

Analysis of the activities of MICE travel agencies

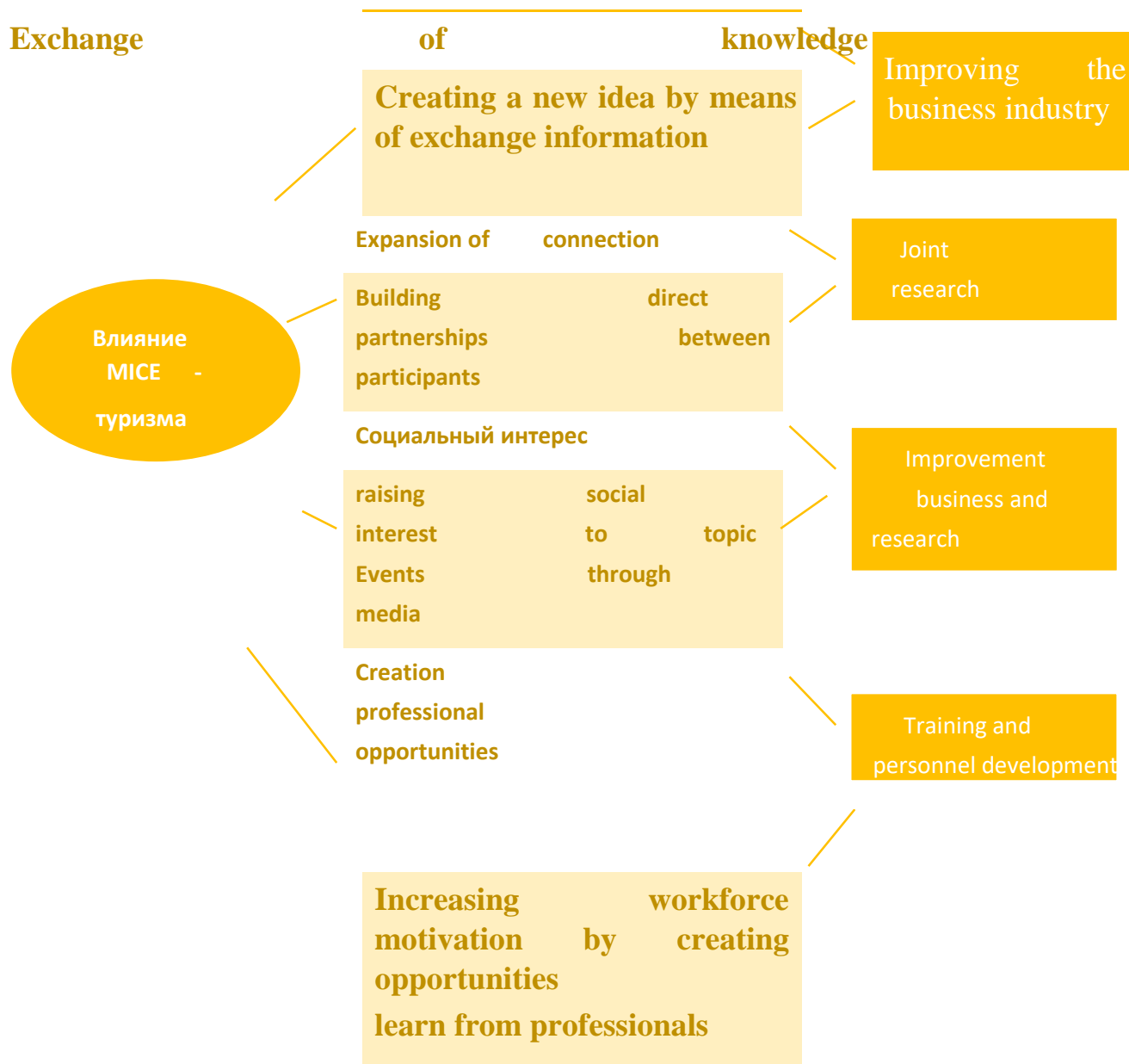
Urgench State University 3rd year student of the Faculty of Economics,
Kadamboyev Behzod Shukhrat ugli.

Annotation: Today, the world tourism industry is slowly recovering from the pandemic. MICE tourism is an example of this. In this article, you can see the advantages and disadvantages of MICE tourism and ways to overcome them.

Keywords: MICE tourism industry, specialized offices, infrastructure, conference halls, material and technical base, service quality, seasonality, catering services.

Today, the term MICE (meetings, Incentives, Conferences, Events) is widely used in international practice. In the MICE market, group conferences and meetings are the main source of income. The MICE market includes hotels, conference centers or cruise ship conferences, food and beverage, logistics firms, private tour operators and transfer companies, professional trade organizations, tourism trade unions and trade professionals and more. Addresses are placed at events as part of MICE's location through convention centers and visitor offices. MICE tourism accounts for only 7% of the world's tourism industry. At the same time, MICE tourists spend less money. That's why they encourage you to spend more money on fun activities. Today, through the exchange of information and knowledge, the business sector is improving, direct cooperation is established between the parties. The research environment for market participants is improving and additional jobs are being created for employees.

The impact of MICE tourism on the host country.



The main difference between business tourism and other types is that prices play a major role compared to individual tourism. Often the benefit of a company depends on the impression of partners, customers and other participants on the purpose of these trips and the success of the trip. Today, the demand for meetings and events is growing. The future of the MICE sector looks bright. However, there are various challenges and barriers to the promotion and development of the MICE tourism industry. Let's take a look at the main challenges we face. The main requirement of

the Tourism Infrastructure in Uzbekistan is the perfect organization of their work for tour operators and travel agents and the provision of high quality services to tourists. The meeting place serves as a key element of the infrastructure when planning MICE events. Convenience of transport, quality hotel services and technical equipment show that these elements are superior to one another in a competitive environment. The main objects are conference centers, conference halls, fairs and exhibition areas. On the scale of our country, the city of Tashkent today is a place with enough infrastructure facilities to receive. The situation is different in the provinces and regional centers.

For example, the conference halls of the largest hotels in Bukhara accommodate no more than 300 people at a time, while in Samarkand they receive an average of more than 100 people, and in Khorezm 350-400 people. In this case, the capacity of the facilities becomes a significant limitation.

It should be noted that meetings and events are held in hotels.

This 5P marketing model brings additional revenue to stakeholders and provides an opportunity for corporate business travel agencies and MICE companies to improve their image. This 5P marketing model can also be a model to improve the quality of tourism services.

Typically, large hotel corporations associate themselves with hotels. The main service of sustainable MICE companies is to innovate in a competitive environment. Quality control; flexible, adaptable and strong organizational culture; intangible assets (image and business reputation); and consumer behavior management. It should be noted that a competitive strategy is needed in all areas today. An example of this is the 5P Marketing Model.

The 5 P of the marketing models are:

1. Product - a hotel where a business tourist stays and relaxes at the place where the MICE event is held;

2. Price. Pricing policy, discounts, price-quality (variable), discounts for hotels and airlines, as well as insurance, travel arrangements

3. Location - distribution channels, Internet platforms, etc.;

4. Incentives - meetings, incentives, exhibitions (product sales), state summits, public relations and advertising, etc.;

5. People - loyal customers and VIP customers, employees and so on. Where MICE companies have the potential to survive a pandemic and gain a competitive advantage in the post-pandemic world, they are outsourcing to reduce costs while increasing performance.

The key factors in the competitiveness of MICE companies are their image and reliability. Competitiveness is undoubtedly achieved through improvement. Previous research has shown the following important points;

Total cost of business activities; costs of restaurants and hotels, transportation, etc.; The additional costs associated with it are inextricably linked to increasing demand and value added income. In choosing a survival and competitive strategy for the MICE industry, outsourcing industry is justified by a study of business processes. Outsourcing, in turn, reduces costs. Under these circumstances, MICE must "keep the good" and do it on its own it is necessary to use the skills and experience, to establish a modern communication system and to encourage the implementation of the digital economy.

The 5P marketing model on the competitiveness of MICE companies has been recognized by the world as an acceptable choice for survival and recovery through MICE business companies.

The lack of such functional systems in Uzbekistan, in turn, negatively affects the process and impression of business tourists and complicates the situation. MICE tourists are people with high demands for service. This applies to both the type of services expected and their quality. Their stay is usually one or more days. Due to time constraints, we need to place the most comfortable living conditions, catering and transportation services for such customers on an integrated map and offer them at affordable prices. However, in our country this is always possible. This is because the seasonality of tourism is seen as a major problem. Increasing demand for travel services and catering, catering, full occupancy of residential buildings, as well as special places for events, lack of conference centers, exhibition and concert halls, conference facilities with historic buildings are becoming an important obstacle. . The MICE sector is not only very profitable, but also attracts service providers. Improving the quality of services in this area will allow MICE agencies to work more frequently. In recent years, the MICE tourism sector in Uzbekistan has shown itself to be significant and strong. This, in turn, is due to the organization of high-quality and high-quality events. There is now a positive dynamic for such storage. In other words, there is enough knowledge and experience and highly qualified personnel to pay special attention to the problems and prevent them.

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