultural MICE tourism in the middle east: the case of Saudi Arabia

<sup>3</sup>, 'Decision making based on Web 2.0 Data: The Small and Medium Hotel Management', *Tourism Management*, vol. 15, pp. 12-28.

<sup>4</sup> Travel experience in hotels for MICE industry. Bachelor's Thesis(2013).

<sup>5</sup> DEVELOPMENT OF ECOLOGIC TOURISM IN UZBEKISTAN," *Central Asian Problems of Modern Science and Education*: Vol. 3 : Iss. 3 , Article 22. Available at: <https://uzjournals.edu.uz/capmse/vol3/iss3/22>

<sup>6</sup> Improving Management Mechanisms For Ecotourism In Uzbekistan - "Iqtisodiyot Va Turizm" xalqaro ilmiy va innovatsion jurnali No1(1) 2021

<sup>7</sup> «Turistik hudud raqobatbardoshligi» fanidan oliy ta'lim muassasalari uchun darslik

<sup>8</sup> Evaluation of holy places of the regions for the development of pilgrimage tourism



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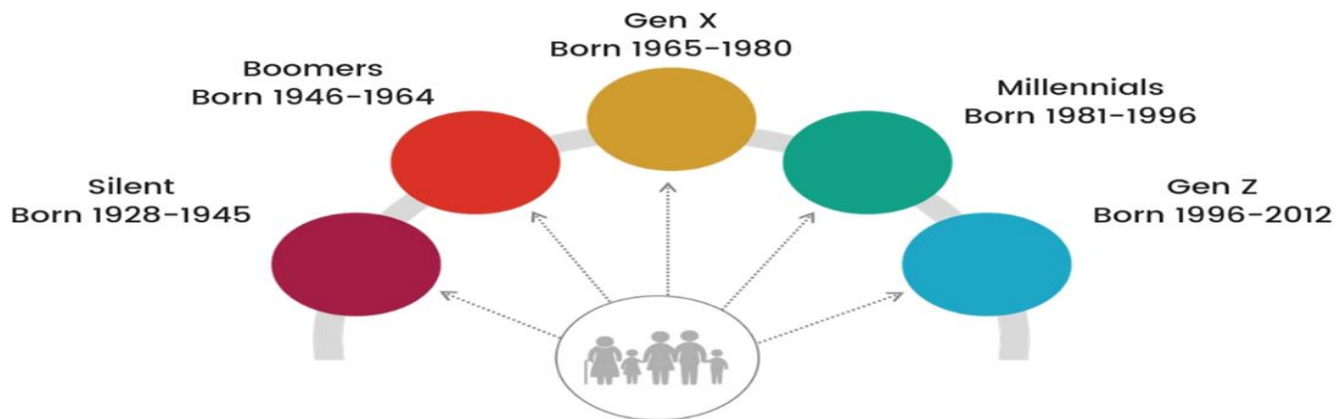
Open Access | Peer Reviewed

Volume 36, November, 2024

Website: [www.peerianjournal.com](http://www.peerianjournal.com)

ISSN (E): 2788-0303

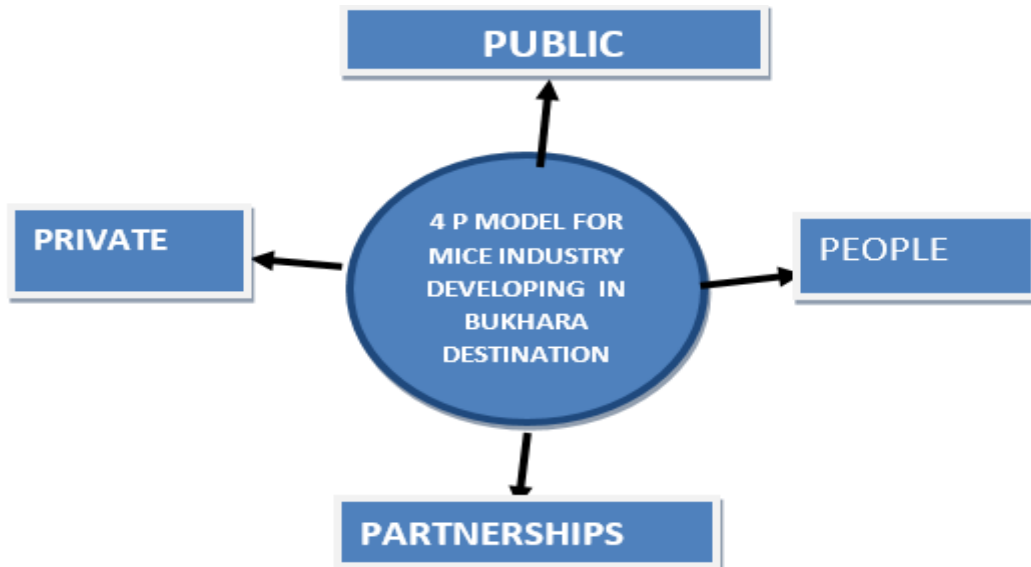
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**Picture 3.3. Generation specification <sup>9</sup>**

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 purpose , that's why it is important to be prepared and offer them something another rather than just historical monuments. It is time to think 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 and management of HALAL 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 Halal M.I.C.E tourism .

<sup>9</sup> [www.dsgssi.com/blog/understanding-the-generations](http://www.dsgssi.com/blog/understanding-the-generations)



**Picture 3.4. The objectives of suggested model<sup>10</sup>**

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 as for developing M.I.C.E sectors can't be developed by privet sectors 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>10</sup> formed by the author



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ISSN (E): 2788-0303

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**Picture 3.5. The objectives of suggested logo of Bukhara Bureau of Convention and Exhibition (BBCE)<sup>11</sup>**

## THE TASKS OF THE CHAMBER ARE:

- promotion of entrepreneurship development in the Republic of Uzbekistan, primarily small and private;
- assisting entrepreneurs in expanding business contacts and relations with foreign partners, promoting export of products to foreign markets, as well as attracting direct foreign investment to create new and to modernize existing industries to ensure production of competitive finished products;
- 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 important role in decision making of the given tasks is allocated to the Chamber of Commerce and Industry of the Republic of Uzbekistan. In present time the Chamber conducts the active work on support of subjects both small, and large business. It is very pleasant to note, that the amount of members of the Chamber of Commerce and Industry is increasing daily, that imposes more responsibilities on Chamber to its members. Today the Chamber works hard on expansion of spectrum of offering services and perfection of the quality of them so that representatives of business community and foreign investors could receive at any moment in any point of Uzbekistan the duly, competent assistance from experts of the Chamber and its divisions.

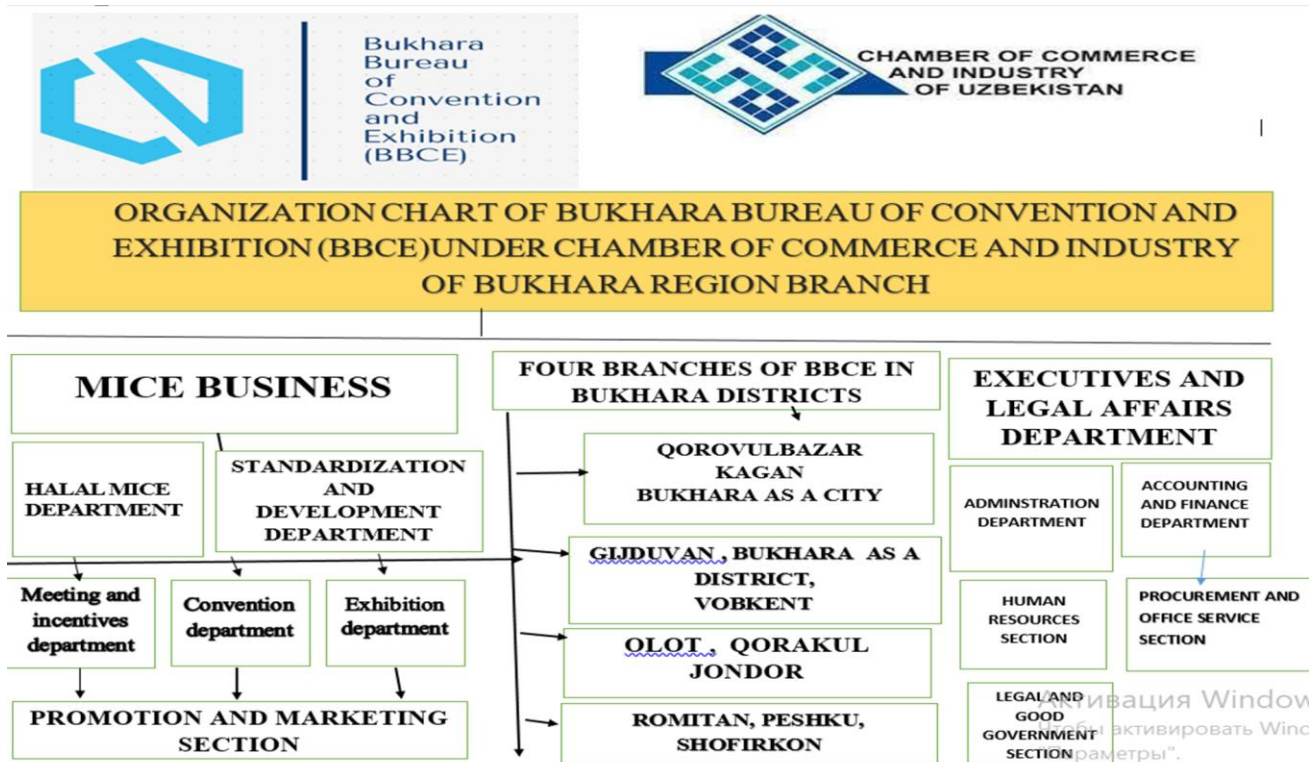
As it is shown in chart of Bukhara Bureau of Convention and Exhibition (BBCE) under Bukhara regional branch of Chamber of Commerce and industry of the Republic of Uzbekistan I am offering divided Bukhara region in four sections:

In the first group there are following districts:

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<sup>11</sup> 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



Picture 3.6. 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>12</sup>

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>12</sup> .(done by author )



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**Picture 3.7 The list of 10 the most famous associations involved in MICE industry.<sup>13</sup>**

Except these international MICE associations there are the following local organization which can be useful for BBCE to cooperate with

**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.



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

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. UP-5847, and also expansions of independence and cardinal reducing the public managerial control with activities of the highest educational institutions, and also forming by means of it the public highest educational institutions preparing the highly qualified personnel conforming to the changing work market

<sup>13</sup> Done by author



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requirements in Bukhara State university it is indicated:

1. Provide the following additional powers to the public highest educational institutions to which financial independence is provided since 2022/2023 academic years:<sup>14</sup>a) in the field of the academic independence:

- approval of curricula, training programs, qualification requirements on the basis of professional standards, determination of language and form of education taking into account features of the directions of education and specialties;
- implementation of the academic mobility with the highest educational institutions on the basis of mutual agreements
- creation and the edition of textbooks, other educational and scientific literature for the highest educational institutions and educational institutions in their structure on the basis of own signature stamps;
- determination and implementation of mechanisms of internal control of quality of education;
- Academic department of Bukhara state university which can be transformed to develop Halal +M.I.C.E tourism in Bukhara region by creation and the edition of textbooks, other educational and scientific literature for halal+M.I.C.E in its structure on the basis of own signature stamps;

**Conclusion :** For the purpose of increase in efficiency of the undertaken reforms in the field of tourism and cardinal increase in the driving foreign citizens to the republic solution of the available problems of tourist infrastructure, improvement of quality of the provided services and active promotion of national tourist product in the world markets, strengthening of personnel potential of tourist industry, and also according to the main directions of the Concept of development of the sphere of tourism in the Republic of Uzbekistan in 2019 - 2025: since November 1, 2019 the State committee of the Republic of Uzbekistan on tourism development: To create the list of descents of the citizens (settlements, kishlaks, auls, and also makhally the cities, settlements, kishlaks and auls) having the largest tourist potential; during creation in the territory of such descents of citizens at least 20 family guest houses and rendering at least five types of service for tourists (except for services in accommodation and/or food) give them the status of "Tourist mahalla ", "Tourist kishlak" or "The tourist aul"; in accordance this decree by the regional government of Bukhara region on the 18th of March 2020 it was signed decree № 128 with the list of villages where will be implemented concept of "Tourist mahalla ", "Tourist kishlak" or "The tourist aul". In my opinion the following village can be used for increasing attractiveness of Muslim shrines based on M.I.C.E tourism branch-CBT tourism in Bukhara region .

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<sup>14</sup> [cis-legislation.com/document.fwx?rgn=137162](http://cis-legislation.com/document.fwx?rgn=137162)





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Email: [editor@peerianjournal.com](mailto:editor@peerianjournal.com)

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