

ORGANIZATIONAL AND ECONOMIC MECHANISMS
OF THE MICE INDUSTRY

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Annotation: this thesis provides information on the economic indicators that were instrumental in the establishment of the MICE industry, the processes of organizing events and ways to use foreign experience in it.

Keywords: tourist firm, Congress halls, IT technology, event programs, employee experience, economic costs, profit.

Аннотация: В данной диссертации представлена информация об экономических показателях, имеющих значение при организации MICE-индустрии, процессах организации мероприятий и способах использования зарубежного опыта в ней.

Ключевые слова: туристическая компания, конгресс-холлы, IT-технологии, событийные программы, опыт сотрудников, экономические затраты, прибыль.

A modern business tourism industry has emerged in the West. Today, MICE tourism centers are the countries of the United States, the United Kingdom, Australia, Germany, France, Austria and Spain. The leader of business tourism in the East is China. Large specialized events are held in this area, in which tour operators and other participants in the MICE industry exchange experiences. The most popular are IBTM and IMEX. As for conferences and events that fully respond to the MICE format, such as Mobile World Congress in Barcelona (a landmark event in telecommunications and it) or MIPIM in Canada (international investment exposition Forum, a major event in real estate). Tourist organizations are important in the development of MICE tourism. The role of tourist organizations is also high in knowing for what purpose they visited tourists coming to our country. We know that tourists visit any country for different purposes. While Kimdur visits for recreational purposes, kimdur visits again for business purposes. And MICE tourism is not mistaken to say that these two goals are

a combined form. Because while business people have visited for the purpose of holding conferences, forums, meetings in a variety of ways, it does not make it difficult to leave the country without traveling. MICE tourism will be able to provide you with such an opportunity.

To develop MICE tourism in Tashkent, we must first form an infrastructure that can meet modern requirements. To do this, it is advisable for us to find out what purpose the tourist MICE tourism is visiting our country. MICE tourism goals and types are travel that provides:

- holding talks or meetings with business partners;
- participation in professional events;
- establish, form and encourage relationships with new business partners;
- press tours;
- sending employees to train or improve their skills, forming a team and encouraging them.

Facilities serving the development of MICE tourism include:

1. Conference hall;
2. Working offices;
3. Event halls;
4. Major shopping centers;
5. Hotel halls;
6. Facilities where restaurants and similar cooperation meetings can be

organized.

Currently, Dolores-travel advocate as well as Canaan travel are the leaders in the organization of MICE tourism in our country. These tour operator companies are delighted with many tourists with their services. Dolores-travel Group is a company owned by the Republic of Uzbekistan, which has been a leader in the tourism market of Uzbekistan for 25 years, and this company specializing in the reception of foreign tourists is also a leading tourism network for group trips, congresses, symposia, forums in the corporate segment. The employees of the MICE Tourism Department of this company are not only well-versed in all the nuances of organizing events in Uzbekistan, but also specialists in the tourist business¹.

If we dwell on the economic mechanisms of MICE tourism, then the costs for its organization will also be higher, and the revenues for expenses will also be much higher. We studied the German experience in organizing these events and gave information about the costs of organizing it below.

When organizing a conference in Germany, the average price per person can be set from US \$ 500 to US \$ 2,500. The total costs of the conference can range from \$150,000 to \$3,000,000. Again, it all depends on factors such as the size, location and duration of your conference. If you do not plan to serve any food, the cost of

¹ <https://dolorestravel.com/en>

holding the conference is usually US \$ 150,000, and the event will be designed for 250 people and will last two days. \$ 600 per person. The organizers of the event will benefit greatly from this. Because the higher the cost, the higher the income. In addition to the fact that the cost spent on organizing a mass event is self-sufficient, it requires economic beneficitation in the form of net profit².

Public events according to the definition of goals and the selection of the concept:

- ▶ party nights;
- ▶ charity shares;
- ▶ concerts, tours;
- ▶ exhibitions and fairs;
- ▶ business negotiations, political dialogues;
- ▶ sports festivals, championships and cup competitions.



Draw 1: Preparation of event programs³

As can be seen from this picture, when organizing an event, it is necessary to initially determine the name of the event, focus on what purpose the event is organized, clarify the organizers of the event, determine the time of the event, use massmedia to promote the event or not? It will be necessary to clarify this, prepare the necessary technical means for the event, determine who the visitors are, determine the location of the event, pay special attention to the design of the event, attract partner organizations as much as possible to the event, maintain financial accounting. The creation of a plan for organizing conferences involves processes that are difficult for

² <https://gogather.com/blog/what-does-a-corporate-conference-cost-to-plan>

³ Author development

some time. Because in this process, qualified specialists will be needed to formulate the cost, draw up breakfast, lunch, Conference time for guests. There are many factors that need to be considered when inflation costs increase and budget planning.

In conclusion, tourism is an important integral part of the country's economy. Through it, the prosperity of Dava will increase, the living standards of the population will improve, new jobs will be created, the culture of the people will improve, mature personnel will be formed, the image of the country will increase in the international tourism market, and this industry will also bring a large income.

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